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FEB 14 1951

PUBLISHER'S BINDING

OCTOBER 2, 1950

BROADCASTING TELECASTING

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NA Jettisons Plan For AM Rate Cuts
Page 23

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TELECASTING
egins on Page 55

The Newsweekly of Radio and Television.

$7.00 Annually
25 cents weekly

NEW ANTENNA MAKES WHO A FAR BETTER BUY THAN EVER!

WHO's Potential Nighttime Audience Increased 92.7%!

WHO will be operating soon with two new 50 kw transmitters (AM and FM), two new antennas, and a new 780-foot tower. Representing a $400,000 investment, this new equipment not only improves WHO's transmission, *but also brings two hundred thousand new people within WHO's .5 millivolt contour — nearly three million new people within WHO's nighttime fading zone!* Here are the figures:

	BEFORE	NOW	INCREASE
Area Inside .5 Millivolt Contour (Square Miles)	84,500	89,000	5.3%
Population Inside .5 Millivolt Contour	3,890,000	4,100,000	5.4%
Area Inside Nighttime Fading Zone (Sq. Miles)	73,000	125,300*	71.6%
Population Inside Nighttime Fading Zone	3,162,400	6,096,300	92.7%

*Area of Iowa is 52,680 sq. mi. Population figures based on 1940 Census.

NEW AM EQUIPMENT

WHO's new 780-foot tower, a 300-degree vertical-directionalized antenna, is the result of years of research and experimentation by WHO's Technical Research Laboratory. Before the equipment was actually built, a small model tower and antenna were erected and operated at ten times WHO's frequency. This model test made it possible for WHO's engineers to perfect the design and to determine exactly what the new equipment would do in terms of more effective transmission. The new antenna's design almost completely eliminates unusable radiation above 40 degrees from the earth and returns this energy to horizon levels.

NEW FM EQUIPMENT

A new 12-bay super-gain FM antenna has been installed near the top of the 780-foot tower. This antenna radiates 400 kw effective radiated power and is driven by a new 50 kw FM transmitter. Space has also been provided on the tower for possible future installation of a super-gain TV antenna.

WHO's major investment in new AM and FM equipment makes this station the most modern 50 kw operation in the U.S. — is proof of WHO's determination to provide its *listeners* with topnotch radio service . . . its *advertisers* with outstanding radio values.

The 1950 Iowa Radio Audience Survey gives further evidence of WHO's leadership . . . reveals that WHO is "listened to most" by 37.5% of Iowa's radio families, daytime — 43.9%, nighttime.

Get all the facts about WHO, including a complimentary copy of the 1950 Survey. Write direct or ask Free & Peters.

WHO

for IOWA PLUS!

DES MOINES . . . 50,000 WATTS
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager



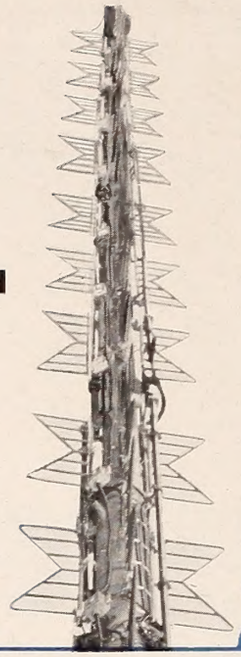
FREE & PETERS, INC.
National Representatives

Entered as second class matter at the Post Office at Washington, D. C., under act of March 3, 1879

TK6540
.B85

Look at

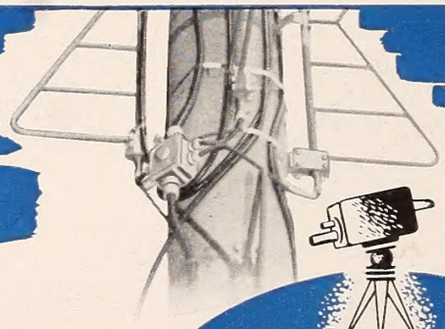
TELEVISION IN THE *WHAS* TRADITION



now...
twice the program time

With the arrival of the coaxial cable in Louisville, WHAS-TV now *doubles* its operating time.

Starting in the early afternoon, 7 days a week, WHAS-TV offers an outstanding lineup of local shows with a real Kentuckiana flavor . . . *plus* the all-star array of CBS-TV programs.



Basic CBS interconnected Affiliate

WHAS-TV
Louisville, Kentucky

Serving a market of more than 50,000 television homes

VICTOR A. SHOLIS, *Director* • NEIL D. CLINE, *Sales Director*

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. • ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES

Ask your Petry Man

to show you our

IDENTIFIABLE PROGRAM PLAN

for Spot Radio Advertisers in Boston

Learn how you can participate in these

"IDENTIFIABLE PROGRAMS"

"Boston Blackie" **"Philo Vance"**

"Dr. Kildare"

"The Hardy Family" **"Cisco Kid"**

"Maisie"

"Meet the Menjous" **"Crime Does Not Pay"**

"Favorite Story"

All scheduled in the DAYTIME (no Television competition) and designed for

"CONCENTRATED LISTENING"

to the program and the COMMERCIALS

P.S. And you'll be SURPRISED when the Petry Man shows you how many of the women PULSE says DON'T KNOW ANY ADVERTISERS participating in programs in Boston radio designed for CASUAL LISTENING. Find out if your account is listed by PULSE in the "DON'T KNOW" column in Boston radio.

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS. Represented Nationally by EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING TELECASTING ...at deadline



Closed Circuit

TALK OF revival of Cooperative Analysis of Broadcasting, or an enlarged version of it, was heard around convention of Assn. of National Advertisers last week in Chicago. Such an organization, supported by broadcasters, agencies and advertisers, it was argued, could result in important savings for all, since more than dozen different radio and TV research and measurement services now are in operation for which advertisers contend they pay in final analysis.

WHETHER FCC will adopt CBS color standards forthwith (meaning this week) consistent with its Sept. 1 report, or postpone action on its own motion in light of general plaint that 30-day timetable for bracket standards is impossible of accomplishment, was big question at filing deadline Friday. FCC was represented as having "open mind" with meeting likely at midweek. General view was that RCA would litigate if final decision favors CBS.

TAKE-IT-or-leave-it report: If FCC forthwith approves CBS color standards, there will follow order requiring TV stations to devote at least 20% of time on air to color transmissions, some of it in prime hours. Since FCC has no licensee control over manufacturers, presumably they would engage in color set production only if there's "public demand." Telecasters thereby would be faced with new economic problem of substantial proportions, say those despondent respondents.

AT CLOSING of FCC color polls Friday, several Big Ten manufacturers still were among missing although it was anticipated responses were in mails. It's expected Motorola will not protest FCC tentative approval of CBS color but will insist it can't do better than 6½ months on simple brackets, using CBS alone, or 10½ months for overall bracket standards. It was presumed Zenith would be in similar vein, although timing might be different. Biggest question mark was Philco, which vehemently opposed FCC stance all down line.

DON'T be surprised if CBS does not make bid for Thomas S. Lee (Don Lee) Enterprises stock. That does not mean, however, that CBS will not wind up with TV station of its own in Los Angeles market (it now owns 49% of KTTV, controlled by *Los Angeles Times*). Bids will be opened Oct. 6.

PROGRESSIVE Broadcasting System, headed by Westcoaster Larry Finley, has set Nov. 12 target date for beginning of network operations [BROADCASTING, Sept. 4]. Affiliates being contacted by train entourage which trekked through South last week winding up in Memphis. Former major network executive soon will join high command, it's reported.

MEL DRAKE, former WDGY Minneapolis manager named NAB station relations director in mid-August, may not assume post after all. NAB hasn't yet announced what's to be done finally about vacancy created in July when B. Walter Huffington suffered fatal heart

(Continued on page 94)

Upcoming

Oct. 2-3: NAB District 12, Tulsa Hotel, Tulsa.
Oct. 4: AAAA Board of Directors meeting, Chicago.
Oct. 5: AAAA Central Council, Hotel Drake, Chicago.
Oct. 6-7: NAB District 3, Bedford Springs Hotel, Bedford, Pa.

(Other Upcomings on page 73)

Bulletins

MRS. ELEANOR ROOSEVELT signed by WNBC New York late Friday to five-year contract to replace Mary Margaret McBride, 12:30-1:15 p.m., Mon-Fri., starting Oct. 11. Elliott Roosevelt to appear as announcer. Program available for participating sponsorship. Deal through Roosevelt & Jones, and William Morris, N. Y. Miss McBride moving from WNBC to ABC [BROADCASTING, Sept. 25].

INDUSTRY group to meet tonight (Monday) at Waldorf-Astoria, New York, to discuss plans for broadcasting defense council. Invited to attend by NAB President Justin Miller were Joseph H. McConnell, NBC; Frank Stanton, CBS; Robert E. Kintner, ABC; Frank White, MBS; Allen B. DuMont, DuMont Network; Jack R. Poppele, Television Broadcasters Assn.; Robert C. Sprague, RTMA.

LBS NETWORK STARTS

LIBERTY BROADCASTING SYSTEM without fanfare today (Oct. 2) starts interconnected network service to approximately 240 stations throughout the country [BROADCASTING, Sept. 4]. Approximately 10½ hours of programming per day will be fed to affiliates by LBS, headed by Barton R. and Gordon B. McLendon, multi-millionaire Texans.

Business Briefly

ORR APPOINTED ● Air Express Division of Railway Express Agency, New York, names Robert W. Orr Assoc., New York, to handle its advertising effective Jan. 1, 1951.

'RED PURGE' PROBLEM DISCUSSED AT CONFERENCE

ALL-INDUSTRY conference held in New York Friday under auspices of AFRA to discuss future policy of radio-TV and advertisers relating to dismissal of "controversial" personalities from network shows [BROADCASTING, Sept. 25, 18]. Sessions attended by representatives of ANA, AAAA and networks.

General Foods Corp., which dismissed Jean Muir on grounds her listing in *Red Channels* made her "controversial," Thursday temporarily suspended policy pending "constructive solution" from discussions.

FCC ACTION COMPARED TO ORDER FROM KREMLIN

AMERICAN public will lose 95% of present $3 billion invested in home TV sets under terms of FCC proposed bracket color ruling, Ross D. Siragusa told National Assn. of Furniture Manufacturers Friday at Edgewater Hotel, Chicago. FCC demand on set makers to modify sets was issued "with all sublety of an order from the Kremlin," he said.

Mr. Siragusa said not 5% of 10 million sets in service by end of 1950 will ever be made compatible with CBS.

CBS COLOR CONTINUES

CBS announced Friday it would continue daily color telecasts from WCBS-TV New York "until further notice" as service to any manufacturers testing color TV receiving equipment.

Bracket Deadline Stumps TV Set Makers

(See Earlier Story, Page 57)

AVALANCHE of last-minute replies of TV set makers to FCC's "bracket standards" proposal late Friday made it almost unanimous that, however hard manufacturers may try, they can't meet FCC's apparent early-November deadline to start manufacture.

Following pattern established by earlier answers to bracket-sets proposal which FCC offered as alternative to immediate adoption of CBS system, some manufacturers indicated willingness—but inability—to comply, while others took more stinging approach which signified likelihood that court test will follow if CBS system is approved.

Submitting replies at Friday's deadline were CBS; Westinghouse, General Electric, National Television Systems Committee, Crosley, Belmont, Stromberg-Carlson, Pilot, Arvin, Garod, and John Meck Industries in addition to supplementary brief by DuMont.

CBS supported bracket standards concept, based on assumption that costs will not be substantially greater than earlier estimates for internal "two point" adaptation. But it was made clear that CBS cannot confirm accuracy of this assumption, and that "whatever the desirability of the concept of bracket standards, excessive costs could nevertheless preclude their utilization."

Filed by Attorney Richard S. Salant, of Rosenman, Goldmark, Colin & Kaye, CBS comments said apparently many manufacturers feel unable to meet FCC's brackets deadline—in which case, FCC was told, color report "requires the immediate adoption" of CBS system. Approval of CBS standards, brief statement continued, would give manufacturers incentive to incorporate adaptation into sets and thus prevent aggravation of compatibility problem, giving FCC additional time to explore brackets question "fully."

CBS feared wording of FCC's brackets proposal might be interpreted "by some manufacturers" to preclude use of additional adjustment "which, when desired, would *reduce* the size of pictures received from CBS color signals in order that the receiver could be converted with a disc converter." FCC was asked to clarify this point.

Westinghouse said it has adapted some sets to receive CBS color in black-and-white and, though it cannot meet FCC's 30-day deadline for starting production, purposes to inaugurate three-phase production program based on assumptions stemming from FCC's TV Report:

(1) Assuming delay in final FCC decision, Westinghouse plans to build sets equipped with plug receptacle and two-position switch. At Switch Position No. 1, sets would operate on present standards, but by "relatively simple 'screw driver' readjustments" could be changed to operate on other monochrome standards "within a reasonable range of the present standards"; (2) upon promulgation of specific color standards, company would build

(Continued on page 94)

the one and only . . .

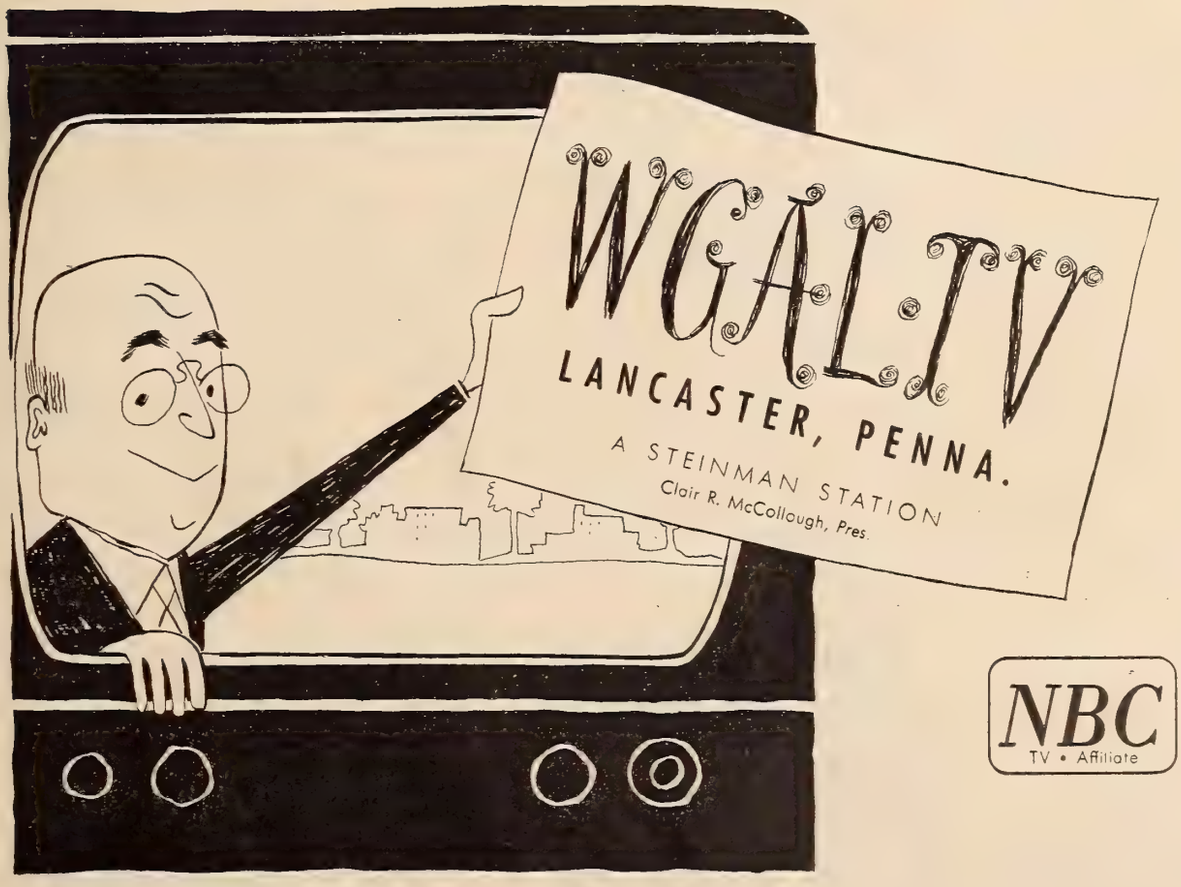
the only tv station that can sell your product to this prosperous TV audience

In fact, WGAL-TV is the only station located in this section. It reaches a large, thriving market in Pennsylvania—including Lancaster, York, Lebanon, Reading, Harrisburg and adjacent areas. In addition to its ability to do a profitable selling job for you, WGAL-TV is an ideal test market . . . compact, economy is stabilized, industry diversified and rates are reasonable. WGAL-TV assures you a consistently high and growing audience . . . top shows from 4 networks, NBC, ABC, CBS and DuMont and good local programming. If you're on TV, WGAL-TV is important in your selling plans.

Represented by

ROBERT MEEKER ASSOCIATES

Chicago San Francisco New York Los Angeles



14% SALES INCREASE IN RECORD TIME...

results in sponsor* adding 6 new markets!



*This medium-sized Southern bakery (name on request) tested "Cisco Kid" for 90 days . . . in a market where distribution was thin . . . during the summer, when bread sales are lower. Now In 7th Renewal! Results were so sensational—14% sales increase—that this bakery decided to sponsor "Cisco Kid" in six additional markets! "Cisco's" performance, as a record-breaking salesman for many products and services, is ready for your inspection. Write, wire or phone for details. See the proof — before you commit yourself on any Western!

Sensational "Cisco Kid" Promotion Campaign—
From buttons to guns—is breaking traffic records.

LOW PRICED!
½-Hour Western Adventure Program . . . Available 1-2-3 times per week. Transcribed for local and regional sponsorship.

FREDERIC W. ZIV COMPANY
Radio Productions
1520 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK HOLLYWOOD

Here's the Sensational
LOW-PRICED WESTERN
That Should Be On Your Station!

BROADCASTING Telecasting

THE NEWSWEEKLY OF RADIO AND TELEVISION*

Published Weekly by Broadcasting Publications, Inc

Executive, Editorial, Advertising and Circulation Offices:
870 National Press Bldg.
Washington 4, D. C. **Telephone ME 1022**

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WASHINGTON HEADQUARTERS

SOL TAISHOFF, *Editor and Publisher*

EDITORIAL: ART KING, *Managing Editor;* J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Tyler Nourse, Jo Hailey, *Assistants to the News Editor.* STAFF: David Berlyn, Lawrence Christopher, Mary Cross, Tom Hynes, John Osbon, Ardinelle Williamson. EDITORIAL ASSISTANTS: Estelle Dobschultz, Kathryn Ann Jones, Pat Kowalczyk, Doris Lord, Wilson D. McCarthy, Jean D. Statz; Gladys L. Hall, *Secretary to the Publisher.*

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CIRCULATION AND READERS' SERVICE: JOHN P. COSGROVE, *Manager:* Elaine Haskell, Grace Motta, Lillian Oliver, Allen Riley, Warren Sheets.

NEW YORK BUREAU 488 Madison Ave., Zone 22, *PLaza 5-8355;* EDITORIAL: Edwin H. James, *New York Editor;* Florence Small, *Agency Editor;* Pete Dickerson, *Assistant to New York Editor;* Gretchen Groff, Martha Koppel.

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, *ELgin 0775;* James Montagnes.

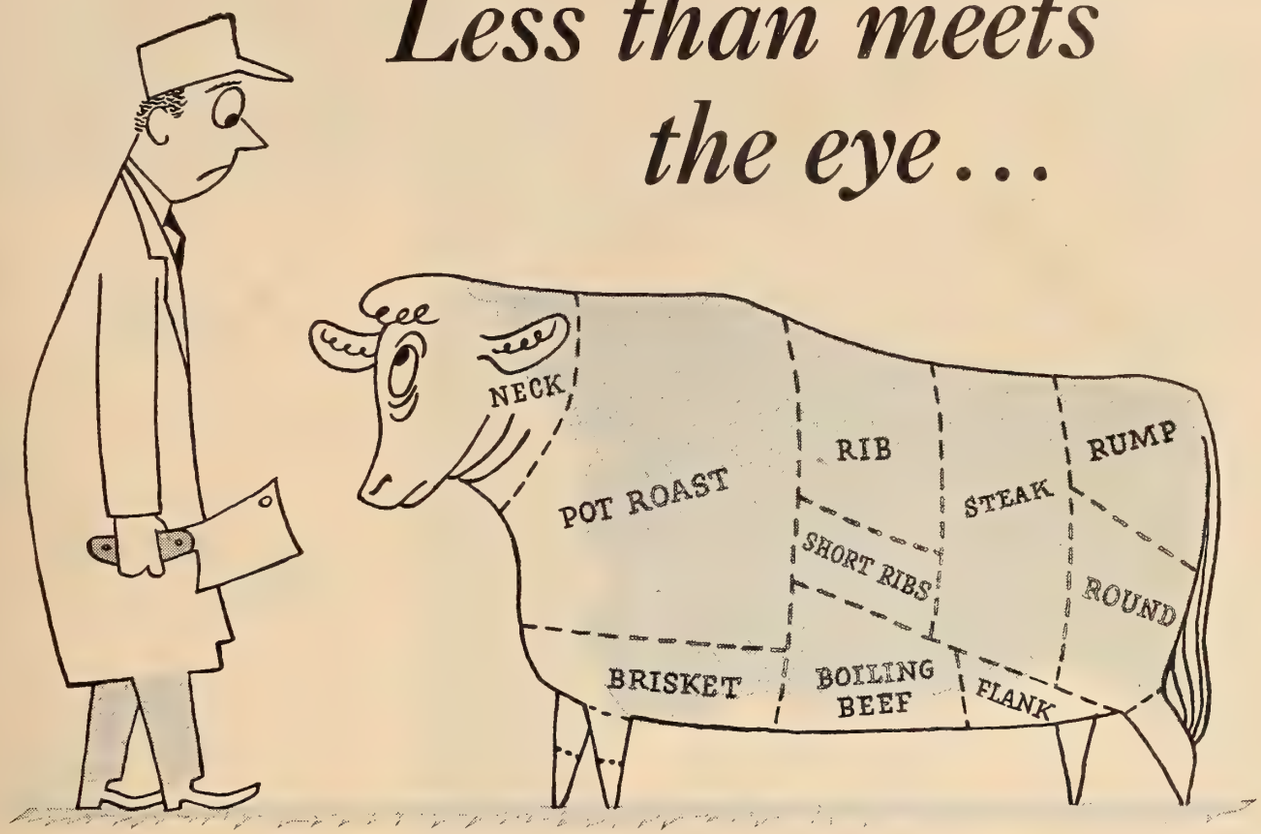
BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

*Reg. U. S. Patent Office

Copyright 1950 by Broadcasting Publications, Inc.

Subscription Price: $7.00 Per Year, 25c Per Copy

Less than meets the eye...



There's less *eatin' meat* on a steer (or lamb or pig) than meets the eye.

That's one of the reasons the Missus may look with jaundiced eye at the meat-man when he quotes her a price on a pound of steak, or chops or roast.

She's thinking of what the packer is paying for a pound of cattle *on the hoof;* what she's really buying is pretty near *all eatin' meat!*

Fact is, only half of a lamb is meat, and only about 10% of *that* meat is loin lamb chops. Only about two-thirds of a porker is meat *and* lard. Only a little more than half of a steer is beef, and only 8% of it is sirloin steak.

Remember, too, when the retailer buys his sides of meat, he is buying stew meat, shanks and shoulder roasts as well as fancy steaks and roasts. And there's always some trimming to do before he puts the cuts in the counter.

Next time you eye a meat animal, look for the *eatin' parts* and we believe you'll agree that the meat industry is doing a job when it moves meat from farm to table at a lower service cost than almost any other food.

A side light on the American meat industry

AMERICAN MEAT INSTITUTE
Headquarters, Chicago • Members throughout the U. S.

ANY ADVERTISER CAN

AND

MOST ADVERTISERS SHOULD

...USE

Spot Radio



REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

NO CORN PONE FOR MRS. CABOT!

Say "Johnnie Cake" to the lady from Massachusetts, and she'll know what on earth you're talking about. But down in the deep South they call it something else again.

Point is, you'll sell a lot more goods when you talk the same language as your customers—no matter where you live.

That's hard to arrange with impersonal national ad schedules. It's easy as pie, though, when you use Spot radio to give your advertising the local touch.

Spot's ability to deliver a home-town message—in one market or a hundred—is just one of the features that makes Spot advertising *great* advertising when measured in dollars and cents.

These great stations are Spot's ideal proving ground . . . . . .

SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas / Ft. Worth	NBC / ABC
KSO	Des Moines	CBS
WJR	Detroit	CBS
KARM	Fresno	ABC
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WTMJ	Milwaukee	NBC
KSTP	Mpls.-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
WIP	Philadelphia	MBS
KPHO	Phoenix, Ariz.	ABC
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	ABC
WOAI	San Antonio	NBC
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
WAGE	Syracuse	ABC
KVOO	Tulsa	NBC
WWVA	Wheeling	CBS
KFH	Wichita	CBS

THE YANKEE NETWORK

TEXAS QUALITY NETWORK

488 MADISON AVE.
NEW YORK CITY 22
MU 8-0200

CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • DALLAS
SAN FRANCISCO • ATLANTA

Oklahoma City's Only 50,000 Watt Station

KOMA

Outlet for The Columbia Broadcasting System

ADD IT UP YOURSELF . . .

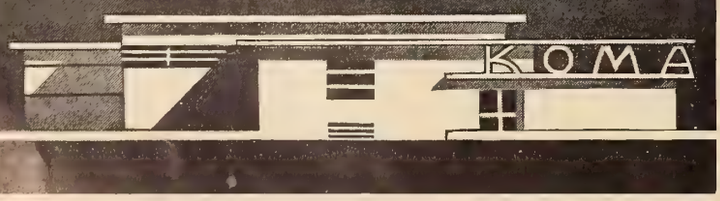
Fifty-thousand watts of power, All the top-rated CBS shows, a hard-working and generous promotion department, an increased market, many exclusive local features, a creative program department, staff names that are household in the southwest, an imaginative and flexible public relations policy. The total adds up for **you!** It adds up to FAST RESULTS . . . positive results for every dollar you spend. For the facts, call your nearest Avery Knodel man. He'll show you that you can buy Oklahoma City's BIG station at less cost per impression.

J. J. Bernard

V-P and General Manager

Avery-Knodel, Inc.

RADIO STATION REPRESENTATIVE





agency

HERBERT CLAASSEN, Compton Agency, N. Y., to Ruthrauff & Ryan, N. Y., as radio-TV timebuyer.

ALVIN BAKER, in charge of Hollywood office Dancer-Fitzgerald-Sample, with firm since Aug. 8, 1937, and GILBERT NUNNS, with Toronto office since May 1945, named vice presidents.

GERRY MARTIN to Duane Jones Co., N. Y., as director of TV. Was with Wm. Esty Co. and NBC, both N. Y.

ROBERT J. ROSS to Kaufman & Assoc., Chicago, as account executive and member of planning group. Was merchandising manager Evans Fur Co., Chicago.

ARMAND S. WEILL Co. Inc., Buffalo, opens office at 225 Mutual St., Toronto, with ALLAN F. WATERS as manager.

CHARLES F. LOWE, radio-TV producer and director, Erwin, Wasey & Co. Ltd., named TV supervisor for all agency West Coast-originating shows. Will handle new *Burns & Allen* TV show for Carnation Co. starting Oct. 12 on CBS. W. G. BRANGHAM, Botsford, Constantine &



on all accounts

A CLUE to Mildred Dudley's resourcefulness is found in that chapter of her life's story entitled "Girlhood Days on a Midwestern Farm."

Mildred's father, a Villa Grove, Ill., agriculturist, would have preferred that his only child be a boy, but he was not one to wrestle with destiny. He would raise his daughter lady-like.

Yet there are times on a farm when even a very feminine young princess is required to wear the jeans of a hired hand, so the future timebuyer at Le Vally Inc., Chicago, milked cows, repaired fences and hoed potatoes with the best of the men.

This was good training for Mildred. In later years she survived several periods of readjustment which might have unnerved a woman of less resilience.

The play was the thing with Mildred Loraine Dudley from the time she starred in a second grade "Mother Goose" production back in Villa Grove until a few years ago, during the recent World War, when she lost in a photo-finish for the part of "Rose" in the soap opera, *Guiding Light*. Her failure to win this starring role in radio caused Mildred to turn her back on a talent career for all time, but her decision marked a gain for business.



MILDRED

First, she patriotically offered her services to Douglas Aircraft Co., in Chicago where she served in an administrative capacity during the latter years of the war. Then she moved to Henri, Hurst & McDonald advertising agency, Chicago, where she worked for the late Louis Paul in the media department for a year before beginning a two-year hitch in the headquarters office of John Blair, station representative.

Mildred moved into radio proper as traffic manager of KTRH Houston, Jesse Jones' 50 kw CBS affiliate, but two years ago when John W. Shaw Agency, Chicago, needed someone with agency-representative experience to properly place its Fifth Army show across the country, Mildred got the job. She moved to Le Vally Inc., one of the Midwest's most vigorous younger agencies, in February 1949 to take charge of all radio time and space placements.

One of her biggest responsibilities is buying time for Household Finance Corp., a large user of

(Continued on page 18)

beat

Gardner, L. A., until recent closing of that office, to Erwin, Wasey copy staff.

COURTNEY BAXTER, WSCR Scranton, Pa., announcer, to Hoffman-Baxter Adv., same city, as partner and radio director.

JOSEPH W. FULGHUM, account executive Kenyon & Eckhardt, N. Y., to Biow Co., N. Y., as account executive for Pepsi-Cola.



Mr. Fulghum

RAY E. SCOTT, WCAE Pittsburgh announcer, to Ketchum, MacLeod & Grove, same city, as assistant to **Lansing Lindquist**, director of radio-TV. **CHARLES A. WRIGHT**, Tri-County Publishing Co., to firm as account executive in public relations department.

ELIS FOLKE, Sigfrid Fjellander Reklam, Huss Reklam & W-Reklam, Stockholm, Sweden agencies, to copy and planning staff O'Brien & Dorrance Inc., N. Y

MARY LOUISE CAMPBELL to account executive Ruse & Urban Inc., Detroit.

THOMAS W. RICKEY elected vice president Ruthrauff & Ryan, N.Y. Was with Young & Rubicam where he was in charge of Borden advertising.

JERE BAYARD, partner and account executive, Ted H. Factor, L. A., to Walter McCreery Inc., Beverly Hills, as merchandising director. Formerly operated his own L. A. advertising agency, Jere Bayard & Assoc.

FRANK B. McELMOYL to media director Morey, Humm & Johnstone Inc., N.Y. **Mrs. R. HILLMER** named assistant media director.

BENJAMIN SHATTUCK, supervisor of advertising Metropolitan Life Insurance Co., N. Y., to James Thomas Chirurg Co., N. Y., as account executive for consumer goods and merchandising specialist on plans board.

BILL MUIR and **DIANA SPRINGER** to Ad Fried Adv., Oakland, Calif. Miss Springer is account executive.

ROBERT G. WILDER, formerly conductor Robert G. Wilder & Co., public relations firm, to public relations staff Lewis & Gilman Inc., Phila.

THOMAS P. CROLIUS, Sindlinger & Co., Phila. (radio researchers), to Calkins & Holden, Carlock, McClinton & Smith, N.Y., to direct radio-TV research.

RICHARD R. PATTERSON to copy staff Kal, Erhlich & Merrick, Washington.

BENJAMIN FAIRCHILD, Tropical Oil Co., Bogota, Colombia, to international department J. Walter Thompson, Rio de Janeiro.

JERRY LIDDIARD, operator of his own Glendale, Calif., advertising agency, to Phil D. McHugh Co., L. A., as account executive. **MURIEL HELGESON** also to McHugh staff.

DON BLAUHUT appointed assistant radio-TV director Peck Adv., N.Y.

Miss **CLAIRE FISCHER**, Marshall Feld & Co., Chicago, to copy department Tatham-Laird, same city.

LARRY FIELDS, Blaine-Thompson Co., N. Y., publicity department, to David O. Alber Assoc. Inc., N. Y.

ROBERT LIGHT to Abbott Kimball Co., L. A., as radio-TV director.

JAMES TATE, vice president Dumore Co., Racine, Wis., to account executive Klau-Van Pietersom-Dunlap Assoc., Milwaukee.

CLARENCE B. GOSHORN, chairman of board Benton & Bowles, N. Y., appointed chairman of advertising division of 1950 fund appeal for Travelers Aid Society of N. Y.

McQUIRE ADV. Ltd., Windsor, opens office at London, Ont., with **EUGENE A. WESTENDORP** as manager.

WM. WILBUR Adv. Inc., N. Y., to move to 135 E. 54th St. upon completion of new building there.

WAVE CAN'T NET BUTTERFLY (Ky.)!

Nope, there're no holes in our net—the apparatus we use just can't quite reach Butterfly (Ky.)!

But wham!—You ought to see some of the catches we get right here in the Louisville Trading Area. Every day of every year, we capture many, many thousands of the fanciest high-flyers in the State—gaudy specimens who show a standard of living at least 40% higher than the average in Kentucky *outside* WAVE's area.

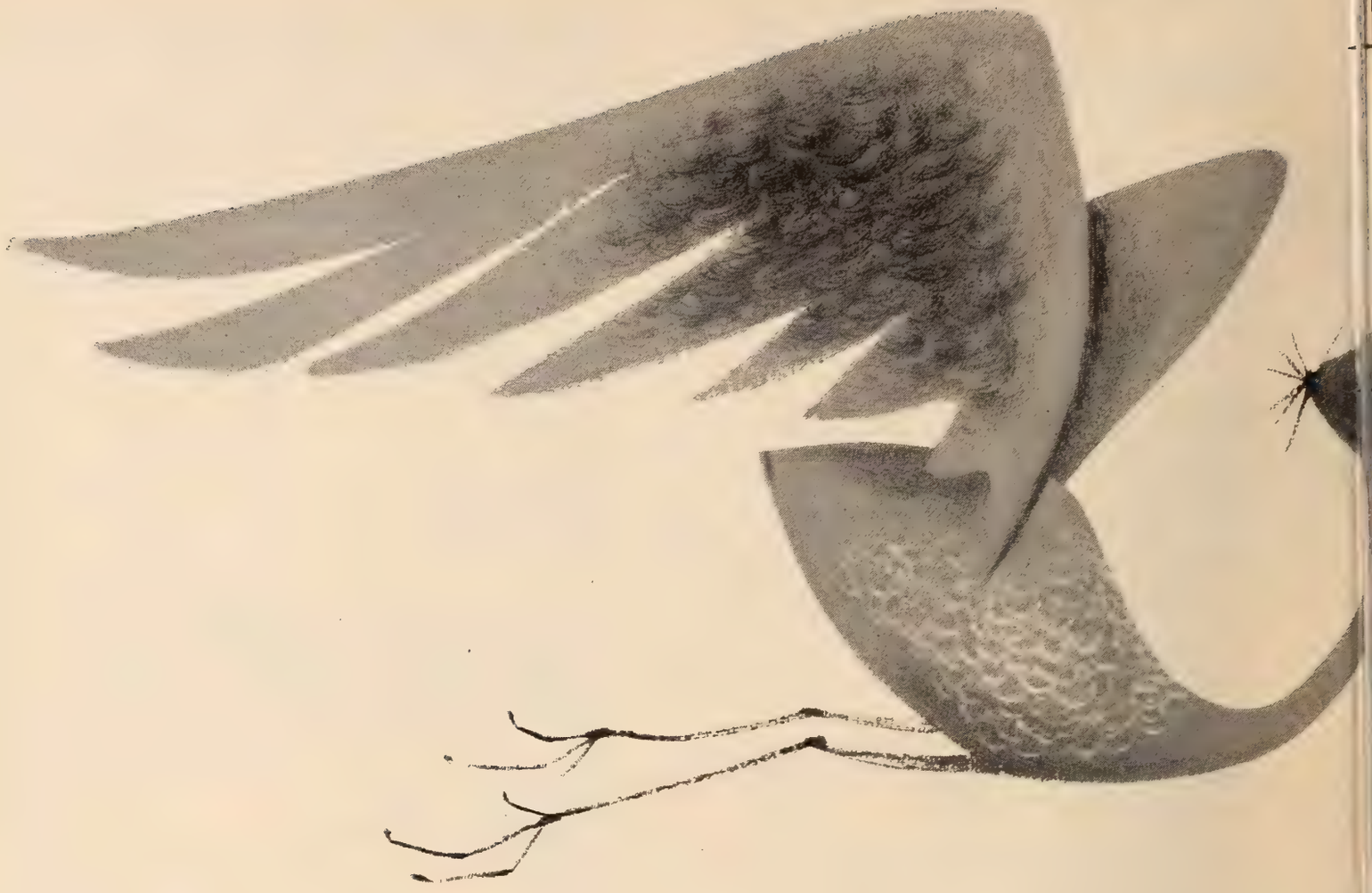
Let us catch them for *you*, with our *better* net (work and local programming). Shall we start swinging?

LOUISVILLE'S WAVE

NBC AFFILIATE

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

5000 WATTS . 970 KC



a blessed event for broadcasters !

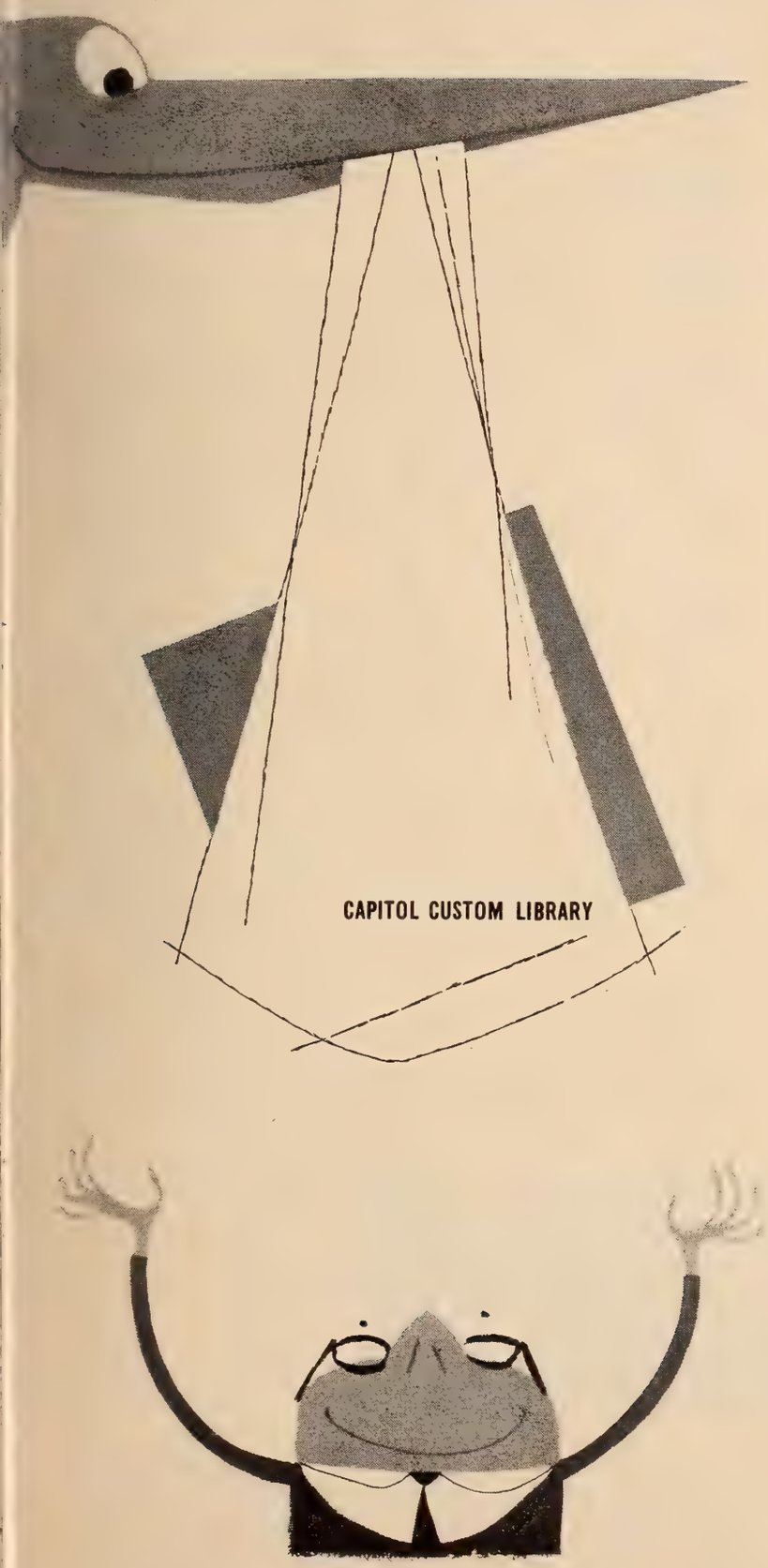
Broadcasters ordered it... so Capitol delivers the answer to low-cost, high-quality programming for AM-FM-TV stations, large and small. Capitol brings you its *Custom* Library — a transcription service that costs you only $75.00 a month the first year — drops down to $50.00 a month thereafter. And that *goes!* — regardless of station size or market. Study all the features of this new service by Capitol. No other service can match the Capitol *Custom* Library for low-cost, high-quality and up-to-the-minute variety of transcribed library programming.

FREE BONUS OFFERS First 200 subscribers to the Capitol *Custom* Library will receive a big bonus. Contracts in by November 1 will receive another extra "Christmas Package" bonus, free!

Have you received Custom Library details by mail? If not — Write or Wire . . .

CAPITOL RECORDS INC., BROADCAST DIVISION

Sunset and Vine • Hollywood 28, California



PAY LESS—PLAY MORE
with the new CAPITOL CUSTOM LIBRARY

Costs little to start . . less to continue • Only $75 per month the first year — and just $50 per month thereafter, regardless of station or market • Start with 2000 selections (approx.) of your choice • Look over the complete catalog and select the 220 discs that you want. (Approximately 2000 tunes) • Your Custom Library grows and grows • Each year you may choose 30 additional discs (approximately 300 selections) to add to your library . . . either from new releases or from Capitol Library Catalog • Your library stays fresh with free exchange allowance • 30 exchange transcriptions per year — approximately 300 different selections, in exchange, or you may have replacements. (Discs over allowance $2.50 each) • And here's more great news • No long-term contract necessary • You use your library on a month-to-month basis, after the first contract year . . . allowing you complete flexibility of operation.

if you want PROGRAMS Choose complete repertoire of individual artists with their voice tracks, themes, segues and bridges . . . for production programming.

if you want SELECTED MUSIC Choose complete sections by musical category: Pop Concert, Salon, Standard, etc. . . . all listed for easy selection in the Capitol catalog.

if you want MUSIC BY TITLE You'll find them all listed for you alphabetically in the Capitol catalog.

if you want PROGRAM AIDS Mood music, theme music, sound effects, general use voice tracks, etc. — all available for your use.

if you want INSTRUMENTAL MUSIC You'll find the finest, all listed for you in Section 3 of the Capitol catalog.

TECHNICAL FEATURES OF CAPITOL TRANSCRIPTIONS

High Fidelity 16" vinylite discs • Lateral cut — Outside in — Recorded to NAB Standards • Unique, 3 turn cue-in device on every track • Capitol's live, brilliant recording • Proven performance.

WITH EVERY LIBRARY YOU RECEIVE Complete Capitol Transcription catalog—revised every three months, plus monthly release sheets • Title file cards for every selection in your library • Roller bearing action pull drawer type, steel transcription cabinet • Heavy weight, numbered jackets for each transcription • Artists promotion pictures, ad mats, and biography cards.

You Can Count on Capitol

FIRST with Showmanship in Transcribed Libraries.
FIRST with Brilliant "Live" Recordings.
FIRST with Simplified Cataloging.
FIRST with Standard cue-ins.

AND NOW the Capitol Custom Library — the library you want at the price you want to pay!

Capitol
REG. U.S. PAT. OFF.
RECORDS, INC.
BROADCAST DIVISION

Willie WISH invites
Indianapolis women's clubs and
special groups to visit WISH

Behind the scenes
in technicolor movies



This is still another highly effective "extra-promotion" service for WISH advertisers . . . a brand NEW addition to WISH's hard-hitting program to blanket our entire sales area with the WISH story —and the WISH Advertisers' story. The reaction and the response were instantaneous. All available reels are booked-up solid. It just proves over again that Indianapolis likes WISH.

wish

FREE & PETERS—*National Representatives*
GEORGE J. HIGGINS—*General Manager*
ABC—*Indianapolis Affiliate*

new business

KILE-JACOBS Inc. (appliance distributor), Wilkes-Barre, Pa., extends campaign into nine stations in mid-Atlantic market. News and packaged music used. Agency: Hoffman-Baxter, Scranton, Pa.

JOHN F. TROMMER Inc., N. Y. (beer), names Lennen & Mitchell, N. Y., to direct its advertising.

CALIFORNIA LIMA BEAN GROWERS Assn., Oxnard, Calif., planning radio-TV spot and participation campaign in about 10-12 East and Mid-Western markets to start about Oct. 21. Agency: Mogge-Privett Inc., L. A.

MERIT GREETING CARD Co., Newark, N. J., adds 12 TV stations to those already being used, and 10 more radio stations. Agency: Louis F. Herman, same city.

EVANGER KENNEL FOODS, Chicago, names Kaufman & Assoc., same city, to direct its advertising. Most of budget will be used for local TV spots and programming.

STROH BREWING Co., Detroit, sponsoring hockey broadcasts of Detroit Red Wings from WJBK Detroit to 10 stations in Michigan. Home games will be telecast additionally over WWJ-TV Detroit. Agency: Zimmer-Keller, same city.

IMPERIAL TOBACCO SALES Co. of Canada Ltd., Montreal (Caporal cigarettes), broadcasting 60 football games in eastern and western Canada over number of Canadian stations. Agency: Harry E. Foster Adv. Ltd., Toronto.

Network Accounts . . .

PROCTER & GAMBLE, Cincinnati, buys daytime television strip on CBS-TV, 2:30-2:45 p.m., Mon.-Fri., and will sponsor serial drama, *The First Hundred Years*, in period beginning Dec. 1. Agency: Benton & Bowles, N. Y.

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C., purchases U. of Wisconsin nine-game football schedule on network of 17 Wisconsin stations, including: WRJN Racine, WGEZ Beloit, WCLO Janesville, WIBU Madison-Poynette, WHBY Appleton, WJPG Green Bay, WOMT Manitowoc, KFIZ Fond du Lac, WFHR Wisconsin Rapids, WKBH La Crosse, WEAU Eau Claire, WISN Milwaukee, WJMC Rice Lake, WEBC Superior-Duluth, WOBT Rhinelander, WATK Antigo, WWCF Baraboo. Agency: Wm. Esty Co., N. Y.

OLDSMOBILE DEALERS present *Douglas Edwards With the News*, Mon.-Fri., 7:30-7:45 p.m., CBS-TV. Agency: D. P. Brother & Co., Detroit.

FORD DEALERS Advertising Assn. starts five-minute *Ford Five Star Final* on 45 Don Lee Pacific Coast stations, Mon.-Fri., 9:55-10 p.m., PDT., for 52 weeks. Agency: J. Walter Thompson Co., L. A.

GILLETTE SAFETY RAZOR Co. will sponsor telecast of Army-Navy football game Dec. 2 on NBC-TV. Agency: Maxon Inc., N. Y.

NATIONAL BISCUIT Co. renews *Straight Arrow* on over 400 MBS stations, Tues., Thurs., 5:15-5:30 p.m. Agency: McCann-Erickson, N. Y.

CAMPANA SALES Co., Batavia, Ill. (cosmetics, Ayds, Italian Balm), will sponsor *First Nighter* on ABC-TV Wed., 7-8 p.m. CST, starting Oct. 18. Series patterned after radio's *First Nighter*, sponsored by firm many years. Agency: H. W. Kastor & Sons, Chicago.

PHILIP MORRIS & Co. (Bond Street tobacco) began sponsorship of *Greatest Moments in Sports*, films of high points in sports history, on CBS-TV following Louis-Charles heavyweight fight last Wednesday. Series, quarter-hour program, will continue for 26 weeks following CBS-TV fights each Wednesday. Agency: Biow Co., N. Y.



Business is great, thank you, at...

RADIO WOW

WOW is embarking on one of the heaviest commercial schedules in its 28 years in business — BUT —

WOW is like a great hotel — room can always be found for a good client who has a selling job to be done in WOW-Land.

WOW can always add a cot (with a fine innerspring mattress, too!) in the bridal suite.

Why the great rush of clients to WOW, when other stations are scrapping for business?

Because WOW has 100,000 more listening families every day and every night than its nearest competitor. Because WOW delivers this audience at a lower cost per thousand.

RADIO STATION WOW

Insurance Bldg., Omaha, Telephone WEbster 3400

FRANK P. FOGARTY, *General Manager* **LYLE DeMOSS,** *Ass't. General Manager* **Any John Blair Office**

open mike



New Markets

EDITOR, BROADCASTING:

. . . I am getting inquiries, too, on this ["Radio Fills Theatres," BROADCASTING, Sept. 11] from fellows in the industry and I guess we sort of woke them up to new markets. There was one slight mistake. . . . The Arcadia Theatre Co., of which I am the manager-owner, operates the theatres at Wellsboro, Pa., not Corning, N. Y. You see, the radio station is in Corning, N. Y., and my theatres are in Pennsylvania, 38 miles from the station. The station covers this area like a tent, as good as a local station. . . .

I only wish now the networks could get the distributors to really go on the air and put on some real programs sponsored by the motion picture industry to sell the industry and its product. I think we have many of the theatres awakened, but we still have to wake up the distributors. It seems to me that is a job of network selling. It certainly could provide them with some great entertainment because producer-sponsored programs from Hollywood would certainly saturate the air with some of the greatest stars in the business. It certainly wouldn't hurt the motion picture industry either. . . .

Larry Woodin
Manager
Arcadia Theatre Co.
Wellsboro, Pa.

* * *

Good 'Insurance'

EDITOR, BROADCASTING:

The mail just brought your "National Radio Insurance" mailing piece. . . . It is typical of your advance thinking, and you are to be congratulated on this high-type advertising. . . .

Murry Brophy
2214 North Central Ave.
Phoenix, Ariz.

* * *

EDITOR, BROADCASTING:

My compliments to your promotion department for the unusual and effective sales idea in the mailing piece "National Radio Insurance."

J. Leonard Reinsch
Managing Director
James M. Cox Radio Stations
Atlanta, Ga.

Col. Hollingbery

EDITOR, BROADCASTING:

. . . It is certainly grand to have received as many nice messages from my friends concerning this article [Respects, BROADCASTING, Aug. 28] as I have. . . .

. . . Just received a letter from J. Strom Thurmond, governor of the State of South Carolina, advising me that because of your story, he's appointed me a colonel on his staff and enclosed the commission. . . .

George P. Hollingbery
George P. Hollingbery Co.
Chicago

* * *

List News Directors

EDITOR, BROADCASTING:

. . . You may remember . . . I wrote you about the often expressed question by members of our association that the category of News Director might be reinstated in your YEARBOOK. . . .

. . . Do we have a chance of getting in this time? We certainly would appreciate it. . . .

Jack Shelley
President
National Assn. of Radio News Directors
Des Moines, Iowa

[EDITOR'S NOTE: Due to an expanded format the 1951 BROADCASTING YEARBOOK will include not only the names of news editors, but of eight other executives of each station.]

* * *

The 'Muzak' Problem

EDITOR, BROADCASTING:

The decision of a concern "dispensing" wired music under the name "Muzak" to petition the FCC for a number of FM channels may pose some interesting problems . . .

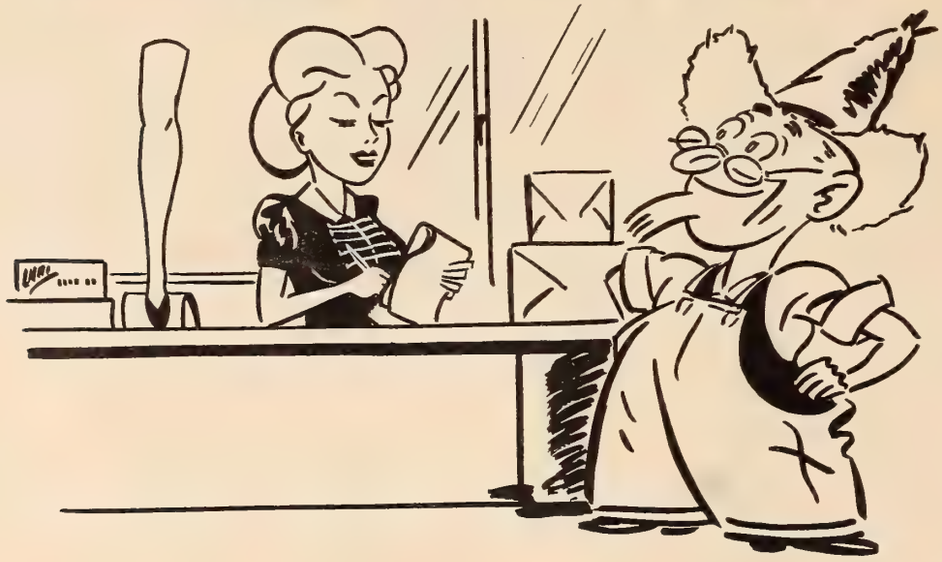
In filing the petition, Muzak stated that FM has failed to evolve as a distinct new service. One might take issue with Muzak's attorney concerning that statement. FM has not developed nationwide network facilities such as exist under AM broadcasting, but it has developed regional and local networks which serve the public with programming not available elsewhere. Perhaps, Muzak does not consider this a new service . . .

The intentions of Muzak are, without a doubt, directed toward selfish gains . . . Transit Radio and Storecast are not, in the strict sense, commercialized services . . . FM, with the finest variety of programming available will stand a great chance in dissolving completely as a broadcast service when its static-free frequencies are used to transmit low-fidelity subscribed programs covered by obnoxious howls and squeals.

FM as a medium is undergoing enough difficulty today both in the number of receiver sales and the number of listeners, without having to undertake the selling of an adapter along with every receiver in order that the customer may receive the Muzak stations . . . FM should remain free . . .

George W. Hamilton
FM Promotion
Syracuse 10, N. Y.

"MIRANDY WANTS THE SHEEREST YOU'VE GOT!"



IF you think folks in the East live fancy, you oughta see our Red River Valley farmers indulge themselves! The sky's the limit because they're one of the nation's top income groups!

Hoopers and independent rural surveys prove that WDAY is also one of the nation's top *stations.*

For Dec. '49-Apr. '50, for example, WDAY got a 66.5% Share of Audience Weekday Afternoons, against 15.1% for Station B!

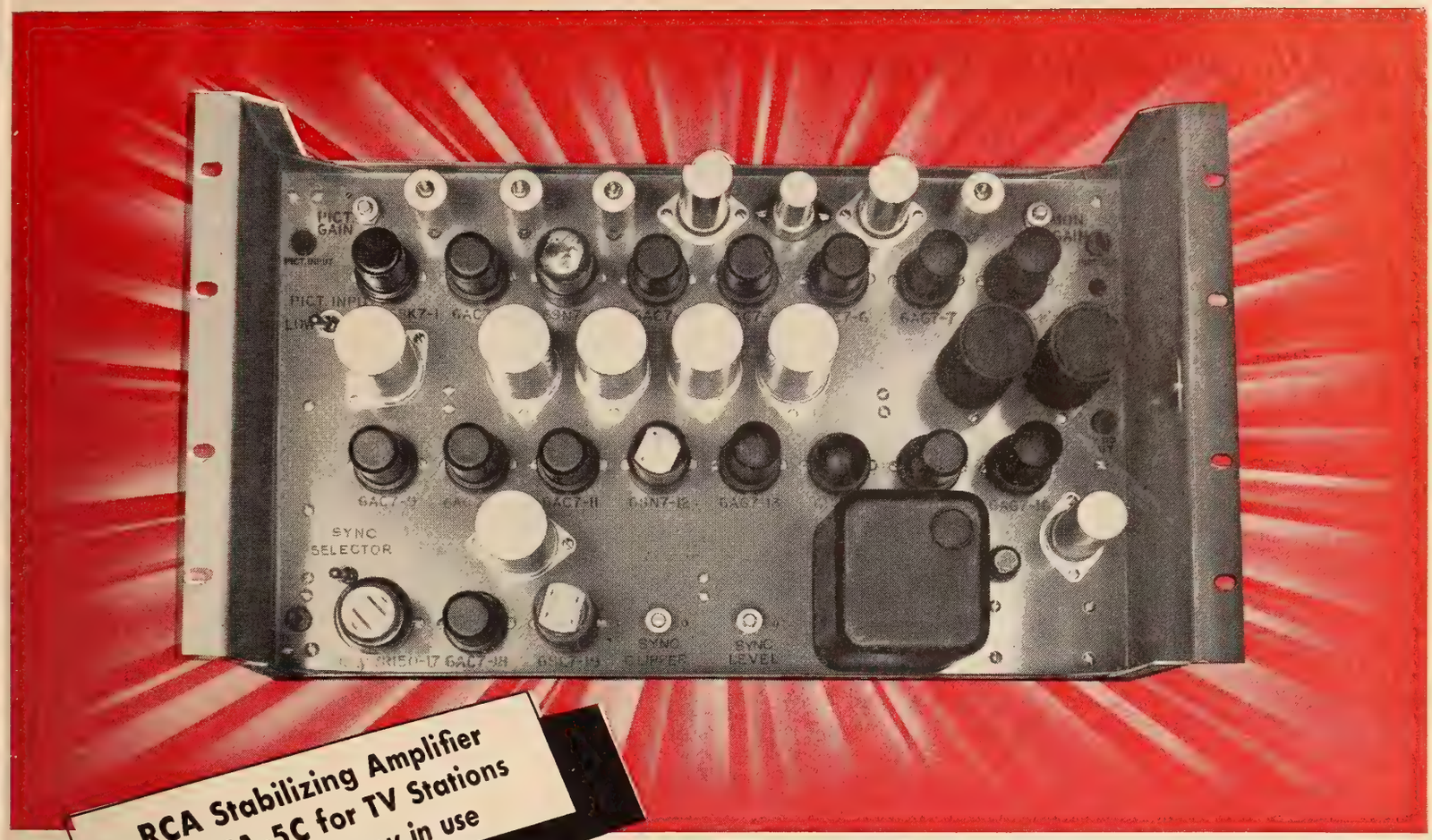
A new 22-county survey by students of North Dakota Agricultural College shows that 78.6% of the farmers in these 22 counties prefer WDAY, as against 4.4% for Station B!

Get all the facts today . . . from us or any Free & Peters "Colonel".

WDAY

FARGO, N. D.
NBC – 970 KILOCYCLES
5000 WATTS

FREE & PETERS, INC.
Exclusive National Representatives



RCA Stabilizing Amplifier Type TA-5C for TV Stations Over 400 now in use

Best in the Business —take stability, for instance

• Stability—the most necessary requirement of any stabilizing amplifier—is a "standout" feature of the TA-5C. It is absolutely stable under all operating conditions. It operates with the same stability with or without signal input. It provides complete isolation between monitors—makes it possible to perform on-air monitor switching operations without creating transients or cross-talk on the program line.

The TA-5C stabilizing amplifier handles sync inputs up to 8 volts—and delivers signal voltage output at standard RMA values through just one simple adjustment of the sync control. Total tube complement—only 19!

Today more than 400 RCA Stabilizing Amplifiers are helping TV stations deliver the cleanest, most stable pictures in the history of commercial television. *Need we say more?*

* * *

Call your RCA representative for price and information on delivery. Or mail the coupon—today.

RCA

TELEVISION BROADCAST EQUIPMENT
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

Dept. 19JA
RCA Engineering Products
Camden, N. J.

Send me price and complete information on the RCA Type TA-5C Stabilizing Amplifier.

Name_____

Address_____

City_____ State_____

Station_____

. . . In the Public Interest

Sets for Soldiers

PLEDGES of over $850 were received by WISR Butler, Pa., for television sets for three National Guard units which were about to leave for training. The entire station staff and some local musicians put on a two-hour variety show along with Art Ross' *Yawn Patrol*, a morning show, in a fund raising drive. Guardsmen took the sets to camp with them.

* * *

Radios for the Sick

DURING the city's centennial celebration, the WFAH (FM) Alliance, Ohio, staff decided the sick and shut-in residents should have some way of participating in the events. A fast check of local radio dealers made it clear that there were enough FM radios available to supply Alliance City Hospital with a radio in each room. WFAH arranged for the radios to be distributed and the sick and shut-ins heard the festivities of the gala celebration.

* * *

A Radio Capture

KANS Wichita Newsman Dick Gavitt relayed a tip to Sedwick County's sheriff that led to the quick arrest of two men who have confessed armed robberies in Wichita and surrounding cities. After the robbery of a Wichita drug store, Mr. Gavitt broadcast a description of the bandits and getaway car. Bandits were caught in Dodge City, 160 miles away. Story of the capture four days later and confessions were carried over the station.

* * *

Votes Praise for WSAZ-TV

PRAISE for WSAZ-TV Huntington, W. Va., was received from a local election official for the outlet's program showing how to operate a voting machine. The official reported that people who had seen the show had no trouble in casting their votes on the new machines, adding that non-viewers took a great deal of time in voting and this caused the poll to stay open longer then usual.

* * *

A Plea—With a Point

URGENT plea for blood donors for the Tulsa Red Cross Blood Bank, made by Ken Miller on his KVOO Tulsa program, brought 140 people to the center for donations. On his *News and Views* broadcast, Mr. Miller explained that the bank had less than a dozen pints of blood on hand and a minor accident would exhaust this. He also mentioned that a serious accident, such as one involving a bus, would bring the need of blood that the bank did not have. His plea was pointed up the next afternoon, when a bus did have an accident, although not serious. During that day 80 people donated blood and 60 more the following day, filling the bank.

On All Accounts

(Continued from page 10)

radio and television. She also places advertising for Fehr's Beer, Louisville, and Marathon Corp. (Waxtex, etc.).

Mildred Dudley needn't have given up acting. Before embarking on a business career she had scored many a dramatic hit. She was close to the top in the Illinois state dramatic contests while at Villa Grove high school, and continued in plays at McMurray College for Women, Jacksonville, Ill., and at the U. of Illinois. Just before the beginning of her junior year at Champaign, she felt an urge to attend New York's American Academy, but her father felt the big city was "too far from home."

"Why not go just half as far," he suggested. So Mildred chose Carnegie Tech's School of the Drama in Pittsburgh, where B. Iden Payne, on leave from the Stratford-on-Avon Theatre, was one of several famous directors who have joined the faculty from time to time on a temporary basis. She starred in Tolstoy's "Redemption" and Congreve's "Love for Love," and scored several hits in plays on KDKA Pittsburgh with the kindly assistance of Program Director Jock McGregor. After taking a B.A. degree in acting, she invaded Chicago radio and got a lead in the *Rube Appleberry* series on WGN, the *Chicago Tribune* station. She played Rube's girl friend, Mary, in the plays sponsored by Malt O'Meal. Later, Mildred became a commentator on WDWS Champaign, Ill., where she had three commercial shows of her own.

Mildred lives in an apartment overlooking Chicago's Lincoln Park, where she dishes up "farm style" meals for her closer friends. (She doesn't want the fact that she was a "hayseed" to get around too generally.)

A First Nighter

Mildred is an avid theatregoer. She never passes up a Chicago "first night," and, of course, attends most of the city's radio and television premieres. Her only other diversion from her busy job at Le Vally Inc. is reading "whodun-its."

Only woman board member of the Chicago Television Council, she is secretary of that organization. She also belongs to the Order of the Eastern Star.

5000 WATTS

KELO

NBC

MIDCONTINENT BROADCASTING CO., INC.
SIOUX FALLS, SOUTH DAKOTA

IN SIOUX FALLS
MINNEHAHA COUNTY

17% OF RETAIL SALES IN S.D.
16% OF TOTAL INCOME IN S.D.
30% OF TAXABLE PAYROLLS

THE ONE STATION THAT DOES THE JOB IN SIOUX FALLS—AND—THE COMMUNITIES OF MINNEHAHA COUNTY.

IN KELO .5 MV AREA

48% OF RETAIL SALES IN S.D.
8% OF RETAIL SALES IN IOWA
5% OF RETAIL SALES IN MINN.
3% OF RETAIL SALES IN NEBR.

THE ONE STATION THAT DOES THE JOB IN THE RICH SIOUX FALLS MARKET.

REPRESENTED NATIONALLY BY THE JOHN E. PEARSON CO.

WBRC-TV

announces
the appointment of

PAUL H. RAYMER COMPANY, Inc.

as National Sales Representatives
Effective October 1st, 1950

WBRC · WBRC-TV

(NBC in Birmingham)

PAUL H. RAYMER COMPANY, Inc.
Radio and Television Representatives
New York Boston Detroit Chicago Hollywood San Francisco



RELAXED.....?

Yes, and easy listening, too —heard nightly Monday through Friday at 7:00 on WRC. In just a few short weeks, "BATTERS' PLATTERS" has grown to the listening stature of an early evening stand-by.

Charlie Batters' casual style has a long-lasting way with habit audience, based on good music and off-hand comment—spiced but balanced.

This regular half-hour, in peak time has a few participations open, certainly worth your planning for STRONG coverage in the ever-growing Washington market. Batters' style isn't studied . . . it's designed for hard selling. His grow-list of sponsors is our best recommendation.

MONDAY THRU FRIDAY
7:00 PM

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON
WRC NBC
5,000 Watts • 980 KC
Represented by NBC SPOT SALES

feature of the week

ON THE theory that experience lends itself best as a fertile source of background, WRBL Columbus, Ga., last month called on three staffmen—World War II Marine veterans—to give its listeners a panel-eye view of the U. S. Marine Inchon landing Sept. 15, less than 12 hours after announcement of the invasion.

The session, reported by the station as an "unqualified success," was headed by WRBL News Director George Theeringer, a former Marine combat radio correspondent. He discussed the landings with Staff Announcer Bill Mitchell and WRBL News Editor Jim Arnall.

The idea for such a program was conceived by the station shortly before airtime and after WRBL had arranged to cancel CBS' *Wendy Warren and the News.* To air the special program at that time, WRBL had to relieve the three former leathernecks from their regular duties—Mr. Theeringer, who was writing his daily newscast, Mr. Mitchell, who was selecting records for his show, and Mr. Arnall, who had to be located on his daily news beat.

Once they had gathered in the studio, the trio began feverish preparation for the discussion. Each jotted down several notes and a map was obtained from the WRBL newsroom to enable the vets to follow the course of action.

Announcer Mitchell told listeners what preparation was needed to launch the invasion, calling on his first-hand knowledge of a similar event with the 6th Marine Division at Okinawa. Newsman Arnall, who served with the 5th Division through the entire Iwo Jima campaign, speculated on action taken once the Marines had landed. Discussion then turned to battlefront possibilities, with Mr. Theeringer offering his viewpoint and directing questions to others.

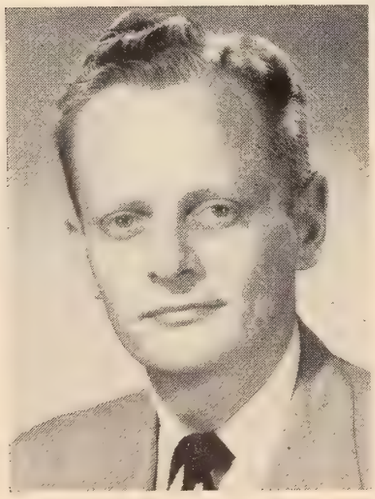
Recalling their past experience and capitalizing on the freshness of the new invasion, the three veterans succeeded in telling WRBL listeners what takes place behind the scenes of a Marine invasion on enemy soil.



WRBL Staffmen (l to r) Arnall, Theeringer and Mitchell—vets of World War II Marine campaigns.

* * *

strictly business



EDWARD W. LIER

THE POSSIBLE curtailment of TV set production, resulting from diversion of vital electronic materials to defense needs, should result in the continuing upswing of AM listening. That's the speculation of Edward W. Lier, radio representative for Shell Oil Co., sponsor of newscasts on 57 stations.

"Current war news already has increased the level of radio listening and caused major gains for news programs," Mr. Lier observes. He notes that a current NBC study shows its average ratings for early evening news programs are up about 76% over 1949 and the level of all radio listening is up some 24% over a year ago.

It's part of Mr. Lier's job to keep a sensitive finger on the pulse of the throbbing broadcast advertising medium. He keeps in close contact with radio sales representatives and station managers, assists in the production of advertising copy, maintains liaison between station personnel and men

(Continued on page 54)

IF YOU'RE INTERESTED IN NEWS . . .

People in Milwaukee and Southeastern Wisconsin Always Lis'n to WISN for the Best and Most Complete News Coverage.

The Reason? WISN Gives Them MORE NEWS, Alertly Prepared, and Expertly Reported. And WISN Has the FINEST EQUIPMENT for Remote News Pick-Ups.

You'll Like Doing Business with WISN.

IN MILWAUKEE THEY LIS'N TO
CBS
WISN
5000 WATTS
Represented by KATZ Agency

In the rich Shenandoah Valley . . . **NBC**

WSVA

NOW FULLTIME

NBC 1000 WATTS ON 550

THREE CHIMES MEAN GOOD TIMES ON NBC . . .

- 50,080 radio homes (BMB, 1949)
- 90% listen 3-7 days per week
- 65% of WSVA loyal listeners listen 6-7 days per week
- 5½ hours of live programming daily (6AM-2PM)
- No television coverage

WSVA HARRISONBURG, VIRGINIA, 1000 WATTS FULL-TIME ON 550

REPRESENTED NATIONALLY BY DEVNEY & COMPANY

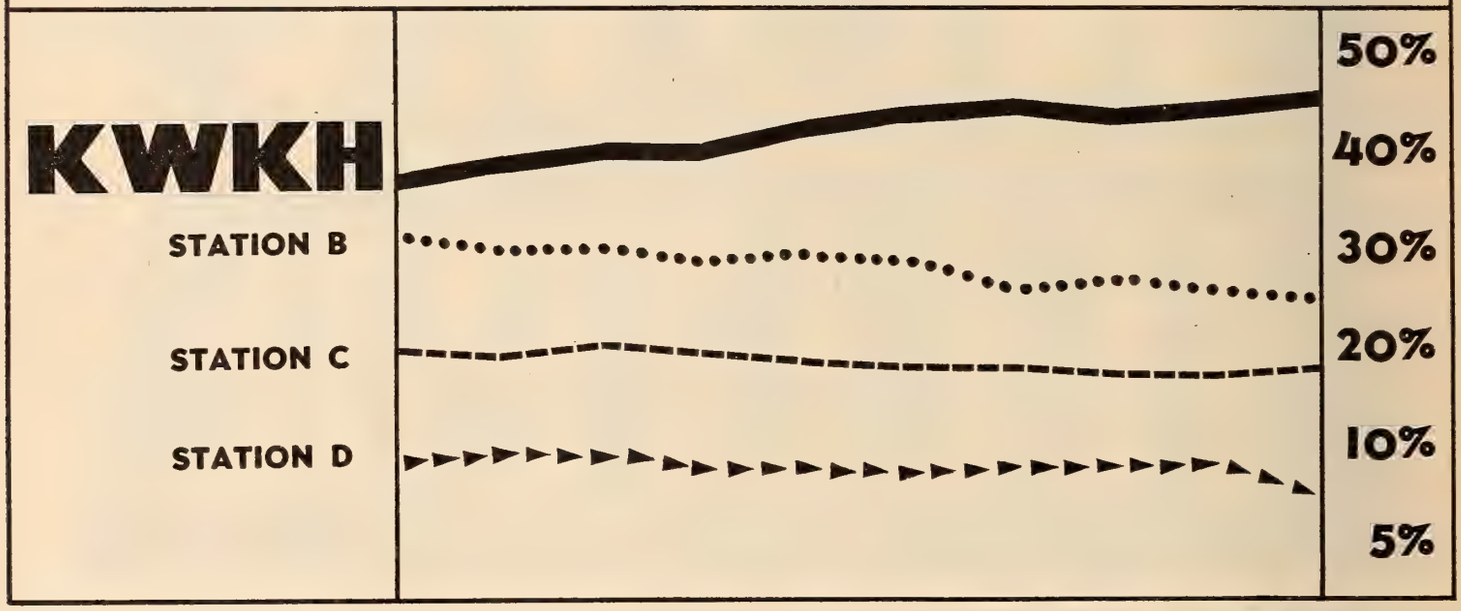
FRED ALLMAN,
President

R. B. HARRINGTON,
Commercial Manager

IT'S EASY, WHEN YOU KNOW HOW!

. . . . AND SHREVEPORT HOOPERS PROVE IT!

Share of Audience, Total Rated Periods for TEN REPORTS DECEMBER, 1948 Through APRIL, 1950



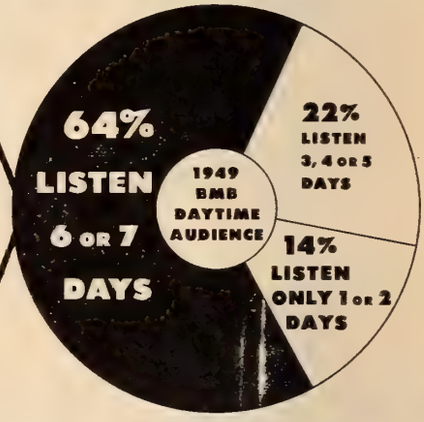
HOOPERS and BMB *both* prove that KWKH is the overwhelming favorite in and around Shreveport!

The graph at the top of the page illustrates the findings of Hooper reports covering a period of 16 consecutive months. It not only proves that KWKH gets top Shreveport ratings; it also shows that KWKH is consistently *increasing* its leadership over other Shreveport stations!

The pie-chart at the right shows the kind of loyalty accorded KWKH by its large rural audience. Well over half the 303,230 families in KWKH's Daytime BMB Audience listen to KWKH 6 or 7 days weekly!

That's the proof of KWKH's superiority in this rich Southern market. What other facts would you like?

BMB FIGURES PROVE IT TOO!



KWKH

50,000 Watts • CBS •

SHREVEPORT Texas LOUISIANA Arkansas

The Branham Company
Representatives

Henry Clay, *General Manager*

BROADCASTING
TELECASTING

Vol. 39, No. 14 WASHINGTON, D. C., OCTOBER 2, 1950 $7.00 A YEAR—25c A COPY

ANA MUFFLES RATE CUT CRY

Shelves Issue at Chicago

THE NATION'S top advertising spenders, responsible for perhaps 75% of the five billion dollar annual outlay for time, space and talent, last week gave short shrift to the pre-Korea project of demanding downward adjustment of radio rates because of the purported incursions of television, disposing of the erstwhile burning question in a one-hour session at the 41st annual convention of the Assn. of National Advertisers in Chicago.

There was no formal action following presentation of the highly controversial report of the ANA Radio & TV Steering Committee by its chairman, William Brooks Smith, advertising director of Thomas J. Lipton Inc. The report was discussed at an executive session of 500 members at the opening meeting last Monday. The association, it was learned, disposed of the issue with instructions to the Smith committee to continue its studies, but with each member to handle rate negotiations as he may see fit.

It was evident that there would be no move in concert toward AM rate reduction at this time. Uncertainties, stemming from the war-time economy, and prospect that TV will not expand into new markets as rapidly as had been expected, were believed to be the salient factors in the decision to tread-water now and for the foreseeable future.

War Tops Problems

While radio and TV topics were generously sprinkled through the three-day agenda, primary attention was directed to the "imponderables" of the new war-time economy. Key national advertisers, notably in the consumer fields, it was revealed in a "confidential survey" made by the ANA Research Dept., plan to maintain 1951 overall budgets at least as high as those for the current year, and those were



HUDDLE at ANA meeting includes (l to r): Ward Maurer, Wildroot Co.; Robert Brown, Bristol-Myers; Wesley Nunn, advertising manager, Standard Oil of Indiana and ANA vice chairman; Bill Stedman, American Home Products; Frederick Bowes Jr., Pitney-Bowes and ANA director, and Peter Allport, public relations, ANA.

* * *

10% to 15% ahead of 1949. Broadcasting-wise, greatest interest was manifested in TV, among the consumer groups, with 32 companies indicating increases during the next 15 months, and with no TV cuts whatever. The identical 32 companies said they planned to curtail car-cards and network radio, but would increase spot radio, magazines, newspaper and out-door (see story below and charts page 26).

Brown Elected

At the business session Monday, Albert Brown, vice president of Best Foods Inc., was elected chairman of the association's board, succeeding W. B. Potter, advertising director of Eastman Kodak Co. Wesley I. Nunn, advertising manager of Standard Oil Co. of Indiana, was elected vice chairman, and Paul B. West was elected paid president and chief executive officer for the 18th successive year.

New directors of the association elected at this meeting are Guy Berghoff, director of public relations, Pittsburgh Plate Glass Co.; Albert N. Halverstadt, manager, radio and media division, Procter & Gamble; Frederick Bowes Jr., director of public relations and advertising, Pitney-Bowes Inc.; David W. Tibbott, director of advertising, New England Mutual Life Insurance Co., and George E. Mosley, vice president in charge of advertising, Seagram Distillers Corp. Two ANA memebrs, Robert J. Keith, director, advertising and public relations, Pillsbury Mills Inc., and J. Ward Maurer, director of advertising, Wildroot Co. Inc., were re-elected to the ANA board of directors.

ANA, with a membership of 475 national advertisers, had a gross registration, including advertising agencies and media guests of more than 700 at the three-day convention. Principal guest speakers were Secretary of Commerce Charles W. Sawyer, at the Wednesday luncheon session, and FCC Chairman Wayne Coy, the latter directing his remarks primarily to the TV outlook (see stories pages 40 and 27, respectively).

Radio and TV research and audience surveys took a pasting in several talks, with a project advanced

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MEDIA CHANGES AHEAD

McElroy Views

TELEVISION'S "impact and growth" is the most influential factor in decisions of members of the Assn. of National Advertisers to make media changes next year. Of companies most swayed by TV, 70% are in the consumer package goods field.

These facts were revealed by M. L. McElroy, ANA vice president in charge of media and research, on opening day of the annual ANA convention in Chicago Monday.

In the ANA's annual "analysis of today's conditions," Mr. McElroy questioned ANA members by mail to determine their media plans, advertising appropriations and stock conditions for the coming year. His summary was based on 159 firms which replied.

Seven out of 10 plan no marked changes in their proportionate use of media next year. Those who plan a shift cited "an increase or decrease in appropriation" as the second reason, after TV's growth. Video expenditures will be increased in 1951 by 32 concerns, but none plans to trim TV budgets. Because of the swing to television in these 32 companies, network radio and car card funds will be cut, and money will be added for spot radio, magazines, outdoor and newspapers.

Mr. McElroy noted that "the contrast between network and spot radio is especially marked, with the score for network being two increases and six decreases; for spot, 10 increases and three decreases."

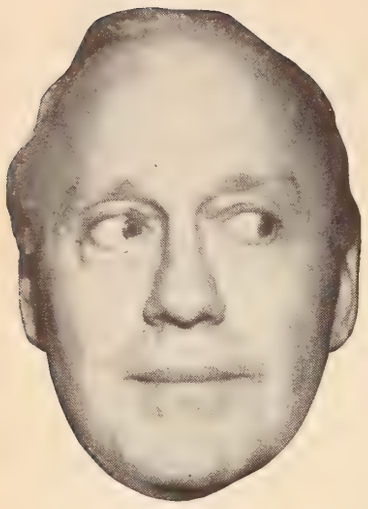
Few Ad Cuts Seen

Four out of 10 respondents expect product shortages during the last quarter of 1950, but less than 1 in 10 will reduce the advertising appropriation for that period. About twice as many advertisers schedule increases in this last quarter as those slating reductions. Eighty percent will make no change for the rest of the year.

More than half the ANA members reporting allocated larger advertising expenditures this year

(Continued on page 26)

IN REVIEW...



Program Facts

Program: JACK BENNY SHOW, on CBS, 175 stations.
Sponsor: American Tobacco Co. (Lucky Strike cigarettes).
Agency: BBDO; account executive: Thayer (Tax) Cumings.
Production Cost: Approximately $22,000 a week.
Cast: Jack Benny, Mary Livingstone, Phil Harris, Eddie (Rochester) Anderson, Dennis Day, Don Wilson.
Producer: Hilliard Marks.
Musical Director: Mahlon Merrick.
Writers: Sam Perrin, Milt Josefsberg, George Balzer, John Tackaberry.

JACK BENNY, possibly the most durable institution in radio, is back at the old stand after a summer in Europe, an adventure that apparently left him unmarked. The jokes on his Sept. 24 program were within his familiar orbit, bounded on one side by the Los Angeles smog and on the other by Phil Harris' intemperance. It would be impossible to tell from his radio script that Mr. Benny had ever left home.

The remarkable fact is that Mr. Benny does not have to stray as much as an inch from his enduring format in order to keep a big audience. His special talent is the invention of slight but numerous variations on a few standard themes and the ability to use his unusual gifts for timing and inflection to make a slight joke sound like a big one.

Mr. Benny can get more mileage out of the single utterance, "Oh," than most other comedians can get from a week's work of their gag writers.

The character of the aerial Benny is so well established that mere reference to his idiosyncrasies is enough to provoke laughter. His baldnesss, his advancing age and his parsimony have themselves acquired the stature of jokes, a happy evolution that must have relieved his writers of some measure of creative burden.

Rochester Calls Again

The telephone rang on his program the other night, as it has on possibly a thousand other occasions, and the caller turned out, not unexpectedly, to be Rochester.

"Hey, Boss, the man is here from Sears & Roebuck wearing your new suit," said Rochester. "He said for the price you paid they couldn't afford to put it in a box."

(Convulsive laughter by the studio audience.)

"Wait a minute," Rochester added. "Here comes Roebuck with the extra pair of pants."

(Helpless hysteria in the studio.)

About the only topic that Mr. Benny has added to his staples in recent years is William S. Paley, chairman of the CBS board, who paid the comedian an immoderate amount of money to transfer his activities to CBS.

On his Sept. 24 show Mr. Benny, playing a prospector in the California gold rush, fell afoul of one of the least menacing Indians of fact or fiction, timorously played by Dennis Day.

"Who you, Paley face?" challenged the Indian.

"That's *pale* face," snapped Mr. Benny. "Paley's the statue in the lobby."

This is not the stuff of which imperishable humor is made, but it serves Mr. Benny handsomely. One of the comedian's greatest assets is his absolute familiarity with the characteristics of radio. He plays entirely to the ear. A Benny script makes less than laugh-

(Continued on page 92)



Drawn for BROADCASTING by Sid Hix

"She'll have to wear a different dress—he's lost his place again!"



Program Facts

Program: COLGATE COMEDY HOUR, on NBC-TV, 38 interconnected stations, 16 non-interconnected.
Sponsor: Colgate Palmolive-Peet Co.
Agencies: Ted Bates Inc. (account executive: Robert Parman) and Sherman & Marquette (account executive: William J. Breen).
Production Cost: Approximately $35,000 a week.
Cast: Fred Allen, Monty Wooley, Rise Stevens, Sono Osato, David Burns, Parker Fenley, Peter Donald, Kenny Delmar, Minerva Pious.
Producer: Charles Friedman.
Director: Kingman Moore.
NBC-TV supervisor of production: Samuel Fuller.
Musical Director: Al Goodman.
Choreographer: Dick Barstowe.

FRED ALLEN's first excursion into television, it is this reviewer's mournful duty to report, added little to his reputation as a literate wit and less as a showman. The principal trouble with Mr. Allen's first performance was that he was obviously nervous, a disorder that exerted a contagious effect on other members of his cast. For a production rehearsed as assidiously as Mr. Allen's program, an astonishing number of lines was forgotten or fumbled. Such mishaps are meat for Mr. Allen's nimble humor when he is at his ease. They were only embarrassing on his television appearance.

One of the most endearing characteristics of Mr. Allen's performances in radio was his unrehearsed chuckle at jokes that particularly amused him. The chuckle was missing from his television show. Mr. Allen conveyed the impression that he was concerned more with remembering his next line than with extracting maximum emphasis from the one he was delivering. It was impossible to avoid the conclusion that Mr. Allen himself was not having any fun.

There is cheerful reason to believe that Mr. Allen may overcome the jitters of his maiden experience in a new and difficult medium and come to occupy the place in television he deserves. Few if any other comedians possess his keenness of mind and tongue, and it would be a pity if his talents were not put to use at their best in TV.

Sparkles of the real Allen brightened his show from time to time. Belaboring a favorite target, NBC executives, Mr. Allen spoke of one who was "so big he had a wastebasket to throw people in." During a period of instruction in pie-throwing, which a "television consultant" advised him was an indispensable facility of any TV comedian, Mr. Allen was given a particularly gooey meringue. He looked at it admiringly and remarked: "Give this pie two writers and it could have a show of its own."

'Alley' Disappoints

Much of the program, however, was not up to these standards. Mr. Allen attempted to transport his famous "Allen's Alley" from the invisibility of radio to the pitiless stare of television by the use of puppets to portray the characters of Senator Claghorn, Ajax Cassidy, Mrs. Nussbaum and Titus Moody, while their lines were read off-screen by the performers who created them in radio. The actions of the puppets, which must have been manipulated by someone suffering alternately of paralysis and St. Vitus' Dance, were so distracting that much of the dialogue between Mr. Allen and the inhabitants of his bizarre by-way was utterly wasted.

Mr. Allen with Monty Wooley participated in a sketch that found the two of them attempting, against appalling non-cooperation from officials of a department store, to exchange a cuckoo clock that

(Continued on page 92)

STIFF TERMS ON 'LORAIN JOURNAL'

Set by Justice

SWEEPING TERMS to govern the competitive practices of the *Lorain* (Ohio) *Journal,* first newspaper found guilty of anti-trust law violations in competing with a radio station [BROADCASTING, Sept. 4], were proposed by the Justice Dept.'s Anti-Trust Division last week.

Expected to have prompt repercussions throughout the newspaper field, probably accompanied by protests from radio interests as well, the department's proposal was submitted Thursday to Judge Emerich B. Freed of U. S. District Court in Cleveland, who conducted the trial in which the *Journal* and its owners and two principal executives were found guilty of illegal practices in competition with WEOL Elyria-Lorain. Appeal was deemed certain.

The proposed decree would:

● Forbid the *Journal* and the individual defendants — Owners Samuel A. and Isadore Horvitz, who also own the *Mansfield* (Ohio) *Journal,* and Business Manager D. P. Self and Editor Frank Maloy of the Lorain paper—to acquire any radio station or newspaper which competes with the *Lorain Journal* "or with any other newspaper owned or controlled by the defendants or any of them";

● Forbid the *Lorain Journal* and the individual defendants to refuse the advertising, without discrimination, of any person because that person also buys time on a radio station or uses any other advertising medium.

● Forbid them to refuse any advertising—which would include paid program logs—which is offered by any radio station competing with the Mansfield or Lorain *Journal,* unless such advertising violates a policy which is "*bona fide,* lawful, and uniformly adhered to without discrimination by the newspaper."

Burden of Proof

● Put the burden of proof upon the defendants involved if legal proceedings develop in connection with these requirements banning rejection of advertising offered by a competing station or by users of competitive media.

● Forbid the *Lorain Journal* and the individual defendants to accept advertising under any agreement which forbids the advertiser to use another newspaper or requires him to use only the *Journal* "or any designated newspaper."

● Forbid them to fix a discriminatorily lower price or allow discriminatory discounts, rebates, or options on condition that the advertiser purchase from the *Lorain Journal,* "or any designated newspaper," a "specified volume, value, quota or percentage of his required advertising." Observers interpreted this to be designed to insure that an advertiser, in order to place advertising, would not be required to place a specified amount or percentage.

● Forbid the *Lorain Journal* and the individual defendants to cancel, refuse to renew, or otherwise "impair" any advertising contract because the advertiser has used, is using, or plans to use other newspapers or other media. Burden of proof would be upon the defendants if proceedings arise involving this requirement.

● Require publication of the substance of the judgment once a week for 25 weeks "in a newspaper of general daily circulation published in each community where the defendants or any of them own or control a newspaper"—presumably in the Horvitz's own Lorain and Mansfield papers.

● Make provisions of the judgment which are applicable to the *Lorain Journal* also applicable to "its officers, directors, agents, employes, subsidiaries, successors, assigns, and all other persons acting or claiming to act through, under or for such defendant."

● Require the *Journal* and the individual defendants, insofar as any advertising medium owned or controlled by them is concerned, to maintain for five years all books and records—including correspondence, memoranda, reports, etc.—relating to "the subject matter of this judgment," and to notify their officers, agents and employes within 10 days "that each and every such person is subject to the provisions of this judgment."

Judge Freed may accept or modify the Justice Dept.'s proposed judgment, or reject it and write his own. The *Journal,* whose officials already have said they would appeal the decision, is deemed certain to fight the proposed decree. In event of appeal, the Supreme Court may uphold both the decision and the judgment which Judge Freed finally enters, or it may reverse the decision and call for a new trial, or it may uphold the decision but modify the judgment.

Authorities asserted that the Justice Dept.'s proposal to require the Lorain and Mansfield papers to accept paid program logs—implicit in the terms of the proposed decree—should not be construed to mean the department will take action against any other newspaper which refuses to carry logs.

Protests on Logs

The department reportedly has had complaints from upwards of 100 stations protesting that their logs have been refused by newspapers. Observers felt, however, that the requirement proposed by the department in the Lorain case must be considered as one of many factors—that is, that the *Journal's* refusal to carry WEOL logs was only a part of the overall case.

In his decision, handed down in late August with a request to the Government to file a proposed decree, Judge Freed held that it had been "clearly established" that the *Lorain Journal* tried to eliminate the competitive threat posed by WEOL by "refusing to publish advertisements for local merchants who used the radio station."

He rejected the newspaper's "free speech" arguments, asserting that its officials did not reject advertising because they considered the advertising copy to be offensive, "or even because the prospective advertisers were not the sort of persons with whom they wished to deal." Instead, he said, the rejection "was based solely on a desire to force these advertisers not to continue or to enter relations with another available mode of communications."

"The *Journal,*" he said, "admittedly has a right to select its advertisers for good reason or without reason, but it has no right in pursuit of a monopoly to require them not to deal with a competitor."

The Justice Dept.'s proposed findings and decree was filed by Herbert A. Bergson, assistant attorney general in charge of the anti-trust division, whose resignation from the department was slated to become effective Oct. 1; Robert B. Hummel, trial attorney; and other departmental attorneys including Victor H. Kramer, who argued the department's case during the trial, and Victor A. Altman, Baddia J. Rashid, and Norman H. Seidler, who assisted.

Both the Mansfield and Lorain *Journals* have sought radio stations but were denied by FCC on grounds that the owners sought in Mansfield to "suppress competition . . . and to achieve an advertising monopoly" [BROADCASTING, July 19, 1948].

Meanwhile, in New Orleans, the jointly owned *Times-Picayune* and *States* last week answered another

(Continued on page 92)

SELLING RETAILERS

Stores Get Radio-TV Tips

RETAILERS and broadcasters joined last week to pull radio out of its wall-flower role in the store advertising field as the National Retail Dry Goods Assn. held its first Radio-TV Workshop.

Stung by charges they had failed to understand retail selling, broadcast spokesmen conceded they should work closely with store operators in making the electronic media useful and necessary tools for NRDGA members.

Probe Whole Field

Over a score of executives from media, agencies, chain-store, consumer and store operations spent Thursday and Friday at the Hotel Statler, New York, probing the whole radio and television advertising field.

Out of their merged observations and suggestions came a series of ideas that brought favorable comments from many of the NRDGA members. These store executives control a substantial share of all the retail advertising placed in the United States.

It was agreed that aural broadcasting has not been adequately used by stores, with broadcasters getting a good share of the blame. As for television, the future was described as promising and many speakers forecast tremendous growth in use of the new medium by retailers.

James M. Gaines, NBC vice president and director of owned-and-operated stations, said there had been "a shocking lack of cooperation with retailers" on the part of networks in the past, which would certainly not continue.

The consumer's view of radio and television was presented by Dr. Ruth W. Ayers, managing director of the National Consumer-Retailer Council Inc., New York, who warned that a series of commercial announcements individually acceptable are capable, in their combined effect, of disgusting and repelling the listener. The first commercial "in a high tensioned voice" may be impressive, but a series of them have a cumulative effect, causing the listener to "fight back," she said.

Pointing out that "the attitude of the average listener to the whole economic community is deeply affected by his responses to advertising," Dr. Ayers urged the use of commercials designed "to be welcomed." She said the announcement should "slip into the listener's mood," particularize as to the manner in which the product suits his needs and income level.

Rules for Success

"Ten rules for successful retail radio use" were given by Howard P. Abrahams, manager of the NRDGA sales promotion division and visual merchandising group. They are: Promote your strongest department, best items or services; use beamed-program techniques; repeat; reflect the store's character in the program; use proper continuity; write copy for ear; use other sales promotion devices to promote radio, and radio to promote other sales devices; merchandize; tie a public relations program in with radio; and accent radio where other media are weak.

Allied Store Corp. radio and

(Continued on page 93)

Expected Profits

Percentage of Companies Expecting Higher, Same or Lower Profit Rate, Compared to Previous Period

(Profit Before Taxes as Percentage of Sales)



*1950 figure is for last quarter.

Based on replies from 141 companies answering for both years. Source: ANA member survey, Sept. 1950

Media Changes

(Continued from page 23)

than last; 40% are spending the same, and only 6%, less (see Advertising Appropriations chart). Forecast for 1951 is that a third of the members will increase their budget over 1950, more than half expect no change, and less than 10% will lower appropriations.

Three out of four advertisers making automotive products—including accessories and tires—are spending more in 1950 than they did in 1949. Forty-eight percent of firms in the large consumer package goods group are spending more, and 56% of businesses dealing with industrial products, household equipment and appliances, textiles and apparel, services and miscellaneous, are spending more in 1950 than in 1949.

For each industry group this year, advertising increases average from 10% to 15%, Mr. McElroy said.

Expenditures in the agricultural equipment industry have dropped "lightly" from 1949 to 1950, but gains were recorded in office equipment, food, automotive and building material classifications, as shown in the following table:

Advertising Expenditures as Percentage of Sales—Median

Industry	No. Cos.	1950	1949
Drugs & Cosmetics	9	24%	24%
Soft Drinks	2	16	16
Home Furnishings	10	5	5
Miscellaneous	6	5	5
Office Equipment	3	3.2	2
Food & Groceries	9	3.2	3
Textile & Apparel	14	3	3
Automotive	5	3	2.5
Electrical Appliances	5	3	3
Building Materials	9	2	1.5
Alcoholic Beverages	5	2	2
Agricultural Equip.	2	1.6	2.3
Industrial	17	1	1
Paper Mfrs.	6	1	1
Chemical Mfrs.	3	1	1
Petroleum	4	1	1

Half of the members responding said the Korean war as yet has had no effect on advertising and selling plans (see War Effect chart). More than a third have shifted their promotional emphasis without any curtailment, and 6% reported reducing such efforts because of the war. Only a quarter of the members, however, believe the war will have no effect on their 1951 plans. Almost half the companies, contrasted with one third now, believe there will need to be a change in emphasis next year. Curtailment of plans in 1951 is expected by 26%.

Shortages Seen

Forty-three percent look for product shortages during the next quarter (see Product Shortages chart). The replies, however, "vary markedly by industry group," Mr. McElroy said. Three of four in the industrial field, as an example, expect such shortages in the last quarter, while only one in eight in the consumer package goods classification anticipates shortages.

One out of three companies in all industry groupings said they do not know what to expect regarding product availability next year. One third said they believe their product materials will be short, but 28% look for no shortages in 1951. The industrial group, in general, anticipates shortages, while manufacturers of consumer nondurables do not.

Expected Profits chart indicates about a third of the ANA members expect the percentage of profits to be higher in the last quarter of 1950 than in the preceding period. More than half expect no change in the rate of profit, and some see a decline. The group expecting higher profits drops 8% for 1951, and that expecting no change increases correspondingly.

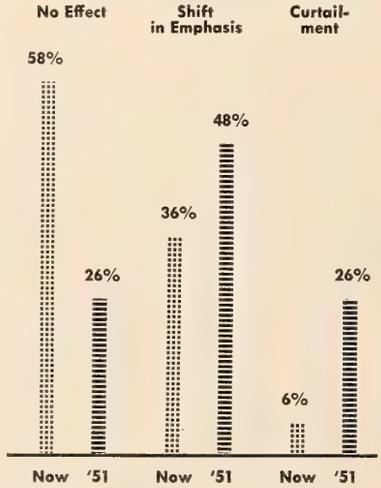
Mr. McElroy concluded that advertisers are continuing to make "their operating decisions on the basis of the 'job to be done,' which in many cases is the maintenance or improvement of their current market positions."

He believes most changes expected "are dictated by competitive conditions and increased consumer demand, rather than by large government purchases." Pointing this up, he said more than two-thirds of the respondents expect less than 5% of their 1951 total production to be consigned to the government.

Because of the uncertainty about basic raw materials, "members are faced with increased difficulty in several areas: (1) making reasonable sales estimates on which to base advertising budgets, (2) maintaining good dealer relations, and (3) maintaining the brand standing of their products."

War Effect

Effect of Korean War on Members' Advertising and Selling Plans



Based on replies from 123 companies answering for both periods. Source: ANA member survey, Sept. 1950.

ANA Muffles Rate Cut

(Continued from page 23)

for unification and simplification. Fred B. Manchee, executive vice president of BBDO, and a member of the committee appointed to arbitrate the Hooper-Pulse contest in the San Francisco Bay area initiated by KJBS San Francisco, proposed that advertisers, agencies and broadcasters come to an agreement on what is needed by way of radio and TV measurement, with the broadcasters taking the lead. He lamented the existence of 15 different research services to "guide, or should I say, to confuse you." The total yearly tab runs in six figures—eventually paid for by the advertiser (see story page 27).

John P. Cunningham, of Cunningham & Walsh Inc., New York, in a discussion of the "Effects of the Video Virus on the Human Being," based on his agency's "Videotown" surveys, called for a voluntary code to govern the orderly development of TV in all its phases, but with emphasis upon program standards. He called for "commercial self-control" and advocated a committee of the AAAA, ANA and of the broadcasters (presumably NAB) to look toward a permanent board—"respected and vigorous—like the baseball czar." Out of this could come a creed or code, he said (see story page 58).

In deciding to forego concrete action on the radio rate cut proposals, the closed membership meeting, however, instructed its committee to keep a watchful eye on the raido-TV media. This, it was pointed out, is in keeping with ANA procedures, since committees function on a continuing survey basis in all spheres of association activity.

NAB Proposal

The NAB proposal for a "continuing study" of the over-all radio-TV rate picture, which would embrace an appraisal of the inroads of TV on other media, such as newspapers, magazines and motion picture, was coldly received by the convention, it was reported.

Participating most actively in the radio-rate session, in addition to Chairman Smith, whose outstanding success with the Arthur Godfrey program on CBS-TV has made him a TV zealot, were Robert Brown of Bristol-Myers, William Connelly of S. C. Johnson Co., Stuart Peabody of the Borden Co., and I. W. Digges, ANA counsel. Mr. Digges reportedly lamented the manner in which the whole rate matter was approached. The "bad press" resulting from publication of the substance of the report also drew comment.

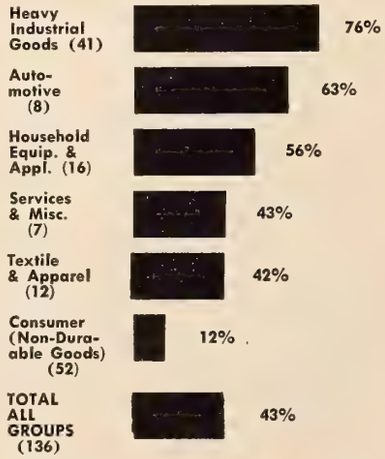
What bearing the war-emergency may have had on the rate issue was not raised openly, but it was evident that this fortuitous development, reflected in the first phases of inflation, was not overlooked. Recent increases in the space rates of magazines and

(Continued on page 82)

Product Shortages

Percentage of Companies Expecting Shortages of Their Products During the Last Quarter of 1950

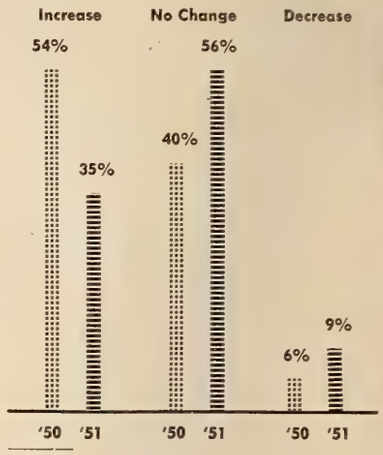
(By Industry Groups)



Based on 136 companies answering this question. Source: ANA member survey, Sept. 1950

Advertising Appropriations

Percentage of Companies Expecting to Increase, Maintain Or Decrease Their Advertising Appropriations 1950 vs. 1949 and 1951 vs. 1950



Based on replies from 104 companies answering for both years. Source: ANA member survey, Sept. 1950.

COY'S PREDICTION *Voiced to ANA Convention*

By JANE PINKERTON

FCC CHAIRMAN Wayne Coy expects the TV freeze to thaw in from six to nine months, he said in Chicago last week, reiterating his forecast of two years ago. In September 1948 he used the same figures, "and the prediction is still a good one, except that it's changed its locale by just two years!" he said.

Chairman Coy, in response to the keen interest in television evidenced by members of the Assn. of National Advertisers, opened the group's annual convention in Chicago's Drake Hotel Monday morning. Backgrounding TV stumbling-blocks confronting FCC during the past two years, Mr. Coy explained the Commission is now ready to begin allocation hearings, "the last phase of the process of lifting the freeze."

"Now qualified in my predictions" (because the six-to-nine-month estimate was predicted in 1948), Mr. Coy expects the FCC to grant applications for stations in non-TV areas "somewhere between April and the first of July next year." Where there is competition for channels, however, grants will follow lengthy hearings, with final grants being delayed "until the end of 1951, at the earliest, with many of the cases running over into 1952," he said.

TV Work Load

Of 354 applications now at FCC offices, 124 involve cities without any television outlets. Forty-nine concern cities with operating TV stations. Consideration will be given to additional applications, the chairman said, as "there is no vested right in any of the applications now before us."

Chairman Coy confined his speech to subjects about which he had been queried in advance by ANA members. The question most frequently asked was: "What will be the effect on the broadcasting industry of the present Korean situation in light of possibilities of more widespread war?"

Pointing out a lag in industry between appropriations and expenditures, Mr. Coy sees a corollary lag between the war and its effect on broadcasting and business in general. "It will be some time before there is a serious effect, and, when it comes, it will be a sort of creeping paralysis upon the industries which contribute to the broadcast business," he said.

Electronic Contracts

Commenting on governmental appropriation of a billion and a half dollars for electronic equipment contracts, Mr. Coy said some orders can be absorbed "in our present manufacturing capacity without any serious effect on radio and television set producers. There *will* be an effect when contracts authorized by the present appropriation bills are completed," he added.

The percentage of reduction to be effected in AM-FM-TV manufacture "I don't know," he said. In addition to production cuts, he anticipates a "critical shortage of certain parts, including tubes, electrolytic condensers and resistors."

Mr. Coy envisions 3,200 video stations in this country ultimately, with 90% of the population being served by TV in five years—about the number which now has access to radio. Using the 12 channels now available, it is "engineeringly possible" to have 645 stations operating on a basis of co-channel stations separated by 200 miles and adjacent stations 110 miles, he said. This would be trimmed to "a very high number of 500," however, because of many areas which cannot offer economic support to a video station.

Future Coverage

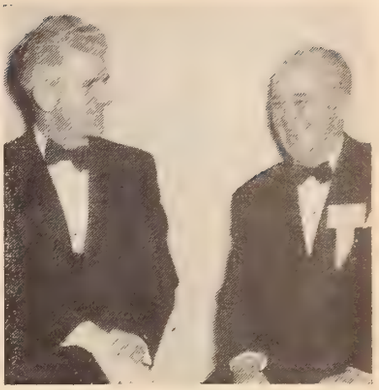
"Because we've known for two years or more that the 12 channels would not enable us to have a nationwide, competitive system of television," Mr. Coy said, the FCC in 1948 set aside 42 channels from 500 to 900 mc on the spectrum for 1,600 metropolitan stations and 1,000 low-powered community stations. The total, 3,200, "is more, by 1,000, than we now have standard broadcast stations."

Full geographic coverage by TV will not be possible, though, "unless there is some new technique discovered," Mr. Coy said. He used Stratovision, developed by Westinghouse, as an example.

Cable allocations, involving the telephone company and TV networks, will be "a problem for at least two or three years, unless a basis for easement is found," Chairman Coy said. Because the burden is on the FCC to "see that there is competition in radio and television, our concern regarding allocations is going to be that programs of the various networks have an opportunity to be seen and heard in all cities in this country," he said.

He reviewed the AT&T schedule

(Continued on page 74)



CAUGHT at a lighter moment in ANA's sessions are Brig. Gen. Frank L. Howley (l), U. S. commandant of Berlin and former Philadelphia agency executive, who talked at the annual banquet Tuesday evening on Russian Communism, and Albert Brown, vice president of Best Foods and new ANA board chairman.

RESEARCH 'MESS' *Manchee Cites Duty Of Broadcasters*

BROADCASTERS must accept responsibility for leading a movement toward basic agreement on what kind of radio and television research is needed, and how to get it, although they need not foot the entire bill. This was the charge of Fred B. Manchee, executive vice president of BBDO, during the radio-TV session at the Assn. of National Advertisers convention Monday afternoon (see separate stories). In an effort to explain radio and television research—"how confusing can it get?"—Mr. Manchee made what he termed "the all-time under-statement."

"Radio-television research is in one hell of a mess!"

In going through the ABC's of research (see adjacent story) to give ANA members an idea "of the competition for your research dollars," Mr. Manchee enumerated 14 AM-TV research services.

Two Needs Cited

Two things are needed: (1) agreement on what advertisers and agencies want and need in the way of research, which would result in less confusion and cheaper costs, and (2) the machinery to carry out this necessary research, supervised and operated by broadcasters.

"Many of us have been appalled at times the way the broadcaster sits on the sidelines and lets *his* product—a time period—be bounced around like a ping pong ball by conflicting data from different research services. Shouldn't *he* be the one to call the turn in seeing that his product is properly represented? Shouldn't it be his responsibility to supply documented evidence on the dimensions of what he is selling?"

Referring to future objections from broadcasters, who might remind advertisers that other media "are not called upon to defend themselves," Mr. Manchee said there is, for example, no valid comparison of radio and printed media circulation figures.

"In radio and television, every time period on every station is, in a sense, an individual publication with a different audience. It is incumbent on the broadcaster to take a more active interest in documenting what he is selling. If there were no research services, don't you think buyers would insist that the seller supply the evidence?"

Mr. Manchee admitted he expects broadcasters to consider his proposal "drastic," especially as "the broadcasting industry has not altogether distinguished itself in the past for assuming leadership in the field of measurement. The very competitive nature of the industry has militated against such leadership. This is the very reason why the industry *should* recognize its responsibility to assume leadership."

Mr. Manchee realizes "there is no one technique which fills all needs, but if the strengths and weaknesses of different techniques can be determined, we are much closer to solving our problem." He suggested that broadcasters set up a committee, as have the ANA and the Assn. of American Advertising Agencies, to take inventory of the advertiser's needs. After that, a joint agreement could be reached on basic measurement requirements.

MANCHEE'S ABC'S
Competition for Research $

"HERE's a bit of alphabetical nonsense which will give you an idea of the competition for your research dollars," declared BBDO Vice President Fred Manchee at the ANA sessions last week:

A stands for Advertest and ARB
B for tempestuous BMB

C for the Conlons in cities huge
D for the di-arEE deluge

E's for the drain on the Exchequer
F for the Frown on the treasurer

G for the Grief when the figures don't match
H stands for ratings by Hooper, natch

I, J, K, L we'll skip right over
Plenty to come as we go down lower

M's for the Muddle we find ourselves in
N for the ubiquitous Art Nielsen

O for all Others of which there are many
P is for Pulse—isn't this zany?

Q seems to be open for a newcomer
R is for Radox, recall and roster

S is for Starch, yes he's here, too
T is for the newest, Trendex to you

U for Utopia we'd love to achieve
V for Videodex in TV

As for X, Y, Z, time to call a halt
Boy, bring on that bottle of smelling salt!

SET PRODUCTION

Radio May Hit 14 Million

PERSISTENT public demand for radio receivers, a development of the 1949 autumn season, has continued through the late summer weeks and promises to carry total 1950 set production close to the 14 million mark.

This would far surpass the 10 million-plus industry production for the 12 months of 1949, when the autumn spurt caught manufacturers immersed in TV with their production lines down.

As of Sept. 1 the manufacturing industry had turned out 8,750,965 radio sets, according to an all-industry estimate by Radio-Television Mfrs. Assn.

RTMA's Estimated 1950 Production

	Television	*Home Sets*	*Auto Sets*	*Portables*	*Total Radio*
January	424,000	581,000	329,000	69,000	979,000
February	536,000	505,000	379,000	120,000	1,004,000
March	643,000	587,000	389,000	114,000	1,090,000
April	432,000	526,000	273,000	143,000	942,000
May	557,000	796,000	291,000	351,000	1,438,000
June	522,000	710,000	567,000	262,000	1,539,000
July	330,315	391,170	234,025	97,323	722,518
August	702,287	754,232	320,960	128,255	1,203,447

* * *

In the same eight-month period it produced 4,146,602 television sets, RTMA estimated, 1,100,000 above the entire 1949 TV total. In August alone 702,287 TV sets were turned out. With 4,000,000 TV sets having been turned out by the end of 1949, the 1950 production figures confirm the TELECASTING estimate of roughly 7¾ million sets in use.

The August aural radio production totaled 1,203,447 sets. While figures on aural and video sets with FM tuners are not available, the percentage of sets with FM has been increasing in recent weeks [BROADCASTING, Sept. 25].

The August radio sets included 754,232 home receivers, 128,255 portables and 320,960 auto receivers.

Summer radio production ran counter to normal seasonal decline, except for the first half of July when most of the industry shut down. TV production also rose abnormally during the period.

With these increases, manufacturers sold over $700 million in TV sets at factory prices during eight months of 1950 and another $210 million in radios, also at factory prices. These exceed total sales for the year 1949.

In line with this production boom, RTMA member companies are sharply increasing their advertising in the last half of the year, according to L. E. Pettit, General Electric Co., chairman of the RTMA Advertising Committee.

Committee Poll

An informal poll of committee members showed that the late 1950 advertising expansion will be carried over into 1951 by most big manufacturers despite possibility of curtailed set production due to shortage of supplies and demands of the military.

All but one of the firms polled will boost advertising budgets over the last half of 1950, the increases ranging from 20% to 200%, or an average of 104%. Total 1951 advertising is expected to run 9% above that for 1950. Three companies will have increases of 50% or more and only three companies will run below their 1950 budgets. No breakdowns on media to be used were obtained.

RTMA's estimated 1950 all-industry set production figures are shown above.

WEISS RESIGNS

With Don Lee Since 1930

LEWIS ALLEN WEISS, board chairman of Don Lee Broadcasting System, Hollywood. Since May 1949, and prior to that president, has announced his retirement after 20 years with the regional network.

Action on his request, filed July 19, to be relieved of duties awaits only the formality of approval by Los Angeles County Public Administrator Ben H. Brown and attorneys for the Thomas S. Lee estate. They are expected to act by Oct. 6, closing date also for bids for capital stock in Thomas S. Lee Enterprises Inc. which includes Don Lee radio and TV facilities.

Although details were not revealed, Mr. Weiss said he will devote time to other business interests and hobbies. He will first take an extended vacation.

Mr. Weiss originally joined Don Lee network in 1930 as vice president and general manager, building it to a regional chain of 16 stations. He resigned two and one-half years later to become general manager of WJR Detroit, owned and operated by G. A. (Dick) Richards.

With weakening of original Don Lee network due to shift of most stations to CBS in 1936, Mr. Weiss was invited to return as vice president and general manager by Thomas S. Lee, now deceased son of the late Don Lee.

Affiliating Don Lee with the newly organized Mutual, Mr. Weiss then began a vigorous campaign to rebuild the regional network to its present position of 45 owned-and-affiliated stations in the Pacific Coast area. He is reputed to be one of highest paid executives in radio.

Mr. Weiss has served on Mutual's board of directors for 10 years and was chairman from 1947 to 1949.

With the late Don Lee, he also started the first TV station, now identified as KTSL Hollywood, which began operating Dec. 23, 1931.

* * *



Mr. WEISS

NETWORK GROSS

July '50 Tops That of '49

SUMMER vacation period for radio network advertisers brought the July 1950 gross radio network time sales to a total of $12,303,409, but resulted in an increase over the July figures of last year, $12,090,579, according to Publishers Information Bureau statistics released to BROADCASTING.

The 1950 cumulative totals of $109,293,958 were still behind the $112,862,890 spent last year during the same months.

Procter & Gamble continued to lead all other radio advertisers in AM time bought, with expenditures of $997,752. General Mills spent $886,848, placing second in gross time purchase on radio networks, while Miles Labs ranked third spending $615,654. Fourth and fifth, respectively, were Sterling Drug, $491,964, and Wm. H. Wrigley Jr. Co., $440,220.

TOP TEN NETWORK ADVERTISERS IN JULY 1950

1. Procter & Gamble	$997,752
2. General Mills	886,848
3. Miles Labs	615,654
4. Sterling Drug	491,964
5. Wm. H. Wrigley Co.	440,220
6. Liggett & Myers	402,489
7. Philip Morris	394,644
8. General Foods	394,158
9. American Home Products	373,007
10. Gillette Safety Razor Co.	350,157

Food products ranked first among the network categories, spending $2,911,654 gross to advertise over the networks. General Mills led this group with its total of $886,848 in purchases.

The Toiletries & Toilet Goods group ran second with purchases of $1,671,359, within which Gillette Safety Razor ranked first, having invested $350,157.

Drugs & Remedies appropriated $1,576,614 to stand third, with Miles Labs the chief investor, $615,654. Fourth and fifth, respectively, were Smoking Materials and Soaps & Cleansers.

* * *

Top Network Advertisers for Each Product Group in July 1950

Agriculture & Farming	Allis-Chalmers	$ 41,498
Apparel, Footwear & Access.	Adam Hats Co.	41,599
Automotive, Auto. Equip. & Supplies	Firestone Corp.	76,125
Aviation, Aviation Equip. & Supplies		
Beer, Wine & Liquor	Schenley Industries Inc.	63,540
Bldg. Mat., Equip. & Fixtures	Johns Manville Corp.	99,624
Confectionary & Soft Drinks	Wm. H. Wrigley Jr. Co.	440,220
Consumer Services	American Tel. & Telegraph	81,855
Drugs & Remedies	Miles Labs	615,654
Entertainment & Amusements		
Food & Food Products	General Mills	886,848
Gasoline, Lubricants & Other Fuels	Standard Oil of Indiana	105,686
Horticulture		
Household Equip. & Supplies	Philco Corp.	130,841
Household Furnishings	Armstrong Cork Co.	43,855
Industrial Materials	U. S. Steel Corp.	135,263
Insurance	Prudential Insurance Co. of Am.	111,615
Jewelry, Optical Goods & Cameras	Speidel Corp.	51,255
Office Equip., Writing Supplies, Stationery & Access.	Eversharp Inc.	83,235
Political		
Publishing & Media	First Church of Christ Scientist (Christian Science Monitor)	9,184
Radios, TV Sets, Phonographs, Musical Instru. & Access.		
Retail Stores & Direct Mail	Dr. Hiss Shoe Stores	1,350
Smoking Materials	Liggett & Myers	402,489
Soaps, Polishes & Cleansers	Procter & Gamble	628,222
Sporting Goods & Toys		
Toiletries & Toilet Goods	Gillette Safety Razor Co.	350,157
Transportation, Travel & Resorts	Assn. of American Railroads	82,785
Miscellaneous	American Fed. of Labor	110,070

WATCH FIRMS BUY

Launch Seasonal Drive

By FLORENCE SMALL

WITH three watch manufacturers already embarked on their pre-Christmas promotion and three other national firms about to begin their seasonal exploitation, the watch industry has returned to radio and television in a drive that promises to match any previous year in history.

Benrus Watch Co. will spend approximately $20,000 on a spot announcement campaign using both radio and television for spots placed before and after the World Series.

In television, about 30 stations will be used with 20-second films carrying the sales message. Agency handling the television budget is J. D. Tarcher & Co., New York. The World Series schedule is in addition to the firm's regular one minute spot on the *Saturday Night Revue*, 39 weeks, on NBC-TV.

Its radio schedule, which will run about $7,500, is being placed by Simons-Michaelson, Detroit.

Million Budget

Benrus has used other spot shows throughout the year and expects its total expenditure for radio in 1950 to total around $1,000,000 slightly less than it spent in 1949. Its budget for television is expected to exceed $500,000 in 1950.

Hamilton Watch Co., through BBDO New York, which used 16 cities for its five-minute film last year, is planning to increase the budget considerably so that the new campaign starting in November will cover approximately 53 markets. The films are television variants of the famous "To Peggy" and "To Jim" ads which were originally used in magazines and repeated every year since 1940. Last year the agency gave life to the ads and made the five minute films on the same theme.

They were so successful that the same films promise to become a yearly institution similar to the magazine forebearers. The November campaign calls for the use of the films, three times weekly, for four weeks on each station.

Bruner-Ritter, New York (Bretton watches) which sponsored a network show, *Chance of a Lifetime* on ABC last year, is currently contemplating radio and television. Raymond Spector & Co., New York, is the agency, and will reveal specific plans sometime next week.

Bruner-Ritter in 1949

The Bruner-Ritter company spent a gross of $266,760 for the radio show in 1949 which was heard on 202 ABC stations for one-half hour per week from September through December.

Longines-Wittnauer Watch Co., today (Oct. 2) launches its heavy network radio campaign by adding its *Longines Symphonette* to the ABC network, four nights weekly, Monday through Thursday, 10:35 p.m., in addition to its two other Sunday network shows on CBS—the aforementioned *Symphonette* and *The Choraliers*. The Symphonette, incidentally, is one of the few famous musical organizations which owes its inception to radio and which has always functioned as a radio feature. It offers the use of the works of major composers presented in a manner designed to find acceptance with popular taste. It has been in existence for the past 10 years.

The firm also sponsors another quarter hour series on WNBK New York, 7-7:30 p.m., five times weekly. Victor A. Bennett Co., New York, is the agency.

Longines-Wittnauer spent a gross of $935,248 for network radio in 1949. In 1948 the total was $163,670. The firm spent a gross of $6,925 for its one-time Thanksgiving Day Festival on CBS-TV a one-hour show that was telecast over 22 stations.

Bulova Watch Co. continues its $4 million dollar spot announcement campaign in both radio and television through the Biow Co., New York. Gross expenditures in 1949 were about $3.5 million.

Gruen Watch Co., through its agency, Stockton, West, Burkhart, Cincinnati, started sponsorship of a television network show *Blind Date* on ABC-TV, last week.

Helbros Decision Due

Helbros Watch Co., New York, which sponsored *Richard Diamond* on NBC, last season, also is considering both a spot and network campaign. Plans through its new agency, Murray Hirsch, New York, are expected to be completed within ten days.

Total radio network expenditures for jewelry advertising in 1949, all but a very small percentage of which was for watches, grossed $2,789,721. In 1948 it amounted to $1,201,942 according to BROADCASTING estimates. In 1949 spot expenditures were about $4,592,000 net while in 1948 they were $2,530,000 net.

In television 1949 total network gross expenditures were $105,057 while spot amounted to $1,315,800 net.



LOOKING over materials to be used by The Advertising Council in the current Community Chest Drives are: Mrs. Eloise Walton Paterson, of the Community Chest of America; standing (l to r) William Ramsey, Procter & Gamble, the Chest's volunteer radio and television committee chairman; Lee H. Bristol, Bristol-Meyers, The Advertising Council's vice chairman, and Niles Trammell, NBC board chairman.

FCC Actions

TEN STATION sales approved by FCC last week, including purchase by Max M. Leon of WDAS Philadelphia for $495,000-plus from William Goldman Theatres Inc., sale of KFWB Hollywood by Warner Bros. Pictures Inc. for $350,000 to KFWB Broadcasting Corp. (51% owned by Harry Maizlish and 49% by Lansing Foundation), merger of KIOA Des Moines and WLOL Minneapolis under WLOL ownership for $100,000. Two new AM stations and one new FM outlet also granted. Details of these and other FCC actions may be found in Actions of the FCC starting on page 84 and FCC Roundup on page 91.

Names Bennett Co.

JOSEPH PARMET Co., Catasqua, Pa., has named Victor A. Bennett Co., New York, to handle advertising merchandising and promotion for a new product to be sold in food, hardware notion and department stores. Radio and television will be used.

STROTZ RESIGNS

West Probable Replacement

JOHN K. WEST, vice president and director of public relations of the RCA-Victor Division of RCA, last week was reportedly selected to be NBC vice president in charge of the network's Western Division, to succeed Sidney N. Strotz, NBC veteran, who resigned.

Official appointment of Mr. West was said only to await the formality of an NBC board meeting.

Mr. Strotz's resignation was announced in New York last week with the explanation that he quit to devote his time to other business interests. He has been with NBC 18 years, for the last eight as chief of the Western Division.

Mr. Strotz, at the time of his resignation, held the position of administrative vice president, one of four such titles created at NBC several years ago. One administrative vice presidency was vacated by Ken R. Dyke, program chief, who resigned two years ago. Another was eliminated by the reassignment of John H. MacDonald to be vice president in charge of finance, in the recent reorganization of the network. The third is held by Harry C. Kopf, administrative vice president in charge of radio network sales (in charge of all NBC sales before the reorganization). The fourth went with Mr. Strotz.

Joining NBC as program manager in Chicago in 1932, Mr. Strotz later succeeded Niles Trammell, now chairman of the board, as vice president in charge of the Central Division. He became vice president in charge of programs, with headquarters in New York, in 1940 and two years later was assigned to Hollywood as vice president in charge of the Western Divisioin.

Temporarily in New York

For a few months in 1948 Mr. Strotz was brought to New York to organize NBC's television operations but he elected to return to his West Coast post rather than remain at headquarters.

The resignation was given during a recent 10 day visit of Joseph H. McConnell, NBC president, to Hollywood. In accepting it, Mr. McConnell said: "My regret at seeing Sid Strotz leave NBC is not only on behalf of the network but personal as well. We have been good friends for many years, and I know how much he has contributed not only to this company but to the radio and television industry as a whole."



Mr. West



Mr. Strotz

Mr. West, who joined RCA-Victor in 1930, served as the company's district manager at various locations including Philadelphia, Pittsburgh, New York, Cleveland and San Francisco until 1933 when he managed the RCA exhibit at the Chicago World's Fair.

After the fair he managed the Victor visual sound products department and in 1942 became manager of field sales. During the war he served in the RCA-Victor war contract service department, and in June 1945 became director of public relations.

He was elected vice president in charge of public relations in 1947 and vice president and director of public relations a few months ago.



. . . And Radio Made the Difference

LATE in the spring of 1948 two carpenters in Lansing, Mich., momentarily eased their physical labors as they surveyed the house they had built, wiped the perspiration from their brows and jointly arrived at a decision.

Although the spike and spokeshave were honorable enough tools, Claude Lapp and Rudy Royce decided that selling lumber might prove easier than driving nails through it. So they traded off their newly-constructed house for a broken down lumber yard and hoisted sign. They were in business.

For six months they had reason to question the wisdom of their decision, and the hammer and saw still loomed as symbols of security. But then their gross figure began to spiral as customers jammed their parking lot and orders clogged the spindle.

What caused the change?—During the seventh or "crucial" month, Dick Creamer, account executive at WILS Lansing, walked into the Lapp & Royce lumber shed with an idea. "A 12:30 noon newscast—15 minutes daily six days a week over our 1 kw station—would spark your lumber trading area into activity," Mr. Creamer told the two ex-carpenters. It did just that.

Within 23 months, Lapp & Royce has grown from a dilapidated shed to a sprawling acre of five buildings with an expansive lot of lumber, six trucks, 15 employes, and a plump $60,000 monthly gross, representing a six-fold increase over the figure on the firm's ledger after six months in business.

Actually the lumber firm spends only about $7,000 annually for advertising, but Messrs. Lapp and Royce prudently siphon off upwards of $5,000 on radio alone. The remainder is spent on newspapers, novelties (calendars, matchbooks, etc.), and general promotion.

Cite Business As 'Radio-Built'

The two lumbermen are enthusiastic in their references to a house that radio built almost single-handedly.

"We knew we had to do something to get the leanness out of our lumber business," Mr. Royce states, recalling the lean months. "The classified sections of the newspapers weren't bringing in enough general public business. When Dick Creamer offered us a potential of 450,000 people with WILS we were impressed but skeptical. Radio was new to us. But when we tried it, we were amazed.

"Our consumer business built up fast. The contractor business grew automatically as an indirect result. We found out that popularity with the man who has a screen door to fix or a dog coop to build is the most important thing in our business.



Mr. Creamer



Mr. Dillingham

* * *

"During our first broadcast, a lady called up. She placed an order for insulation before the first commercial had even been read. Naturally we developed a great immediate enthusiasm for radio."

Alex Dillingham, WILS program director, has handled the Lapp & Royce noontime news program since it went on the air Dec. 20, 1948. Copy is written by Landon Young, station's news director, and is a general world news summary built around a "local standpoint" format. Copy is kept fresh, new commercials are substituted every two weeks, and public service announcements are altered as new ideas arise.

Lapp & Royce commercial copy utilizes four different types of messages—special, seasonal, "appeal," and public service.

The lumber company has advertised ping pong tables, consultant services for building homes, doors for news homes, and a complete line of handsome brass and chrome door hardware. Its public service messages encourage the employment of physically handicapped veterans.

"On the special ads," Mr. Royce points out, "people often come in weeks after the broadcast and ask for the item."

Prestige Spots Pay Off in Sales

The two lumbermen, who still do business in their carpenters' work clothes to preserve the "informal touch," concede that they tried the public service motif as an experiment. But they feel that the prestige they build pays off in the long run, and they single out high sales figures the past six months to prove their point.

"We believe that the community consciousness a place of business reflects by sponsoring public service announcements builds a certain desirable opinion in the minds of the public toward the business," Mr. Lapp explains. "It doesn't show up too much on the sales ledger at first but eventually it becomes one of the biggest subconscious reasons people trade with you."

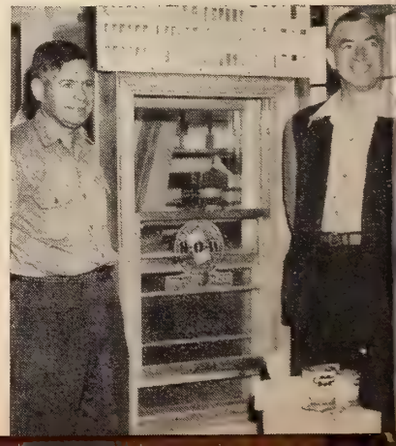
The partners like to hold up their prosperous lumber business as an example of a small business' success with radio. The company is located on a busy highway at the south city limits of Lansing. Four competitors maintain lumber yards nearby and, in all, 22 yards compete for the Lansing lumber trade. Yet, Lapp & Royce, the youngest of the lot, holds its own with the established leaders. It draws orders from the extreme perimeter fringe of the WILS 1 kw coverage area—as far as 70 miles away.

Messrs. Lapp and Royce have a theory on the successful use of radio.

"Let the radio bring customers into the place," they say. "After that it's up to us."

* * *

SMILES of Mr. Royce (l) and Mr. Lapp reflect their sales success.





One of a Series

RADIO BILLS PEND

As Congress Recesses

BULK of major radio proposals pending in the 81st Congress was put aside for another day when war-weary legislators closed shop Sept. 23 for a two-month vacation ending Nov. 27.

Blessed as a peace-time law-making body at its birth, the 81st Congress soon fitted its legislating role to needs of a U. S. economy gearing for war and defense. With most of its time thus consumed, domestic issues, such as the Fair Deal program, were neglected and allowed to gather dust.

Some deadline actions by the Congress before its recess touched upon radio and TV. It passed an interim tax bill containing a 10% federal excise levy on TV sets at the manufacturing level and promising an excess profits tax in the near future; hammered through a Communist-control law restricting Communist "hidden" radio-TV sponsorship, and okayed funds to operate Voice of America at a record budget level (see separate stories this issue).

A dramatic moment came in the dead heat of summer when the hotly - disputed McFarland Bill (S 1973), which would realign FCC procedural-wise and impose deadlines on work schedules, was reclothed as an amendment to a House-passed bill. It was reported out of the Senate Commerce Committee and passed by the Senate which asked for a conference with the House.

McFarland Bill

But history was good at repeating itself in the McFarland Bill escapade. Possible quick passage again was blocked by House inaction on the measure. Refusing conference on the newly-approved measure, the House instead announced the opening of hearings by the Commerce Committee on S 1973. These have been held, but the Commerce radio subcommittee has been notoriously slow in getting around to clearing the bill.

On Capitol Hill, Sen. Ed C. Johnson (D-Col.), self-appointed Congressional guardian over the fate of the radio and television industry, again was pace setter in the communications field.

It was his committee which introduced a horse racing bill; under his leadership the President's reorganization plan for FCC, based on the Hoover recommendation, was killed in the Senate; under his prodding the color TV question was boosted a few rungs on the FCC's calendar.

The horse race bill (S 3358) was introduced in the Senate at the request of the Justice Dept. It would have banned interstate transmission of gambling information and was directed against the flow of horse racing results over radio and television.

An FCC substitute bill was drawn up and submitted which was not as all-encompassing as the Justice Dept. proposal and which concentrated on the transmission of information on bets, odds, or prices paid in betting on sports events.

Sen. Johnson's interest continued around such thorny issues as the clear channel case, color TV, realignment of FCC's procedural methods and liquor advertising on radio and television. Since 1949, Sen. Johnson has taken the position of urging FCC to lift the TV freeze, open up UHF channels to prevent monopoly, and explore color television as an economic reality.

The Coloradan also has fought for the break down of clear channels and maintenance of the power ceiling at 50 kw for stations in the AM band from 540 kc to 1600 kc. Sen. Johnson still has pending a bill (S 491) to break down clears. A companion measure (HR 4004) still is in the House.

All of these bills—the FCC procedural bill, the clear channel measure, licensing of networks (Sheppard Bill and Sadowski proposal), etc.—will die automatically at the end of the year. As it is doubtful whether anything will be done in the radio field on Capitol Hill this November-December when the second session will sit as a "lame duck" Congress, these proposals and other recommendations will have to be reintroduced formally when the 82d Congress convenes.

Langer Bill Killed

The first attempt in the Senate Commerce Committee to clear the Langer liquor bill (S 1847) which would have prohibited the advertising in interstate commerce of alcoholic beverages fell short of its mark [BROADCASTING, March 17]; a second attempt was killed for the remainder of the 81st Congress' life.

An overwhelming objection voiced by radio industry spokesmen and by some Senators, including Sen. Johnson, called the death knell for President Truman's proposal to reorganize the FCC. Among the highpoints of this plan was to have been the centralization of the administrative power in the hands of the Chairman. Following an unfavorable report by the Senate Commerce Committee, the Senate turned thumbs down on the recommendation [BROADCASTING, May 22].

Significant communications actions by the 81st Congress included the following:

- Tacking on a radio-TV label for Communist sponsored programs to the Communist control law.
- Introduction of bills (S 4162, HR 9689) to implement President Truman's U. S. Civil Defense plan which designates communications, particularly radio and TV, as the "nerve system of civil defense" [BROADCASTING, Sept. 25].
- Passage of a satisfactory operating budget for FCC.
- Record increase of funds, nearly $60 million, for Voice of America alone.

The question of applying a 10% federal excise tax to TV sets at the manufacturing level was opened by the Administration early in the year but failed to weather a storm of protest stirred in House committee rooms. Industry spokesmen, such as the RTMA, virulently opposed the proposed tax. Later, as the need for new revenue became

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NARBA JOCKEYING

U. S. Clears in Focal Point

RIGHTS on U. S. 1-A clear channels—two in particular—appeared to be the focal points of attention last week as NARBA nations jockeyed for position before the beginning of detailed negotiations for a new North American AM agreement.

The two U. S. clears which commanded most speculation were 660 kc (on which WNBC New York is dominant) and 880 kc (WCBS New York).

If a new NARBA is to be evolved which will meet the expressed and implied demands of at least three of the seven NARBA signatories—other than the U. S.—some observers felt it would involve concessions on one or both of these U. S. 1-A's.

The week's developments deepened the pessimism of U. S. authorities already pessimistic for the outcome of the conference, which has been in progress in Washington since Sept. 6 but thus far has hardly passed the perimeter stages of negotiations.

It was insisted, however, that if U. S. concessions are necessary to reach an agreement, then there must be reciprocal concessions in which the other nations will accept strict engineering standards and assure firm protection to other basic U. S. interests.

Cuba's formal list of proposed Cuban allocations included rights to use 660 kc at Havana with 5 kw directionalized [BROADCASTING, Sept. 25]. The Bahamas-Jamaica increased their joint request from two channels to three, continuing to list both 660 and 880 kc among the frequencies they wanted to be considered. Both frequencies were presumed to be among those the Mexican delegation had in mind in asking for two additional channels below 1000 kc aside from 540 kc, the new broadcast frequency, which Mexico already is using.

Mexico's statement of general requirements, transmitted by Chairman Miguel Espejel of the Mexican delegation, mentioned specific frequencies only in a few instances.

The statement, however, reduced Mexico's original request from four additional channels below 1000 kc to three channels, including 540 kc. Mexico offered to give up rights on 1220 kc upon acceptance of her proposal.

Mexican Statement

The Mexican statement asked that an agreement be reached which will permit her to operate a 1-B station on 1550 kc at Nuevo Laredo—where she operated XENT on that frequency for some time before taking it off the air a few weeks ago following repeated Congressional and State Dept. protests. The Nuevo Laredo assignment is for 1140 kc, which Mexico proposes to operate south of the 22d parallel.

Mexico also indicated an unwillingness to participate in the North American Regional Broadcasting Engineering Committee, NARBA's technical information agency, under the formula provided for it in the NARBA which expired March 29, 1949. A juridical subcommittee was assigned to study the question in search for an acceptable solution.

Mexican "requirements" also included "greater facilities for night service for several stations in Class 1-B and 2 which operate in channels intended for those classes of stations and in which Mexico has a recognized priority"; and revision of radiation standards for "certain stations" in other countries which "excessively restrict" Mexican stations or limit the assignment of new stations.

In addition to 1540 kc, used by ZNS Nassau with 5 kw, the Bahamas-Jamaica asked for three frequencies to accommodate 5 kw stations at Kingston, Mantego Bay, and North Coast in Jamaica, which now has no stations. Frequencies mentioned "as a basis for discussion" were the following U. S. 1-A's:

660 kc (WNBC); 700 kc (WLW Cincinnati); 720 kc (WGN Chicago); 880 kc (WCBS); 890 kc (WENR-WLS Chicago); 1020 kc (KDKA Pittsburgh), and 1040 kc (WHO Des Moines), plus the 940 kc Mexican-Canadian 1-A channel.

The Cuban list, submitted Sept. 22, hewed close to the line of her final offer at the unsuccessful U. S.-Cuban sessions in Havana early this year, but added requests for rights on three U. S. 1-A's not mentioned at Havana though currently in use by Cuba: 660 kc; 770 kc (WJZ New York), and 780 kc (WBBM Chicago), in addition to 640 kc (KFI Los Angeles), 670 kc (WMAQ Chicago), and 830 kc (WCCO Minneapolis), which were included in the Havana list.

ANA Muffles Rate Cut

(Continued from page 26)

newspapers, premised upon increased operating costs, rather than the traditional circulation increase factor, were taken into account. Several speakers noted that TV has hit the printed media too, and that it is having an effect on all advertising fronts.

One ANA member, a substantial radio and TV user, said that rate cuts in any medium seldom occur until a year or two after the "agitation" has started. He thought nothing would come of the original ANA project, which sought to justify 14.9% rate cuts for Class A time on NBC and CBS, and which cited cuts as deep as 55% in evening rates in certain markets where TV competition is most rigorous.

Increased tune-in on radio resulting from the war emergency, as well as increased operating overhead and the force of statistical facts developed since the ANA committee onslaught last July, have converged to bring about virtual abandonment of the campaign at this time, it was indicated.

Backs Ad Council

Stuart Peabody of the Borden Co., and a prime mover in the Advertising Council, urged advertisers to refer to the Council all requests for space and time from public service organizations. He said duplicate requests thereby are screened and unworthy causes eliminated. He praised the Ad Council's work on all fronts.

Bernard C. (Ben) Duffy, president of BBDO, noted while speaking at the opening session Monday morning that the problem of media costs is "most important" because 85% of advertising is concerned with media, 15% with production. "Media problems are infinitely more complex because of the advent of radio and television," Mr. Duffy claimed.

Indirectly, video has made the media picture more costly and complex, he charged, explaining that the cost of each medium influences all the others. Referring to the television freeze, Mr. Duffy said the FCC "has done the publications business and advertising in general a great disservice, creating a monopoly in one-station markets and keeping shows from the public."

Pointing out that 39% of the TV stations now in operation are in single-station areas, Mr. Duffy said the result is that stations cannot fill demands for time and TV costs are "out of line."

'Artificial Time Costs'

Such creation of "artifical time costs" has an ultimate effect of "loss" to other groups—station owners, manufacturers, dealers, advertising and the public. Advertising will "have to decide if the results justify paying out-of-line costs." BBDO's president noted that the present sales impact effected by video is also "out of line," because the medium hasn't settled down to a normal level, as have other media. "After the new toy stage, television will enter a competitive period, and will then have to be re-evaluated."

Mr. Duffy advocated adoption of a single standard of acceptable measurement for circulation, concluding that there is a "limited amount of information available" on which to base opinions. "Even though it is hard to get the facts, we can't speculate," he said.

His solution — cooperative research, combining efforts of agency, advertiser and media owners. "Advertisers should adopt a 'show-me' attitude, in their need for more factual justification for advertising procedure," he said.

Dr. Claude Robinson, president of Opinion Research Corp., reviewed four primary conclusions he has reached in impact studies. Explaining "How people are reacting to your advertising," he defined impact as a measure of the depth of impression which an advertisement makes on the mind of a person. Dr. Robinson said his study was devised to show: (1) registration of the advertiser's name, (2) of his message, and (3) acceptance of the advertiser's sales points or arguments.



ALBERT BROWN, vice president, Best Foods Inc., and new ANA chairman, presided at the Wednesday morning forum which had as its theme "Making Our Advertising and Public Relations Work at Maximum Effectiveness."

His conclusions as to audience behavior: (1) people are mentally lazy, and will not work to get an advertising message; (2) people are literal-minded, and will not take "flights of fancy" frequently required by advertisers; (3) advertisers must "never assume that people have very much knowledge about their particular product or institution;" (4) "people are more interested in their problems than those of others, and the 'you' principle is violated times without number in advertising."

Dr. Robinson expects the precedent of heavy institutional advertising campaigns to be followed again "in the current period of military emergency." His points on impact were designed to apply to product as well as to institutional advertising, "because both obey the general principles, although one sells ideas and the other sells goods."

The same responsibility by communications is seen by C. D. Jackson, publisher of *Fortune* magazine, who outlined its major challenge. Giving a progress report to the ANA on the September feature in *Fortune*, "Is Anybody Listening," Mr. Jackson termed the challenge one of presenting "our kind of a world so visibly and unquestionably better than any other world at all levels that we create cracks in the Communist empire."

He said, "We must show and explain, as well as produce and sell." Citing a need for an "atmosphere of knowledge, understanding, and, most of all, respect," Mr. Jackson said, "We stand a chance of losing our nation unless we do a better job of getting this atmosphere."

His suggestions: (1) create this atmosphere and eliminate the usual "I want to be loved" theme; (2) have business admit its failures ("I have yet to see business convey any impression that what it has done up to now is anything less than 100% perfect"), and (3) convey the right kind of information in advertisements, thereby taking the curse off the phrase, "free enterprise advertising."

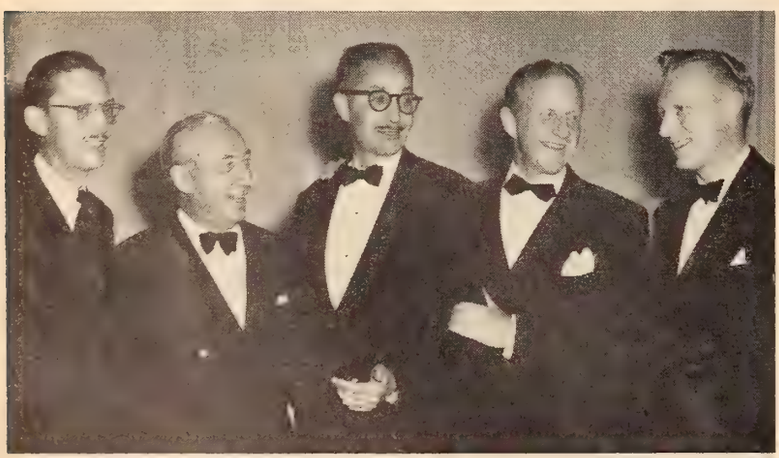
Jackson Cites Voice

Referring to government, as well as private, communications, Mr. Jackson said the Voice of America "has a better chance of doing a job than ever before."

Bennett S. Chapple Jr., assistant vice president in charge of sales for U. S. Steel Corp. of Delaware, was another Monday speaker, asking delegates: "Has the current situation changed your advertising plans and how?" A Tuesday morning panel on establishment of an effective client-agency relationship featured Fairfax M. Cone, board chairman of Foote, Cone and Belding, outlining "How I would go about soliciting an account if I were an agency," and Harry J. Deines, general advertising manager, Westinghouse Electric Corp., "How I would solicit an account if

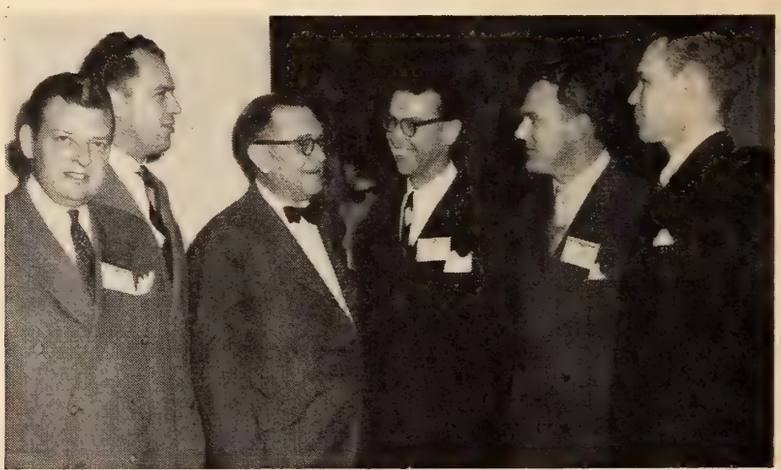
(Continued on page 34)

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AGENCY-sponsor get together at the ANA meeting includes (l to r): Jeff Wade and Walter Wade, radio director and executive vice president, respectively, Wade Advertising, Chicago; James Witherell, research director, Russel M. Seeds Co., Chicago; William S. Cutchins, advertising manager, Brown & Williamson Tobacco Co., and Les Waddington, radio and television director, Miles Labs.

* * *



AT the ANA board reception Tuesday are (l to r): Andy Quale and Hugh Conklin, General Foods; D. H. O'Dell, assistant advertising director, General Motors; Hank Volle, advertising manager, A. E. Staley Mfg. Co.; Gerhard Exo, General Foods; William Brooks Smith, advertising director, Thomas J. Lipton, and chairman of the ANA Radio and Television Steering Committee.

WLEE

IN RICHMOND NOW

5000

WATTS

More power! More listeners! More value for every advertising dollar! Our success stories prove that WLEE has always produced fast, low-cost results for its advertisers. Now WLEE's new power gives a more dominant signal in Richmond, and brings in thousands of new listeners from outside the city. Results will be faster, more profitable than ever! Get the whole story from your Forjoe man today.



TOM TINSLEY: *President* • **IRVIN G. ABELOFF,** *General Manager* • **FORJOE & CO.,** *Representatives*

RICHARDS' SUPPORT

Witnesses Pass 100 Mark

THE PARADE of witnesses for G. A. (Dick) Richards in FCC's renewal hearing involving the station owner's news policies and the licenses of his stations passed the 100 mark last week, the 15th week since hearings started and the fourth since presentation of Mr. Richards' case was commenced.

Defense Counsel Joseph Burns indicated early in the week that approximately 75 witnesses remained to be heard, including 25 additional "reputation" witnesses, 30 who would deal with the public service activities of Mr. Richards and his KMPC Los Angeles; 10 to 15 former employes, and five to ten present employes.

Examiner James D. Cunningham, conducting the hearing, made clear that the list of "reputation" witnesses would have to be trimmed unless they are "very representative people in some civic capacity." FCC General Counsel Benedict P. Cottone, in charge of the Commission staff's presentation against Mr. Richards, charged at one point that KMPC was presenting "manufactured" testimony.

Mr. Richards, chief owner of KMPC, WGAR Cleveland, and WJR Detroit, has been accused of ordering newsmen to slant news according to his personal political and social beliefs. The hearing thus far has been held in Los Angeles, but may continue in Detroit and Cleveland as well as Washington—where, it was decided, testimony by E. Z. Dimitman on his analysis of KMPC newscasts will be received.

Mr. Cottone said that if counsel for Mr. Richards should present Mr. Dimitman's testimony at Detroit—where the hearing on Mr. Richards' proposal to set up a trusteeship for his stations is tentatively slated to start Oct. 15 [BROADCASTING, Sept. 25] — then cross-examination alone would consume a month.

The week's witnesses in behalf of Mr. Richards and KMPC included Rev. James W. Fifield Jr., minister of the First Congregational Church in Los Angeles and national director of the Spiritual Mobilization Movement, plus two rabbis, a priest, and a number of ministers and laymen representing several faiths in addition to professional men.

Rev. Mr. Fifield said he had known Mr. Richards for 13 years and characterized their friendship as akin to "love at first sight."

Mr. Richards, he said, "is entirely, unequivocally, insistently fair"—a "sterling character at heart" although "sometimes his mouth doesn't gear in with his heart." He said he had heard Mr. Richards say he wished the whole Jewish group would go to perdition, but that the station owner also spoke affectionately about his Jewish employes.

Program History

Dr. Fifield said the Spiritual Mobilization Movement's *Freedom Story* program, now released to 530 stations via transcription, originated on KMPC three years ago after discussions with Mr. Richards, "who had considerable experience in Detroit in developing programs of that kind."

Asked if he himself had not attacked FCC in a broadcast on KFAC Los Angeles because of the FCC investigation of Mr. Richards and KMPC, Dr. Fifield said he was "very critical of this proceeding," which "seems to me more like Russia than America, and that colors everything I say. It seems to me like an inquisition." He insisted that there was no indication "that free speech was ever curtailed over KMPC."

Mr. Cottone asked to see scripts of *Freedom Story* broadcasts and others given by Rev. Mr. Fifield and guests on KFAC, in the meantime reserving the right to cross-examine the minister further.

Rabbi Joseph Jasin, chaplin of the Jewish Committee for Personal Service, said he participated in the *Prayer for Peace* series on KMPC and testified that he did not recall hearing any criticism of the station's attitude toward Jewish persons or organizations. Dr. Warner Muir, pastor of Wilshire Christian Church in Los Angeles, said he had never heard of KMPC discriminating against any racial or religious group.

Others presenting testimony:

Sidney Brechner, sound effects engineer of WJR; Rabbi William Kramer of Temple Israel, Fontana, Calif., formerly of Cleveland; George J. Meyer, executive director of the Southern California Region, United Synagogues of America; Norman J. Rivkin, public relations director for the National Conference of Christians and Jews; Ira L. Cook, now a disc jockey, who broadcast news for a KMPC sponsor in 1940; Benny La Grasse, former KMPC musical director;

Howard Rhines, program manager of KFAC, formerly with KMPC for nine years; Kenneth Carey and Art Ballinger, former KMPC newscasters-announcers; Howard Flynn, chief announcer since October 1946; Mrs. Alice Taylor, manager of the Los Angeles Philharmonic Orchestra and Southern California Symphony Assn.; L. A. Fitzgerald, information service representative, West Coast Division of Veterans Administration; C. T. Pereira, interior decorator associated with various civic and fraternal organizations; Frank P. Doherty, owner of KRKD Los Angeles and widely known attorney; George Irwin, agency head, who presented material under subpena issued following his earlier appearance on the stand.

Vincent R. (Dick) Smith, partner in the firm of Smith & Bull Adv.; Rev. John Henry Engle of Crescent Heights Methodist Church in Los Angeles; Dr. James W. Bell of First Presbyterian Church; Francis L. McDonough, representing the Knights of Columbus; Father John Sheridan, who participated in a Knights of Columbus series on KMPC this year; Aid Kushner, trainer for the Detroit Lions professional football team during the period of its ownership by Mr. Richards; David Silverman, music librarian of WJR since 1936;

Hal Berger, sports director of Armed Forces Radio Service, who has been re-creating baseball games and handling other programs on KMPC since 1937; Norman Nesbitt, freelance announcer-newscaster; Grace Glasser, president of Glasser-Gailey Inc., Los Angeles advertising agency; Paul H. Helms, president of Helms Bakeries Inc.; Lloyd Doctor, Salvation Army public relations director; Mrs. Paul B. Handel, radio and television director for Los Angeles Girls Scouts; Robert J. Kelly, KMPC sports director since 1946; Paul Masterson, writer-actor on

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ANA Muffles Rate Cut

(Continued from page 32)

I were an agency." Effectiveness of copy was described by H. H. Haupt, vice president of BBDO, talking on "What the advertiser can do to help the agency produce the best copy," and John B. McLaughlin, advertising and sales promotion manager, Kraft Foods Co., "What the agency can do to get the most help from the advertiser."

The advertising follow-through was outlined by Clarence Goshorn, president of Benton & Bowles, "What should the advertiser expect from the agency in merchandising his advertising," and Robert J. Piggott, advertising manager, Grove Labs., "After the advertising and promotional campaign starts, what more should the agency do?" The agency and advertiser viewpoints regarding "How far does agency responsibility go in terms of building and maintaining company brands and reputation," were subjects of Leo Nejelski, president of the company of the same name, and John V. Sandberg, vice president of the Pepsodent Division of Lever Bros.

Agency Responsibility

Leo Burnett, president of the Chicago agency of that name, described "The responsibilities and opportunities of the advertising agency for effective merchandising at the retail level." A panel on "What happens when you go all-out advertising-wise" included Dr. Henry C. Link, vice president, The Psychological Corp., asking questions of Herbert L. Baldwin, vice president and director of research of Fletcher D. Richards Inc., and Miss Virginia Fairfield and Thomas H. Young, advertising director, U. S. Rubber.

The concluding address of the three-day session was delivered by Secretary of Commerce Charles Sawyer, speaking on "Mobilizing Industry for Defense," Wednesday afternoon. That morning, Samuel C. Gale, vice president of General Mills and Advertising Council chairman, forecast responsibilities and opportunities for business and advertising in "Guns *and* Butter."

The annual ANA dinner Tuesday evening was headlined by Brig. Gen. Frank L. Howley, speaking on Russian Communism.

NAB WORK

Back Legislative Plans Locally, Quarton Tells Dist. 12

BROADCASTERS should work "at the local level" on behalf of the NAB's legislative policies, NAB District 12 delegates were told Thursday at the opening of their two-day meeting by William E. Quarton, WMT Cedar Rapids, Iowa, district director.

Mr. Quarton presided at the sessions, held at the Chase Hotel, St. Louis. He commended NAB's "perfect record" in the legislative field, observing that no adverse legislation has been passed in recent years.

While NAB covers the Washington front effectively and can alert the field, he said, members can give effective support by contacting locally their legislative representatives. Individuals and groups should make personal calls and write letters at appropriate times, he said.

Defense Activities Outlined

NAB President Justin Miller described NAB's activities in the defense emergency. He said the new defense bulletin, published for the first time last Monday, had been well received at the White House. Ralph W. Hardy, NAB government relations director, made the NAB membership film presentation Thursday and reported on department activities.

Richard P. Doherty, NAB employe-employer relations director, was introduced by Chet L. Thomas, KXOK St. Louis, member of the former NAB Employe-Employer Relations Committee. Mr. Doherty advised members and non-members to begin studying jobs in organizations for proper integration.

"You can't possibly do this overnight," Mr. Doherty warned. He urged fusion of sales and program efforts and commented that some salesmen don't even know what is in their transcription library.

In referring to the NAB board's Broadcast Advertising Bureau Committee, which is working out plans for a super-BAB, Mr. Quarton called for industry unity. He said Assn. of National Advertisers "has singled us out as the easy mark among advertising media."

Lee Hart, BAB assistant director, presented the BAB film, "How to Pick a Winner." She was to conduct a retailing clinic Friday.

William E. Ware, KSTL St. Louis, was named chairman of the resolutions committee, which was to submit recommendations Friday.

A WGN Advertiser's Story...

One advertiser on WGN reaches more homes each week than any Chicago independent station reaches in their entire broadcast week . . . except one.*

This advertiser, sponsoring several broadcasts a week, reaches an average of 1,533,000 different radio homes per week.**

This is another illustration of WGN's great power in the middlewest. It shows why advertisers who want to sell the middlewestern market place their business on WGN . . . still reaching more homes each week than any other Chicago station.

*Nielsen Annual Report — February-March, 1950

**Nielsen Special Report — February-March, 1950

A Clear Channel Station . . .
Serving the Middle West

WGN

MBS

Chicago 11
Illinois
50,000 Watts
720
On Your Dial



Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4

Veterans of

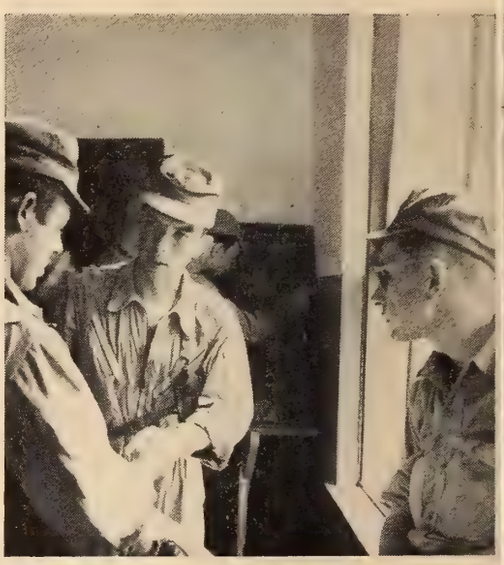
AT THE SOURCE



While on a reporting tour of the Waegwan front, **HUGH BAILLIE**, left, president of the United Press, chats with Gen. Carl Spaatz, formerly Air Force chief of staff and now a Newsweek correspondent. Baillie is the first news service head to go to Korea, and was the only one in the field during World War II. He covered campaigns in North Africa, Sicily, France and Germany.



JACK JAMES, in cap, who scored a world-beat for United Press on the start of the Korean war, learns from M/Sgt. Clyde Shoat, of the U. S. 25th Division, how a 75 mm. recoilless rifle works. As an anti-submarine patrol pilot for the Naval Air Corps during the last world war, James was on duty over the Atlantic.



One of U. P.'s specialists in news for the Far East, **GENE SYMONDS**, right, hears the report of two U. S. Army fliers, just returned from a raid on the North Koreans' supply lines, on the results of their missions and the experiences they met.



United Press correspondent **ROBERT C. MILLER** waits to hitch a ride to the front lines guarding the U. N. beachhead in Korea. From Guadalcanal to Verdun, Miller reported the wars against Japan and Germany, later covered fighting in Palestine, Greece and India.

UNITED PRESS

THE WORLD'S BEST COVERAGE OF THE

Combat OF THE NEWS



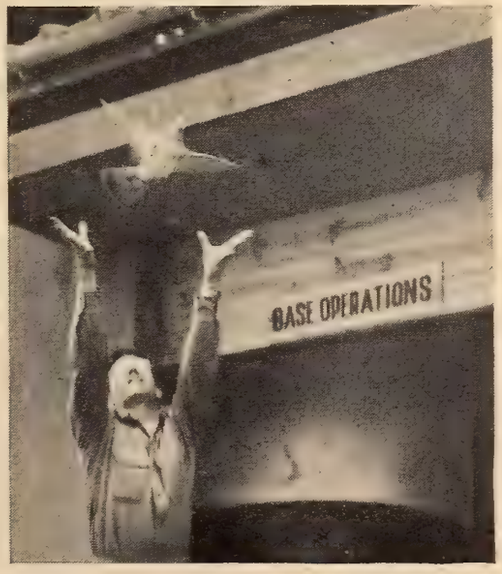
U. P.'s **H. D. QUIGG,** atop an American tank, gets a human-interest story from its crew, following fighting to protect Pusan. Quigg covered three years of the war against the Japanese. He was with MacArthur's forces all the way from New Guinea to Japan.



U. P. correspondent **RALPH TEATSORTH** gets a story from a wounded North Korean soldier captured in the Taegu area. Teatsorth reported the entire U. S. campaign in the Pacific from Australia to Luzon. He suspended his activities as U. P. manager in the Philippines to cover the war in Korea.



U. P. Manager for Japan **EARNEST HOBERECHT,** center, before taking off from Tokyo to the Korean front with Gen. MacArthur, listens to the U. S. war chief's instructions to his aide, Col. Larry Bunker. In the background is Maj. Anthony Storey, pilot. Hoberecht was a reporter in the Pacific from Pearl Harbor to the occupation of Japan.



At an advanced air base in Korea, **RUTHERFORD POATS,** of U. P., sends a carrier pigeon on its way to Japan with a dispatch already filed for field-radio transmission, which at times is uncertain. As a U. S. infantry officer, Poats served for two years in the Pacific theatre during World War II.

(UP)

WORLD'S BIGGEST NEWS

District 11 Registration

Batson, Charles, NAB, Washington; Bloomquist, Carl, WEVE Eveleth, Minn.; Boler, John W., KCJB Minot, N. D.; Brataas, Jerry, KROC Rochester; Brooks, George, KDIX Dickinson, N. D.; Bruzek, Walter, KLER Rochester; Burda, Orville, KDIX Dickinson, N. D.; Burton, Robert J., BMI, New York; Caley, Charles C., WMBD Peoria, Ill.; Clark, George W., KYSM Mankato, Minn.; Clark, Paul, RCA, Chicago; Clayton, Donn, KSJB Jamestown, N. D.; Dell, Harold, KGDE Fergus Falls, Minn.; Doherty, Richard P., NAB, Washington; Dragston, Palmer, KDHL Faribault, Minn.; Dunn, Jack, WDAY Fargo, N. D.; Fantle, S., KELO Sioux Falls; Fick, Robert, KLER Rochester; Fitzsimonds, F. E., KFYR Bismarck; Gentling, G. David, KROC Rochester; Gill, Jerry, Associated Press, Omaha; Gravel, Hugh, World Broadcasting System, New York; Gussner, Paul C., KGCU Mandan, N. D.

Hagenah, Gus, Standard Radio, Chicago; Hart, Lee, BAB, New York; Henkin, Morton, KSOO Sioux Falls; Hance, K. M., KSTP Minneapolis-St. Paul; Hyett, Harry, WEAU Eau Claire; Kennedy, Robert D., KBZY Grand Rapids; King, J. R., WREX Duluth; Konynenburg, F. Van, WTCN Minneapolis-St. Paul; Lawson, Orville, Orville Lawson Assoc., Minneapolis; Lee, Herbert H., KDHL Faribault, Minn.; Le Masurier, Dalton, KDAL Duluth; Linder, Harry, KWLM Willmar, Minn.; Marget, Manny, KVOX Moorhead, Minn.; Marsh, Ken, KWNO Winona, Minn.; McKnight, J. T., KVOX Moorhead, Minn.; Meagher, John F., KYSM Mankato, Minn.; Miller, Justin, NAB, Washington; Murphy, Harold, Blackburn-Hamilton Co., Chicago; Nickels, J. L., RCA, Chicago; Parker, Kenneth, SESAC, New York; Peck, Harry, WDGY Minneapolis; Peterson, Oscar, WMFG Hibbing, Minn.

Ramsland, Odin S., KDAL Duluth; Reilly, Bill, RCA Thesaurus, Chicago; Richards, Robert K., NAB, Washington; Ridder, R. B., WTCN Minneapolis; Robertson, Miller C., KSTP Minneapolis-St. Paul; Rogers, Dave, RCA Thesaurus; Russell, W. B., KGCU Mandan, N. D.; Schilplin, F. C., KFAM St. Cloud, Minn.; Shields, A. T., WLDY Ladysmith, Wis.; Smith, Cal, KROC Rochester, Minn.; Sorensen, Loran, Music Corp. of America, Minneapolis; Spear, E. A., KDIX Dickinson, N. D.; Staley, M. F., KIJV Huron, S. D.; Steeves, Ed, United Press, Minneapolis; Stone, Wallace E., KILO Grand Forks, N. D.; Sullivan, D. D., WNAX Yankton, S. D.; Squire, Burt, BMI, Chicago.

Tincher, Robert, WNAX Yankton, S. D.; Thompson, Bill, BROADCASTING, Chicago; Vann, Anson, KATE Albert Lea, Minn.; Whiting, Lee, and Winther, Harold, KEYD Minneapolis; Wickels, J. L., RCA, Chicago; Whitman, Stan, Gates Radio Co., Quincy, Ill.; Wolf, George, KATE Albert Lea, Minn.; Wood, Patricia, KVOX Moorhead, Minn.; Young, William, Lang-Worth Transcriptions, New York.

FTC POST

Spingarn Appointment Seen

A RECESS appointment for Stephen J. Spingarn, who serves as special assistant to the President, to the Federal Trade Commission for an unexpired seven-year term ending Sept. 25, 1953, was strongly indicated last week in White House circles. He would succeed the late Ewen L. Davis.

Mr. Spingarn's nomination to FTC was submitted to the Senate by President Truman Sept. 22, before Congress recessed. Inasmuch as the recess will exceed the customary 30-day lapse, the President would be required to resubmit the nomination when the Senate again reconvenes. In the interim, Mr. Truman probably will give Mr. Spingarn a temporary appointment. The Senate then would have to act on the nomination within a 40-day period.

ACTION ON MANPOWER *Urged by Dist. 11*

AROUSED OVER an "acute manpower situation," NAB's District 11 Tuesday unanimously adopted a resolution calling on the NAB board to explore the possibility of reinstatement of World War II provisions allowing use of transmitter operators holding restricted licenses.

The resolution came at the end of two days of meetings at Hotel St. Paul, St. Paul, attended by more than 70 association members from all sections of Minnesota and North and South Dakota. Presiding at the sessions was John F. Meagher, KYSM Mankate, district director.

On Monday the district unanimously endorsed an enlarged Broadcast Advertising Bureau on motion of Lee Whiting, KEYD Minneapolis, seconded by Robert Tincher, WNAX Yankton, S. D. Previously, Charles C. Caley, WMBD Peoria, District 9 NAB director and member of the NAB board's BAB committee, had termed the broadcasting industry "slightly neurotic."

"Let's stop worrying and go out and sell," he urged. "Let's come out fighting."

Mr. Caley asserted broadcasters are giving far too much for the money. He suggested they look at their costs of five years ago and compare them with those of today.

"Are your rates commensurate with your increased operating expenses?" he asked.

Super-BAB Advocates

Strong advocates of the super-BAB resolution were Odin S. Ramsland, KDAL Duluth; Wallace E. Stone, KILO Grand Forks, N. D., and Miller C. Robertson, KSTP Minneapolis-St. Paul. Mr. Ramsland commended the five-man BAB committee for a "well thought out plan," and Mr. Stone observed "there is no alternative but to go ahead."

Mr. Robertson, who had introduced the District 9 director, charged that broadcasters are "string-savers."

"We've been cutting off the dog's tail an inch at a time so it won't hurt," he quipped. "Let's go all out this time."

Before the resolution was put to a vote, however, Mr. Ramsland received assurances from Mr. Caley that the plan for an improved BAB did not embrace television stations. BAB may go into television sales at a future date when it is equipped to promote the medium, he said.

Other speakers on the two-day program included NAB President Justin Miller, who alerted broadcasters as to implications of current NARBA developments and forecast that the present international state of affairs will continue for an indefinite period. He spoke of "deterioration of free broadcasting" in Latin America at a

(Continued on page 74)



DELEGATES at NAB District 11 meeting (l to r): Seated, Harry Linder, KWLM Willmar, Minn.; John F. Meagher, KYSM Mankato, Minn., district director; Kenneth M. Hance, KSTP Minneapolis-St. Paul; standing, Orville Lawson, Orville Lawson Assoc., Minneapolis; Lee Whiting, KEYD Minneapolis; F. Van Konynenburg, WTCN Minneapolis; William Young, Lang-Worth Transcriptions, New York.

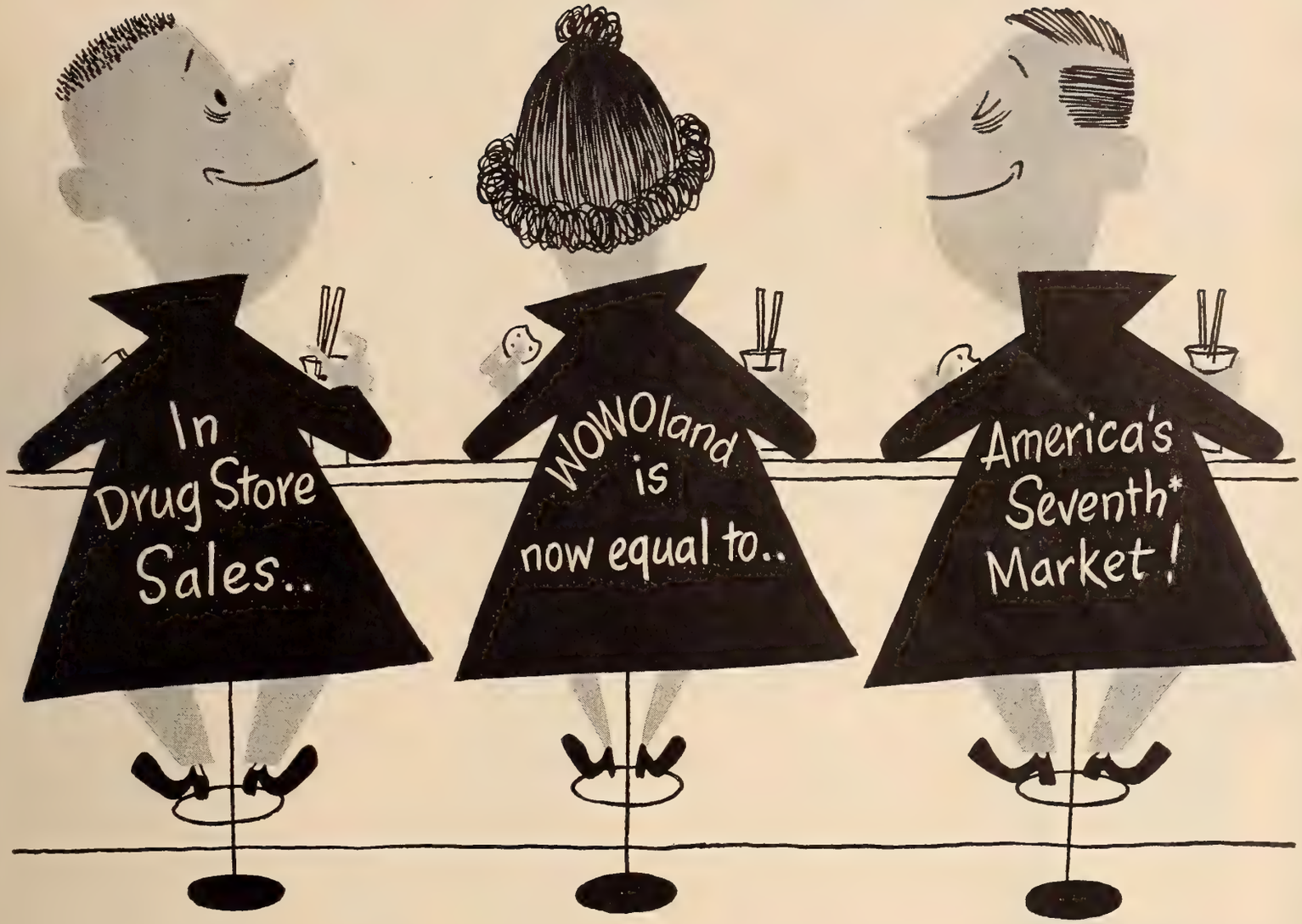


NAB GROUP at St. Paul (l to r): Seated, Ed Steeves, United Press, Minneapolis; Robert Tincher, WNAX Yankton, S. D.; Carl Bloomquist, WEVE Eveleth, Minn.; standing, Wallace E. Stone, KILO Grand Forks, N. D.; Robert B. Ridder, WTCN Minneapolis; Harry Peck, WDGY Minneapolis; Harry Hyett, WEAU Eau Claire, Wis.; Walter Bruzek, KLER Rochester, Minn.

* * *

SEXTET at St. Paul NAB session (l to r): L. L. McCurnin, KAUS Austin, Minn.; Harold Murphy, Blackburn-Hamilton Co., Chicago; Dalton A. Le Masurier, KDAL Duluth; M. M. Marget, KVOX Moorhead, Minn.; F. E. Fitzsimonds, KFYR Bismarck, N. D.; Odin S. Ramsland, KDAL.





Almost two million people now dwell in a 49-county Midwestern market that just can't be reached effectively by any single medium other than WOWO!

With this big population, drug sales are naturally in a high bracket. And in food sales, WOWOland is now equal to the nation's 6th market. In sales of furniture, general merchandise, and household goods, WOWOland is now equal to America's 8th market!

Any way you look at it, the area you can reach via WOWO is one of the country's **top ten markets.** If WOWO isn't already on your schedule, better call in the man from Free & Peters now!

WOWO FORT WAYNE

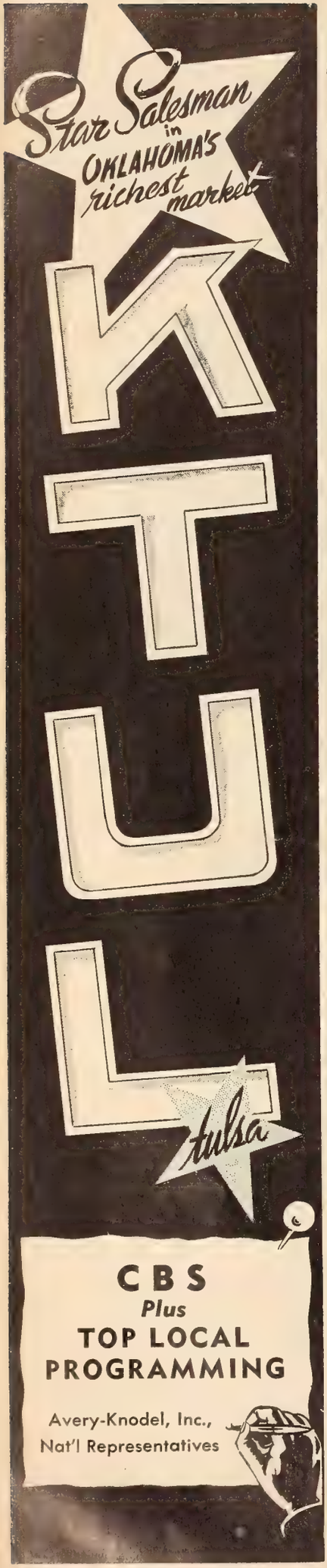
ABC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc

KYW • KDKA • KEX • WBZ • WBZA • WOWO • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

*Among the 200 leading cities of the U.S.A.



NORMAL BUSINESS PAST Sawyer Tells ANA

PERIOD of complacency and so-called normalcy is a thing of the past for the American businessman, Secretary of Commerce Charles Sawyer told national advertisers last Wednesday.

The cabinet member spoke at the 41st annual meeting of the Assn. of National Advertisers held in Chicago [see separate story]. It was Secretary Sawyer's second appearance as a keynote speaker this year before the advertisers, having been featured at the joint meeting of the ANA and the American Assn. of Advertising Agencies at the Greenbrier Hotel, White Sulphur Springs, W. Va., last spring [BROADCASTING, April 3].

Warns of Strain

As a businessman whose long experience includes ownership of two stations, WING Dayton and WIZE Springfield, Ohio, Secretary Sawyer warned that the U. S. is embarked upon a program "which will put critical strains upon our domestic economy."

He predicted serious shortages, heavy taxes, and problems of inflation which "will tax our ingenuity and self-control and strength to the utmost; and this will go on for years."

The "unrealistic" approach, Secretary Sawyer said, is to assume that when the problems faced in Korea are at an end "we can then go back to business as usual."

In mobilizing for defense, the Secretary noted that the U. S. has at hand a number of encouraging factors such as the size of the "gross national product," diversity of employment, plant location and sources of supply, expanding synthetic rubber production, oil reserves, superior transportation system, expanded plant capacity, etc.

But, he warned, there are "grim problems" facing mobilization planners, such as shortages of critical materials with no relief in sight and reason to believe that many of them will grow.

Primary Purpose Cited

Pointing out that the Commerce Dept. has been delegated allocation, priority and requisitioning powers over many key materials and commodities by President Truman under authority of the Defense Production Act, Secretary Sawyer noted that a fundamental objective is to increase the supply of needed materials.

"We are not satisfied with present supplies, and are acquainting industry with that fact. We want a continually greater supply of every strategic material, so that we will have not only enough, but more than enough, of what we need."

Imposition of controls on prices and wages will come, the Secretary said, if other means to combat inflationary pressures on the economy fail.



Mr. SAWYER

* * *

MOBILE STATION

RCA Sends Unit to Korea

RCA COMMUNICATIONS Inc. has assembled and sent to the Korean fighting front a complete mobile radio communications station, according to Harry C. Ingles, president.

Mr. Ingles said operation of the Korean RCA station will ease the burden of Army communications and also enable men with front line forces to communicate with their families by direct radio-telegraph service.

Housed in Army-type trucks and trailers, the unit was assembled at the request of the U. S. armed services. It includes facilities for radio-telegraph, radio-photo and voice program service, as well as regular telegraph service.

VOICE MAIL

Barrett Cites Audience Pull

MAIL PULL from listeners behind the iron curtain and other world audiences nets Voice of America as many as 29,000 letters a month, according to Edward W. Barrett, Assistant Secretary of State for Public Affairs.

This estimate and other pertinent data were revealed in correspondence between Mr. Barrett and Reps. Thomas S. Gordon (D-Ill.) and Jacob K. Javits (D-N. Y.). The exchange of letters was made public in the past fortnight.

Mr. Barrett's comments involved Rep. Gordon's participation in a special Voice broadcast to Poland Aug. 15. It commemorated the Miracle on the Vistula—recognized as a national holiday in Poland prior to the Communist coup. Rep. Gordon had reported a substantial mail response.

This, Mr. Barrett said, "typifies the reaction of people behind the iron curtain to the Voice of America broadcasts (who) look to us for the truth and, despite the risks usually involved, often try to express their thanks for our broadcasts."

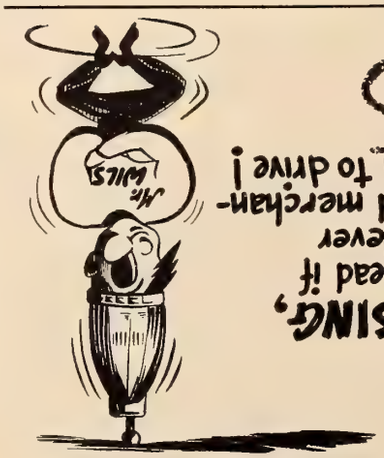
World Sound Series

WORLD Sound Co. Inc., Philadelphia, has announced a new series of tape-recorded programs. These include 12-minute open-end recordings of Quentin Reynolds reviewing world news, Red Smith with sport news and Maj. Gen. Pat Casey discussing military developments. In announcing the series, World Sound said it was decided to use tape instead of disc due to the speed of duplication and the feeling that a sufficient number of radio stations now have tape equipment to justify the firm's entrance into this field.

HALF-hour documentary, *The Big Lie*, presented by WCCO Minneapolis in behalf of Crusade for Freedom drive in Northwest.

British Radio Meet

A BROADCASTING conference of nations of the British Commonwealth is to be held sometime in 1952, according to an announcement made at London. Canadian Broadcasting Corp., as government-owned operator, and Radio Branch, Dept. of Transport, Ottawa, are expected to attend.





An ingot comes from a soaking pit at about 2200 degrees.

AMERICAN STEEL CAPACITY

1940	81,619,496 net tons
1945	95,505,280 net tons
1950	100,563,500 net tons

BUILDING OR PLANNED, MORE THAN 6,000,000 TONS NEW CAPACITY

...this is the stuff that **Liberty** is made of

See that giant hunk of glowing steel? It is very, very important to you and to those you love. In the modern world, steel is the stuff that helps protect your liberty and your life.

The Reds have only 1/3 as much steel as Americans have, only 1/5 as much as the countries supporting the U. N. . . . . But the Communists are trying to build their pot of steel into world domination. Do you think they can do it?



WE CAN POUR THIS MUCH STEEL EVERY YEAR	OTHER COUNTRIES SUPPORTING U. N.	TOTAL, OURSELVES AND FRIENDS	RUSSIA AND SATELLITES
100,000,000 tons	56,000,000 tons	156,000,000 tons	33,000,000 tons

Do you think Russia can catch up? It stands to reason that the Reds are straining to do it, but they can't. Do you know why?

Russia relies on government planning to catch up with us. America relies on the individual hustle of its people. To outsiders, Americans seem disorganized, but they get things done. Hustling for production made the American steel industry grow. It is still growing and will continue to grow as long as freedom to compete remains a basic principle of American life.

AMERICA'S STEEL INDUSTRY

Greatest Industrial Triumph of Free Men

More than 200 companies make up the free and independent steel industry of America.

AMERICAN IRON AND STEEL INSTITUTE • 350 FIFTH AVENUE, NEW YORK 1, N. Y.



HOOPER **RADIO AUDIENCE** INDEX

SPRING 1950 CITY ZONE GREENSBORO, N. C.

SHARE OF RADIO AUDIENCE

	WBIG	STATION "B"	STATION "C"
8:00 A.M.—12:00 N. Monday thru Friday	49.7	32.	8.1
12:00 N.—6:00 P.M. Monday thru Friday	39.2	28.3	16.1
6:00 P.M.—10:00 P.M. Sunday thru Saturday	52.4	18.3	13.2

WBIG

"The Prestige Station of the Carolinas"

Gilbert M. Hutchison, President

CBS Affiliate 5000 watts

EST. 1926

represented by Hollingbery

AIR RESERVE

Seeks Communication Men

APPOINTMENT of over 1,000 communications and electronics officers in the U. S. Air Force Reserve, most of them slated for active duty immediately, was sought in a special call issued Sept. 22 by Gen. Hoyt S. Vandenberg, USAF Chief of Staff.

Gen. Vandenberg said the appointments would serve to form an "available source" in this field of critical skills. Upon recall the reserve officers will be sent to Keesler Air Force Base in Biloxi, Miss., or Scott Air Force Base in Belleville, Ill., for 10 weeks of training to align their civilian experience with "immediate" needs of the service.

Outlining the requirements, the Air Force chief explained that to receive such a reserve appointment, an applicant must hold a (1) college degree in electrical, communications, radio, electronics or mechanical engineering, or (2) a bachelor of science degree with a major in electronics, radio, electricity or physics.

Additionally, applicants must have a minimum of one year of "responsible and appropriate experience" in radio, communications, electronics or other related fields, or must possess a masters degree or higher. College graduates without experience may enroll in the Air Force Officer Candidate School as staff sergeant and earn commissions in six months.

The announcement noted, however, that a doctors and masters degree in any fields will be considered equivalent to three years and one year of professional experience, respectively. Application forms, available at all USAF installations, may be submitted to the numbered area Air Force headquarters in the applicant's area.

Commissioned appointments will be made in grades commensurate with education and experience, with minimums of three years in the specialty for first lieutenant; seven for captain; 14 for major; 19 for lieutenant colonel; and 25 for colonel.

Human Rights Discs

OVER 1,000 radio stations have received without charge a series of dramatic radio programs on human rights problems in the United States, the National Commission for UNESCO reported in its weekly review released Saturday. Outstanding stars of radio, stage and screen took part in the production of 13 transcriptions. Titled *The New Frontier*, the series was produced by the Institute for Democratic Education, a non-profit foundation.

EQUIPTO, division Aurora Equipment Co., Aurora, Ill., produces new type divider for parts bins and drawers. Dividers being supplied in all firm's units.

KREMLIN CONCERTS

Voice Plans New Series

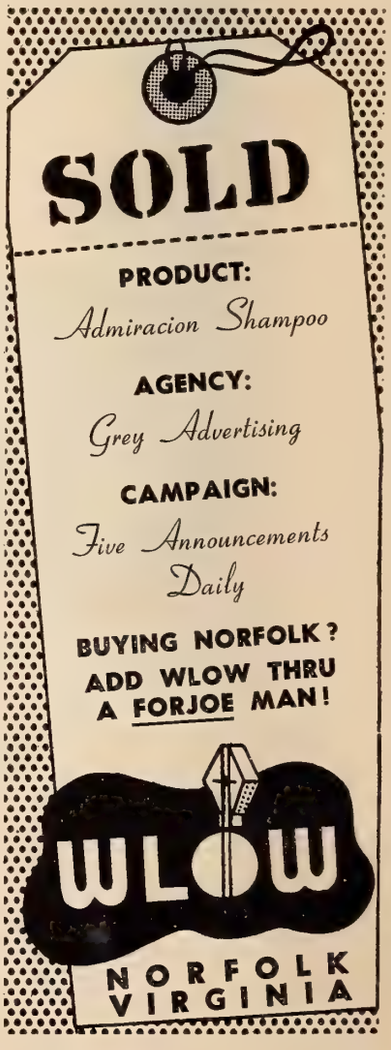
MUSIC frowned upon by the Kremlin is to be available to countries behind the iron curtain by Voice of America and broadcast in the U. S. by MBS, it has been disclosed.

The concert series will begin Oct. 22 and will be heard in Eastern cities 10-11 p.m. EST. The Russian-disapproved music, made up of works from various countries abroad, will be played by the Oklahoma Symphony Orchestra. Conductor Victor Allesandro worked with the State Dept. to obtain those works believed to be most representative of the particular country.

Meanwhile, Gen. Lucius D. Clay, national chairman of Crusade for Freedom, which operates Radio Free Europe, said that its broadcasts are proving successful.

Reason for his conclusion, Gen. Clay said, was the fact that Radio Moscow has given battle to Crusade's broadcasts beamed to Czechoslovakia. The new Moscow radio campaign, he said, was "designed to discredit such outstanding leaders of the Crusade as Gen. Dwight D. Eisenhower, Cardinal Spellman, William Green (AFL president) and Philip Murray (CIO president)."

WJW Cleveland's *Laugh Clinic* show offering breakfast to studio audience.



Your best radio buy in Baltimore boomtown!

WCAO

"The Voice of Baltimore"



July 1950 Baltimore Index Figures at a Glance

(Corresponding Month of Preceding Year = 100)

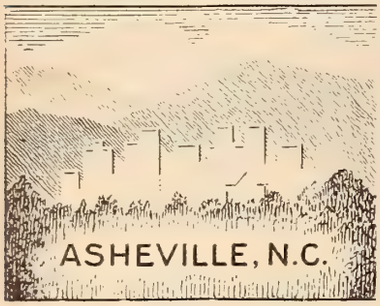
Industrial Employment *(Maryland)*	101.0
Building Permits, Baltimore City *(Dollars)*	176.3
Building Permits, Baltimore County *(Dollars)*	197.8
Department Store Sales *(Dollars)*	121.3
New Passenger Car Sales, Baltimore City and County	138.7
Freight Car Loadings	113.4

ask about availabilities!

CBS BASIC • 5000 WATTS • 600 KC • REPRESENTED BY RAYMER

No. 1 Quality Market*

*Sales Management Survey for 1950



In the South's No. 1 State

No. 1—Among major North Carolina cities in **Per Capita Retail Sales.**

No. 1—Among major North Carolina cities in **Per Capita Food Sales.**

No. 1—Among major North Carolina cities in **Per Capita Drug Sales.**

No. 1—Among major North Carolina cities in **Per Capita General Merchandise Sales.**

SELL this cosmopolitan-metropolitan market with Asheville's longest established, most-listened-to radio station WWNC. It's the sure, sales-tested way to reach this prosperous mountain empire.

570 KCS WWNC CBS AFFILIATE

WESTERN NORTH CAROLINA'S ONLY 5000 WATT DAY AND NIGHT STATION

HEADLEY-REED NATIONAL REPRESENTATIVE

NATIONAL NIELSEN-RATINGS* TOP RADIO PROGRAMS

(TOTAL U. S. AREA, INCLUDING SMALL-TOWN, FARM AND URBAN HOMES—and including TELEPHONE and NON-TELEPHONE HOMES)
REGULAR WEEK AUG. 20-26, 1950

Current Rank	Previous Rank	Program	Current Rating Homes %
EVENING, ONCE-A-WEEK (Average For All Programs)			(5.7)
1	4	Big Story (NBC)	10.8
2	5	Mr. District Attorney (NBC)	10.6
3	3	Mystery Theatre (CBS)	9.4
4		Life with Luigi (CBS)	9.0
5	11	Hollywood Star Playhouse (CBS)	8.9
6	14	Horace Heidt Show (CBS)	8.4
7	13	Satan's Waitin' (CBS)	8.3
8	9	Dr. Christian (CBS)	8.2
9	8	Richard Diamond (NBC)	8.1
10	2	Crime Photographer (CBS)	8.1
EVENING, MULTI-WEEKLY (Average For All Programs)			(2.7)
1	1	Long Ranger (NBC)	5.4
2	2	One Man's Family (NBC)	4.6
3	8	Larry Le Sueur (CBS)	4.0
WEEKDAY (Average For All Programs)			(4.1)
1	1	Ma Perkins (CBS)	8.4
2	2	Romance of Helen Trent (CBS)	7.2
3	4	Big Sister (CBS)	6.9
4	3	Our Gal, Sunday (CBS)	6.9
5	5	Guiding Light (CBS)	6.4
6	6	Aunt Jenny (CBS)	6.3
7	9	Wendy Warren (CBS)	6.2
8	16	Backstage Wife (NBC)	6.2
9	8	Right to Happiness (NBC)	5.9
10	10	Arthur Godfrey (Ligg. & Myers) (CBS)	5.9
DAY, SUNDAY (Average For All Programs)			(2.7)
1	1	True Detective Mysteries (MBS)	6.5
2	2	Shadow (MBS)	5.8
3	3	Martin Kane, Private Eye (MBS)	4.5
DAY, SATURDAY (Average For All Programs)			(4.7)
1	1	Stars Over Hollywood (CBS)	8.6
2	2	Armstrong Theatre (CBS)	7.7

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 40,700,000—the 1950 estimate of Total United States Radio Homes.
(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

Copyright 1950 by A. C. NIELSEN COMPANY

RADIO-TV SCENE

Textbook Analyzes Media

RADIO AND TELEVISION: AN INTRODUCTION. By Giraud Chester and Garnet R. Garrison. New York: Appleton-Century-Crofts Inc. 550 pp. $4.75.

SOCIAL aspects as well as the practical operation of radio and television are described in this volume, which integrates studio knowledge with the media's sociological import.

The authors, themselves, have wide background and experience from which to draw in compiling the book. Dr. Giraud Chester is an assistant professor of speech at Queens College. Garnet R. Garrison, formerly production director at NBC, is a professor of speech in charge of radio broadcasting and TV instruction at the U. of Michigan. He also is the university's director of television activities and coordinator of the joint Michigan U.-WWJ-TV Detroit adult education telecasts [TELECASTING, Sept. 18, Aug. 7].

Textbook Use

Designed for use as a textbook for colleges and universities which offer basic broadcasting courses in their curricula, the Garrison-Chester book attempts to explain the position of radio as a permanent fixture of the American social scene and television's advent.

Part I steps out from its initial study of broadcasting and society to such phases as growth of radio, recent development in radio-TV, entertainment and public service-information programming, function of FCC, stations and networks, advertisers and agencies, the listeners, public interest, self-regulation of broadcasting, comparative broadcasting systems and international broadcasting and propaganda.

In Part II, *Radio and Television* takes the student into the operational region of broadcasting. The authors discuss these "studio" phases: Inside the station, technical aspects of radio-television fundamentals, talking on the air, the announcer, announcements, different types of programs including news and sports, TV applications, the dramatic script, sound effects, acting, direction.

Part III takes in educational radio and TV, broadcasting as a career, standards of criticism. Scripts are reproduced, charts and tables, as well as illustrations also are presented.

NAEB SESSIONS

Hennock, Heslep to Attend

REPRESENTATIVES of at least 50 non-commercial U. S. and Canadian stations will attend the annual convention of the National Assn. of Educational Broadcasters at Lexington, Ky., Oct. 29-31, Elmer G. Sulzer, U. of Kentucky radio director and convention secretary, has announced.

Theme of the convention program will be the means of utilizing radio and television in education and other public services. Except for the opening session, slated for a Lexington hotel, all programs will be held on the university campus.

FCC Comr. Frieda Hennock will be a special guest during the sessions, over which Richard B. Hull of Iowa State College, NAEB president, will preside. Charter Heslep, chairman of the radio-TV section of the Atomic Energy Commission, is scheduled to serve as one of the convention speakers.

McDERMOTT MOVES

Dunning Heads INP Post

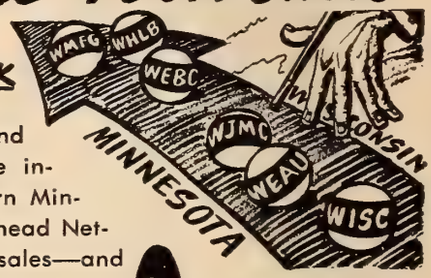
APPOINTMENTS of Jack C. McDermott as information officer of the U. S. embassy in London and of John L. Dunning as chief of the State Dept.'s International Press and Publications Division, succeeding Mr. McDermott, were announced by the State Dept. last Monday.

Mr. McDermott, who will leave for his new post sometime this month, has headed INP for the past two years. He joined the State Dept. in 1946 after wartime service with the Marine Corps in intelligence, photographic and public relations work. In 1933 Mr. McDermott entered the newspaper publishing field.

Mr. Dunning, associate chief of INP since 1948, came to the division in January 1946 as assistant chief after previous experience as radio news writer and editor for UP and wartime service with OWI. INP supplies press features to radio stations, newspapers and libraries through 125 overseas information centers.

EXCLUSIVE broadcast rights to Jr. Rose Bowl Game sponsored by Pasadena Jr. Chamber of Commerce obtained by Columbia Pacific Network.

YOU CAN CALL YOUR SHOTS ON THE ARROWHEAD NETWORK



To cover the rich dairyland markets of Wisconsin; the industrial centers of Northern Minnesota . . . use the Arrowhead Network. You're interested in sales—and that's what we deliver!

ARROWHEAD NETWORK

WMFG HIBBING | WHLB VIRGINIA | WEBC DULUTH | WJMC RICE LAKE | WEAU EAU CLAIRE | WISC MADISON

Represented nationally by RA-TEL Reps., Inc. and regionally by BULMER-JOHNSON Inc. Mpls

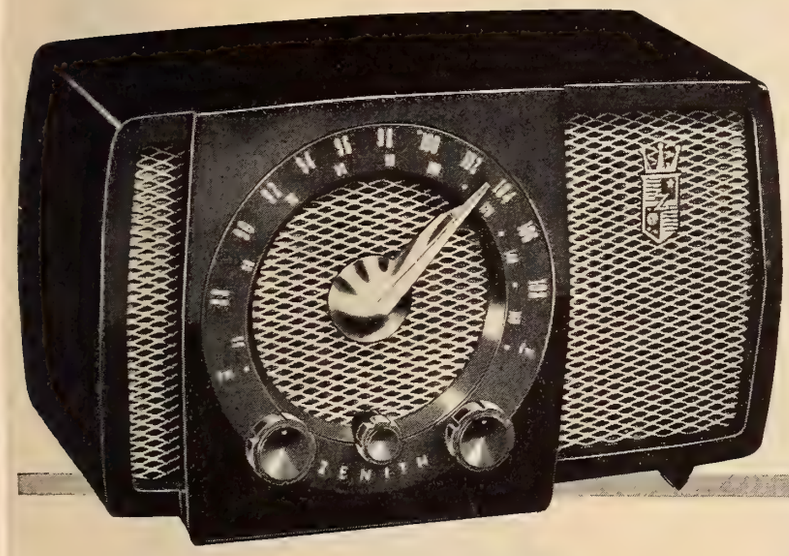
ZENITH ANNOUNCES

2 Super-Sensitive FM-AM Radios

with Performance Superiority that makes Sales!

Again Zenith lengthens its lead over the FM-AM field—with new and better versions of the Zeniths that were already the industry's two best sellers. With Zenith's unrivaled Super-Sensitive FM, they bring in a wealth of entertainment, static-free and real as only genuine FM can be. Truly . . . radio at its finest!

Their newly designed cabinets are the style highlights of the radio year. Of course, both have Zenith's famous Long Distance AM, big Zenith-built Alnico speakers and other Zenith advantages.



New Super-Medallion

Genuine Super-Sensitive Zenith-Armstrong FM plus Zenith Long Distance AM—automatic volume control—built-in Wavemagnet* and Light-Line Antenna—cabinet of beautiful maroon plastic with Roman Gold mesh grille and tuning indicator.



New Super-Triumph

The same Super-Sensitive FM and Long Distance AM as the Super-Medallion, plus new broad-range tone control—jewel-like on/off indicator—maroon plastic cabinet with "Flexo-Grip" carrying handle—Roman Gold embossed dial.

Zenith is No.1 for '51!

ZENITH RADIO CORPORATION, CHICAGO 39, ILLINOIS

Over 30 Years of "Know-How" in Radionics Exclusively

ALSO MAKERS OF AMERICA'S FINEST HEARING AIDS

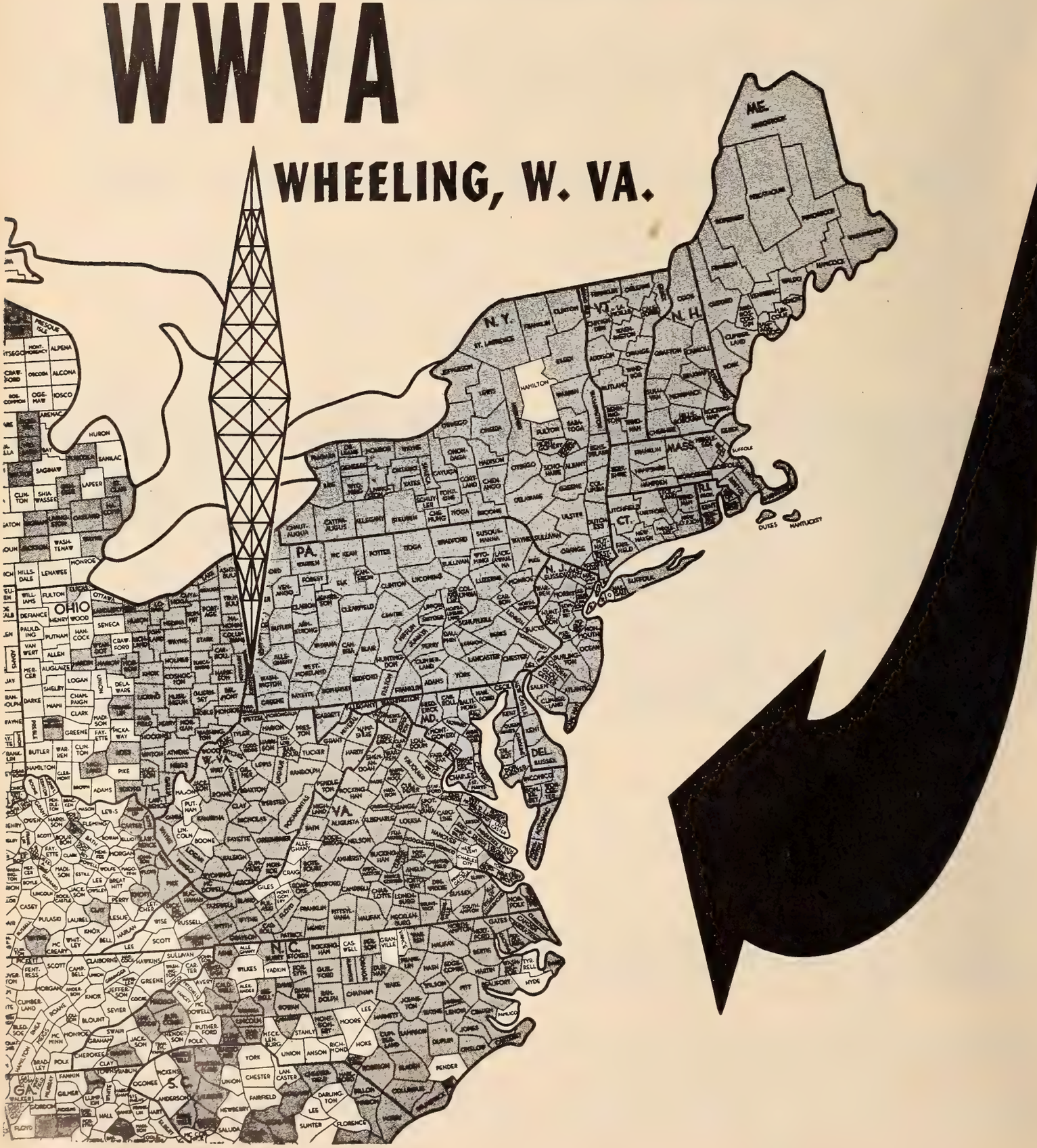
ZENITH
LONG DISTANCE RADIO and TELEVISION

THE ROYALTY OF RADIO AND TELEVISION

ever hear of a o

WWVA

WHEELING, W. VA.



ne-station net?

THIS LOOKS LIKE A NETWORK COVERAGE MAP ...BUT IT ISN'T!

Take another good look. This map represents some of the 577 counties from which 11,300 postcard responses were received in answer to just four announcements on a single WWVA Jamboree broadcast!

That, mister, is network-type response!

In fact, WWVA performs like a one-station net on Saturday nights when the Jamboree is aired to the more than six million people in this industrial heart of our nation, and the thousands more who live within the shaded portion of the map.

You see, WWVA is the kind of a station people *enjoy* listening to. Take this WWVA Jamboree, for example. What kind of entertainment is it? Well, it's *music:* the love songs, the work songs, the laments of the railroader, the miner, the homesteader, the worker in the mills and in the fields. It is *comedy:* simple, earthy, spontaneous. It is *philosophy:* home-spun, sincere, sensible.

It represents, in fact, the basic philosophy of programming that is typical of all seven Fort Industry stations in each of the seven markets where they are located. Their's is *always* a large receptive audience, and it is the response of these listeners in each case which makes Fort Industry stations leaders in everything that counts. Each of the stations listed below has an established audience whose attention and action makes your message sure-fire for sales.

A FORT INDUSTRY STATION

THE FORT INDUSTRY COMPANY

WSPD, Toledo, O. • **WWVA,** Wheeling, W. Va. • **WMMN,** Fairmont, W. Va.
WLOK, Lima, O. • **WAGA,** Atlanta, Ga. • **WGBS,** Miami, Fla. • **WJBK,** Detroit, Mich.
WSPD-TV, Toledo, O. • **WJBK-TV,** Detroit, Mich. • **WAGA-TV,** Atlanta, Ga.
National Sales Headquarters: 488 Madison Ave., New York 22, Eldorado 5-2455

editorial

FCC's *Must* Job

IN THE CURRENT turmoil over Communist and pro-Communist candidates' rights to time on the air, the first blow for sanity can and should be struck by the FCC.

Without ruling specifically on the question, the Commission has clearly indicated its view that the equal-time provisions of the Communications Act apply to Communist candidates and their political kin as well as to Democrats and Republicans. We challenge any such contention, and for support we cite prior Commission rulings. It is the Commission's *present definition* of the law, not the law itself, which entitles Communists and fellow travelers to equal time.

Let's go back to 1938 and take a look at the history of FCC's definition of a "legally qualified candidate." The law itself has always been the same—if a broadcaster grants time to one "legally qualified candidate," he must provide "equal opportunities to all other such candidates for that office."

On July 1, 1938, in belated compliance with the law's direction to make rules and regulations on the subject, FCC offered its first definition of a "legally qualified candidate." He was, according to Rule 36a 2, "any person who has met all the requirements prescribed by local, state or federal authority, as a candidate for the office which he seeks, whether it be municipal, county, state, or national, to be determined according to the applicable local laws."

In other words, the Commission clearly considered a "legally qualified candidate" to be one who met the local requirements for candidacy.

Then came the 1940 election campaign. Russia had made her peace with Finland, and pro-Communist sympathies were ascendant. Earl Browder was running again on the Communist ticket for President. But many states did not recognize the Communist party, and in these states many stations, following FCC's clear rule, refused time to Mr. Browder and other Communist candidates.

The Communists protested to FCC, of course, and more than one station found itself called on the carpet by FCC staff lawyers who, when reminded of the rule, brushed it aside as a bad one which would be changed. By "legally qualified candidate," they said, the law actually meant any candidate who is legally qualified to hold the office for which he is running. Whether he was able to meet state and local requirements for a candidate was beside the point.

How many stations were thus sandbagged into carrying Communist candidates whom their state laws did not recognize, we do not know. We know of some who defied the FCC staff lawyers and heard no more about it. But in November 1941—by that time Russia was at war with Germany — the definition was changed.

The new version was and is a hodgepodge. In essence it is the definition which FCC lawyers were giving in 1940—that is, that the office a man seeks determines whether he is qualified to seek it. Otherwise, its minimum specification is that he make "a substantial showing that he is a *bona fide* candidate" and be eligible under "applicable law" to be voted for—"by sticker, by writing in his name on the ballot, or other method."

This would seem to support the argument that a Communist or anybody else of the requisite age and citizenship can stand on a street corner, proclaim himself a candidate, and automatically become one—in the eyes of FCC and its rules governing political broadcasts.

Times have changed. National security is in jeopardy. The New York Circuit Court has found in communism an element of "clear and present danger." The states have the Constitutional duty to pass upon the qualifications of candidates. The FCC should reexamine its definitions forthwith and act accordingly. Even the minimum requirements of the administration-supported Kilgore anti-Communist bill, which gave way to the more extreme McCarran-Mundt bill (see story this issue), augur prompt FCC action.

ANA Treads Water

IN CHICAGO last week radio overcame another crisis. But the cause was won fortuitously, rather than by affirmative action. And the victory may be only temporary.

The annual convention of the ANA, after less than an hour's discussion, called off its crusade for sharply reduced AM station rates notably in TV markets—reductions that would have caused an economic upheaval. The intrusion of the Korean conflict, the effects of inflationary costs upon the printed media (as well as radio) and some modicum of logic on radio's part were responsible for the informal decision to mark time.

Broadcasters would be deluding themselves if they concluded that the rate crusade is over. It is not even dormant. The ANA Radio-TV Steering Committee, headed by young, able William Brooks Smith, advertising director of Lipton Tea, which sponsors Arthur Godfrey, will continue its studies. It must be presumed that the rate campaign will be pursued, not necessarily in concert by ANA, because of possible applicability of the anti-trust laws, but by individual advertisers. And it must be expected that they will use the grist supplied by the Smith Committee and by the competitors of radio at the propitious time.

Radio *knows* it delivers today the greatest return per advertising dollar of any existing media. Radio must document its story. The Broadcasting Advertising Bureau necessarily has set its sights in that direction. The continuing study plan of the NAB is in step with that effort. The time to launch these projects full tilt is now—not after the opposition again gets the opportunity to open its offensive.

The very fact that the three-day ANA sessions devoted so much time to the discussion of radio and TV underscores their importance and indicates the avid interest of consumer advertisers. TV was on the lips of virtually all delegates. Hardly a speaker missed mention of TV. Two skits were built around radio-TV themes. The proposal for return to a tripartite control of radio and TV research, and another for the creation of a code or creed authority to govern good taste in TV programming, are indicative of the stress given the radio media.

The imponderables of our present national economy make uncertain any timing of renewed efforts to readjust rates. The scope and magnitude of the problems are such that months—possibly years—can elapse before there's any conclusive action. The media set their rates. The advertiser buys or not as he sees fit. Radio rates have always been too low in contrast to what radio delivers as against other media.

The task now is for radio to keep its powder dry. It must give no ground. It should build its arsenal of logic and fact. It can't afford to miss this second chance.

our respects to:



SAM FANTLE Jr.

SAM (BUD) FANTLE Jr.'s early radio experience consisted of cutting the indoor antenna wires on a super heterodyne set. He has progressed from that first venture to his present position as president of KELO Sioux Falls, S. D.

Mr. Fantle was born June 25, 1913. An only child, he readily admits to being "spoiled rotten" as a youngster. His family travelled a great deal so his early schooling was acquired in California and Florida. His college education included two years at the U. of Nebraska and two years at the U. of Michigan. He majored in advertising and newspaper work at both schools.

While a senior at Ann Arbor in 1935, Bud Fantle met and married Evelyn Nachlas of Houston, Tex. After marriage he spent one year with Paramount Pictures Distributing Corp., Hollywood; he had previously tried his

(Continued on page 50)

Static and Snow

By AWFREY QUINCY

THE best thing we've yet heard about color TV is the proposal by Michael L. Kaplan, president of Television Mfrs. Assn., to deliver with each receiver "a TV engineer, a lawyer, etc." There wouldn't be quite enough to go around, but as far as the supply lasts, we're for it.

* * *

Hollywood is all steamed up because Dean Martin and Jerry Lewis poked fun at film business. Coming from an industry which more than any other has capitalized the art of poking fun at everyone and everything, especially broadcasting, that strikes us as the height of ludicrousness.

* * *

We hear that WNEW New York has become a do-gooder and is promoting a "cause." It's something about discouraging the use of the name "Smith" in a hypothetical sense. We wonder if WNEW is prepared to establish that Trade and Mark were real?

* * *

The captains and the kings depart. Shed a tear, men, the famous 8-H at NBC is no more. Once a haven of silence, it's now converted to TV and resembles a scene from Dante's "Inferno."

HEAVEN HELP US!!!

we don't want any more of this...



but our listeners have forced us to Extend

"THE ERNIE SIMON SHOW"

to 7-10 AM* Monday thru Saturday

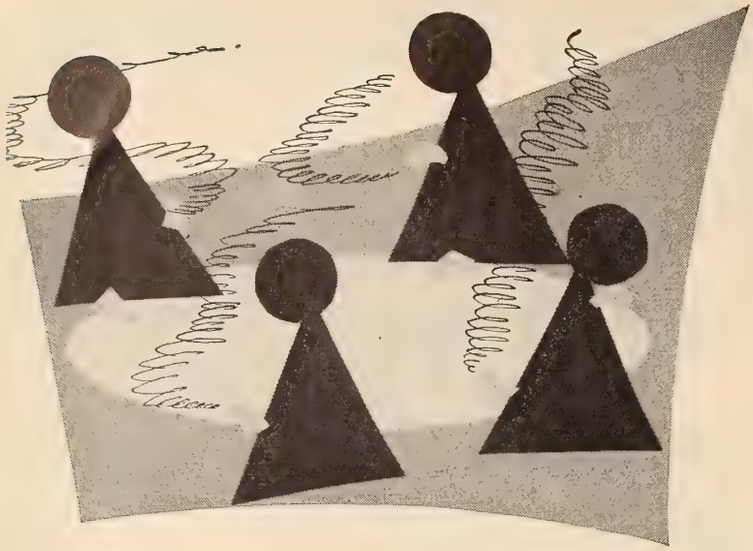
beginning MONDAY, OCTOBER 2, 1950

WJJD

*Formerly 8-10 A M

CHICAGO ★ 50,000 WATTS

A MARSHALL FIELD STATION...REPRESENTED NATIONALLY BY AVERY-KNODEL



To 4 guys around a conference table with a fifth in the background

● Gentlemen, relax a moment and refuel. As XYZ Company's Account Executive, you, sir, are concerned about a sales slump. Perhaps it's only seasonal. *In Iowa, seasons do not slump, because the state's $4 billion income is produced by agriculture* and *industry. While one business slackens, another speeds up; or rich harvests swell the farmers' income.*

● You, Mr. Research Director, may utilize unemployment figures to analyze markets. *More than 350 new industries have located in Iowa since World War II, creating 23,000 new jobs. Iowa ranks among the* lowest *trio of states in insured unemployment—2% against 5 to 7% for the nation—a statistic where it's a pleasure to come in last.*

● And what about radio, Mr. Radio Director? You've been saying all along that you don't *have* to spend a million dollars. *Especially in Iowa, where t-l-v-s-n is just a poltergeist on the horizon, and radio starts its information-and-entertainment job at sunrise.*

● Which brings us to you, Mr. Time-buyer. When you study coverage maps, please notice WMTland—the heart of the richest agricultural-and-industrial region in the nation. It's a market worth reaching—19,100 square miles (within the WMT 2.5 mv line) and over 1.1 million people. *A one-minute Class A commercial (52-time rate) budgets at $27.00, which should be mighty interesting to both you and the fifth in the background*—the sponsor.

● The Katz Agency man will provide full data upon request.

WMT
600 KC
5000 WATTS
CEDAR RAPIDS
DAY AND NIGHT

BASIC COLUMBIA NETWORK

Respects

(Continued from page 48)

hand at the family department store business, but it held him only two months.

Sensing an upswing in radio in the field of advertising, Mr. Fantle in 1937 applied for a job as salesman with Sioux Falls Broadcast Association Inc., then operating both KSOO and KELO Sioux Falls. After several months of sales work, he decided this was "it" and made arrangements to purchase an interest in the company.

Events in 1941 changed Mr. Fantle's plans somewhat. In May of 1942 he enlisted as a private in the infantry and was commissioned in September of that year at Fort Benning, Ga. He was honorably discharged in 1943 and returned to Sioux Falls and radio.

Under FCC's duopoly rules, forbidding common ownership of stations in the same community, Mr. Fantle gave up his interests in KSOO and bought KELO, effective in September 1946. The licensee company is Midcontinent Broadcasting Co., of which he is president.

Mr. Fantle's next act was to apply for an increase in power for the then 250 w fulltime operation. In May 1948 the station started operating with 5 kw fulltime, directional night on 1320 kc. The station has been an NBC affiliate since 1937.

Video Provision

During the construction period for the improved facilities, modern studios and transmitter plant were erected, taking into consideration the possible advent of television. Studio and transmitter quarters are equipped to handle this new service without additional construction when such an operation begins. KELO has an application pending before the FCC for a television station at Sioux Falls.

Under Mr. Fantle's direction KELO has achieved prominence as one of the most progressive stations in the country. It has been the recipient of six national awards in the field of public service. Recently for the third consecutive year it won one of the top awards in the field of public service presented by the Board of Fire Underwriters.

Bud Fantle is rabid on the subject of public responsibility being a "two-way street" on which the broadcaster not only must discharge his position in the public interest, but that the public should not overly criticize radio for its infrequent lapses, in comparison to the overwhelming good that the industry has accomplished in the field of education, service, culture, and entertainment.

Recently appointed as an alternate on the AM Committee of the NAB, Mr. Fantle presently is serving also on the Public Relations Committee of that same group.

Even with roots in South Dakota, Mr. Fantle has made several trips to Texas during the past few years, and his friends, noting the smell of oil about his clothes, are suspicious that all of the trips are not social. As for Houston, Mr. Fantle says—"It's terrific."

Mr. Fantle holds memberships in several clubs and civic organizations and was a member of the Zeta Beta Tau fraternity at Michigan. His principal hobbies are sports—in school he aspired to play football, but his 130 pounds took such a terrific beating during scrimmages he had to turn to golf and swimming, at which he excelled. He indulges in fishing, hunting and golf as a participant, and as a spectator at football and baseball games.

The Fantle's have four children, Stephanie, 12; Sam III, 10, Steven, 6 and Susan, 2—this precludes the danger of "spoiling."

MINSTREL SHOW

KELA Stages Benefit

THAT never-say-die perennial—the old time minstrel show—again had its day when KELA Centralia-Chehalis, Wash., staged a burnt cork benefit for the Chehalis Junior Chamber of Commerce and the Chehalis High School scoreboard building fund.

The show satisfied three desires: The Junior Chamber's for a public service event to promote the city; Chehalis High's for an electric football scoreboard, and that of KELA for promotion.

Heralding the minstrel show, Coburn's Appliance store donated a Kelvinator home freezer for door giveaway and Cagley's home furishings donated a Deepfreeze home freezer. High school students selling the most tickets were awarded watches and pens. Merchants donated newspaper space and KELA backed the promotion with spot announcements. The show, staged in the Chehalis Junior High auditorium, featured a 40-voice chorus and 12-piece minstrel band.

WSVS-AM-FM Crewe, Va., airing daily traffic safety announcements supplemented by weekly discussion of problem by state patrolman.



Tom Farley's
DOG TALES
26 Transcribed
Public Service Programs
on
DOG CARE AND TRAINING
Now Available on
an *exclusive* basis to one
station in each city
THIRD SUCCESSFUL SEASON
write
DOG TALES
551 Fifth Avenue, N. Y. 17
NEW YORK

"The United States need not suffer inflation"

Signed by 71 of the country's foremost economists, this statement tells us what course of action must be taken in order to halt this threat to our nation's security and welfare.

"Communist aggression requires that free men and women expand military forces and supplies to a much higher level for a long time ahead. Enlarged outlays for defense superimposed on a boom, unless offset, will cause inflation.

"Inflation is a grave wrong and danger. It hurts most the most helpless members of society—the widows, the orphans, the aged, the pensioners, the annuitants, the disabled. It causes dissension, diminishes the incentive to work, weakens the productive system and so impairs both economic and military power. It imperils economic stability and progress in the struggle for peace. It is an unmitigated tragedy.

"The United States need not suffer this abomination of inflation. This economy can provide a very high standard of living and a very large increase in military outlay without degradation of the dollar. Failure to take action to prevent inflation would be inexcusable.

"The necessary action is clear and unmistakable. There may be differences over details, but there can be none over the major requirements. Taxes must be increased, at once, to cover the rise in expenditure fully and to balance the budget. Adequate control powers over consumer finance and construction finance should be added to existing monetary authority.

"Payment of government expenses out of income instead of the printing press, and monetary restraint on civilian consumption can protect the country from the woes of inflation and thus conserve its strength for use against the evils of aggressive tyranny.

"We, the undersigned economists, urge prompt, persistent, and adequate action by Congress and the executive agencies."

The life insurance companies bring you this message because of its importance to all Americans.

Institute of Life Insurance

488 MADISON AVENUE, NEW YORK 22, N. Y.



MAKING plans for the Oct. 7 anniversary dinner celebrating the *Esso Reporter's* 15th year on WGY Schenectady are (l to r) William T. Meenam, WGY-WRGB (TV) news chief and the original Esso Reporter; Roger M. Kelso, local sales representative for Esso Standard Oil Co.; R. B. Hanna (seated), manager of WGY-WRGB (TV)-WGFM (FM), and Harry J. Green, district manager for Esso Standard.

ABC AFFILIATES

Boston Meet Opens Series

ROBERT E. KINTNER, president of ABC, with Ernest Lee Jahncke Jr., vice president in charge of stations; James Connolly, AM stations department manager, and Alfred Beckman, of the stations department, attended a Boston meeting last week of 25 New England affiliates. From Boston the group went to Rochester, N. Y., for a similar meeting with mid-eastern affiliated stations.

The two meetings were the first of a series scheduled for the next two months which will take the network executives from coast to coast, following their recent meeting with the ABC Stations Advisory Committee at Alexandria Bay, N.Y. [BROADCASTING, Sept. 18].

WSAM Saginaw, Mich., aired 42 programs from County Fairgrounds this year.

front office

KEN PALMER, general manager KPDN Pampa, Tex., to general manager KVER Albuquerque, N. M. **Keith Tye** continues as station manager KVER.

CHARLES E. SEITMAN to director of sales WLIB New York. Was with WAAT Jersey City, N. J., and WMGM New York.

JOSEPH E. QUINN, chief of continuity WJMA Orange, Va., to assistant manager, replacing CHARLES R. McGINLEY, called to active duty as ensign in U. S. Navy.

JOHN C. WARDER, chief engineer CHLO St. Thomas, Ont., named general manager.

PETER M. ROBECK, KTTV(TV) Los Angeles account executive, named assistant sales manager. Was CBS Hollywood merchandising manager.

KEITH NIGHBERT, program director KUSD Vermillion, S. D., named general manager succeeding I. R. MERRILL, on one-year leave of

THE BRANHAM COMPANY

representing

CHICAGO
NEW YORK
DETROIT
DALLAS
ATLANTA
CHARLOTTE
ST. LOUIS
MEMPHIS
SAN FRANCISCO
LOS ANGELES

RADIO

WABB	Mobile, Ala.
KTHS	Hot Springs, Ark.
KFMB	San Diego, Calif.
WGBA	Columbus, Ga.
WNEX	Macon, Ga.
WTPS	New Orleans, La.
KWKH	Shreveport, La.
WRBC	Jackson, Miss.
WCPO	Cincinnati, Ohio
WDEF	Chattanooga, Tenn.
WTJS	Jackson, Tenn.
WNOX	Knoxville, Tenn.
WMC	Memphis, Tenn.
KFDA	Amarillo, Texas
KRIC	Beaumont, Texas
KWBU	Corpus Christi, Texas
KAND	Corsicana, Texas
KRLD	Dallas, Texas
WCHS	Charleston, W. Va.
WBLK	Clarksburg, W. Va.
WSAZ	Huntington, W. Va.
WPAR	Parkersburg, W. Va.

TELEVISION

KFMB-TV	San Diego, Calif.
WCPO-TV	Cincinnati, Ohio
WEWS	Cleveland, Ohio
WMCT	Memphis, Tenn.
KRLD-TV	Dallas, Texas

JONES ELECTED

Heads La.-Miss. AP Unit

HUGH O. JONES, general manager of WGCM Gulfport, Miss., has been elected president of the Louisiana-Mississippi Associated Press Broadcasters Assn. at a recent meeting in New Orleans. Bob Shipley, news director of KWKH Shreveport, La., was elected vice president.

Oliver Gramling, AP assistant general manager, speaking at the meeting, told broadcasters that the Korean war, which had increased listening, gave stations a chance to improve their newscasts, and he suggested broadcasters should present news professionally, schedule it properly and use showmanship in selling it to sponsors.

Attending the meeting were:

Louisiana: Harry Arthur, WSMB New Orleans; George Bonnell, WIHL Hammond; Louise C. Carlson, WJBW New Orleans; Lee Coney, WLCS Baton Rouge; Frank Conwell, KCIL Houma; Forrest Curnett, WIHL Hammond; Ted Fontelieu, WSMB New Orleans; Tom Gibbens, WAFB Baton Rouge; Paul Goldman, KSYL Alexandria; Evan H. Hughes, KVOL Lafayette; S. Rosenblum, WIHL Hammond; Bob Shipley, KWKH Shreveport; Earl Smith, WLCS Baton Rouge; Bob Thompson, KPLC Lake Charles; Harold Wheelahan, WSMB New Orleans; H. F. Whermann, WTPS New Orleans.

Mississippi: Cy Bahakel, WABG Greenwood; Frank Benson, WKOZ Kosciusko; Charles Holt and Connie Holt, WHSY Hattiesburg; Hugh O. Jones, WGCM Gulfport; Loren Miller, WQBC Vicksburg.

The Associated Press was represented by Mr. Gramling; Chief of Bureau Harry Leadingham of New Orleans; Field Representative H. R. Mason of Montgomery, and New Orleans Bureau staff members.

MOST promising high school game of week tape recorded by WAVZ New Haven, Conn., for broadcast Sat. mornings.

absence for graduate study. Station is non-commercial outlet, licensed to U. of South Dakota.

TOM ALFORD, manager Lane Shoe Stores, regional chain, to sales manager KTFS Texarkana, Tex.

JIM LOWMAN, WOW-TV Omaha sales staff, to KTTV(TV) Los Angeles as account executive.

RADIO REPRESENTATIVES Inc. moves today (Monday) to new Chicago offices at 75 E. Wacker Dr., Suite 212-16, from 737 N. Michigan Ave. Telephone: FInancial 6-0982.

FRANK E. MARTINO to sales staff WMTR Morristown, N. J. Was account executive ABC-TV New York, and has produced TV commercials there.

WHOD Homestead, Pa., appoints **Interstate United Newspapers Inc.** as national representative.

TOM BOISE Jr., office and traffic manager KLZ Denver, to KSL Salt Lake City sales staff as account executive. Will handle both AM and TV accounts.

KECK Odessa, Tex., appoints **Forjoe & Co.** as national representative.

O. H. OBERT, chief accountant Crosley Broadcasting Corp. (WLW Cincinnati), to assistant controller.

BERT ARNOLD, commercial manager WFLA Tampa, Fla., resigns for temporary rest during which he will devote his time to citrus industry.

Personals . . .

ROGER W. CLIPP, general manager WFIL-AM-FM-TV Philadelphia, appointed chairman 1951 March of Dimes campaign. . . . **SID TEAR**, commercial manager and disc jockey WYVE Wytheville, Va., father of girl, Laura Anne, Sept. 18. Mrs. Tear is former women's program director WLOG Logan, W. Va. . . . **KEVIN B. SWEENEY**, general sales manager KFI-AM-TV Los Angeles, on two week business trip to N. Y., Chicago, Detroit and S. F.

RALPH J. SHADE, account executive WTMA Charleston, S. C., named chairman of arrangements for Community Chest fund-raising drive for Charleston County. . . . **WILLIAM FAY**, vice president and general manager Broadcasting Div., Stromberg Carlson Co. (WHAM WHFM (FM) WHAM-TV Rochester, N. Y.), spokesman for city's nine broadcasting stations in city's new War Defense organization. . . . **JOHN HANSSEN**, manager WCRO Johnstown, Pa., named toastmaster at dinner heralding start of city's Community Chest drive today (Monday).

JOHN D. SCHEUER Jr., operations assistant to general manager WFIL-AM-FM-TV Philadelphia, appointed vice-chairman in charge of radio-TV for local public information committee of Disaster Preparedness and Relief Division, American Red Cross. . . . **HAL WALLACE**, KNUZ Houston, Tex., time salesman, father of boy, Hal Deward Jr., Sept. 15.

In
Altoona, Pa.,
It's
ROY F. THOMPSON
and
WRTA
A prize radio combination in the rich industrial market of Central Pennsylvania.
Represented by
ROBERT MEEKER ASSOCIATES

RAI Director Tours

TOUR of various U. S. radio and television stations is being made by Dr. Sergio Pugliese, assistant director general of programs for Italian Radio (RAI). He left Washington, D. C., last Tuesday to visit stations in New York, Syracuse, Chicago, Los Angeles, San Francisco and Cincinnati. Dr. Pugliese, recipent of a grant-in-aid under the State Dept.'s exchange-of-persons program, also serves as administrative counsellor of the Italian Society of Authors and Publishers, and has been associated periodically with RAI since 1938. He plans to return to Rome in November.



He's always ready for a good scrap

A vigorous and emphatic proponent of positive opinions, Fulton Lewis, Jr. thrives on controversy. His first-class reporting is responsible for some first-class battles; his scrapbooks (being scanned here with his daughter) are full of evidence of victorious results.

As Mr. K. E. Myers of the Wilcox Buick agency wrote to Radio Station WHAI, both of Greenfield, Massachusetts:

"We feel that the great service Fulton Lewis, Jr. is rendering his country in fearlessly exposing subversive and un-American activities must command the respect of even those who differ with him.

"We, therefore, consider the Fulton Lewis program a great asset to our country and to our business."

The Fulton Lewis, Jr. program, currently sponsored on more than 300 stations, offers local advertisers a ready-made audience at local time cost. Since there are more than 500 MBS stations, there may be an opening in your locality. Check your Mutual outlet—or the Co-operative Program Department, **Mutual Broadcasting System,** 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

Represented Nationally by NBC Spot Sales

810 on your dial
50,000 Powerful watts
affiliated with NBC

WGY

A GENERAL ELECTRIC STATION

Serving Albany, Troy, Schenectady, and the Great Northeast

FIRST IN LISTENERSHIP—**WGY** has 37% more daytime audience and 45% more nighttime audience than a combination of the *ten top-rated radio stations in its area.*[1]

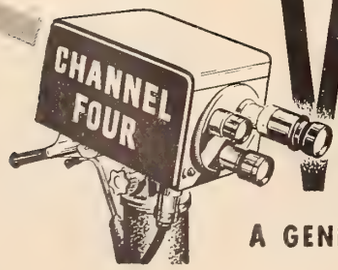
IN COVERAGE—**WGY** and *only* WGY can cover 16 metropolitan markets with one radio station. WGY reaches 1,247,000[2] potential listeners with over one billion dollars in retail sales.

FIRST IN LISTENER IMPACT—**WRGB** received 103,577[3] contest entries during eleven programs for *one* sponsor establishing this contest as one of the greatest ever held.

IN COVERAGE—**WRGB** is now offering television service to more than 300,000 viewers in three states—New York, Vermont and Massachusetts—with an established 86%[4] set tune-in nightly.

1—BMB, 1950
2—Fall, Winter Hooper Survey, 1950
3—Ruben H. Donnelly Corp.
4—General Electric Opinion Study Division, 1950

Represented Nationally by NBC Spot Sales



WRGB

A GENERAL ELECTRIC STATION

Strictly Business

(Continued from page 20)

in Shell's marketing divisions, and is responsible for research involving audience measurement in Shell market areas.

To make sure all Shell programs adhere to a tested format governing the spacing of commercials and news styles, Mr. Lier and a representative of J. Walter Thompson Co., the Shell agency, make regular off-the-air recordings as spot check of Shell advertising effectiveness. He also was instrumental in setting up cost analysis methods for measuring program costs per listener in any section of the country. This enables Shell to select the most effective outlets for its message.

Mr. Lier is keenly interested in strengthening bonds between Shell dealers and the company's radio advertising program. In one test city recently he had the Shell newscaster send personal, handwritten letters to local dealers which informally invited them to offer program suggestions and news tips. Each letter was accompanied by tickets to local theatres or ball parks.

Dealer Interviews

Frequently Mr. Lier arranges interviews on the air between the Shell newscaster and local dealers. These informal chats are built around the dealer's personality, his hobbies and experiences, and usually take the place of the regular commercial copy. Product advertising is generally omitted in the interviews.

A graduate of Jamaica (Long Island) High School, Mr. Lier joined Shell in 1934 as a messenger in the company's mail room at its New York head office. Through the years he progressed up the ladder to his present position, rounding out his knowledge of advertising and marketing by taking night courses at New York U.

Mr. Lier was shot before World War II even began. It was while training at Camp Davis, Wilmington, N. C., during the summer of 1941. However, after seven months' hospitalization, he was assigned to officer's candidate school at Gainesville, Fla. Upon graduation he married Audrey Gilmore of New York.

He was ordered overseas in 1943 and served in ETO as an aerial photo interpreter. Upon discharge in 1945 as captain, he returned to Shell's advertising department and moved into radio in 1946 when the company began to expand its radio advertising.

Mr. Lier is a member of the Radio Executives Club and the American Legion Ad Post of New York. His hobby is Kodachrome photography. The Liers have just acquired a new home in Creskill, N. J.

WAKR VS. FREED

Contract Case Aired in Court

LITIGATION brought earlier this year by WAKR Akron, Ohio, against Alan Freed, former disc jockey at the station, for alleged violation of personal contract provisions was aired before the Ninth District Court of Appeals Sept. 21.

WAKR received an injunction from a pleas court last February on grounds it had a "restrictive covenant" which prohibited Mr. Freed from accepting station employment in Akron or within a 75-mile radius for a period of one year after termination of the contract. Station contended that it had trained the disc jockey and helped him originate a "unique style" which assured his popularity.

Mr. Freed, who had been employed by WAKR for five years, left the station when his contract expired, and joined WADC Akron, CBS outlet, where he began a similar record program. Subsequently Mr. Freed's lawyer, John A. Russell, filed motion for hearing in the higher court. Decision is expected sometime this month.

KDKA Service Awards

AWARDS representing 120 years of service have been presented to 11 staffers at KDKA Pittsburgh by Walter E. Benoit, vice president of Westinghouse Radio Stations Inc. Among those honored were Edith Hingley, Joseph Honzo and Walter Horn, each for 20 years service. Others were honored for 10 years service.

F.Y.I. (for your information)...



Cities grow 'out' not 'up.' . . . Not reflected in population figures are the hundreds upon hundreds of new dwellings and miles of longstanding factory and residential areas unannexed by the City of Terre Haute, so it's a city of over 100,000 people, with 298,700 in the area, all potential listeners to WTHI, CBS plus top-flight local programming.

CBS WTHI TERRE HAUTE INDIANA

REPRESENTED BY THE BOLLING CO.
New York • Chicago
Hollywood

OCTOBER 2, 1950

TELECASTING

A Service of BROADCASTING Newsweekly

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Latest Set Count By Markets
Page 68



WSAZ-TV *Channel* 5

West Virginia's only television station
delivers EXCLUSIVE coverage of the rich*

HUNTINGTON - CHARLESTON

market





Now Interconnected





***THE 27th MARKET**—$601,425,750 in 1949 retail sales makes this the equivalent of the 27th ranking U. S. Market. Figures direct from Sales Management "Survey of Buying Power" May 10, 1950.

ABC - CBS - DTN - NBC

Represented Nationally by THE KATZ AGENCY

WSAZ-TV

A Service of Broadcasting Newsweekly

TELECASTING

National Press Bldg.
Washington 4, D. C.

OCTOBER 2, 1950

BROADCASTING, Telecasting
$7 annually, 25c weekly

CAN'T GIVE 'BRACKET' ANSWER NOW

FCC Is Told

TELEVISION set makers covering a dominant share of total production told the FCC last week they couldn't possibly give a valid answer to the Commission's request for a Sept. 29 promise to make receivers with bracket standards.

Moreover, practically all of them said they couldn't start making bracket standard sets by the FCC's proposed November deadline.

These views culminated a month of frantic engineering and production research in which the industry's best brains managed to make only scant progress toward the design of TV sets having continuously variable standards.

Whether FCC would be persuaded to delay further action was, of course, uncertain at the weekend. Chance of appeal was discussed, should FCC finally approve the CBS system.

Late Thursday factory officials were still conferring in effort to meet the Friday deadline (for late developments, see AT DEADLINE).

Since each company was acting separately in view of the Radio-Television Mfrs. Assn. decision not to take joint action because of anti-trust laws, the confusion in factory sources surpassed anything seen since early postwar days.

Plea from Industry

From all sides came the plea that nothing of the type had ever been designed; that engineering studies would take weeks and months; that production problems were staggering, especially in view of present shortages in parts; that many engineers wonder if bracket receivers would work satisfactorily even if inherent in new sets; that the FCC was completely unrealistic, acted in bad faith or didn't know what it was talking about; that bracket sets would add as much as $400 million a year to cost of sets; that it's silly to talk about any color system that isn't compatible.

RCA teed off against the Commission's pro-CBS report and its 67-page reply explained in forceful and technical language that the FCC had made a terrible mistake, disregarding the interest of American business and 40,0000,000 people now enjoying television. These people, it noted, should have a chance to be heard.

The RCA report, with demand that the FCC "stay its hand" and let the public act as color jury, was signed by Dr. C. B. Jolliffe, executive vice president in charge of RCA Labs.

In its reply RCA re-argued some of the color case. It cited the Condon Committee's report and analyzed traits of RCA vs. CBS color in light of the findings. No document within the recollection of many Washington observers has so thoroughly and so plainly challenged the Commission's good faith and competency.

RCA early in its reply emphasized it will continue research in its compatible all-electronic system. It challenged many of the FCC's findings in regard to characteristics of the system and said recent progress had been ignored in the Sept. 1 report.

Joining RCA in questioning the FCC's Sept. 1 pro-CBS report, with its demand for a Sept. 29 promise of conversion to bracket standards in order to avoid a final and flat ruling in favor of the CBS system, were such companies as DuMont Labs., Hallicrafters Co., Packard-Bell, Admiral and Andrea. Their replies had been filed by close of business Thursday.

Other set makers, however, were still struggling to meet the Friday deadline.

Many manufacturers, with obvious chagrin at the FCC's Sept. 1 order and its implications, went out of their way to explain they were sincerely trying to supply a sane answer by Sept. 29 but found it completely impossible. Some of the replies politely tried to teach the Commission a few lessons in the practical side of mass production and low-cost design.

Production Question

One of the big questions at the weekend was this: Would set makers turn out CBS-standard sets if the FCC carries out its threat to give CBS the go-ahead on color?

Questioned on this point, most manufacturers indicated they will make anything the public wants to buy.

The problems of designing sets operating under continuously variable standards frankly baffled many engineers. One large manufacturer noted the plant makes radar equipment with variable standards but added that each unit costs over $100,000.

Dr. Allen B. DuMont signed the DuMont Labs. statement as president and as a manufacturer, claiming it is impossible to meet the FCC deadline. Dr. DuMont noted that no testimony on bracket standards was given during the hearings and it has made no experimental sets with the feature.

Wondering if it is practical, he said his company would need six months to a year, at least, before reaching engineering conclusions. He said the FCC cost data apply only to 525-line and 405-line standards and not to bracket.

Costs would be "substantially higher" than those previously submitted by the company, Dr. DuMont said. On the basis of current

(Continued on page 70)

COY REVIEWS COLOR

Repeats FCC's Stand

(Text of Chairman Coy's summary, page 62)

ON THE EVE of the deadline for TV set makers' replies (see story above; also late developments, AT DEADLINE), FCC Chairman Wayne Coy last week reiterated that FCC will approve the CBS color TV system now if manufacturers don't promise to build "bracket sets."



Mr. Coy

Observers noted, however—though they wouldn't venture to guess whether it was significant—that he did not mention any deadline for starting production of such sets. FCC's Color TV Report set an early November date [BROADCASTING, Sept. 4], but many manufacturers have indicated they cannot be ready by that time.

Chairman Coy reviewed the Color TV Report in virtually identical language in two speeches—one Monday at the National Electronics Conference in Chicago, the other on Tuesday at a luncheon sponsored by the Chicago Television Council. (For third speech, see page 27.)

The FCC chief pointed out that bracket standards, aside from making such sets compatible with the CBS color system, will also permit future changes in black-and-white (or color) standards to accommodate improvements. He referred to horizontal interlace and the use of long-persistence phosphors—two developments which FCC plans to study further, if bracket sets are built, before a final color decision is reached.

Promise for Improvement

These two developments, he said, "hold real promise for improving resolution in black-and-white pictures," but need further study.

"If they are successful," he continued, "a change in line or field scanning rate, or both, might be desirable in order to take advantage of the improvements. By building receivers with bracket standards at the present time we will not be confronted at a later date with the vexation of not being able to improve resolution in black-and-white pictures because so many sets would be outstanding and incapable of operating on the new standards."

Chairman Coy reviewed the Commission's thinking in reaching the color decision:

The UHF, last remaining part of the spectrum where TV can now operate, is "television's last frontier." Color therefore must be authorized now or be foreclosed for the foreseeable future. FCC unanimously agreed compatibility is "desirable," but unanimously found that the compatible systems—RCA's and CTI's—are "not suitable for adoption," while CBS's is ready if a decision must be made now. Five of the seven Commissioners were willing to postpone a decision, in order to study new developments in compatible systems as well as in CBS possibilities, provided "bracket sets" are built so that the number of sets unable to receive CBS color in monochrome will not keep growing.

FCC, Mr. Coy said, recognizes that "transition problems" will follow adoption of an incompatible system:

For the owners of the present receivers it means that if they

(Continued on page 67)

CREATE 'TV CZAR'

Cunningham Advises ANA

TELEVISION needs a permanent "czar" to give weighted direction to its future, John P. Cunningham, executive vice president, Cunningham & Walsh Inc., New York, told the Assn. of National Advertisers at its Chicago meeting last week.

Pointing out that TV must avoid the pitfalls which threatened the destiny of radio at least twice in its history, Mr. Cunningham suggested a committee be formed by ANA, AAAA and the broadcasters "to try to foresee, to understand and to define our responsibilities and our opportunities."



Mr. Cunningham

From this endeavor, Mr. Cunningham said, a permanent board "respected and vigorous—like the baseball czar" could be formed. "Out of it could come a creed and a code—for us to believe in and to follow."

Calling for "that rare commodity . . . foresight," Mr. Cunningham summarized findings on TV's effect on family habits as gathered by his agency's two-year-old survey of "Videotown," a real city of 40,000 population located near New York and selected as a "laboratory" for TV study, and reports "from a herd of surveys, some sketchy, most of them inconclusive."

Primarily, the TV set has bit into movie attendance, quieted to a degree the motor hum of the American family's automobile and reduced nighttime radio listening in TV homes.

But, he warned, radio "still has the coverage, is much cheaper per listener by far, and is still mothering and suckling TV (which) is neither strong enough nor big enough to commit matricide."

Half as many TV owners as non-set owners attend movie houses in "Videotown," Mr. Cunningham reported, noting that a Washington survey has found a 72% drop in movie buying, a Chicago look at box office receipts has found a loss of $41.40 per family per year.

Cost of TV sets is not an important economic factor, Mr. Cunningham said. In "Videotown" and other cities in TV's area, large screens, console models and combination sets make their way into every income level, he observed.

Sports Reviewed

Sports attendance seems to decline the first two years of set ownership but increases interest in sports and culminates in a greater degree of attendance at the ball park or stadium than ever before, Mr. Cunningham said. A wider national interest in all sports, with class distinctions falling by the wayside, was traced to TV by the agency executive.

While keeping the family in a close knit circle with the man-of-the-house becoming a permanent nightly fixture in his living room chair, TV also creates a big problem with children. Average child in a TV home, Mr. Cunningham said, spends 27 hours weekly, four hours daily, in front of a TV set—only one hour less than he spends in school.

By regarding this child listenership only as a sales opportunity (living by ratings and philosophizing with "giving the public what it wants"), any advertiser could lead the "pack of us and advertising itself into trouble," he declared.

Signposts that need watching, Mr. Cunningham said, include the significance of United Nations telecasts — "promising an informed world citizenry." Telecasting the two houses of Congress would "mean the end of filibustering and empty seats—promising an alert electorate and a far better grade of politics and statesmanship here in America . . ." Possibilities "for spreading art and culture into the average home are tremendous," vast video congregations may arise, changing the whole physical concept of organized religion in America, he said.

Question for Users

Question to "us broadcasters and wordsmiths and cereal-sellers," asked Mr. Cunningham, is are "we going to have the breadth and the vision and the commercial self-control to use this great force wisely?

"Or are we going to push an actress' neckline down two points to raise our Hooperating one point?"

In order to take a firm grip upon "an amazing instrument . . . thrust into our somewhat clumsy hands by the precise fingers of science," the obvious solution to Mr. Cunningham is the creation of a permanent board to give the purveyors of this new medium enlightened direction.

WBTV ON CABLE

Makes Formal Debut

WBTV(TV) Charlotte, owned and operated by the Jefferson Standard Broadcasting Co., last Saturday formally commemorated the extension of the coaxial to that city.

Guests at the ceremony, which preceded the North Carolina U.-Notre Dame football game, were Governors Kerr Scott of North Carolina and J. Strom Thurmond of South Carolina, Mayor Victor Shaw of Charlotte and the Rev. James A. Jones, pastor of the Myers Presbyterian Church.

Also participating in the ceremonies were the following officers of Jefferson Standard Broadcasting Co.: Joseph Bryan, president; Charles Crutchfield, vice president and general manager; and Larry Walker, secretary-treasurer and assistant general manager.

Benny on CBS-TV

CONFIRMATION that Jack Benny will make four hour-long television appearances this season on CBS-TV, under sponsorship of American Tobacco Co., came from the network last week. Mr. Benny's first performance will be on Sunday, Oct. 29, at an hour not yet settled. Succeeding appearances will be at eight week intervals. They will originate in New York.

WSM-TV DEBUT

Opened With Gridcast

OPENING of WSM-TV Nashville was scheduled Saturday, Sept. 30, with airing of the Notre Dame-North Carolina U. football game, relayed from South Bend, Ind., to Louisville via regular TV network facilities and from Louisville to Nashville via WSM-TV's own private link.

Official opening and formal dedication of WSM-TV is planned for Oct. 8 with Niles Trammell, chairman of the board of NBC, and Mrs. Trammell attending. Originating in WSM-TV's new studios, the dedicatory program 8-9 p.m. CST will be simulcast and also carried on WSM-AM. Edwin W. Craig, president of the National Life and Accident Insurance Co. and chairman of the board of WSM Inc., and other officials will take part in the ceremonies.

WSM-TV plans to operate 60 to 70 hours weekly at first, including network programs. Local set dealers and distributors estimated about 8,500 TV receivers were to have been installed in the area by Sept. 30. WSM-TV is assigned Channel 4 (66-72 mc) with 7.2 kw aural and 14.4 kw visual power.

NETWORK TIME

Anchor-Hocking Tops in July

ANCHOR-HOCKING Glass Corp. became the July leader in TV gross network time bought, with purchases of $111,884, according to Publishers Information Bureau figures released to TELECASTING. The summer hiatus was responsible for the jump, since many of the leading TV advertisers left the air in June.

The gross TV figures for July 1950 totaled $1,454,493, with the Jan.-July cumulative billings $15,432,288.

The Smoking Materials category, however, continued its leading position, having invested $319,654 during July. Second place fell to Food & Food Products who spent $276,127 for gross time on the TV networks, while the makers of Toiletries & Toilet Goods ranked third by appropriating $208,974 for radio time. Fourth and fifth were Automotive & Automotive Equipment and Industrial Materials.

Following Anchor-Hocking in individual purchases was R. J. Reynolds' network buy of $102,720. Gillette Safety Razor Co. jumped into third place, P. Lorillard & Co. fourth and Liggett & Myers fifth, making three cigarette manufacturers in the top five TV advertisers.

* * *

TABLE II

TOP TEN LEADING TV NETWORK ADVERTISERS IN JULY 1950

1.	Anchor-Hocking Glass Corp.	$111,884
2.	R. J. Reynolds Tobacco Co.	102,720
3.	Gillette Safety Razor Corp.	90,721
4.	P. Lorillard & Co.	85,856
5.	Liggett & Myers Tobacco Co.	70,100
6.	Ford Motor Co.	66,360
7.	National Dairy Products	56,550
8.	Mars Inc.	54,886
9.	Bristol-Myers	44,935
10.	General Mills	44,016

* * *

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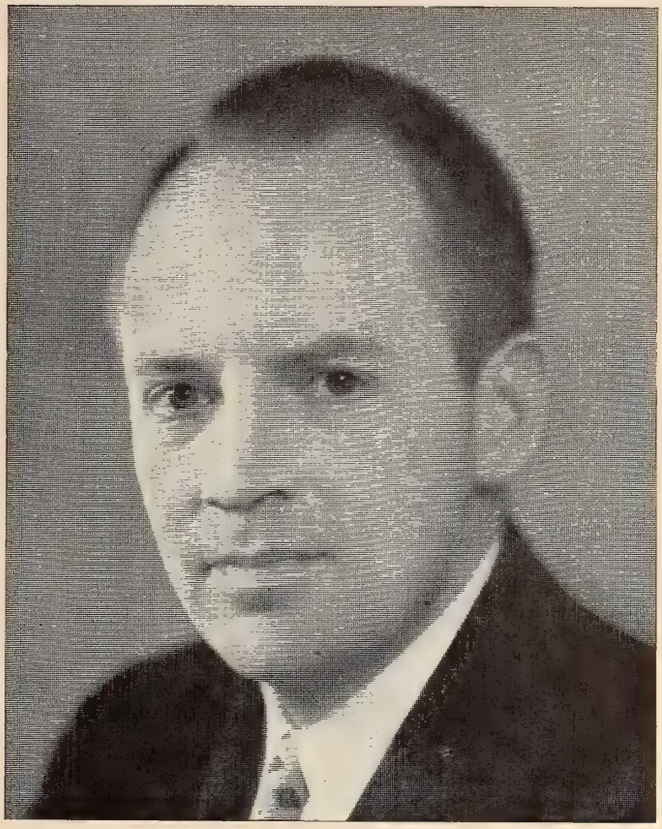
TABLE I

GROSS TV NETWORK BILLINGS* BY PRODUCT GROUPS FOR JULY AND JAN.-JULY 1950

PRODUCT GROUP	JULY	JAN.-JULY 1950	PRODUCT GROUP	JULY	JAN.-JULY 1950
Apparel, Footwear & Access.	$ 7,260	$ 354,143	Jewelry, Optical Goods	....	43,296
Automotive, Automotive Equip. & Supplies	146,855	2,304,413	Publishing & Media	19,650	144,947
Beer, Wine & Liquor	36,672	685,183	Radios, TV Sets, Phonographs Musical Instruments & Access.	84,120	1,554,182
Confectionery & Soft Drinks	109,174	614,281	Retail & Mail Order	.....	1,631
Consumer Services	10,890	110,655	Smoking Materials	349,654	2,902,031
Drugs & Remedies	12,600	122,400	Soaps, Cleansers & Polishes	5,775	199,290
Food & Food Products	276,127	2,224,200	Toiletries & Toilet Goods	208,974	1,352,013
Gasoline, Oil & Other Fuels	31,560	604,230	Miscellaneous	4,628	99,724
Horticulture	.....	1,140			
Household Equip.	5,775	909,518			
Household Furnishings	25,500	991,519	Total	$1,454,493	$15,432,288
Industrial Materials	119,279	213,492			

*DuMont figures not available

ONE OF A SERIES FEATURING THE MEN WHO MAKE FREE & PETERS TELEVISION SERVICE



Four years, Dartmouth College
Three years, CKLW, Detroit
Three years, Edward Petry Co.
Five years, American Broadcasting Company
One year, United States Coast Guard
Free & Peters, (New York Office) since October, 1948

JWB =
TV = OK! –

JOHN W. BROOKE!

(Another F & P TELEVISION Specialist)

Yessir!—when it comes to TV, Jack Brooke is the man to focus on! As ABC's Coordinator of Network Television Sales, before he joined F&P, he really learned the how, when and where of TV. And as a television man with us since 1948, Jack has been a tremendous asset to everyone concerned—to you TV advertisers and your agencies, as well as to our own rapidly-expanding staff who devote full time to television.

What are your TV hopes and plans? Whatever they are, we'd like to show you how well we know the medium of television—how completely we realize our responsibility of "selling" TV in such a way as to contribute to its effectiveness and growth, rather than merely to ride the bandwagon.

Whatever your plans, talk them over with us. We have some ideas and some information for you, here in this pioneer group of radio and television station representatives.

EXCLUSIVE NATIONAL TELEVISION REPRESENTATIVES

DAVENPORT (Central Broadcasting Co.—WHO-WOC)	**WOC-TV***
FORT WORTH-DALLAS (STAR-TELEGRAM)	**WBAP-TV***
LOUISVILLE (WAVE, Inc.)	**WAVE-TV***
MIAMI (Wometco Theatres)	**WTVJ**
MINNEAPOLIS-ST. PAUL (DISPATCH-PIONEER PRESS)	**WTCN-TV**
NEW YORK (THE NEWS)	**WPIX**
ST. LOUIS (POST-DISPATCH)	**KSD-TV***
SAN FRANCISCO (THE CHRONICLE)	**KRON-TV***

*Primary NBC Affiliates



FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives Since 1932

NEW YORK · CHICAGO · ATLANTA · DETROIT · FT. WORTH · HOLLYWOOD · SAN FRANCISCO

AT&T ALLOCATIONS

DuMont Files Protest

FORMAL complaint against the network coaxial cable allocation made by American Telephone and Telegraph Co. was filed with FCC last week by Allen B. DuMont Labs., which earlier had sought and was denied Commission intervention in the division of scarce relay facilities among the TV networks [TELECASTING, Sept. 25]. Formal protest also was expected to be filed by ABC.

The AT&T allocation, reported to the networks in a letter dated Monday by F. R. MacFarland, AT&T program service manager, was the telephone company's own answer to weeks of unsuccessful efforts to secure voluntary agreement among the television networks. Since the fourth quarter allocation was to become effective Oct. 1, yesterday, the AT&T letter sought confirming orders by 5 p.m. last Thursday.

Because of the continued conflict, however, it was expected the Commission might take some action on the new DuMont complaint before the weekend, probably on Friday.

Under the allocation submitted by AT&T for the fourth quarter of 1950, a total of 399 hours were available for allocation weekly on 12 circuits. Of this total, 379 hours were allocated between the hours of 8 and 11 p.m., Sunday through Saturday, with NBC receiving 167 hours weekly, CBS 121½ hours, ABC 53½ hours and DuMont 37 hours, all on 12 circuits.

The DuMont petition charged this allocation is "unlawful," "unjust," and "unduly and unreasonably preferential and advantageous" to NBC and CBS "who are persons and customers in the same class as the complainant." DuMont contended the application "incorrectly states the requirements of the customers and erroneously indicates the absence of conflict in many periods."

DuMont requested FCC to "immediately commence an investigation on its own motion of the tariff regulations governing the allocation of video transmission facilities" and the rates involved. DuMont also asked FCC to require AT&T to reveal the "agreements, representations and policies on the basis of which it formulated the aforesaid unlawful allocation" and to require AT&T to assign DuMont "an equitable allocation" of cable facilities.

Meanwhile, last week, Cmdr. Mortimer W. Loewi, director of the DuMont Television Network, said he believed the AT&T allocations "violated a basic right of American business to ship merchandise on a common carrier."

He said DuMont would "go through with this thing to the limit," indicating that the network intended, if necessary, to seek every legal path it could find to achieve its objective of equal allocations of AT&T facilities among the networks.

The grave financial hazard to DuMont under the proposed allocations, he said, could be summed up by the fact the production costs of a program are the same whether the program goes to 3 or 30 stations.

Right of Decision

As to suggestions that stations themselves had a right to say whether they wanted to take one network or another, Cmdr. Loewi said it was "not the province of freight lines to ask the recipient whether he wants a shipment that some manufacturer has ordered."

Practically speaking, he said, many TV stations are "not free" to make wide selection among network offerings since many are sister stations of radio outlets affiliated with the radio networks operated by CBS and NBC. To protect their AM network affiliations, he said, some stations had been obliged to enter into TV affiliation contracts with those networks that oblige them to take the first 30 hours of network commercial programs each month without reimbursement.

"They want to get those 30 hours out of the way as fast as they can so they can start getting some money back," he said.

DuMont told FCC in its petition that the delay in publication of the allocation "has gravely and seriously impaired its ability to organize, plan and develop its program service in the interests of its advertising clients, the public and its broadcasting affiliates and potential broadcasting station users of its service, and that it is unable at the time of filing of this complaint, to more particularly specify the extent of the said loss presently accrued and now accruing by reason of such inadequate, unjust and unreasonable allocation."

DuMont further stated:

In many instances the Telephone Company has allocated either time periods for which DuMont had expressed no preference whatsoever or failed to allocate a time period which had been indicated in its letters to be of prime importance to it. This despite the fact that the disparity between the total amount of time allocated to the NBC and that allocated to Du Mont would suggest that DuMont's choice had been given full consideration.

It is interesting to note that three circuits are available interconnecting Washington with Richmond and two circuits south of Richmond interconnecting Charlotte and Greensboro with Washington. In each city served by this circuit there is but one station. An examination of the time periods allocated to DuMont on these circuits in the light of the time periods allocated to DuMont on the single circuit south of Greensboro and Charlotte to Jacksonville, Atlanta and Birmingham would suggest that these allocations of usage are mere gestures.

In light of the fact that Class A time is sold by the stations serving the communities interconnected by the facilities under consideration at a rate twice that of B time, i.e. prior to 6 p.m., it is manifest that an allocation of only 37 hours on these twelve circuits is an inducement only to make a donation to AT&T. It would be impossible for any network with a total of 37 hours of Class A time available on twelve circuits to gain reimbursement for its AT&T facilities alone without regard to its expenses for programming and station payments.

CBS-TV POSTS

Underhill, Ommerle Named

CHARLES M. UNDERHILL last week was appointed general manager of CBS television, New York, a newly created post.

Harry C. Ommerle, former manager of program sales for the CBS radio network, succeeded to Mr. Underhill's former job as program director of CBS television, New York.

The post of general manager was made necessary by "rapidly expanding CBS television program schedule and the enormously larger CBS television plant," according to Hubbell Robinson Jr., CBS vice president in charge of network programs, who announced the appointments.



Mr. Underhill



Mr. Ommerle

Mr. Underhill will "have the key responsibility of adjusting the constantly growing CBS television schedule to our expanding facilities," Mr. Hubbell said.

Mr. Underhill joined CBS in June 1948 as CB-TV director of programs, after serving as production manager of the commercial department of RKO Pathe Inc. He had been with RKO since separation from the Navy where he served as a lieutenant. Before the war he was with BBDO, New York, variously as copywriter, radio director, head of motion picture production and associate director of the radio department.

Mr. Ommerle joined CBS in 1935 as a producer and left the network in 1937 to work with the William Morris Agency. From 1943 to 1945 he was vice president and account executive at Ruthrauff & Ryan, and from 1945 to 1948 in charge of radio for A. S. Lyons Agency. He ran his own talent agency and package production office from 1948 until last March, when he rejoined CBS as manager of program sales for the radio network.

INDUSTRIAL TV

Outlined at Electronics Meet

THE NUMEROUS uses of television today and future plans were outlined at two sessions of the National Electronics Conference, held Sept. 25-27 at Edgewater Beach Hotel, Chicago.

Conferees heard J. A. Good, manager of the electronics department of the Diamond Power Specialty Corp., Lancaster, Ohio, discuss "Television in Industrial Applications," and C. A. Hermanson, staff researcher at Argonne National Lab, Lemont, Ill., read a paper "Stereo Television in Remote Control," on developments at the plant.

Main speech of the conference was delivered at the opening day's luncheon meeting by FCC Chairman Wayne Coy (see story page 57).

Mr. Good reported that his company has developed, in cooperation with Capehart-Farnsworth Corp., the Utiliscope, or wired TV unit for industry. Explaining that the need for such a device was sparked by the power plant field, Mr. Good traced the history of huge six-story water boilers going empty when mechanical indicators read they were full. In an effort to transmit readings of this kind and information to a control source, Mr. Good's concern needed to develop a system with five fundamental features.

They are: (1) Record of a correct reading or none at all; (2) viewing through a wide angle of vision; (3) operation 24 hours daily, seven days a week; (4) cost, original and maintenance, in line with its value, and (5) absence of mechanical or moving parts.

For short distances, it was found a simple mirror system sufficed. Television, however, was the answer for longer distances (100 feet or more) and when the mirror system was too complex.

The video system, or industry "watch-dog," can be used for observing flame, smoke control, watching smoke stacks and the flow of granular materials, and transmitting detailed information (as used by the Bank of England for relay of statements of account and signatures). In addition, Mr. Good said, police departments gain efficiency with use of TV, which can transmit fingerprints hurriedly. "Education, without a doubt, offers a great future for television, in the ordinary school system and in connection with medicine."

Other industry uses he foresaw: "Images and reproduction of charts at a distance, to such places as airports and railway stations, as the military now has"; installations in dark-rooms, especially in photography, military and psychopathic institutions, where the object is illuminated by infra red or non-visible light.

Diamond Power Specialty has

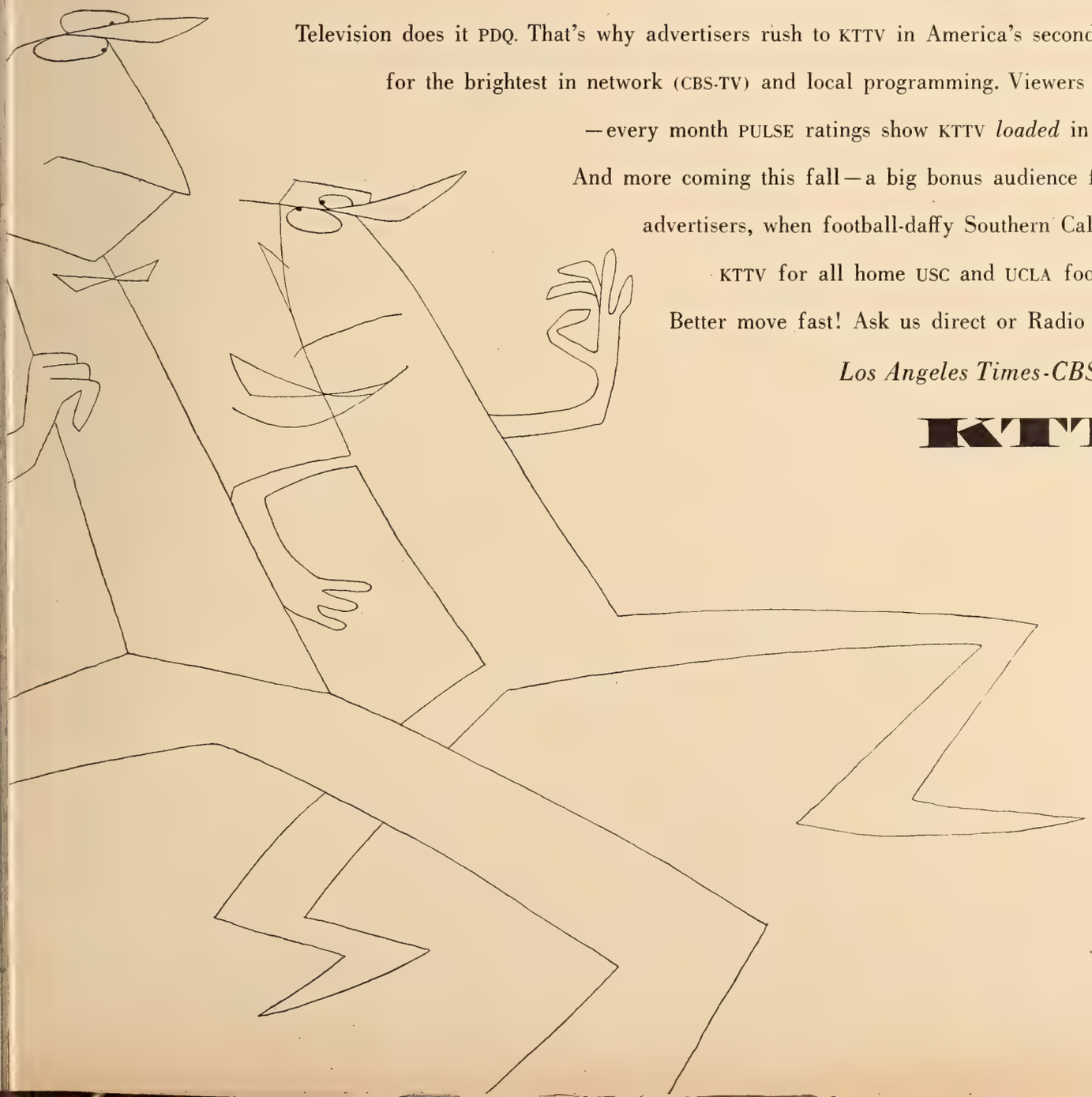
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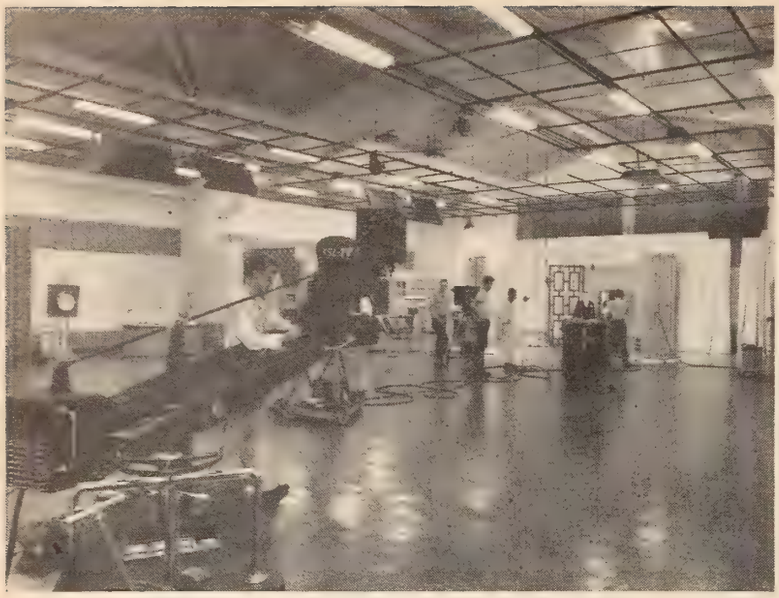
P.D.Q.

Pretty Darn Quick—demonstrating, impelling, selling. Television does it PDQ. That's why advertisers rush to KTTV in America's second TV market, for the brightest in network (CBS-TV) and local programming. Viewers think so too—every month PULSE ratings show KTTV *loaded* in the top ten. And more coming this fall—a big bonus audience for all KTTV advertisers, when football-daffy Southern California dials KTTV for all home USC and UCLA football games. Better move fast! Ask us direct or Radio Sales—PDQ!

Los Angeles Times-CBS Television

KTTV





KSL-TV's new Studio One, measuring 60x75 ft.

* * *

KSL-TV STUDIOS
Holds Dedication Program

KSL-TV Salt Lake City, owned and operated by Radio Service Corp. of Utah, officially opened its new studios Sept. 15.

Dedicatory program included an informal reception for civic officials, business leaders and agency executives, a plant tour in the afternoon and public inspection of the studios in the evening with an estimated 3,000 Salt Lake City residents taking advantage of the station's invitation.

In addition, all local KSL-TV programs were showcased and brief synopses of their format were given. KSL-TV staffers and visitors were interviewed by several announcers. The new studios, located on two floors at 145 Motor Ave., include the main studio on the second floor, auxiliary studios, dressing rooms, rehearsal and audition studios, space and film servicing laboratories and a large auditorium seating over 200 persons. KSL-TV started operations in June 1949.

VHF-UHF BANDS
TBA Sets Proposals For FCC Hearing

TELEVISION Broadcasters Assn., hewing to a line adopted some time ago, will participate in upcoming FCC hearings on proposed allocations in the VHF and UHF bands and will ask that a minimum of four channels be assigned to each major city.

The association will also suggest that inter-mixture of UHF and VHF assignments within cities be kept to a minimum. TBA will propose that the UHF 475-890 mc band, now assigned for experimental television, be assigned to commercial service.

Decision to take these steps was made by the TBA board at a meeting last Monday in New York. John Preston, ABC chief allocations engineer, was appointed to serve as engineering witness for TBA at the forthcoming FCC hearings.

Three New Members

Three stations were approved for TBA membership by the board, KEYL (TV) San Antonio, WKY-TV Oklahoma City, and WBEN-TV Buffalo.

Two amendments to TBA by-laws were approved by the board and will be submitted to membership at the association's annual meeting, to be held Dec. 8. One would set up a scale for payment of membership dues based on rate cards of the member station. The other would permit owners of more than one station to apply for as many TBA memberships as they have stations on the air. Present by-laws limit TBA memberships to three for any single operator.

The TBA board also adopted a resolution endorsing the industry television committee in its negotiations with ASCAP for per-program music contracts and urging individual television stations to help pay the committee's expenses by contributions equaling two-fifths of their highest one-hour time rates.

Attending the meeting were J. R. Poppele, WOR-TV New York, president; Lawrence W. Lowman, CBS; George B. Storer, Fort Industry Co.; Allen B. DuMont, DuMont Network; Joseph A. McDonald, ABC; Ernest B. Loveman, WPTZ (TV) Philadelphia; Richard A. Borel, WBNS-TV Columbus, Ohio; Paul Raibourn, KTLA (TV) Los Angeles, and Thomas Ervin, representing Frank M. Russell, NBC. Will Baltin, TBA secretary-treasurer, and Thad H. Brown, Washington counsel, also were present.

COLOR REPORT CAPSULE
Coy Gives Summary in Chicago Speeches

FCC CHAIRMAN WAYNE COY summed up the Commission's Sept. 1 color TV report as follows, in his speeches in Chicago last week (story page 57):

First, we have decided that color is an important improvement in broadcasting that should be made available to the American people.

Second, we have decided that of the three color systems demonstrated to us, the two compatible systems—CTI and RCA—cannot be adopted because they do not produce a satisfactory color picture and because they do not meet the other minimum requirements for a color system prescribed by the Commission.

Third, the CBS color system, although incompatible, does meet the requirements for a color system prescribed by the Commission and could be adopted as standard.

Fourth, the Commission is willing to postpone adopting a final color decision now, and, among other matters, give the proponents of a compatible system another opportunity to show that they have a system that can satisfy the Commission's requirements, provided that the manufacturers will prevent the compatibility problem from increasing, by giving assurances that they will build their television receivers with brackets.

Fifth and finally, if manufacturers do not give assurances that they will build television receivers with brackets, the Commission will adopt the CBS color system now, for without the assurance of bracket receivers, the Commission would be inviting the risk that if the compatible systems failed again, it might no longer be possible to adopt a color system we know is satisfactory because the number of receivers in the hands of the public could have increased to a point where as a practical matter it would be extremely difficult to adopt an incompatible system.

JAEGER NAMED
Heads Film Council

ELECTION of Andy Jaeger, WABD (TV) New York film director, as president of the National Television Film Council was announced at the organization's fifth quarterly forum in New York last week.

Other new officers included Paul White, of Paul White Productions, vice president; Connie Lazar, TV director for Film Equities Corp., secretary, and Ed Evans, RKO Pathe TV consultant, treasurer.

Elected to the board of directors were Robert Paskow, film director of WATV Newark; Melvin L. Gold, advertising and publicity director for National Screen Service; Waldo Mayo, president of Waldo Mayo Products; William Holland, president of Hyperion Films Inc.; Sally Perle, of the Mesal Organization; Ed Carroll, teletranscription director of the DuMont Network; Joe Seiden, president of Cinema Service Corp.; Elaine Phillips, film director of WSPD (TV) Toledo; Helen Buck, film director of WCAU (TV) Philadelphia, and Eugene Scharin, president of Ambassador Films Inc.

The quarterly forum, which lasted two days, featured addresses by Robert H. Reid, manager of the INS television department; Grant Thies, CBS film director; Harold Friedman of the Deluxe Labs Inc., engineering staff; Ted Eshbaugh of the Ted Eshbaugh Studios; Paul White of Paul White Productions, and Robert MacDougall, WATV Newark, N. J., director of educational activities.

Among the guests were Syd Cassyd, editor and associate publisher of the news magazine, TV, and Donald Woods, screen star.

Outgoing President Melvin L. Gold expressed the belief that "film hasn't begun to scratch the surface of the television industry" and would ultimately become the biggest factor in it. He called upon every member of the council to contribute at least a half-hour a week to its activities. Citing the educative value of the council's forums to its members, and the acceptance by 75% of the industry of the council's standard TV film contract as beginning achievements, Mr. Gold said it could expect to become a great organization in the industry.

IRONRITE INC.
Starts New TV Show

REGARDING television as the ideal medium to promote sales of its product, Ironrite Inc., manufacturer of electric ironers, has announced it will concentrate on the medium to acquaint the public with its sales message.



Mr. Dabney

According to W. Richard Dabney, vice president, the company's new policy takes effect today (Oct. 2) with the premiere of *Hollywood Screen Test*. Ironite is sponsoring the half-hour weekly program over ABC-TV, Monday, 7:30-8 p.m.

Commenting on Ironrite's sponsorship, Mr. Dabney said: "It has been proved conclusively that nothing can approach an actual demonstration in selling Ironrites. The printed page can suggest what the ironer can do to lighten a woman's housework, but it remains for an actual demonstration to prove the point. . . . It is obvious that television enables us to dramatize our sales message with an actual demonstration right in the homes of millions of people."



TOAST OF THE TOWN
sponsored by
Lincoln-Mercury, a
CBS Package Program
that remains one
of the real giants
in all television.

For another top
CBS Package Program
now available
for sponsorship,
turn to back page
of this insert.

TELECASTING
NETWORK SHOWSHEET

PM 5:00 :15 :30 :45 6:00 :15 :30 :45 7:00 :15 :30 :45 8:00 :15 :30

SUNDAY

ABC

Canada Dry Super Circus L (E-M)	Peters Shoe Co., M&M Ltd. (Alternating) Super Circus L (E-M)	*Stage Two Revue* F (E-M)	*Marshall Plan in Action* F (E-M)	*Think Fast* L (E-M)	Showtime U S A Dodge Motors L (E-M)	*On Trial* L (E-M)	*Sit or* L (E-
Capitol Cloakroom	Household Finance Peoples Platform		Lamont, Corliss Mr. I. Magination	Wm. Wrigley Gene Autry	American Tobacco This Is Show Business	Ford Motor Co. Lincoln-Mercury Toast of the Town	
				Co-op Starlit Time L (E-M) (NI)		*Rhythm Rodeo* L (E-M)	
Quaker Oats The Gabby Hayes Show L	*Watch the World* L	*Hopalong Cassidy* (F)		Regent Cigarettes Leave It To The Girls L (E-M)	General Foods (Jello) Aldrich Family L (E-M)	Frigidaire Div. of GM Untitled Show-Bobby Clark, and B Alternating every 4th Sunday wit Palm-Peet, Colgate Comedy Hour	

NBC DuMont CBS

MONDAY

ABC

Mr. Magic L (E-M)	*Paddy Pelican* L (E-M)	*Hold 'er Newt* L (E-M)	*Space Patrol* F (E-M)		*Club Seven* L (E-M)	Ironrite Corp. Hollywood Screen Test L (E-M)	Chrysler Sales Treasury Men in Action L (E-M)	*Myst of Chi* F (E
Lucky Pup		*Snarky*	Kellogg Tom Ranger		*Stork Club*	Oldsmobile CBS-TV News	Liggett & Myers Perry Como	Lever-Lux Video Theatre	Lever Arthur G Talent
		Co-op Small Fry Club L/F (E-M)	Co-op Magic Cottage L (E-M)		*Captain Video* L/F (E-M)		Co-op Susan Raye Show L		Co- The Al Mo L (E
NBC Comics	*Panhandle Pete and Jennifer*	C-P-P H' Doody L (E-M)	Mars Inc. Howdy Doody L (E-M)	*Cactus Jim* L	RCA Kukla, Fran & Ollie L (E-M)	Mohawk Mills Show Room L	Reynolds News F (E-M)	Speidel Paul Winchell-Jerry Mahoney Show L	Firestone Voice of L

NBC DuMont CBS

TUESDAY

ABC

Mr. Magic L (E-M)	*Paddy Pelican* L (E-M)	*Hold 'er Newt* L (E-M)	*Space Patrol* F (E-M)		*Club Seven* L (E-M)	Procter & Gamble Beulah F (E-M)	Pontiac All-American Football F (E-M)	*Buck* L (E
Lucky Pup L (E-M)		*Snarky*			*Stork Club*	Oldsmobile CBS-TV News	Pepsi-Cola F. Emerson	Prudential Insurance Prudential Family Theatre Alternate Weeks	
		Co-op Small Fry Club L/F (E-M)	Co-op Magic Cottage L (E-M)		W. H. Johnson Candy Captain Video L/F (E-M)		Co-op J. Edwards Her Songs & Her Piano L		
NBC Comics	*Panhandle Pete and Jennifer*	Kellogg Howdy Doody L (E-M)	C-P-P Howdy Doody L (E-M)	*Cactus Jim* L	Sealtest Kukla, Fran & Ollie L (E-M)	Van Camp Little Show John Conte L	Reynolds News F (E-M)	Texas Co. Texaco Star Theatre L (E-M)	

NBC DuMont CBS

WEDNESDAY

ABC

Mr. Magic L (E)	*Paddy Pelican* L (E-M)	*Hold 'er Newt* L (E-M)	*Space Patrol* F (E-M)		*Club Seven* L (E-M)	Bendix Home Appliances Chance of a Lifetime L (E-M)	Arnold Baker's Life Begins at 80 L (E-M)	*Dick* F (E
Quaker City Chocolate Lucky Pup		*Snarky*	Kellogg Tom Ranger		*Stork Club*	Oldsmobile CBS-TV News	Liggett & Myers Perry Como	Toni	Pillsbury	Liggett
		Co-op Small Fry Club L/F (E-M)	Co-op Magic Cottage L (E-M)		Rosefield Packing Co. Captain Video L/F (E-M)	Co-op Manhattan Spotlight L (E)	Co-op Susan Raye Show L	Arthur Godfrey and His Fri	
NBC Comics	*Panhandle Pete and Jennifer*	Mars Inc. H' Doody L (E-M)	Intnl. Shoe Howdy Doody L (E-M)	*Cactus Jim* L	Ford Motor Div. Kukla, Fran & Ollie L (E-M)	Mohawk Mills Show Room L	Reynolds News F (E-M)	*Laugh Time* (L)	

NBC DuMont CBS

THURSDAY

ABC

Mr. Magic L (E)	*Paddy Pelican* L (E-M)	*Hold 'er Newt* L (E-M)	*Space Patrol* F (E-M)		*Club Seven* L (E-M)	General Mills Lone Ranger* F (E-M)	Stop the Music Admiral & P. Lorillard L (E-M)	
Bristol-Myers Ipana Lucky Pup		*Snarky*			*Stork Club*	Oldsmobile CBS-TV News	Pepsi-Cola Faye Emerson	American Safety Razor	Columbia The Show Goes On
		Co-op Small Fry Club L/F (E-M)	Co-op Magic Cottage L (E-M)		W. H. Johnson Candy Captain Video L/F (E-M)	Co-op Manhattan Spotlight L (E)	Co-op J. Edwards Her Songs & Her Piano L		
NBC Comics	*Panhandle Pete and Jennifer*	Kellog Co. H' Doody L (E-M)	C-P-P Howdy Doody L (E-M)	*Cactus Jim* L	Sealtest Kukla, Fran & Ollie L (E-M)	Van Camp's Little Show John Conte L	Reynolds News F (E-M)	DeSoto-Plymouth You Bet Your Life F	

NBC DuMont CBS

FRIDAY

ABC

Mr. Magic L (E)	*Paddy Pelican* L (E-M)	*Hold 'er Newt* L (E-M)	*Space Patrol* F (E-M)		*Club Seven* L (E-M)	Green Giant Co. Life With Linkletter L (E-M)	Ronson Art Metal Works Life With Linkletter L (E-M)	Sun N.Y. Gia Huddle
Sundial Shoes Lucky Pup		*Snarky*	Kellogg Tom Ranger		*Stork Club*	Oldsmobile CBS-TV News	Liggett & Myers Perry Como	General Foods Maxwell House Coffee Mama	R. J. Man Ag
		Co-op Small Fry Club L/F (E-M)	Co-op Magic Cottage L (E-M)		*Captain Video* L/F (E-M)	Co-op Manhattan Spotlight L (E-M)	Co-op Susan Raye Show L		Esquire Hold Th Start: 9 15
NBC Comics	*Panhandle Pete and Jennifer*	Mars Inc. Howdy Doody L (E-M)	Wander Co. Howdy Doody L (E-M)	*Cactus Jim* L	RCA Kukla, Fran & Ollie L (E-M)	Mohawk Mills Show Room L	Reynolds News F (E-M)	Miles, Quiz Kids L	We th

NBC DuMont CBS

SATURDAY

ABC

Mr. Magic L (E)						General Mills The Irwins F (E-M)	American Dairy Assn Paul Whiteman TV Teen Club L (E-M)	*Paul* TV T L
		Week In Review	*The Big Top*			News A. C. Gilbert Boys R. R. 10/28 Club	Peps-Co a Faye Emerson	Anheuser-Bu ch The Ken Murray Show
					Captain Video L F (E)	*Country Style* L (E)		
	Lionel Joe DiMaggio Show	Alsco Co. Wendy Barrie L	*American Form of the Air* L	Brown Shoe Corp. Smilin' Ed. McConnell L (Alt. weeks) Pinky Lee F	Peter Paul Hank McCune	Manhattan Soap Co. One Man's Family L (E-M)		

NBC DuMont CBS

Programs in italics are sustaining.
Time is EST.
L is live; F, Film; K, Kinescopic Recording; E, Eastern Network; M, Midwestern Network; NI, Nonintercon-nected stations.

CBS Daytime

Monday-through-Friday, 4-4:30 p.m., *Homemakers Exchange*, L (E-M); 4:30-5 p.m., *Vanity Fair*, L (E)

NBC Daytime

Sunday—p.m.
2:45 Hanson Baldwin Weekly War Room
3 Battle Report—Washington
3:30 Today with Mrs. Roosevelt
4 Meet the Press, Revere Copper & Brass
4:30 Zoo Parade, Quaker Oats Co.
Monday-Friday—p.m.
4-5 Kate Smith Show

4:30-4:45 Thurs., Minute Maid Co
4:15-4:30 Thurs. American Home ucts Corp
Saturday—p.m. 1:45 Ivy League ball Games Atlantic fining Co

ABC

* Lone Ranger Thurs., 7:30-8 p.m. sored on 5 stations in Southea American Bakeries Co. General on remainder of network

PM

	The Ruggles F (E-M)	*Soap Box Theatre* F (E-M)	*Marshall Plan in Action* F (E-M)	Youth on The March Young People's Church of The Air	
	General Electric Co. Fred Waring Show		Goodrich Celebrity Time	Jules Montenier Inc. Stoppette What's My Line	Arnold Robt. Q. Lewis
	Arthur Murray's Studios Party Time L (E-M)(NI) ~~Start: 10/15~~				
ope	Philco Corp. Philco Television Playhouse L (E-M)		Congoleum-Nairn Inc. Garroway At Large L (E-M)	Nestle Co. (Nescafe) Take A Chance L	
	Pharma-Craft Am. Razor Blade Corp. The College Bowl ~~L (E-M)~~	*Double Feature* F (E-M)			
's	Philip Morris Horace Heidt	General Foods-Sanka The Goldbergs	Westinghouse Studio One		Masland At Home Party L
Show	Co-op Wrestling (From Columbia Park, N. J.) ~~L (E-M) (NI)~~				
r Co. one	Admiral Lights Out L	American Tobacco Co. R. Montgomery, Lucky Strike Theatre Alternates with Colgate-Palmolive-Peet,		Local Sponsors (Co-op) Who Said That L (E-M)	Anchor Hocking Open House L
	Hudson Motor Car Co. Billy Rose L (E-M)	Mogan David Wine Can You Top This? L (E-M)	*Roller Derby* L (E-M)	American Tobacco Co. Roller Derby L (E-M)	
	R. J. Reynolds Vaughn Monroe Show	Electric Auto-Lite Suspense	Block Drug Danger	TBA	
	Drug Store TV Prod. Cavalcade of Bands L (E-M) (NI)		Food Store Programs Corp. Star-Time ~~L (E-M) (NI)~~		
	Procter & Gamble Fireside Theater F	Armstrong Cork Co. Circle Theatre L (E-M)	P. Lorillard Original Amateur Hour L		Anchor Hocking Open House L
	Philco Corp. Don McNeill TV Club L (E-M)		Co-op Wrestling L (E-M) (To Midnight)		
ers	*Bymart* (Start: 10/18)	P. Lorillard Embassy Cigarettes The Web	Pabst Sales Co. Blue Ribbon Bouts		
	Co-op Famous Jury Trials L (E) (NI)	Consolidated Cigar Corp. Plainclothesman L (E-M) (NI)	Tidewater Assoc. Oil Broadway to Hollywood L (E-M)		
	Kraft Foods Co. TV Theatre L (E-M)		Bristol-Myers Break the Bank L	Armour Stars Over Hollywood F	Anchor Hocking Open House L
	Packard Motors Holiday Hotel L (E-M)	Gruen Watch Co. Blind Date L (E-M)	Seeman Bros. I Cover Times Square L (E-M)	Blatz Brewing Co., Roller Derby Florsheim Shoe Co. ~~Red Grange Predicts (11:15 to 11:30)~~	
ords	Kroger Co. Alan Young Show	Lever Rinso Big Town	Philip Morris Truth or Consequences	Nash Motors Nash Airflyte Theatre	
	Kaiser-Frazer Ellery Queen (Starts 10/19) ~~L (E-M) (NI)~~		*Boxing* L (E-M) (NI)		
	Ford Dealers of America Kay Kyser L		U. S. Tobacco Martin Kane, Private Eye L	TBA	Anchor Hocking Open House L
otball M)	Jos. E. Schlitz Brewing Corp. Pulitzer Prize Playhouse L (E-M)		Best Foods Inc. Penthouse Party L (E-M)	*Diane Dozee Show* L (E-M)	Exquisite Form Bra's L (E-M)
ls rime	Ford Motor—Ford Theatre Magnavox—Magnavox Theatre Alternate Weeks		Nash Kelvinator Morton Downey	Sylvania Electric Beat the Clock	
olish nera (NI)	Bond Clothing Stores Hands of Mystery L (E-M) (NI)	*Roscoe Karns, Inside Detective* L (E-M) (NI)	Drug Store TV Productions Cavalcade of Stars L (E-M) (NI)		
le	Bonafide Mills Versatile Varieties L	American Cig. & Cig. Big Story (alternates with Emerson Radio	Gillette Boxing L	Chesebrough Greatest Fights F	Anchor Hocking Open House L
an h	Sun Oil Co. Nat'l Football League Professional Game to completion L (E-M)				
	Frank Sinatra		Carter / Ludens	Sterling Drug	
	Allen B. Dumont Labs Saturday Night at Madison Square Garden L (E-M)		Sing It Again Co-op Wrestling L (E-M)		
	ampbell Soup, Whitman's, Johnson's Wax, ildroot, Snow Crop, Minn. Mining & Mfg., SOS, Benrus, Crosley			American Tobacco Co. Your Hit Parade L	Roma Wine Party Time At Club Roma

DuMont Daytime Schedule

12:00 Headline Clues—with George F. Putman
12:30 p.m. Johnny Olsen's Rumpus Room
1:00 Dennis James' Okay Mother
1:30 Man on the Street—with Dan Peterson
1:45 Susan Raye Sings

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING
October 2, 1950
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CBS-TV NEWS

Remington Rand And CBS Will Produce Color TV Equipment

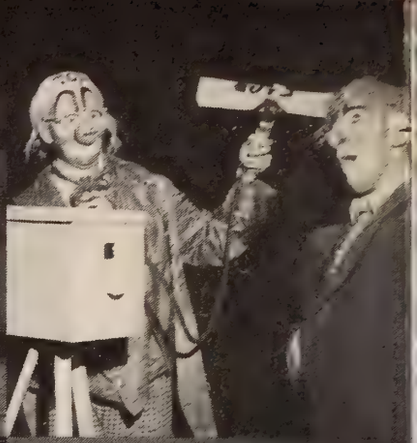
Color television for industry, hospital, government and military use will be a reality in a few months, through an unusual cooperative agreement between Remington Rand, world's largest manufacturer of office machines and business equipment, and CBS, developer of color television. Under this agreement, CBS will design and test equipment, while Remington Rand will manufacture and distribute. The new equipment, called "Vericolor," includes a simple, compact, lightweight color camera, only one-fifth the size of the cameras normally used in black and white television.

The Remington Rand-CBS plan is to develop new fields for the broader use of television. At first, the major uses will undoubtedly be for the teaching of medical and surgical procedures, and for use in industrial processes where there is danger in direct personal contact with materials, as in atomic production and research. The new plan came about largely as a result of the highly successful demonstrations of the teaching of medical and surgical procedures performed by CBS for Smith, Kline & French Laboratories, at a series of medical conventions held in a number of cities during the past year. Medical leaders who have watched delicate operations on color television receivers have hailed the CBS process as a remarkable advance in teaching techniques, and predict that color television will ultimately replace the old-fashioned hospital amphitheatre, from which relatively few students can gain a satisfactory view of operations. Vericolor pictures can be transmitted over inter-city relay facilities of the telephone company as circuits become available. By the end of 1951, transmission should be possible to the Pacific Coast.



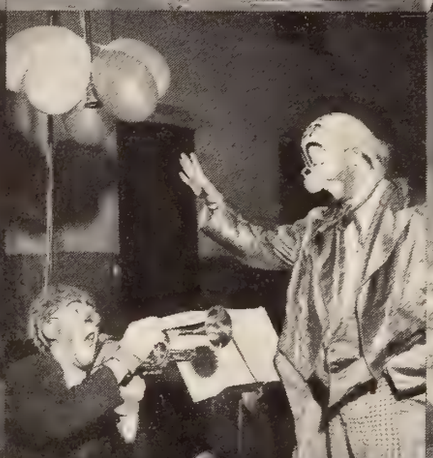






THE BIG TOP
is a spectacular
one-of-a-kind
CBS Package Program
that will bring
customers running
to an advertiser.

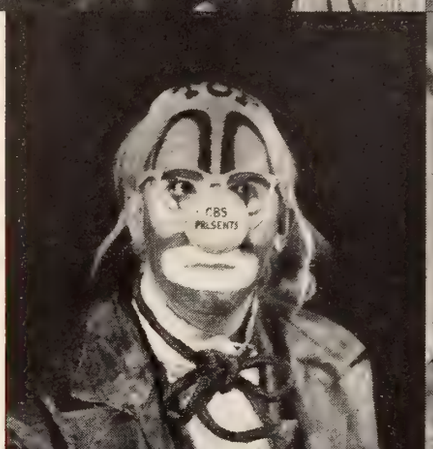






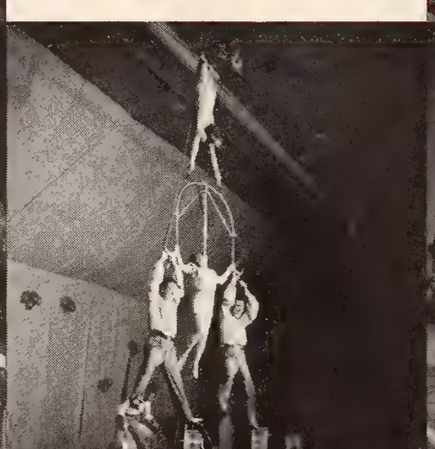


Designed for the
young in heart of
all ages. Variety
says, "entertaining,
fast-moving, flashy...
should prove sock
family fare."





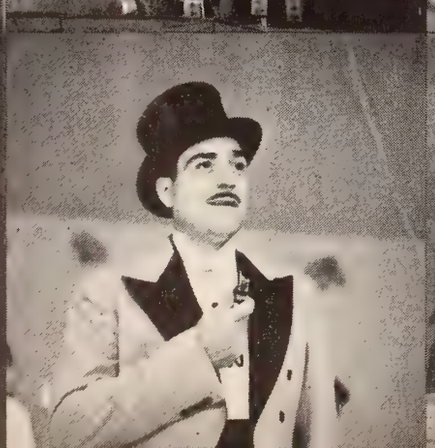




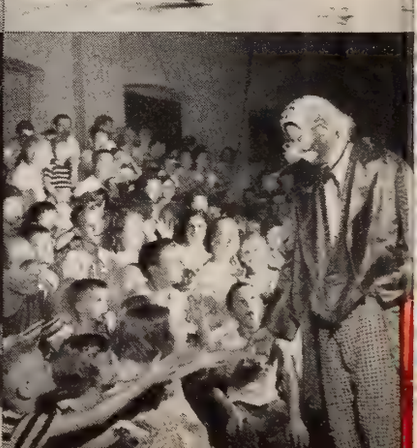












Coy Reviews Color

(Continued from page 57)

do not buy an adapter, they will not be able to receive programs transmitted in color. As the number and quality of color programs grow, the owners of present receivers will either buy an adapter or turn their old set in for a new model which is a color receiver or at least has adaptability built into it.

For the broadcaster, the initial months of color broadcasting can be difficult. There will be comparatively few receivers that can tune in on his color programs. Of course, the adoption of bracket standards by manufacturers would make the broadcaster's task much simpler. For, if the Commission postpones a color decision upon receiving assurances from manufacturers that they will manufacture receivers with bracket standards, there will be no broadcasting of color programs except on an experimental basis.

If, as a result of such postponement, a successful compatible system should be developed, the broadcaster would have an audience that could receive his color programs in black-and-white. However, if no compatible system succeeds and the Commission adopts the incompatible CBS system, a portion—and a continuously growing portion—of the television audience will have receivers capable of receiving a black-and-white picture from the color broadcasts.

The extent of this audience will depend on the rate of production that is achieved by manufacturers for bracket receivers. And each month that passes will increase the size of the audience that is available for color programs.

'Supported by Evidence'

Chairman Coy emphasized that the Commission was unanimous in its findings with respect to the three color systems. Though the result of the report was naturally "disappointing to some of the parties," he said, "there has been no intimation by anyone that the Commission's findings are not supported by the evidence in the record."

Reviewing the decision, he said two "fundamental defects" of the RCA and CTI systems involved picture quality and color reproduction, and system complexity. He noted that in the demonstrations RCA and CTI were unable to keep accurate registration and color control even though trained operators "hovered over the equipment."

"You can imagine what the situation would be like in the ordinary home where children or untrained adults had to operate such receivers," he asserted. He continued:

The conclusion appears to be inescapable that CTI and RCA devoted so much of their efforts to the compatibility part of their systems that they never succeeded in producing satisfactory color. The net effect from the adoption of either system by the Commission would be that the public would continue to receive black-and-white pictures. We did not believe that the public would buy receivers that would get the type of color pictures that RCA and CTI showed to the Commission.

CBS color pictures, he reported, were "of high order" in quality and color rendition, and equipment was easy to operate. He conceded the picture has fewer lines, but said this is more than offset by the addition of color. He also conceded that CBS black-and-white reception does not match present black-and-white in quality, but said the same was also true in the case of RCA and CTI. "However," he said, "I regarded such pictures as satisfactory in the case of CBS and RCA and unsatisfactory in the case of CTI."

As to the need for bracket standards, he said:

(1) No successful compatible system has been demonstrated; (2) "it is entirely too easy to invent a new compatible system every time the Commission appears to be ready to adopt an incompatible system," with the number of receivers meanwhile growing until, "as a practical matter," an incompatible system could not be adopted; (3) changes could be made in black-and-white standards to take advantage of benefits of horizontal interlace and long-persistence phosphors, if further study proves them feasible.

Mr. Coy acknowledged that bracket sets would cost more than present receivers. The extra cost, he thought, would be approximately the same as the estimated cost of adapting present sets to receive CBS color in monochrome.

Convertibility Question

On the question of convertibility, he said CBS demonstrated "the only practical converter." CTI demonstrated none, and RCA's "was demonstrated only once and was apparently withdrawn, although the record is not absolutely clear on this point." But, he continued, "the question as to the convertibility of the RCA and CTI systems did not prevent the consideration of all the systems on their merits."

Mr. Coy emphasized that the color question is only one phase of the overall television proceedings —which, he said, exemplify "the nation's dependence" upon electronics engineers.

"We are in great debt to you for the long way you have brought us in the past quarter of a century," he told his listeners at the National Electronics Conference.

To the Chicago Television Council he said: "The Commission believes that television is destined to become the dominant form of broadcasting and is destined to be of inestimable service in promoting the welfare of the American people. We are anxious to see the service extended the length and breadth of the nation at the earliest possible moment. In that effort, we solicit your cooperation."

After Mr. Coy's resume of color television history for the Television Council, the speaker answered questions from the floor. Commenting on "Why are obscenities permitted on television and not on radio?" Mr. Coy said "it is most unfortunate that there is a tendency toward bad taste and even obscenity in television. This is a very important matter." Explaining that obscenity in radio is in violation of the criminal code, the FCC Chairman said much of the "bad taste" in TV is in movements and actions, "and in some cases in exposures," rather than in the spoken word.

"The problem is one for the industry to handle, to avoid government intervention and a possible puritanical complex," he said. He suggested that management and programming officials assume responsibility, but "if the trend gets worse, perhaps the government's action will get worse."

Military Needs

Mr. Coy said possible production setbacks in the future, because of war production and demands of the military, would not affect the color decision, "but might affect implementation of it" if military demands were great.

Commenting on four questions, all concerning the FCC's approach to Phonevision, Mr. Coy reiterated his stand in favor of "any form of box-office television which will help bring to viewers the best entertainment in the country."

Another question: "If a satisfactory compatible system is demonstrated within six months after the (possible) adoption of the CBS system, would it be too late for adoption?" Chairman Coy answered: "I hope with all my heart we can have a compatible system, which is why we are giving the manufacturers an opportunity now to adopt bracket standards. Compatibility could not be adopted with the same ease after acceptance of the CBS system as now, and then we would have the same problem of decision as before. Compatibility would have an additional hurdle after adoption of the CBS system."

'Many Problems New'

The final questioner asked Chairman Coy if owners of the various color television systems knew in advance of the FCC hearings what the Commission's criteria of judgment were. Mr. Coy, replying that the hearings "were a good education for us as to what to look for in color television," said "we didn't anticipate all of the problems." Because many of the problems were new, "we are now giving the benefit of our hindsight judgment to the TV concerns, giving them a chance to meet FCC standards."

The Chicago Television Council met jointly with Radio Management Club. Guests at the opening fall session numbered about 250, including industry leaders at the speaker's table. They were I. E. Showerman, NBC Chicago vice president and Television Council president who was toastmaster; John H. Norton Jr., vice president in charge of ABC's Central Division; Art Harre, general manager of WJJD Chicago and president of Radio Management Club; Frank Schreiber, general manager of WGN-AM-TV Chicago; Ralph Brent, sales manager, CBS Chicage, and Bishop Bernard J. Sheil, director of WFJL (FM) Chicago.



Programmed by all four major networks

WTVJ Channel 4 miami



FREE and PETERS · Natl. Representatives

Take a CLOSE Look
at the
"SET STORY"
in INDIANAPOLIS!

Everybody is Looking
at
WFBM-TV
"First in Indiana"

•

Look . . . .

On May 30, 1949 there were 2500 Sets in WFBM-TV's coverage area.

Look again . . . .

TODAY there are

80,000

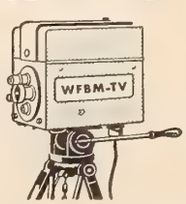
Sets in use
in WFBM-TV's
coverage area

In planning your TV coverage remember to TAKE A CLOSE LOOK at the Central Indiana Market—COMPLETELY COVERED by WFBM-TV.

Represented nationally by
The Katz Agency Inc.

WFBM-TV

Channel
6



"First in Indiana"

telestatus



TV Shares Makes Annual Forecast

(Report 131)

RCA WILL produce more TV receivers this year than any of the 100 manufacturers in the industry; the entire group will make more than 6.5 million sets in 1950 if the supply of "critical" parts is maintained, and TV set makers are too busy with black-and-white equipment to concern themselves with color for "a considerable time."

These are predictions made by Television Shares Management Corp., Chicago investment adviser and sponsor of Television-Electronics Fund Inc., in its annual industry forecast last week.

RCA, expected to be the top producer with 950,000 units, will be followed by Philco with 900,000, and Admiral with 850,000. Others among the top 10 are Motorola, 650,000; Zenith, 475,000; Emerson, 450,000; General Electric, 425,000; DuMont, 275,000; John Meck Industries, 200,000, and Hallicrafters, 190,000.

War Influence

TV Shares has scaled down its former production estimates on individual companies because of the "very tight situation in some components" since the outbreak of the Korean war. "The industry has been unable to take care of the increased demand for component parts," and short items include receiving tubes, resistors, condensers and silicon steel for transformer laminations.

Because in 1929 consumers spent a little more than 1% of disposable income on radios, and in 1949 a little less than 1% on radio and television, Television Shares expects this constant to be in effect this year, with a demand perhaps "exceeding easily" seven million units. Most of this would be for TV sets.

Regarding color, the investment firm sees "little chance that it will play an important role in the consumer end of television until a more normal situation is achieved nationally and internationally. Manufacturers are so busy with black-and-white television equipment, as well as preparing for a 'guns and butter' economy, that considerable time could elapse before color is a large-scale commercial reality."

* * *

Nielsen Reports New York Ratings

NIELSEN RATINGS for the New York area covering the four weeks ended Sept. 9 show *Toast of the Town* as the top ranking television program. New York, evening, once-a-week programs reported as follows:

Rank	Programs	Nielsen TV-rating Homes %	Homes (000)
1.	Toast of Town	41.4	615
2.	Talent Scouts	29.7	441
3.	Studio One	25.0	372
4.	Premiere Playhouse (WCBS)	24.4	363
5.	Fireside Theatre	23.5	349
6.	Martin Kane	22.7	337
7.	Suspense	21.6	321
8.	Lights Out	20.3	302
9.	Mama	19.6	291
10.	This is Show Business	17.9	266

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Eating Out Drops After TV Set Purchase

WITH the restaurant business falling off slightly from last year, television has been found to be partly responsible. One-fifth of the TV set owners go out to dinner less often now than they did before getting a set. This is among the findings of a nationwide survey conducted by Opinion Research Corp., Chicago, for General Foods Corp. and the National Restaurant Assn.

* * *

Limited Color Use Seen by Meck

COLOR—when it comes—will be used only on special telecasts or extravaganzas for many years, John S. Meck, president of John Meck Industries and Scott Radio Labs., told dealers at a meeting Monday in Chicago.

To back his viewpoint, Mr. Meck cited the case of color movies. "Even after years of having them, we see only an occasional color film today. The public doesn't feel cheated when it sees a black-and-white movie; it just likes the color picture a little more. The economics of movie-making dictate how many color films are produced. The same thing will be true of color television, when it comes some time in the future," Mr. Meck said.

Weekly Television Summary—October 2, 1950, TELECASTING Survey

City	Outlets On Air	Number Sets
Albuquerque	KOB-TV	4,550
Ames	WOI-TV	16,295
Atlanta	WAGA-TV, WSB-TV	57,600
Baltimore	WAAM, WBAL-TV, WMAR-TV	207,729
Binghamton	WNBF-TV	20,400
Birmingham	WAFM-TV, WBRC-TV	21,200
Bloomington	WTTV	10,600
Boston	WBZ-TV, WNAC-TV	489,942
Buffalo	WBEN-TV	120,464
Charlotte	WBTV	28,783
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	568,063
Cincinnati	WCPO-TV, WKRC-TV, WLWT	157,000
Cleveland	WEWS, WNBK, WXEL	287,498
Columbus	WBNS-TV, WLWC, WTVN	86,000
Dallas, Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	70,958
Davenport	WOC-TV	18,373
Quad Cities	Include Davenport, Moline, Rock Island, East Moline	
Dayton	WHIO-TV, WLWD	106,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	306,420
Erie	WICU	38,700
Ft. Worth-Dallas	WBAP-TV, KRLD, WFAA-TV	70,958
Grand Rapids	WLAV-TV	47,846
Greensboro	WFMY-TV	19,500
Houston	KPRC-TV	39,607
Huntington-Charleston	WSAZ-TV	20,100
Indianapolis	WFBM-TV	80,000
Jacksonville	WMBR-TV	19,000
Johnstown	WJAC-TV	30,175
Kalamazoo-Battle Creek	WKZO-TV	40,570
Kansas City	WDAF-TV	50,542
Lancaster*	WGAL-TV	58,884
Lansing	WJIM-TV	28,500
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH, KTLA, KTSL, KTTV	693,369
Louisville	WAVE-TV, WHAS-TV	
Memphis	WMCT	49,278
Miami	WTVJ	36,400
Milwaukee	WTMJ-TV	145,557
Minn.-St. Paul	KSTP-TV, WTCN-TV	121,400
Nashville	WSM-TV**	8,500
New Haven	WNHC-TV	95,500
New Orleans	WDSU-TV	34,348
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	1,535,600
Newark	WATV	Inc. in N. Y. estimate
Norfolk	WTAR-TV	29,365
Oklahoma City	WKY-TV	42,254
Omaha	KMTV, WOW-TV	35,334
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	595,000
Phoenix	KPHO-TV	16,150
Pittsburgh	WDTV	133,000
Portland, Ore.	.....	978
Providence	WJAR-TV	78,980
Richmond	WTVR	39,926
Rochester	WHAM-TV	48,631
Rock Island	WHBF-TV	18,373
Quad Cities	Include Davenport, Moline, Rock Island, East Moline	
Salt Lake City	KDYL-TV, KSL-TV	25,300
San Antonio	KEYL-TV, WOAI-TV	27,745
San Diego	KFMB-TV	56,800
San Francisco	KGO-TV, KPIX, KRON-TV	85,345
Schenectady Albany-Troy	WRGB	99,500
Seattle	KING-TV	37,800
St. Louis	KSD-TV	165,500
Syracuse	WHEN, WSYR-TV	63,372
Toledo	WSPD-TV	53,000
Tulsa	KOTV	40,160
Utica-Rome	WKTV	22,100
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	160,575
Wilmington	WDEL-TV	42,777

* Lancaster and contiguous areas. **Total Markets on Air 62** **Stations on Air 107** **Sets in Use 7,715,951**
** New station in this report.

Editor's Note: Source of set estimates are based on data available from dealers, distributors, TV Circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate.



WMAR-TV

GOES TO THE

FAIR

The Maryland State Fair at

TIMONIUM

This is only one more reason why

WMAR-TV

is

1st in special events

1st in remotes

WMAR-TV

CHANNEL 2

BALTIMORE, MARYLAND

Represented by the Katz Agency Inc. NEW YORK ★ DETROIT ★ KANSAS CITY ★ SAN FRANCISCO CHICAGO ★ ATLANTA ★ DALLAS ★ LOS ANGELES

Television affiliate of the Columbia Broadcasting System

Can't Give Answer

(Continued from page 57)

CBS color transmissions DuMont said it did not believe "people would be interested in purchasing color receivers."

The company was not allowed to demonstrate its best receivers against color sets during the hearings, Dr. DuMont reminded, a privilege granted in the 1947 hearing, adding, "We believe that the Commission's decision to a large extent was affected by this comparison." Such a test, he believed, would have prevented a pro-CBS proposal. In any case, he concluded, the decision should be postponed so research can continue but allocation hearings should proceed to permit lifting of the freeze.

Admiral Corp., Chicago, one of the top industry set makers, could not make the FCC's deadline though its engineering staff "has been working diligently," according to Ross D. Siragusa, president. Admiral hasn't been able to complete necessary engineering to arrive at a valid conclusion, he said.

Attachments outlining work still to be done by its engineering department were included in the Admiral letter, which concluded, "Our thinking in the matter is that we shall continue to work aggressively until such time as an adequate solution can be reached. At that time we should like to present our findings and conclusions to the Commission."

Another large manufacturer, Hallicrafters Co., employing 2,200 workers, has made "every effort" to cooperate with the FCC proposals, according to President W. J. Halligan, but needs another three to six months of engineering development to design and field test a bracket switch capable of quality performance and justifying commercial manufacture.

Depends on Tests

Calling this schedule "indefinite and optimistic," Mr. Halligan said it depends on development of test equipment, structures, coils, switches and possibly tubes.

Actually, he said, the company doesn't know what will come of its research at the present state of the electronic art. The company is a leading maker of precision equipment used in industry and the armed forces.

After engineering release, two to four months would be required for the materials procurement cycle, according to Mr. Halligan, who added, "In view of complications and obscurities" the firm is "willing but unfortunately not able to give an unconditionally affirmative statement."

Concluding, he said, "Meanwhile we have faith that the continuous and strenuous study of the problems" by Hallicrafters and the industry will develop a solution to the color TV problem in the best public interest.

As chief victim of the FCC's Sept. 1 order RCA explained its grievances in detail, pointing to what it described as errors in the FCC's appraisal of color systems and inconsistencies in its reasoning and conclusions.

The 67-page document opens with the charge that FCC's "major reason" for the proposed change is an "attempt to make possible the adoption of the incompatible low-definition CBS color system."

RCA explains at the start that it will continue its color research of a "compatible, all-electronic, high definition color system" and not adopt the CBS attitude of 1946 when that network said it would quit color research if its system were not adopted.

FCC's proposed decision on "difficult scientific questions" is in face of "professional judgment of practically the entire industry," RCA charges, and would deny the public, broadcasters and manufacturers their rights under the law. RCA cites in detail findings of "the learned scientists comprising the Condon Committee and the members of the commission," urging the American people have a chance to give a verdict after viewing RCA and CBS systems for a reasonable time.

RCA Stand

The FCC admitted it is not satisfied with CBS color, RCA claims, and adds it "admittedly does not understand the RCA all-electronic, high-definition, compatible color systems." FCC is obligated to inform itself as to basic principles of this system and the superior performance it makes possible, RCA contends.

Facing adoption of standards which should last for decades, FCC is charged with adopting bracket standards, "obviously a make-shift compromise proposal, serving perhaps to obtain unanimity within the Commission, but failing to serve the public interest."

The FCC's attention is directed to its recognition that compatibility, high resolution, large direct-view picture size and other RCA advantages are essential to any system, yet RCA's method would be outlawed when CBS has shown "none of these attributes," it is charged.

Noting RCA is "completely compatible," the brief says FCC itself recognized CBS has "degraded resolution" by asking more data on effect of horizontal interlace on the CBS system. RCA adds this is integral in its system. FCC is charged with judging the "ten-year-old" incompatible system "by far more lenient standards than those applied to RCA.

In FCC's comments on the RCA method, RCA finds what it terms "ingeniously phrased statements" conveying impressions of inferiority without literally saying so. FCC's doubts about RCA's ability to develop more than 7 footlamberts brightness, as shown April 6, were answered by actual showings of pictures many times that bright, it is stated.



DRINKING a toast to the new Faye Emerson Pepsi-Cola television show which made its debut last Tuesday (Sept. 26) on CBS, are Faye Emerson and Alfred N. Steele, president of the Pepsi-Cola Co. The new Tuesday-Thursday-Saturday series is telecast in approximately 36 cities.

FCC's "error" in judging RCA by what it saw on laboratory sets was compared to appraisal of the airplane's values on basis of the Wright brothers Kitty Hawk tests. The FCC reference to tolerance of 1/11,000,000 of a second in RCA's system was answered with the observation that present black-and-white sets provide accuracy of the same order, and higher. These tolerances are present in many types of electronic equipment, RCA added.

RCA recalled that in the 1947 color decision FCC said it must be satisfied the system will work and that it "is as good as can be expected within any reasonable time in the foreseeable future." RCA observed the FCC has demanded 525-line definition since 1940 but now "is willing to settle for 405 lines" because it sees greater "apparent definition" because of color.

'Major Changes Required'

Major changes are required in present sets if they are to receive CBS color in monochrome, RCA said, charging the proposed bracket standards are unnecessary, costly and contrary to the public interest. RCA charges the bracket idea is designed "to obtain the time believed necessary to improve the CBS system."

Present standards for black-and-white should not be abolished without a hearing, RCA contends. Bracket standards will be expensive, it is claimed, and RCA has not even had time to complete design of sets. This major redesign will require expensive switching arrangements and cut the retrace time in half.

Listed are specific design changes in horizontal synchronization and deflection system, vertical system, power supply—all adding up to an estimated $61 for automatic or $50 for manual switching. These figures apply to new sets and RCA figures they would cost the public $400 million a year for new sets based on current output of 6,500,000 sets a year. If viewers get anything for the money it will be only a degraded black-and-white picture, without color, according to RCA.

It's impossible to get into production of sets before second quarter of 1951, RCA contends, since its models would have to be "completely redesigned." That doesn't allow for design testing. With components scarce, critical materials would be used unnecessarily and an inflationary effect would develop, it is claimed.

Concluding, RCA says, "The Commission's action is unique. Never before has an administrative body of the United States undertaken to coerce the freedom of choice of American manufacturers in what they may build and sell under threat that if they do not obey, drastic consequences to the public will follow."

Appendices include detailed analysis of conflicts between FCC's findings and those of the Condon Committee.

A California manufacturer making sets of types not used in homes, Conrac Inc., said it will not undertake to modify its receivers to operate within bracket standards. The firm cited "considerable technical difficulties" and observed that with nearly all components in tight supply it would take months to obtain new components once it is determined what they should be.

W. J. Moreland, Conrac president, said he personally felt FCC will make a "grievous error" if it sets up standards for a noncompatible color system.

Andrea Corp. Stand

Andrea Radio Corp., Long Island City, stating it has made quality radio and TV sets for 30 years, claimed introduction of variable line and field frequency controls to convert TV sets does not fully meet the solution of a standardized color system. "We cannot therefore honestly share the Commission's view on this proposal," it is stated.

To meet long-range commercial aspects and avoid public ill-will the color method must be compatible and fully electronic, it is agreed. FCC adoption of the Sept. 1 report, according to Andrea, would bring plantwide layoff of 335 persons, an unsafe inventory buildup and financial burden. New engineering designs and material procurement would be necessary, along with new factory synchronizing equipment and pilot testing. Commercial release would not come before April 1951, it was felt.

Andrea urged one overall standardization instead of individual steps or dual standards, avoiding burden on the ultimate consumer such as exists in the phonograph field.

First reply received by the FCC last week was that of Packard Bell Co., Los Angeles, filed Sept. 22. Robert S. Bell, executive vice president, said the company regretted it is not possible to start making bracket decisions by the November deadline.

Since it had not anticipated the FCC's Sept. 1 report, Packard-Bell had not done any substantial engi-

(Continued on page 72)

THE CABLE IS HERE



...AND SO IS WDAF•TV KNOW-HOW!

One year ago WDAF-TV beamed its first picture to a waiting city and area. Today more than 60,000 set owners approve its popular blend of news, sports, music, drama, movies, public service and studio presentations.

Now WDAF-TV is on the cable . . . carrying top shows of ALL networks . . . keeping Kansas City television dealers hopping to meet demand.

If you want ACTION in the husky, thriving Kansas City market, put WDAF-TV audience-pleasing, sales-building know-how behind your product.

Field Intensity Map and Coverage Information on request.

Kansas City's ONLY Television Station

WDAF•TV

OWNED AND OPERATED BY THE KANSAS CITY STAR COMPANY

Channel 4

Represented Nationally by HARRINGTON, RIGHTER & PARSONS, Inc.

Industrial TV

(Continued from page 60)

completed the following applications:

(1) A TV unit, lowered into a well, revealed that the sides of the casing were clear but a joint was broken; (2) equipment has been used with "much success" in atomic power and nuclear physics; (3) underwater work, with gravitation of a ship's propeller; (4) direct observation of steel and feeding furnaces in a sheet mill in the steel industry, and (5) shovels and coal washers at tipples in coal plants.

Mr. Good reported reliability of equipment, which has operated 24 hours daily, seven days a week, for six months "without any attention whatsoever." Standard equipment will transmit industrial information 1,000 feet, and to greater distance with addition of boosters and a carrier system. Several sets can be fed from one camera.

Remote Control

Mr. Hermanson explained that stereo television is controlled remotely at Argonne National Lab so that radioactive materials can be handled safely. Men on the remote control engineering division staff developed the experimental three-dimensional video system. They used standard TV equipment (all DuMont), modified somewhat by principles of stereoscopy.

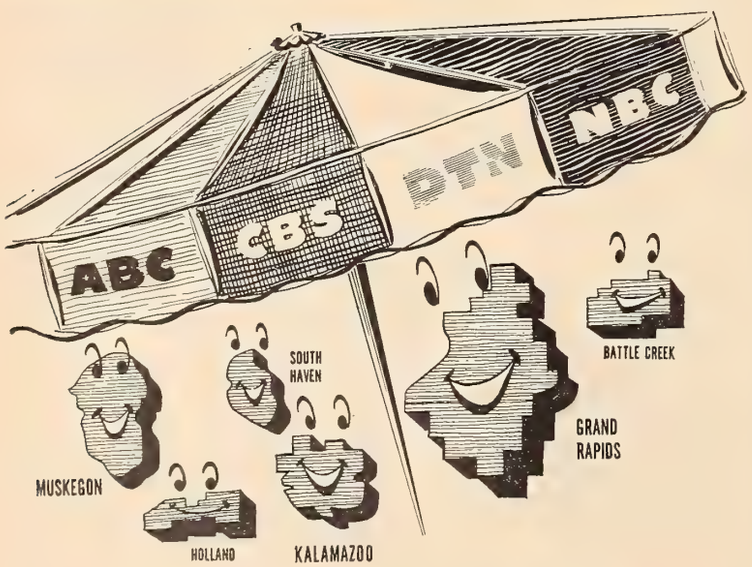
The system now used—and several were developed and tested—utilizes two TV picture tubes, arranged at right angles to each other. A semi-transparent mirror is placed at 45 degrees to both tubes. Crossed polarizing filters are placed in front of each picture tube, and the observer wears crossed polarizing spectacles. Both images of the stereo pair appear on the tubes, but positioning controls and masks enable the right eye picture to appear in the center of one tube and the left eye picture in the other.

The observer gets a three-dimensional image by watching one by transmission (through the semi-transparent mirror) and the other by reflection. "The observer should have the illusion of looking through a window on the face of the viewing tube," said Mr. Hermanson.

Sufficient brilliance on the surface of the 12½-inch tubes is achieved with use of 12,000 volts, higher than normal, he said. Additional brightness is needed because 85% of the light is lost in transmission and filtering. Although the present system uses only one camera pickup tube, "a more desirable" system would employ two, arranged side by side horizontally. The left pickup tube would supply a left eye view to the left TV receiver, and the right pickup tube to the right, Mr. Hermanson concluded.

Data for Mr. Hermanson's paper were compiled by him, H. R. Johnston, now a graduate student at the U. of California, and Dr. H. L. Hull, director of the remote control engineering division at the atomic energy plant near Chicago.

nothing but smiles under our umbrella!





WLAV-TV

CHANNEL 7 — GRAND RAPIDS

ONE YEAR OF SOLID SERVICE

Represented by John Pearson

NBC VHF OUTLET

FCC Give Temporary Grant

SPECIAL temporary authority was granted by FCC to NBC last week for operation of a VHF transmitter on Channel 4 at the site of the RCA-NBC experimental UHF station in Stratford, Conn., KC2XAK. Purpose is to compare VHF and UHF signal strengths, picture quality and other factors.

The authorization is for 90 days. The VHF composite transmitter will use 50 w. KC2XAK, duplicating programs of NBC's WNBT (TV) New York, is continuing regular UHF broadcasts Tuesday through Saturday from about 9 a.m. until WNBT's signoff. By mid-1950 KC2XAK had operated more than 2,000 hours. Details were related to FCC in RCA's progress report on color television and UHF in late July [TELECASTING, Aug. 7].

Meanwhile, FCC announced it earlier had incorrectly reported extending to Oct. 13 authority of NBC's WNBW (TV) Washington to air RCA color programs on a test basis. FCC said it corrected the extension date to Oct. 20.

ROLFS CAMPAIGN

TV Spot Drive Planned

KEYED for late fall and Christmas selling, a schedule of spot announcements over 48 TV stations will be launched by Rolfs (billfolds and personal leather goods), West Bend, Wis., beginning Nov. 20 and continuing through Dec. 22. Cramer-Krasselt Co., is agency.

For the campaign, Sarra Inc., TV film producer, has completed four dramatic spot announcements. The announcements are scheduled a total of 15 times on each of the 48 stations.

Can't Give Answer

(Continued from page 70)

neering work on a bracket switch. The work is incomplete and the company in addition would want to field test the switch to produce a good product and accomplish the FCC's basic purpose, it was stated.

Difficulty of finding test equipment was cited, along with shortage of components. Packard-Bell added that needed components might require custom design and tooling. Moreover the firm can't yet tell if the present chassis and cabinets would accommodate the switch with chance of re-designing and re-tooling.

While Packard-Bell said it intended to go ahead with engineering and will provide definite information if the Commission requests, it suggested the answer "might be of purely academic interest by the time we have done a thorough and workmanlike job of engineering and scheduling." The company said it awaited word from FCC on its desire for such information.

Film Report

SNADER Telscriptions Corp., Hollywood, exhibited samples of three-minute musical TV films at series of showings in De monico Hotel, New York. **Louis D. Snader**, president, said 80 of proposed 960 productions already completed.

Churchill - Wexler Productions, Los Angeles, has completed 20 one-minute and 20-second spots for Sears, Los Angeles appliance store. Agency, **Mayers Co.**, same city. . . . **Harlow Wilcox**, announcer, signed by **Jerry Fairbanks Productions**, Hollywood, to narrate new TV film commercial series for **Oldsmobile. H. T. Tsing**, actor, also signed by firm for leading role in new series of TV film spots for **Guild Wine.**

Richards

(Continued from page 34)

the daily "International Disc Jockey" show on KNX Los Angeles;

Robert A. Mays, owner of Mays & Co., Los Angeles agency; Clinton Anderson, Beverly Hills chief of police; David E. Janison, information division director, Los Angeles City Health Dept.; Freeman Lusk, TV program moderator and former supervisor of information for the Los Angeles City Board of Education.

Rabbi Kramer, shown an allegedly anti-Semitic document attributed to Mr. Richards, was asked by Mr. Cottone whether this would influence his testimony.

"Most certainly it would," he replied. "I was not aware of this letter. I would say he was gravely suspect. I would say these letters were conclusive, but I would seek further information about him."

Under questioning by Mr. Richards' counsel he said: "My opinion is that a man, to be anti-Semitic, . . . need not be a complete scoundrel. On the basis of what I've heard here, I have grave suspicion of this man."

Mr. Rivkin testified under questioning that it was his personal belief that KMPC seemed to be partial and, at times, anti-Semitic and anti-Negro.

Mr. Berger testified he had been present many times when Mr. Richards telephoned Clete Roberts, former KMPC director of news and public affairs and one of FCC's key witnesses, to give instructions on "what he wanted played up or played down" in the news. He said there were "many times when both Clete and myself and probably many of the other boys went on our own if we thought our judgment was better in that particular field in which we were specialists."

Mr. Nesbitt said he attended staff meetings at which Mr. Richards "left no doubt in your mind that the man was a Communist hater." He also testified that at none of these meetings did Mr. Richards "instruct us as to how to treat news," but this testimony was ordered stricken upon motion of Mr. Cottone.

MITCHELL *Tells NJBA of Radio's Permanence In The American Community*

THE FUTURE of radio depends on individual stations, Maurice B. Mitchell said in a dinner speech before the New Jersey Broadcasters Assn. in its third annual Radio Institute held in Asbury Park last week.

Mr. Mitchell asserted that the most intimate means of communication in a community 10 years from now will still be radio, if the individual broadcasters act upon the challenge.

He emphasized the value of local news and entertainment since radio's future depends on the individual station owner, not the networks and agencies anymore. He added that the day when a broadcaster could obtain a license and make money merely by imitating the networks is over, with the approaching era demanding individual imagination in programming and sales.

"The independents who have had to rely on themselves all along are better prepared to meet the challenge than many network affiliate stations," Mr. Mitchell said. "With a sharp decline in network AM billings and agency purchases of coast-to-coast network shows, radio has come back to the people who've been taking the risks from the beginning; the individual broadcasters making the investments and paying the bills."

"The broadcaster is the only man whose faith in radio has remained constant. He has to assume leadership, stop imitating the networks and step out with new techniques. The primary requirement in radio from now on is—know-how. It hasn't always been that way."

In an afternoon meeting, J. R. Poppele, chairman of communications committee, N. J. State Civil Defense and vice president of WOR New York, revealed that radio and television will have an educational as well as an emergency role in the state defense set-up.

All stations will be at the disposal of the civil defense organization. Commercial radio and TV stations will be used to educate New Jerseyites to prepare for possible enemy atomic attack.

Election of officers for the coming year also was held at the two day session, with the present slate unanimously reelected: President, Carl Mark, WTTM Trenton; vice president, Ranulf Compton, president of WKDN Camden; secretary-treasurer, Thomas B. Tighe, general manager, WJLK Asbury Park. Harry Goodwin, WNKR Newark, and Fred Weber, WFPG Atlantic City were elected to the advisory committee.

SERIES VIEWERS

To Top 35 Million—Poppele

FROM 35 million to 42 million people will see telecasts of the World Series, J. R. Poppele, president of Television Broadcasters Assn., predicted last week.

Mr. Poppele, who also is vice president of WOR-AM-TV New York, a stockholder station in MBS which holds a basic contract with baseball for radio rights to the World Series, based his estimate on the fact that 85% of the 8,500,000 TV sets in the country will be reached by stations carrying the game. He thought an average of five to six persons would watch each set.

Cable to WFMY-TV

WFMY-TV Greensboro, N. C., owned and operated by the Greensboro News Co., was scheduled to begin network telecasting last Saturday (Sept. 30) upon extension of the coaxial cable. *The Greensboro Record* noted WFMY-TV's first anniversary Sept. 22 in a special TV supplement.

MOTOROLA SIGNS

For NBC Wednesday Series

MOTOROLA Inc., Chicago, will sponsor the first three programs of NBC's Wednesday night television comedy show *Four Star Revue* and thereafter will join with other advertisers, sponsoring every third week. Program starts Oct. 4 and features the following comedy stars on a rotating basis: Ed Wynn, Danny Thomas, Jimmy Durante and Jack Carson.

Show will originate in the Center Theatre, New York. Ruthrauff & Ryan, New York, is the agency.

68.4 Hooper for Bout

THE CBS-TV telecast of the Joe Louis - Ezzard Charles championship fight last Wednesday received a special TV Hooperating of 68.4 in the 12 New York and Ohio cities surveyed by C. E. Hooper Inc. in its TV popularity ratings.

upcoming

NAB District Meetings

Oct. 2-3: Dist. 12, Tulsa Hotel, Tulsa.
Oct. 6-7: Dist. 3, Bedford Springs Hotel, Bedford, Pa.
Oct. 9-10: Dist. 1, Somerset Hotel, Boston.
Oct. 12-13: Dist. 2, Ten Eyck Hotel, Albany, N. Y.
Oct. 26-27: Dist. 6, Roosevelt Hotel, New Orleans.
Nov. 2-3: Dist. 4, Williamsburg Inn and Lodge, Williamsburg, Va.
Nov. 9-10: Dist. 5; Ansley Hotel, Atlanta.

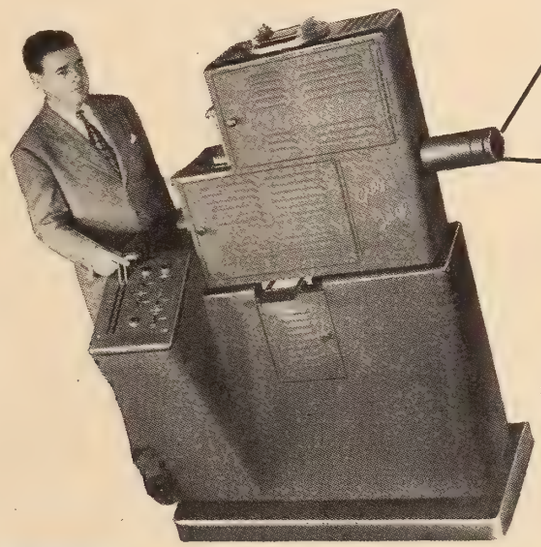
Oct. 5: Second International Advertising Convention, Hotel Plaza, New York.
Oct. 6-7: Ohio State U. Advertising and Sales Promotion Conference, Columbus.
Oct. 8-11: AAAA Pacific Council meeting, Hotel del Coronado, Coronado, Calif.
Oct. 9-March 19: Advertising & Selling Course, Advertising Club of New York, New York.

The *Gray* TELOP makes PROFITS GROW for TV Stations

DUAL PROJECTION

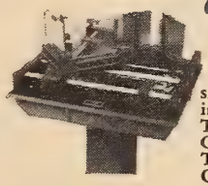
SUPERIMPOSITION, LAP DISSOLVE or FADE-OUT with NO KEYSTONING

THE *Gray* TELOP GIVES YOU EASY, LOW COST TV COMMERCIALS



The Gray TELOP projects from *FOUR optical openings:* photos, art work, transparencies, strip material or *small objects.* SOLVED is the problem of low budget yet visually exciting TV commercials! News flashes, news photos, temperature and time announcements, slides for lecture illustration, for station and sponsor identification... are efficiently composed for direct televising or with accompanying sound and commentary. *Packs interest and profit into every minute of your TV schedule!*

THE GRAY TELOP AND ACCESSORIES ARE WIDELY USED BY NETWORKS AND INDEPENDENT TV STATIONS



Gray MULTIPLEXER

Enables operation of pairs of projectors simultaneously into a single TV camera or individually into two separate cameras. PROTECTS AGAINST CAMERA CHAIN FAILURE BY QUICK THROW-OVER TO STANDBY CHAIN.



Gray TV CAMERA TURRETS

Enable a single camera to serve several projectors. Depending on size and optical throw, as many as eight projectors can be used. Rotate 360° on heavy precision bearings with exact positioning. 2 models: #556 and #430

Ask for Gray TV Catalog describing above equipment.

GRAY RESEARCH and Development Co., Inc.
24 Arbor St., Hartford 1, Conn.

Division of The GRAY MANUFACTURING COMPANY • Originators of the Gray Telephone Pay Station and the Gray Audograph

Coy's Prediction

(Continued from page 27)

for extension of the cable: Chicago to Omaha, Oct. 1, 1950; Omaha to Denver, about the middle of 1951; Denver to San Francisco, late 1951 or early 1952. By early '52, however, there will still be some cities not on the cable, Mr. Coy said. He suggested that the individual broadcaster, or groups of broadcasters, would make up the deficiency by constructing their own radio relay facilities, which has been done. "It will be two or three years beyond late 1952 before there will be a complete network of cable or radio relay facilities."

Asked how the FCC views the Phonevision experiment, Chairman Coy answered: "I, as chairman of the FCC, with no more influence with the Commission than any other member, am interested in Phonevision or any other box office approach to television, because I think every happening of importance in America ought to be available to people in their homes through TV."

Mr. Coy favors box-office TV because "I now see even more clearly the risk that advertisers' pocketbooks are not deep enough to pay the cost which promoters of some of these events are going to demand." Referring to the recent purchase of the World Series for $800,000 by Gillette Safety Razor Co., Mr. Coy pointed out the high cost of the event and the eight million sets in use. He projected this into the future, when there will be "40 or 50 million" sets.

"How in the world are they going to get enough dollars out of selling razor blades to pay what Happy Chandler is going to ask for television rights, under the pressure of the management of the Big Leagues, the management of the individual teams, the players who want their part of it, and, particularly, who want to see their security in the form of their pension fund protected by it?"

Sports Telecasts

In addition to the possibility of losing major events on TV because of high costs, Mr. Coy thinks video will become "less glamorous, spectacular, appealing and less in demand" by advertisers if such events are eliminated from telecasting.

"I would give just as much encouragement to a union of advertisers—and by that I don't mean a collective bargaining unit—an association of advertisers, paying the cost of those events through the present entrepreneural arrangement." Mr. Coy wants television to have outstanding sports events, the Metropolitan Opera, Broadway plays and motion pictures, "the best that we have in entertainment and culture."

"Whether it is paid by national advertisers, it seems to me if it is there, it is to the benefit of the American public and the advertisers who are supporting other programs on television," he said.

Pointing out that the "Jack Bennys and Arthur Godfreys" are no better promoters than the sponsors of the World Series, heavyweight fights and movies "when it comes to getting their dollar out of participation in television," Mr. Coy concluded that "as long as I am a member of the FCC, I am going to support any experiment which looks toward the development of a method of keeping everything that is good in America on television."

Color Question

The "implication" of the FCC's recent ruling on color television is that "color in television is imminent," Chairman Coy said, reiterating that the Commission has determined that color will add realism and increase TV's value to the people. "We did not see how, in good faith, we could deny the development of color television when we had seen *good* color TV demonstrated."

Asserting that the cable should be expanded from 2.7 to 4 mc, Chairman Coy explained it was built to accommodate that width, but equipment has not been available for expansion. "Your black-and-white television would be better if 4 mc cable and relay facilities were in use. The cable, at 4 mc, would carry any of the color television systems proposed to us," he said.

A final question from the ANA membership queried the Commission Chairman about the circumstances under which it might be necessary to discontinue or restrict telecasting. There was also a reference to possible interference to the protective radar screen.

Mr. Coy, replying it was "obvious I am not going to talk about the protective radar screen," sees no reason for interference with the continuation of broadcasting and telecasting "in its current pattern" because of "any" war. He is "sure" there would be no change of authority, with removal from private groups. "The government has no intention and never has had of taking over," he said.

His only comment about possible interference: "If at any time it becomes necessary for radio or television frequencies to be used by the military, it will be when the invaders are so close to our shores that no one will give a damn about who operates those facilities."

In his closing remarks, Chairman Coy sanctioned purposes and efforts of the Advertising Council, and saluted the ANA members "as creators of one of the greatest weapons in our arsenal for peace and for war—the guided message."



QUARTET at the ANA meeting (l to r): Les Moyer, General Electric; John R. Rasmussen and Paul W. Sawyer, sales promotion, S. C. Johnson & Sons, and E. J. K. Bannvart, vice president, Cecil & Presbrey, New York.

Action on Manpower

(Continued from page 38)

time when more freedom of expression is to be desired. Judge Miller detailed NAB's part in the national emergency.

Earlier, Robert K. Richards, NAB director of public affairs, presented his department's new slide film which illustrates NAB's basic services, and Robert J. Burton, vice president of BMI, traced the history of the musical licensing group.

BAB Outlined

Tuesday morning was given over to an explanation of present BAB services and activities by Lee Hart, assistant director of the bureau. Miss Hart disclosed that retailers already are buying more radio in anticipation of newsprint shortages. She noted a trend toward "coordinated advertising" and urged salesmen to sell "impressions" rather than advertising as such. At the end of her talk, broadcasters asked if BAB could provide arguments to be used against competing media, as well as sources of such material.

After Miss Hart had shown BAB's strip film presentation, "How to Pick a Winner," delegates suggested that for the sake of realism, stations in smaller communities should substitute small-town views for those showing a skyline of skyscrapers. The BAB assistant director applauded the idea and suggested that stations also could have individual slides depicting local information tailored to the needs of a community.

Final speeches were delivered by Charles A. Batson, NAB director of television, who explained the development of the association's TV department and told of present services and future plans, and Richard P. Doherty, NAB director of employe-employer relations.

Among other things, Mr. Doherty prescribed developing salesmen as "public relations agents for sponsors," and fostering personality development on program staffs. He expressed the opinion that continuity writing involves more than just putting a few words together in plain English.

"Stations have a serious obligation to sell merchandise through a well-written sales message," he said.

Mr. Doherty criticized commercial managers who hire poor quality salesmen on the principle that they don't cost much because they are on straight commission. To get quality personnel requires adequate compensation, he advised.

Personnel Being Recalled

Adoption of the resolution toward alleviating the manpower shortage followed an expression by station managers that increasing numbers of their personnel are being recalled into military service. K. M. Hance, executive vice president of KSTP Minneapolis-St. Paul, reported that some stations already are hiring women to replace male workers.

Other resolutions unanimously adopted by the delegation provided for endorsement and active support in station service areas of the Crusade for Freedom movement; enlistment of new NAB members so that the industry may present a "united front"; an expression of appreciation to NAB President Miller and his staff and "an assurance of confidence in the future of the association"; commendation of BMI "which has achieved success beyond our most enthusiastic expectations"; and an expression of gratitude, appreciation, and thanks to Mr. Meagher for a job well done.

INCOME FIGURES

704 Firms Net $57,569,000

TOTAL income of $353,109,000 for 1947 has been reported to the U. S. Treasury Dept. by 704 radio broadcasting and television firms, it was announced Sept. 22. The total represents a net income of $57,569,000.

The Treasury Dept. also revealed the companies paid income taxes amounting to $20,399,000 and paid out $12,552,000 dividends in cash and assets other than their own stock. No net income was reported by 443 radio and television broadcasters whose receipts amounted to $35,230,000 with an overall deficit of $5,248,000 and dividend payments of $161,000.

air-casters



FRANK DELFINO, staff announcer WSTC Stamford, Conn., appointed acting program director, succeeding **ERNEST HARTMAN**, who joins production staff WNEW New York. Mr. Delfino has been with station for three and one-half years; Mr. Hartman had been there seven years.

LEW LOWRY, sports director KOOL Phoenix, Ariz., appointed production manager.

RICHARD THOMPSON to program director KUSD Vermillion, S. D., succeeding **KEITH NIGHBERT** (see FRONT OFFICE). Mr. Thompson was with WASL Annapolis and WBAL Baltimore. KUSD is non-commercial, licensed to U. of South Dakota.

ROLLO HUNTER, KECA Hollywood program and production manager, named assistant program manager, ABC Western Division. **JACK MEYERS**, assistant operations manager ABC Western Division, appointed program operations manager for network, and **HARRY WALSTRUM**, announcer, named KECA operations manager.

JACK LESCOULIE, actor and disc jockey, to assistant TV program director WCBS-TV New York. **BILL ALLYN**, associate director; **NED CRAMER**, radio director; **FRANK HARMS**, producer-director WMAR-TV Baltimore, and **RICK LEIGHTON**, CBS-TV cameraman, to producer-directors for WCBS-TV.

MARK SHEELER, m.c. *Blues Chaser Club*, WPIK Alexandria, Va., takes show to WEBC Duluth on one-year contract.

JANE LYNN, instructor at Schuster-Martin School of Drama, Cincinnati, to WLWT (TV) Cincinnati as m.c. show for Shillito's department store, same city. Program aired Thurs., 11 a.m.-12 n.

PAUL HALLETT, news editor WLOF Orlando, Fla., to announcing staff WWDC-AM-FM Washington.

JOSEPH L. TULLY, WBUR (FM) Boston U., Boston, to chief announcer WJMA Orange, Va.

PHIL BONDELLI named assistant director WBKB (TV) Chicago. **GENE McCLURE** to music librarian.

QUENTIN WOODWARD, graduate Broadcasters Network Studios, Hollywood, to KSWS Roswell, N. M., as staff announcer.

BILL HOMAN, from ABC Chicago research staff, to Army service at Fort Knox, Tenn.

CALL DON COOKE FOR
COMPLETE
COVERAGE
WASHINGTON, D.C.
WEAM
MUTUAL
5000 WATTS

TOM HANLON to commercial announcer on new Columbia Pacific Network *CBS News Room, Sunday Desk.*

BERNARD C. BARTH, program coordinator WLWT (TV) Cincinnati, WLWC (TV) Columbus and WLWD (TV) Dayton, Crosley outlets, appointed assistant to **JOHN T. MURPHY**, director of TV operations for Crosley.



Mr. Barth

DOLORES GOUDSWARD, assistant supervisor MBS network program traffic, promoted to supervisor, succeeding **ADA LUSARDI**, resigned to be married. **EILEEN SHEEKEY** replaces Miss Goudsward as assistant supervisor.

TONY MARTIN to star singing role on CBS *Carnation Contented Hour* Oct. 8. Replaces **DICK HAYMES. JO STAFFORD** continues as featured singer on program.

NORMAN HOPPS, NBC Hollywood guest relations staff, to KNBH(TV) Hollywood, as assistant manager advertising and promotion department.

JACK MOORE to KICA Clovis, N. M., announcing staff.

MARY McCLEAN, graduate Broadcasters Network Studios, Hollywood, to WFEB Sylacauga, Ala., for special women's and children's programs and disc jockeying.

HOWARD DAVIS, manager RCA Exhibition Hall, N. Y., to WNBT (TV) New York, as director.

BOB TYLER, KELA Centralia-Chehalis, Wash., auditing department, moves to production staff and disc jockey on *Wakeup Roundup.*

BILL MITCHELL, KCIJ Shreveport, La., to announcing staff KTFS Texarkana, Tex., replacing **NORMAN BALE**, who moves to KALT Atlanta, Tex. **JIM CITTY** returns to KTFS announcing staff after leave of absence.

BEN BRADY, Hollywood motion picture and TV producer-writer, to associate producer-writer *Ken Murray Show* CBS-TV, beginning Oct. 7.

IRWIN LEWIS named continuity director WINS New York.

BILL HARPELL to announcing staff KTSL(TV) Hollywood as announcer on *Buckskin Theatre.*

JAY BYRON, graduate Radio Operational Engineering School, Burbank, Calif., to KPOW Powell, Wyo., as combination man.

FRANCIS BERNARR HARRINGTON to head CBS Hollywood mail room.

FABIEN SEVITSKY, conductor Indianapolis Symphony Orchestra, acting as disc jockey on *Symphony Echoes*, Sun., 3:30 p.m., WIRE Indianapolis, through Oct. 8.

SAM PIERCE, producer *This Is Paris* show for Raymond R. Morgan Co. and head of Paris office for agency, signed to produce three shows for KLAC-TV Hollywood, *Betty White Show, Johnny Bradford Show, Don Otis Show.*

B. GEORGE BARBER Jr., commercial manager WFTC Kinston, N. C., to sales promotion manager WCOG Greensboro, N. C.

FRANCES CLARK HANDLER, credit manager and publicity director WMBM Miami Beach, Fla., resigns to return to freelance publicity and executive management, centering in New England area.

JAMES T. VANDIVEER, KECA-TV Hollywood executive producer of sports and special events, named manager daytime programs for station, in addition to present duties.

CLINTON STANLEY to producer of daytime serials for Progressive Broadcasting System, Hollywood.

ALLEN BUCKLEY, KFI-TV Los Angeles director and casting director, to KECA-TV same city as director of daytime programs.

GRANT JOHANNESEN, concert pianist, begins series of 13 recitals, Sun., 3 p.m., KSL Salt Lake City. Show sponsored by ZCMI, department store.

JOHN D. FOLEY, NBC New York, and Virginia Reid Merriam announce their marriage, Sept. 24.

WALLIE PETERS, musical director CJOR Vancouver, appeared with Horace Heidt as winner of recent talent contest. Currently in Hollywood making kinescope recording of banjo playing.

WILLIAM YEAGERMAN, NBC Hollywood producer, and **ELINOR BARNEY**, script girl on NBC *Dragnet*, married Sept. 23.

BOB GLENN, staff announcer WSTV Steubenville, Ohio, and Betty DePhillipi announce their marriage, Sept. 16.

BETH LEE, director of women's programs and continuity WPTR Albany, N. Y., appointed chairman N. Y. State Women Broadcasters, NAB District 2.

News . . .

JACK LAFLIN, sports director WSSV Petersburg, Va., to WONE Dayton, Ohio, in similar capacity. Is father of boy, Lance Brooks.

HENRY DABECCO succeeds **BOB CLAYTON**, resigned, as 6:15 p.m. newscaster WJAS Pittsburgh.

BERT KNAPP, WMCA New York newscaster, sportscaster and disc jockey, resigns to concentrate on sports broadcasting on freelance basis in radio-TV.

JOHN BOWDIDGE, news and staff announcer WTMA Charleston, S. C., returns to senior year at U. of Georgia.

ALFRED E. HARRISON, veteran United Press radio news reporter, establishes headquarters in National Press Bldg., Washington, as UP special representative. He will cover radio, TV and newspaper fields.

GENE KIRBY, announcer on Mutual's baseball *Game of the Day*, joins WINS New York today (Oct. 2) as sports director.

MERRILL MUELLER, NBC news director in London, assigned to S. F. to coordinate Pacific news for network Oct. 15. It will be his first domestic assignment in 12 years.

The stars of today and tomorrow are *Yours for more Sales*

...with the *new era* in *Thesaurus*



Johnny Desmond stars on

"The Music of Manhattan"

with Hugo Winterhalter's Orchestra

The *new* Thesaurus brings you bigger and better programming packages with top sponsor-appeal . . . top name artists! You get *comprehensive* programming, promotion, publicity, tie-ins, cross-plugs, sound effects . . . a steady flow of *current* tunes and material . . . network-quality production. Wire or write today for full details!

RCA recorded program services

Radio Corporation of America
RCA Victor Division

120 East 23rd Street
New York 10, N. Y.
Chicago • Hollywood

in North Carolina
WSJS
Delivers
A 15-COUNTY MARKET
With Over
$440,000,000* RETAIL SALES
* Sales Management 1950
Survey of Buying Power
More Value
For Your
Advertising
Dollar
WSJS
The Journal Sentinel Station
WINSTON-SALEM
AM-FM
NBC Affiliate
Represented by
HEADLEY REED CO

allied arts



ARTISTS Corp. of America, personal representative for performers, with division representing talent in radio-TV, formed. Headquarters are at 1 Court St., Boston. N. Y. office, headed by **ROBERT L. MOORE Jr.,** former independent TV show packager, will be opened soon. Address to be announced.

EDDISON von OTTENFELD, president Vona Records Inc., Hollywood, and recording consultant Allied Record Mfg. Co., L. A., to music director for Brown Radio Productions, Nashville. He will produce series of transcribed musical and dramatic shows for release this fall and next spring.

PATRICIA BURNS, partner Burns & Blair, sales and promotion counselor, to direct advertising and promotion for Standard Radio Transcription Services Inc., Chicago.

CHARLES MICHELSON Inc., N. Y., announces sale of *Your Problem, Please* to WSGN Birmingham, Ala.; WCCM Lawrence, Mass., and KGU Honolulu, T. H. *Life of Mary Sothern* sold to KGMB Honolulu, and *Lou Holtz Laugh Club* to WESB Bradford, Pa.

HERBERT ROSEN, president Broadcasting Program Service, N. Y., on business trip to Europe to establish branch office. Firm moves to 341 Madison Ave., N. Y. 17. Phone Murray Hill 3-3881.

BOB JOHLIE, merchandising manager Radio Features, Chicago, resigns. Joins Nesco Inc., Milwaukee (enamel).

ALBERT ZUGSMITH, radio and newspaper broker, opens offices at 7078 Hollywood Blvd., and 9441 Wilshire Blvd., Beverly Hills.

HARRY P. O'BRIEN, assistant manager RCA Exhibition Hall, N. Y., named manager, succeeding **HOWARD DAVIS** (see AIRCASTERS). **HOWARD SHARPELL,** public relations representative for hall, replaces Mr. O'Brien.

DONALD D. AXT appointed northeastern sales representative RCA's Thesaurus & Syndicated Programs, replacing **ADDISON AMOR,** who joins executive staff WCMB Lemoyne, Pa. Mr. Axt has been sales service supervisor of RCA recorded program services since 1949.

ELSEY V. HORNER, A. & S. Lyons Inc., to Helen Edwards & Staff, L. A. (advertising personnel consultants), as vice president and general manager.

RICHARD H. ROFFMAN, N. Y. radio-TV productions and public relations, moves to Holtel Sulgrave, 67th St. and Park Ave., N. Y. 19. Phone: Trafalgar 9-5640 and 9-5641.

Equipment . . .

MARIO A. GARDNER, director of purchases Air King Products Inc., Brooklyn, N. Y. (TV receivers), promoted to vice president in charge of purchases.

ARTHUR BAXTER, in charge of purchasing, Hoffman Radio Corp., L. A., appointed to newly created post of director of purchasing. **M. W. HORNER** named head of production for special apparatus division.

HARRY E. SMITH, senior development engineer in television broadcasting equipment, television transmitter division Allen B. DuMont Labs. Inc., named head of television transmitter development department of Standard Electronics Corp., subsidiary of Claude Neon Inc.

E. ARTHUR HUNGERFORD Jr. to sales staff General Precision Lab. (electronic TV equipment), Pleasantville, N. Y. Was business manager TV department NBC in 1935.

HENRY C. ROEMER, vice president and comptroller and member of board of directors International Telephone & Telegraph Corp., elected executive vice president Federal Telephone & Radio Corp., Clifton, N. J.

L. R. WANNER, manufacturing superintendent Sylvania Electric Products Inc., Warren, Pa., appointed plant manager in charge of plastic operations for parts division.

EARL W. (Madman) MUNTZ, Chicago TV manufacturer, and **JOAN BARTON,** radio-TV singer, were married Sept. 24.

CORNELL-DUBILIER ELECTRIC Corp., South Plainfield, N. J., purchases assets of U. S. Devices Corp., same city, manufacturer of "Tele-Rotor."

AMPEX ELECTRIC Corp., San Carlos, Calif., produces new magnetic tape recorder, model 400, having range of 15,000 cycles on half-track tape recorded at seven and one-half inch per second.

POLARAD ELECTRONICS Corp., Brooklyn, N. Y., issuing new catalog on "Television Equipment." Describes TV cameras, synchronizing generators, monitors, TV amplifiers and power supplies.

RCA Engineering Products Dept. announces new transmission measuring set, suitable for rack mounting, Type BI-11A.

BRUSH DEVELOPMENT Co., Cleveland, Ohio, publishes brochure illustrating its new Soundmirror magnetic recorder.

Technical . . .

BILL RULE, WEEI Boston control engineer, father of girl, Sept. 19.

RAY SIMPSON, KECA-TV Los Angeles electrician, father of twin boys, Stanley Donald and Richard Otis, Sept. 24.

BASEBALL PULL
WWHG Sportscaster Cited

NEW YORK'S Hornell Baseball Assn. has been so pleased by results in increased attendance since radio coverage was instituted two years ago that it honored Chuck Richard, WWHG Hornell sportscaster, with a "Chuck Richard Night" at the local ball park.

The occasion also took the nature of a farewell as Mr. Richard was leaving for Army service. Speakers at the farewell included



Looking on as Mr. Richard (with mike) says farewell to the fans are Mr. Buisch (1) and Mr. Brown.

* * *

Louis G. Buisch, WWHG-AM-FM general manager; Robert W. Brown, president of the Hornell Baseball Assn., and Manager Doc Alexson of the Hornell Dodgers, farm team of the Brooklyn organization and 1950 Pony League champions.

Mr. Richard has been broadcasting the games for the past two years. The broadcasts were aired only on WWHG-FM.

KSWM
JOPLIN, MO.
REACHES 446,600* PERSONS WHO SPEND... $285,550,000 ANNUALLY IN TOTAL RETAIL SALES!
MO
KANS
Kansas City
St. Louis
KSWM
Joplin
40
260
OKLA
105
Tulsa
ARK
210
Little Rock
* This map shows airline miles to nearest metropoliton centers, asuring unduplicated CBS service to the KSWM audience.
Now in its *fifth year* of service, KSWM is an integral part of all community affairs and activities.
KSWM
Austin A. Harrison, President
CBS in JOPLIN, MO.
Nationally Represented by WILLIAM G. RAMBEAU CO.

AFN Reunion

TENTATIVE plans are being made for a reunion of all present and former radio people who served in military or civilian capacities with the American Forces Network in Europe. Persons interested in such a reunion, to be held sometime in November in New York, should write Walter R. Cleary, World Sound Co. Inc., 201 N. Broad St., Philadelphia.

SENATE PRAISE
For WDEL-AM-TV and WSM

WDEL-AM-TV Wilmington, Del., and WSM Nashville have been accorded plaudits in the U. S. Senate for services rendered in their coverage areas.

Sen. Estes Kefauver (D-Tenn.) told the Senate on Sept. 18 that WSM, observing its silver anniversary—"a quarter century of public-conscious service through radio"—is now embarking on television. The station was scheduled to begin telecasting on Sept. 30. He emphasized that the 50-kw station has assumed a "tremendous financial burden" because of TV. Sen. Kefauver said it typified the operation of WSM "and its efforts to keep the Nashville region in the front line with other major radio centers . . ."

A few days earlier, on Sept. 15, Sen. J. A. Frear Jr. (D-Del.) lauded WDEL-AM-TV for its "outstanding record of public service . . ." Sen. Frear pointed out he was particularly grateful for the courtesy extended him by the station in broadcasting his weekly report on Congressional affairs for the past two years. The "extensive coverage" of the station, he noted, has brought him a resounding response from listeners. He also cited other public services provided by the station to traffic safety, schools, farms and churches. In addition, Sen. Frear noted public services by Delaware's other four stations, WILM WAMS WTUX Wilmington and WDOV Dover.

Language Scripts

PAN AMERICAN Broadcasting Co., world-wide station representative, last week announced the availability of a complete foreign language radio production service for commercial, cultural and political advertisers. A pamphlet, "Foreign Language Broadcasting," is obtainable by writing to the company at 17 E. 42nd St., New York 17, N. Y.

Why buy 2 or more... do 1 big sales job on "RADIO BALTIMORE"
Contact EDWARD PETRY CO
WBAL

WTNB CASE
Johnston, FCC File Briefs

BRIEFS supporting and opposing Johnston Broadcasting Co.'s second court appeal against FCC action in the highly contested WTNB Birmingham, Ala., case have been filed with the U. S. Court of Appeals for the District of Columbia [BROADCASTING, Jan. 30, March 6].

Johnston Broadcasting, licensee of WJLD Bessemer, Ala., and losing applicant for a new station at Birmingham on 850 kc, told the court FCC had erred as a matter of law in permitting Thomas N. Beach, original WTNB licensee, to correct by amendment the defective verification of his application to switch WTNB from 250 w on 1490 kc to 1 kw night, 5 kw day on 850 kc. It was the grant of this change which Johnston appealed last year and which the court reversed and remanded to the Commission for further consideration on grounds FCC had acted on an unverified application [BROADCASTING, May 9, 1949].

Johnston further attacked as illegal FCC's ruling to accept the Beach amendment when he is no longer party to the proceeding. The appeal criticised FCC's conclusion that Pilot Broadcasting Corp., new licensee of WTNB, could file a substitute amendment to show it is applicant for the change in dispute. Johnston charged that Pilot, owned 51% by Mr. Beach and 49% by Roy Hofheinz, Texas broadcaster, is a complete "stranger" to the case. The brief for Johnston was prepared by Franklin K. Lane and Orville H. Walburn, its Washington counsel.

Appeal 'Out of Order'

FCC told the court the new Johnston appeal is out of order since no final decision has been rendered by the Commission. Assuming the court does have jurisdiction for argument, FCC contended its action respecting the Beach amendment was in conformity with the intent of the court's mandate in returning the case to FCC for further proceeding. FCC held the court indicated the defective application could be cured and it was so accomplished within Commission rules.

As to the introduction of Pilot Broadcasting, FCC asserted it is the legally authorized successor to Mr. Beach and hence its substitution as licensee of the amended application was proper. The FCC brief was signed by Max Goldman, acting general counsel, and Richard A. Solomon and Robert D. Greenburg, FCC attorneys.

Joint brief supporting FCC's position in the proceeding was filed by Mr. Beach and Pilot Broadcasting, intervenors in the appeal. It was prepared by Mr. Hofheinz and John Earle Stephen of Houston and John P. Southmayd, Washington radio attorney.



WATL DISPUTE

NLRB Unit Re-studies Case

NLRB's Enforcement Division is re-studying the controversial labor dispute involving WATL Atlanta, Ga., licensed to Atlanta Broadcasting Co., and two unions, AFRA and IBEW, it was learned last week.

Spokesmen at the National Labor Relations Board said that the case was placed under the division's jurisdiction on grounds the station had failed to comply with the board's previous order that it bargain collectively with the two unions. The ruling had set an Aug. 18, 1950, deadline.

The division is expected to make memorandum recommendations within the next 30 days to the full board, which may then carry enforcement proceedings to the District Circuit Court of Appeals in New Orleans, if it feels such action is necessary.

FCC Petition

Meanwhile, AFRA New York headquarters has indicated that it will push its earlier petition with FCC for revocation of WATL's AM-FM licenses, though the Commission reported no developments at week's end. The union claims that WATL violated labor laws and FCC regulations.

Interrogation of WATL announcers "as to whether they were a member of (AFRA) or not" tended "to interfere with the free exercise of employes' rights," the board ruled last summer [BROADCASTING, July 24]. The order in question, which reversed a previous finding of NLRB Trial Examiner Hamilton Gardner favorable to WATL, charged that the station violated Sec. 8 (a) (1) of the Taft-Hartley Act. Announcers were involved in the dispute.

NLRB authorities stressed last week that re-study of the case by the Enforcement Division was based on an NLRB regional director's report that WATL had failed to comply by the Aug. 18 deadline. Should the station take the recommended action, they pointed out, board action looking toward enforcement proceedings would be abandoned.



DELEGATE GROUP at NAB District 7 meeting in Cincinnati [BROADCASTING, Sept. 25] **includes (l to r): Front row, Lloyd A. Pixley, Robert O. Runnerstrom, WCOL Columbus; Pierre Weis, Lang-Worth; John Ballard, Nunn Stations; Helen Fruth, NAB; standing, Charles C. Warren, WCMI Ashland, Ky.; W. I. Orr, WBNS Columbus; Lin Pattee, BMI; Gilmore N. Nunn, Nunn Stations, District 7 director.**

NEW CBC OUTLET

CBE Windsor On the Air

CBE Windsor, 10 kw on 1550 kc, new station of the Canadian Broadcasting Corp. and Trans-Canada Network, was scheduled to go on the air Sunday (Oct. 1) with a special one-hour inaugural program. Station will serve southwestern Ontario, and also will reach into the United States. The only other Canadian station in Windsor is CKLW, with 50 kw on 800 kc.

Equipment was designed by CBC's engineering division, and the two 300-ft. towers formerly were used by CJBC Toronto, another CBC outlet. Station is the 45th in CBC ownership, and has offices in the Security Bldg., Windsor, with studios on the 10th floor, and a modern transmitter building located on Highway 3, 10 miles southeast of Windsor.

Manager of CBE is M. L. (Cy) Poole, formerly with CKLW Windsor as transmitter operator. Since 1939 he has been with the CBC engineering division. Others on the staff of CBE include: John Leigh Moore, program director, formerly of CJIC Sault Ste. Marie, CKEY and CHUM Toronto and a number of other Ontario stations; Gerald F. Papineau, studio operator, formerly of CKLW Windsor; John R. Pearson, transmitter operator, formerly of CKLW; Philip S. McKellar, announcer, from CKPC Brantford and CBI Sidney; and Rodney A. Clark, operator, formerly of CJCS Stratford and CKOX Woodstock.

SESAC Enlarges

ENLARGEMENT of the SESAC transcribed library service was announced last week. The company is offering nearly 4,000 selections, including a new group of collegiate band selections released to coincide with the football season.

SALES DEVICES

NAB Unveils Series

NAB last Thursday unveiled a series of sales devices for use in its membership campaign, including a nationwide "One Call Club," before representatives of the New York trade press. The showing was held at the Broadcast Advertising Bureau board room.

General Manager William B. Ryan was introduced to press representatives. Announcement of the membership campaign was made by Robert K. Richards, NAB public affairs director. He said that between Oct. 1 and mid-November every NAB member will be asked by his district director to call on at least one non-member to encourage him to join the association.

Sales material was mailed last week to district directors as regional focal points for the One Call Club. This material was on display Thursday, along with a color slide presentation showing basic NAB services.

NAB district directors will be supplied desktop membership presentations for use by members in making calls. Titled "NAB and You," the presentation sums up in 28 illustrated pages the basic operational details of every department in the association. It was drawn up by Mr. Richards and Jack Hardesty, assistant public affairs director, and was shown in color slide form at district meetings.

Complete card files on non-member stations in their areas will be sent district directors.

Commenting on the membership campaign, Mr. Ryan said: "A basic value in any trade association is the product of the activity of the members themselves. This is an opportunity for NAB members to contribute to the association in which they believe—to help it grow and expand its influence for the good of broadcasting."

WKRC Rate Increase

WKRC Cincinnati last week announced a rate increase which was to become effective Sunday (Oct. 1). The change was made public by Herman E. Fast, general manager of the CBS affiliate, who said the station also was altering its rate card to expand the Class A and B time periods, automatically bringing approximately two hours daily into higher rate categories.

WOC

FIRST in the QUAD CITIES

In Davenport, Rock Island, Moline and East Moline is the richest concentration of diversified industry between Chicago, Minneapolis, St. Louis and Omaha. The Quad Cities are the trading center for a prosperous two-state agricultural area. Retail sales, total buying and per capita income rate higher than the national average, according to Sales Management.

WOC-AM 5,000 W. 1420 Kc. • WOC-FM 47 Kw. 103.7 Mc.

WOC delivers this rich market to NBC Network, national spot and local advertisers . . . with 70 to 100% BMB penetration in the two-county Quad City area . . . 10 to 100% in adjacent counties.

WOC-TV Channel 5
22.9 Kw. Video • 12.5 Kw. Audio

On the Quad Cities' first TV station NBC Network (non-interconnected), local and film programs reach over 18,000 Quad Cities' sets . . . hundreds more in a 75 air-mile radius.

Basic NBC Affiliate
Col. B. J. Palmer, President
Ernest Sanders, General Manager



DAVENPORT, IOWA
FREE & PETERS, Inc.
Exclusive National Representatives

• NAME MERCHANDISE
• $3 to $100 RETAIL VALUE
• Wide Choice from Catalog
• Prompt Delivery from Stock

SELECTIVE PRIZES FOR YOUR SHOWS

Richard S. Robbins
551 5th Ave., N. Y. 17 · MU 7-0384

RED SHOWS

Law Requires Labeling

COMMUNISTS and Communist front organizations are required to label their sponsored programs on radio or television with the source of sponsorship. Failure to comply is to invite, upon conviction, a five year prison term or a $10,000 fine. This provision is contained in the new Internal Security Act of 1950 which became law on Sept. 23 when the 81st Congress, before winding up its business prior to recessing until Nov. 27, overrode a Presidential veto.

The Communist-control law was given final approval after a two-day hectic voting in both houses of Congress. The bill hung fire in the Senate for some 24 hours as a self-styled liberal bloc filibustered against the measure in continuous debate through Friday night and into Saturday afternoon.

Despite the overwhelming approval received by the bill (HR 9490), Capital observers predicted the catch-all anti-subversive activities act may be modified when the 81st Congress returns for a "lame-duck" session Nov. 27 (see Congressional roundup, this issue).

President Truman, and other critics, had attacked the bill as unconstitutional and a threat to American liberties. They contend it will hamper Communist-control and more likely hurt innocent people. Some officials of Communist groups already have served notice they will refuse to comply with the registration provision.

Measure's Intent

The sweeping measure is intended to force Communists and sympathizers into the open; to prevent spying and sabotage; keep Communists and sympathizers out of government jobs and defense plants; give the government power to intern Communists by evoking a roundup during war or emergency; deport Communist aliens and keep such aliens out of the country.

The exact wording of the provision under Section 10 of the law which bars Communist or Communist fronts from sponsoring a radio or television program without expressly labeling it as such reads as follows:

It shall be unlawful for any organization [Communist or Communist front] . . . to broadcast or cause to be broadcast any matter over any radio or television station in the United States, unless such matter is preceded by the following statement, with the name of the organization being stated in place of the blank: "The following program is sponsored by ———, a Communist organization."

The act further provides that as each Communist organization registers (within 30 days after the act is in force), the Attorney General "shall publish in the *Federal Register* the fact that such organization has registered as a Communist-action organization, or as a Communist-front organization." This publication will serve notice to all members of the organization that the group has registered. It also will be the list which will apply to radio and TV sponsorship.

The labeling provision is directed specifically against Communist and Communist-front organizations in the use of broadcasting facilities. It is not intended to add further obligations to those already imposed on broadcasters under federal regulations.

FCC regulations (Sec. 3.189) already require stations to announce, on sponsored programs, the "true identity" of the sponsor. Authorities cite Sec. 3.189(d) in particular:

In the case of any program, other than a program advertising commercial products or services, which is sponsored, paid for or furnished, either in whole or in part, or for which material or services referred to in subsection (b) hereof are furnished [transcriptions, talent, scripts, etc.], by a corporation, committee, association or other unincorporated group, the announcement required by this section shall disclose the name of such corporation, committee, association or other unincorporated group.

In each such case the station shall require that a list of the chief executive officers or members of the executive committee or of the board of directors of the corporation, committee, association or other unincorporated group shall be made available for public inspection at one of the radio stations carrying the program.

Authorities point out that FCC's rules detail obligations imposed on stations, whereas the Internal Security Act applies to the duties and obligations of Communist and Communist front organizations.

Double Duty

JAMES PORTER CLARK of Fayetteville, Tenn., can well be termed a "double threat" communications man. Mr. Clark is a rural letter carrier and part owner of WKSR Pulaski and WEKR Fayetteville. After he rises early and performs his chores for the U. S. postal service, Mr. Clark turns radio man and generally supervises the activities of WEKR. He announces high school athletic events and if the station needs some unrecorded music in a hurry, he can fill in with a few piano selections.

RCA INSTITUTES, INC.

One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.

Address inquiries to Placement Director
RCA INSTITUTES, INC.
A Service of Radio Corporation of America
350 W. 4th St., New York 14, N. Y.



Advertisement

From where I sit *by* Joe Marsh

New Use For Old Windmills

I drove past Curly Larson's farm last week and saw him perched up on top of his 75-year-old windmill. "Still planning on tearing it down?" I shouted to him.

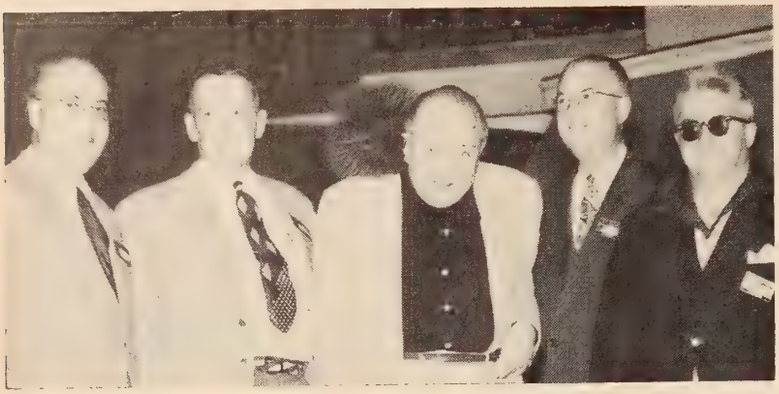
"Not on your life," says Curly as he climbs down. "I'm getting myself a television set from Buzz Ellis' and he says this windmill is going to come in mighty handy."

"You see," Curly went on, "I'm going to put my TV antenna right on top of it. Since the windmill is higher than the house, I'll get about the best reception around here—but if it wasn't for Buzz and his advice, I'd have scrapped it."

From where I sit, Curly's success as a farmer and his popularity in town is due, in a large part, to his open-mindedness and his willingness to listen to people and their opinions. He'll listen to Buzz Ellis over a malted milk or he and I can talk politics—each with a glass of beer. Yes, Curly's as modern as television itself!

Joe Marsh

Copyright, 1950, United States Brewers Foundation



TERRACE QUINTET at NAB District 9 meeting at Three Lakes, Wis. (l to r): Howard Lane, WJJD Chicago, and Merrill Lindsay, WSOY Decatur, Ill., ex-NAB board members; Carl O. Marty Jr., owner of Northernaire Hotel, with pet porcupine draped around neck; Harold A. Safford, WLS Chicago; Robert J. Burton, BMI, New York.



BAFFLED GAZERS at plaque, caught during NAB District 9 meeting are (l to r): Charles J. Lanphier, WFOX Milwaukee, Hugh Boice, WEMP Milwaukee; Raymond G. Ulbrich, WDMJ Marquette, Mich.; Neal Weed, Weed & Co.; Gerald Swisher, AP; John Walter, WJPG Green Bay, Wis.; Harl Carlson, AT&T.

* * *

NAB DISTRICT 9

Caley Urges Support For Super-BAB

ASSN. of National Advertisers is "picking on radio because it is vulnerable," Charles C. Caley, NAB District 9 director, declared Sept. 22 in an address before Illinois and Wisconsin broadcasters [BROADCASTING, Sept. 25].

Filling in for William B. Quarton, WMT Cedar Rapids, a member of the NAB board's BAB committee who was scheduled to outline plans for a super-BAB, Mr. Caley told delegates to NAB's District 9 meeting at Three Lakes Wis.:

"The recent ANA report singled out radio only—instead of magazines, which are lower and lower in readership — because we are not organized; we are like an army without guns lined up against an enemy fully armed."

Pointing up the fact that broadcasters never have had an effective selling organization, Mr. Caley observed that it took the newspapers 20 years to develop their bureau.

"But we can't take that long," he warned.

Before the district delegates adopted a resolution favoring an enlarged BAB, it was necessary for Mr. Caley to resolve doubts of various members on two points. Hugh Boice of WEMP Milwaukee wanted assurance that future BAB committees would have independent station representation.

"The present BAB committee is only doing spade-work," Mr. Caley said. "You may be assured that the new BAB committee, to be appointed after our organization work has been completed, will not get entangled with different segments of the industry, because the basic concept of selling radio is the same whether an independent or network station is involved."

A suggestion from Howard Dahl, WKBH La Crosse, Wis., that BAB have a lower rate structure so that NAB members would be assessed less than non-NAB members, drew from the district director an opinion that NAB and BAB should be separated completely to do "two separate jobs." Mr. Caley recalled, however, that it was the opinon of the present BAB committee that NAB members in good standing should have the benefit of the new bureau's expanded services during its first year, without additional costs.

In a brief "assist" to Mr. Caley, Howard Lane, WJJD Chicago, NAB director-at-large, noted that the current BAB proposal is basically what NAB has had in mind since the original conception of the bureau in the spring of 1949.

Motion to adopt the plan was made by Joseph B. Kirby, WKRS Waukegan, Ill., and seconded by Mr. Lane. The vote was unanimous.

District 9 Registration

Charles A. Batson, NAB, Washington; Bruce G. Beichl, WFHR Wisconsin Rapids, Wis.; Sidney H. Bliss, WCIO Janesville, Wis.; Robert J. Bodden, WRCO Richland, Wis.; Hugh Boice, WEMP Milwaukee; Joe Bonansinga, WGEM-WQDI (FM) Quincy, Ill.; Robert J. Burow, WDAN Danville, Ill.; Robert J. Burton, BMI, New York; Charles C. Caley, WMBD Peoria, Ill.; Charles R. Cook, WJPF Herrin, Ill..

Howard Dahl, WKBH La Crosse, Wis.; R. P. Doherty, NAB, Washington; Geo. T. Frechette, WFHR Wisconsin Rapids, Wis.; Jerry Gill, AP, Omaha; Gus Hagenah, Standard Radio, Chicago; Ralph W. Hardy, NAB, Washington; Lee Hart, BAB, New York; William Holm, WLPO La Salle, Ill.; Glen Holznecht, WJPG Green Bay, Wis.; Bill Johnson, WDMJ Marquette, Mich.; Thomas R. Kelley, WRCO Richland Center, Wis.; Alvin M. King, Capitol Records; Joseph B. Kirby, WKRS Waukegan, Ill.

Ben A. Laird, WDUZ Green Bay, Wis.; C. Howard Lane, WJJD Chicago; Ray Livesay, WLBH Mattoon, Ill.; Robert J. Luke, WDMS Marquette, Mich.; Robert C. Nelson, WDUZ Green Bay, Wis.; J. L. Nickels, RCA, Chicago; Kenneth Parker, SESAC, New York; Bill Reilly, RCA Thesaurus; Robert Richards, NAB, Washington; Dave Rogers, RCA Thesaurus.

Harold A. Stafford, WLS Chicago; Bert Squire, BMI, Chicago; Ed Steeves, UP, Minneapolis; Gerald Swisher, AP, Columbus, Ohio; Bill Thompson, BROADCASTING, Chicago; Raymond G. Ulbrich, WDMJ Marquette, Mich.; John Walter and Mary M. Walter, WJPG Green Bay, Wis.; Neal Weed, Weed & Co., Chicago; Stan Whitman, Gates Radio Co., Quincy, Ill.; Thomas W. Wilson, attorney, Washington, D. C.; William E. Young, Lang-Worth, New York.

HAROLD HALSELL

Erwin, Wasey Official Dies

HAROLD HALSELL, 58, vice president and manager of the Oklahoma City office of Erwin, Wasey & Co., died Sept. 17 in a Boston hospital following a cerebral hemorrhage. He was stricken while in Boston to attend the Financial Public Relations Assn. convention.

A native of Oklahoma, Mr. Halsell was a Harvard graduate. Except for service in the Navy in World War I, his entire business career had been spent in advertising work. In 1926 he formed his own agency, the Harold Halsell Co., in Oklahoma City. The agency was incorporated as Halsell-Humphrey Inc. in 1937 and became the Southwestern office of Erwin, Wasey & Co. Mr. Halsell was past president of the Oklahoma City Advertising Club, past president of the Southwestern Assn. of Advertising Agencies and a contributing writer for *Advertising Agency* magazine.



Don't shoot that crow . . . . . Please!

If you didn't want a pet crow shot down in cold blood, what would you do about it?

Mrs. Fletcher, in Delaware County, was in that predicament. She had a pet crow that would take off on unscheduled flights. Fearing that this pet crow might meet up with some enemy ack-ack, she frantically called WPWA and pleaded that we announce that the Fletcher crow is really a good bird and merely a mischievous pet . . . so

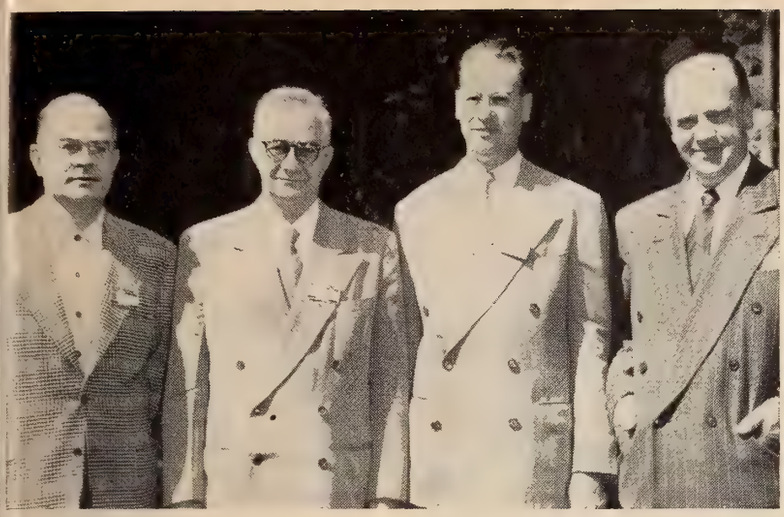
SPARE THAT CROW

P.S.: You'll never have to eat crow when you select WPWA for your radio spots. Get full information TODAY.

WPWA

DELAWARE COUNTY'S *FIRST* STATION
1590 on the dial, *FIRST* in the hearts of listeners
CHESTER, PENNA.
Represented By
PAN-AMERICAN BROADCASTING CO., 330 Madison Ave., New York City

JOE ADAMS
REACHES ALL
NEGROES
IN LOS ANGELES
KOWL 5000 WATTS CLEAR CHANNEL
LOS ANGELES - SANTA MONICA, CALIF



GETTING together during a pause in the NAB District 14 meeting at Hotel Colorado, Glenwood Springs, Col. [BROADCASTING, Sept. 18], are (l to r): Hugh B. Terry, KLZ Denver; Judge Justin Miller, NAB president; William C. Grove, KFBC Cheyenne; Lloyd E. Yoder, KOA Denver.

No Politics

TO MAINTAIN his station's policy of almost uninterrupted classical music, Calvin J. Smith, general manager, KFAC Los Angeles, has announced that station will accept no political announcements during coming campaign. Although the move means possible loss of money, Mr. Smith feels that announcements would cut into broadcasting of classical music on which the station audience has been built.

JAMES D. FULTON

Rites Held for Agency Head

FUNERAL services were conducted Sept. 21 in Chicago for James D. Fulton, 64, president of Fulton, Morrissey Co., advertising agency. Mr. Fulton spent more than 40 years in advertising, starting as advertising manager of the *Record Herald* in Chicago. Before World War I he was western manager of *American Magazine*. He joined Carl M. Green Agency, Detroit, in 1915 and two years later was transferred to Chicago. He then became a vice president of Green, Fulton, Cunningham, where he remained until his retirement in 1930.

In 1934 Mr. Fulton came out of retirement to become a partner in Fulton, Horne, Morrissey, which preceded Fulton, Morrissey Co. Mr. Fulton had been president of the firm since 1949, when Edward M. Morrissey died. Surviving are Mr. Fulton's wife, mother and daughter.



VOICE STATIONS

Added Funds Assured

ADDITIONAL funds paving the way for construction of six new high-power radio stations and for other broadcasting expenses for the State Dept.'s Voice of America were assured last Wednesday as President Truman signed into law the huge $17 billion supplemental defense bill.

While conferees earlier had voted to pare requested sums for the government's overall overseas information and propaganda program, they preserved allotments of $41,288,000 for construction of new Voice stations and $7,602,000 for radio broadcasting expenses [BROADCASTING, Sept. 18, 4].

Cut in Request

Congress cut the information program from $97 million requested by the Administration to $79 million, but Voice funds were not affected. Chief activities which felt the pinch were library facilities overseas and the exchange-of-persons program.

Also included in the supplemental outlay for the Voice was a sum of $2,860,257 for purchase and distribution of radio receiving sets to Communist and "critical" areas of the world as advocated by Brig. Gen. David Sarnoff, RCA board chairman, and an extra $3 million to enable the General Services Administration to purchase a building in New York for State Dept. information personnel [BROADCASTING, Aug. 28].

Hersholt Award

CERTIFICATE honoring Jean Hersholt for meritorious service to medicine with his *Doctor Christian* series (CBS, Wed. 8:30-9 p.m.) will be presented by the District of Columbia Medical Society at its annual banquet Oct. 4 in Hotel Statler, Washington. [CLOSED CIRCUIT, Sept. 18]. The *Doctor Christian* show broadcast on that date will be transcribed and presentation of the certificate will be aired.

AIR FORCE RADIO-PRESS GROUP

Enroute to Far East Public Relations Posts

COMPRISING the first group recalled to active duty from radio stations, newspapers, and photo assignments to augment Far East Air Force public relations, 28 reservists left last week for Tokyo, Japan, and Korea, via Fairfield-Suisun Air Force Base, California.

Volunteering from their civilian status on a one year recall, the men will report to Col. William P. Nuckels on arrival at Far East Air Force headquarters. Col. Nuckels has been FEAF public relations officer since the Korean outbreak.

The group includes 1st. Lt. Henry H. Harlan, manager, KDLK Del Rio, Tex.; 1st. Lt. John L. Hartig, announcer - production staffer, KREL Baytown, Tex., and 1st. Lt. James F. Black, news and special events man from KCBD Lubbock, Tex.

The group was gathered on a survey of FEAF needs by Lt. Col. Barney Oldfield, member of the staff of the Directorate of Public Relations in Washington. When the Korean War broke out, Col. Oldfield rounded up a public relations flying squad of 15 men who were sent overseas during July. This crew is still on duty.

Air Force officials said the "extremely wide geographic spread of Air Force activities" has made it difficult to cover the entire operational story and the latest crew was sent as an aid to war correspondents in the area.

CBC GOVERNORS

Issue License Proposals

SPARTON of Canada Ltd., London, Ont., has been recommended for an experimental TV transmitting license by the board of governors of the Canadian Broadcasting Corp., meeting at Vancouver Sept. 19-20. License allows the company to adjust receivers it manufactures on Channels 2, 6, 7 and 11, with maximum transmitting output power of 5 w and using standard monoscope patterns.

CBC board also recommended application of a pick-up transmitting license for CJSH-FM Hamilton, and for an emergency transmitter for CKLW Windsor. Application for a new 1 kw AM station at Kingston, Ont., was deferred for six months. AM license for 250 w on 1230 was recommended for Dauphin Broadcasting Co. Ltd., Dauphin, Man. CJNB North Battleford, Sask., was recommended power increase from 250 w on 1240 to 1 kw on 1460 kc.



A New York firm of decorators and upholsterers has had to add to its sales force to handle increased leads. Its advertising agency says: "This summer we decided to test radio with the Art Scanlon Show. The results have far exceeded our expectations. Although the months of June, July and August are traditionally the slow months for reupholstery, Art Scanlon kept our client's sales at peak month levels. So satisfied has this client been with WINS results that we plan to increase our time on the Art Scanlon Show, to the exclusion of other media."

Call your WINS representative . . . see him when he calls.

Buy WINS . . . it Sells!

WINS 50KW New York

CROSLEY BROADCASTING CORPORATION

TUBE OUTPUT

RTMA Reports Record High

RAPID expansion of TV receiver production and anticipation of military needs led to an all-time record in factory sales of radio receiving tubes in August, according to Radio-Television Mfrs. Assn. RTMA member companies produced 36,269,435 tubes in August. Previous all-time record, 33,663,494, was set last March.

Of August tube sales, 28,202,620 went into new sets, 7,017,115 into replacement, 906,450 to foreign nations and 143,250 to government agencies. Total tube sales in the first eight months of 1950 were 227,773,373 units.

Estimated production of TV sets for the entire industry during the week Sept. 4-8 dropped to 124,348, with 197,485 radios turned out in the same period. The sharp decline from high August production was ascribed to the Labor Day holiday.

Sales of radio transmitting and communications equipment, including radar, to the government by RTMA members rose substantially in the second quarter of this year. Second quarter sales totaled $33,393,093, compared to $30,640,943 in the first quarter.

Government orders in the second quarter totaled $61,701,467 compared to $41,305,390 in the first quarter. Of the second quarter sales to the government, $27,676,595 consisted of radar apparatus.

Time Buyers, NOTE!

NO TV

Stations within 60 miles of

YOUNGSTOWN, O.

Ohio's 3rd Largest Trade Area

Buy

WFMJ

The Only ABC Station Serving This Market

5000 WATTS

CALL

Headley-Reed Co.,

National Representatives



IN CHICAGO to help celebrate General Mills' second anniversary as sponsor of ABC's *Breakfast Club* are (l to r): Ed Smith, radio and television director, General Mills; Robert Spaeth (standing), product advertising manager for GM's Kix; Ken Laird, Tatham-Laird agency; John H. Norton Jr., ABC vice president, and Don McNeill, star of the show.

GENTLING ELECTED

Heads Minn. Broadcasters

MINNESOTA BROADCASTERS Assn. elected G. David Gentling, KROC Rochester, president at a meeting last week during the NAB District 11 convention in St. Paul. Mr. Gentling succeeds Melvin Drake, formerly general manager of WDGY Minneapolis.

Harry W. Linder, KWLM Willmar, was named vice president, replacing Carl Bloomquist, WEVE Eveleth. Kenneth M. Hance, KSTP Minneapolis-St. Paul, was re-elected secretary-treasurer. Seven directors were named as follows: Robert D. Kennedy, KBZY Grand Rapids; Herbert H. Lee, KDHL Faribault; John F. Meagher, KYSM Mankato; Lee Whiting, KEYD Minneapolis; F. Van Konynenburg, WTCN Minneapolis; M. M. Marget, KVOX Moorhead, and Mr. Bloomquist.

J. K. Wallace

J. K. (Spike) WALLACE, 71, president of the American Federation of Musicians, Local 47, Los Angeles, since 1940, died Sept. 25 at his home as a result of a heart ailment from which he had suffered for years. The body lay in state Sept. 28 at Malloy Mortuary, Los Angeles, and Sept. 29 at Musicians Union Bldg. from where funeral services were held. Cremation followed. Before becoming president of the AFM local, Mr. Wallace was for two years a contract musician with motion picture studios and previous to that trombone player with the original Los Angeles Philharmonic Orchestra. He is survived by his widow, Edith.

NATIONAL Academy of Broadcasting, Washington, offering special evening production and control board operation course to teachers, looking to day when educational stations will be in many schools.

ATAE COMPETITION

Canadian Admen Cited

CITED for "distinguished service to Canadian business and to the Canadian public," the Assn. of Canadian Advertisers, Toronto, received the top award last week in the annual competition conducted by the American Trade Assn. Executives. The award was presented at the ATAE's annual meeting in Boston.

The second Canadian organization in 15 years to receive the award, ACA also was cited for "its steadily expanded program of activities in the past 10 years which has resulted in its being recognized as the efficient voice of the national advertising industry in Canada." The program included formation and administration of several subsidiary operations, including the Bureau of Broadcast Measurement, Canadian Circulations Audit Board and Canadian Advertising Research Foundation.

MORE than two dozen vote summaries presented by WKTY LaCrosse, Wis., from radio room in LaCrosse Tribune Bldg.

'COFFEE WITH KAY'

KFAB Stresses Women's News

WITH stress on local programming and also catering to the trend of women ceasing to be "stay-at-homes," KFAB Omaha has tailored a women's program, titled, *Coffee With Kay.*

In preparing her program, Kay Wilkins, KFAB women's director, makes a careful study of established demands from the women in the station's coverage area. Completely sold across the board, the program has the shoppers' angle. Needlework, cookery, fashions and child psychology are an integral part of the format. General theme of the show is "News for the Women's World and a Key to Better Living."

Typical of recent *Coffee with Kay* research and presentation was the entire week Mrs. Wilkins spent at the Nebraska State Fair interviewing hundreds of farm and city homemakers. She also was the only broadcaster aboard the Army Engineer Corps' conducted tour of the Missouri River for the Omaha Inter-Club Council. On this tour, Mrs. Wilkins obtained the viewpoint of 80 women who represented a membership of 45,000.

* * *



Council members Mrs. E. H. Tuerk (l), president of Omaha Women's Clubs; Mrs. Rassmussen (2nd l), Inter-Club Council president, and Kay Wilkins listen as Gen. Samuel Sturgis takes the mike. Gen. Sturgis served as narrator of the Missouri River tour.

IF YOUR AM-TV-FM STATION NEEDS

promotional ideas sold to produce cash revenue of from $200 to $1,000 per week, Wire, Call or Write

Edgar L. Bill — Merle V. Watson

Julian Mantell, Sales Manager

NATIONAL RADIO PERSONALITIES

Peoria, Illinois — — Phone 6-4607

★ We originated sponsored Radio Personalities Picture Albums in 1938, many new program features, and have more sales records and years of experience in selling for over 300 Radio and Television Stations from Coast to Coast than any similar organization in America.

programs promotion premiums



ABSORBING MIKE ● ● ●

KYW Philadelphia, sends trade letter in simulated handwriting of Bob Titer, sales manager. Letter explains dominance of John Franklin, station's newscaster. Last paragraph says, "Better hurry to buy this one. Here's a blotter to save ink-drying time." Blotter in shape of microphone, bearing station's call letters, is enclosed.

THOUGHTFUL SIGNOFF ● ●

KELA Centralia-Chehalis, Wash., daily signoff. Following customary information, announcer reads, "Because of a constitution, a bill of rights and a bunch of fighting GI's, KELA has the privilege of returning again tomorrow with another day of broadcasting free speech in a free nation." Recitation of "America" against musical background completes day.

SCHEDULE CARDS ● ● ●

WMLS Sylacauga, Ala., distributing football schedule cards throughout listening area. Included on each card are schedules of local high schools, and two largest state colleges. Scores are listed for teams schools played last year. Promoted by bus cards, store posters, auto bumper strips and air spots, cards call attention to station's football programming.

LBS JOINERS ● ● ●

WOL Washington and WWPB Miami, Fla., join Liberty Broadcasting System. Besides carrying features from system, WOL will feed news broadcasts to network seven times daily, 7:45 a.m., 12 n., 1:45, 3:30, 6, 6:30, 7:45 and 10 p.m. All newscasts, with exception of 6:30 p.m., read by George Campbell and Arthur McArthur. Nationally known commentator will use 6:30 period.

OUTSIDE PROMOTION ● ●

WGBG Greensboro, N. C. Station's *3:31 Club* was honored at halftime of night football game by Greensboro Senior High School. Show was selected as most popular disc program in town, and music, dancing, pageantry and special lighting effects were used in ceremonies. M.C. was Program Director Curt Welborne, *Club's* "Swingmaster," and demonstration was seen and heard by reported 7,000 fans. Events was recorded for airing on next day's *Club* broadcast.

ELECTION ADVENTURE ● ●

WTTN Watertown, Wis., daytime only station, was denied evening hours for election coverage by FCC. Accordingly, station worked out agreement with local Automatic Hostess Music System, which pipes music to 20 machines in taverns and cocktail lounges, and took over operations from 8 p.m. WTTN fed music and sponsored election returns, with commercials spotted between music selections, to "captive" audience during evening.

★ ★ ★ ★ ★ ★ ★ ★

CAMPAIGN BUTTON

WTIC Hartford, Conn. Current political campaign with inevitable campaign buttons was inspiration for WTIC's latest promotion. Celebrating its silver anniversary, station has distributed silver button bearing call letters and statement, "The people's choice for 25 years." Point of distribution is Eastern States Exposition where station maintains remote studio.

★ ★ ★ ★ ★ ★ ★ ★

MAIL SERIES ● ● ●

WGAR Cleveland, sends trade and public series of small folders headed, "Meet Me at 1220." Pieces are colored differently for each day in week. Inside shows caricatures of stars of programs heard on particular evening, with no titles given. Top of piece says, "Know who they are?" Bottom asks, "Are you right? Listen . . . night!" Theme of presentation is, "Stars aplenty at 1220."

FAIR BABY ● ● ●

WSGW Saginaw, Mich. Four-week-old station put in full schedule of coverage of Saginaw County Fair. Studio in Manufacturers Bldg., complete with organ, was setting of 42 pickups in six days. Shows included both special events and regular programming.

HAPPY HOMEMAKERS ● ●

KALL Salt Lake City, sends trade folder in fuchsia, blue and white telling of prominence of *Homemaker Program*, conducted by Gordon Owen. Pictures of Mr. Owen behind microphone and with various merchandising displays adorn edges of inside. Bottom of folder carries endorsements of show by pleased sponsors.

DUTCH INTERVIEW ● ● ●

WOOD Grand Rapids, Mich. Interview with Jacques Hoek, Netherlands journalist and former underground leader, was one of few foreign language interviews ever aired by station. Carried on Announcer Bob Runyon's news show, translating was done by Jake Buiten of Christian Reform Publishing Co. Station's coverage area includes many persons of Dutch origin.

YES MEN ● ● ●

WAVZ New Haven, Conn., distributes four-page, letter-size brochure entitled, "Yes, Mr. Crosby." Facsimile reproductions of column appearing July 24, 25 in New York *Herald-Tribune* under John Crosby's byline are featured. Articles were entitled, "A Radio Station With a Mind of Its Own," and "A Radio Station Operated Like a Newspaper." Both stress station's editorial policies and emphasis on news.

INGENIOUS REMOTE ● ●

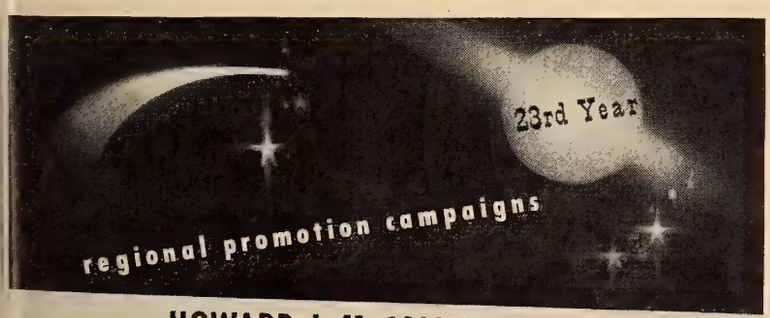
WTVJ (TV) Miami, Fla., Sept. 16. Dedication ceremonies of new City Hall in El Portal offered no building high enough for microwave transmitter line-of-sight clearance. Crew engaged services of 100 ft. crane, to which transmitter was attached. Platform was anchored by guy wires and technical crew achieved perfect alignment with downtown receiving antenna allowing ceremonies to be telecast as scheduled.

DOUBLE BILLING ● ● ●

WNOX Knoxville, Tenn. At busy intersection in city, station sports two billboards. One on left reads, "WNOX," with arrow pointing to board beside it which claims station's leadership in airing of popular programs.

BROTHERHOOD SERIES ● ●

WEEI Boston, National Conference of Christians and Jews, Sat., 7:15 p.m. When Conference was holding workshop in human relations last summer, station sent engineering crew, under direction of Fred Garrigus, public affairs director, to transcribe highlights for later broadcast. Series now being carried in nine 15-minute segments.



HOWARD J. McCOLLISTER COMPANY
PAUL W. McCOLLISTER, GENERAL MANAGER
Regional Representative
66 ACACIA DRIVE, ATHERTON, CALIF. • DAVENPORT 3-3061
Shows with a Hollywood Heritage ★ Member N·A·B·



Available!

The Happy Kitchen, one of the Midwest's oldest and best liked women's programs, is conducted by Nancy Goode.


Nancy Goode

This 9:15 a. m. week-day feature has been on the air for almost 15 years. The program is deftly handled by Nancy Goode, homemaker, mother and active clubwoman. Her recipes, food and household hints are of great interest to KMBC-KFRM listeners. Nancy also conducts a weekly demonstration before an audience.

Fleischmann's Yeast and K. C. Power & Light are current sponsors, but additional participations are now available!

Promotion and merchandising aids are also a part of the participation. Contact us, or any Free & Peters "Colonel" for details!

KMBC of Kansas City
KFRM for Rural Kansas

MANAGEMENT

Foley & Brockway Opens

GEORGE F. FOLEY Jr., director of television for Cecil & Presbrey Inc., has resigned to form Foley & Brockway Co., radio and television management firm.



Mr. Foley

Robert E. Brockway, motion picture producer who is currently president of Pathe Corp. and Director Products Corp., manufacturer and distributor of Pathe motion picture cameras and other photographic products, will join Mr. Foley in the new talent and package organization.

James N. Lister, also of Cecil & Presbrey, is resigning to head the production staff of Foley & Brockway. Company's offices will be located at 521 Fifth Ave., New York. A Hollywood office will be opened in December.

Mr. Foley, lawyer and radio and television director, formerly was director of Newell-Emmett and has supervised such shows as *Suspense*, *Danger* and *Beat The Clock*.

Frank Gilday, business manager of Cecil & Presbrey, will take over Mr. Foley's duties at the agency, it was also announced last week.

WERD

Atlanta

860 Kcs 1,000 Watts

THE shortest route to the hearts and ears of 200,000 Negroes in the Greater Atlanta Trading Area

According to the Hooper Radio Audience Index for June, 8 A.M. to 12 Noon . . .

Network Station A	26.0%
INDEPENDENT WERD	17.5%
Network Station B	16.0%
Network Station C	13.0%

WERD, America's first and only Negro owned radio station, offers *YOU* the lowest "cost per thousand" in the ATLANTA AREA...

NATIONAL REPRESENTATIVE:

Interstate United Newspapers, Inc.

NEW YORK • CHICAGO • DETROIT

FCC actions



SEPTEMBER 22 TO SEPTEMBER 28

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis.-visual	unl.-unlimited hours
STA-special temporary authorization		CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

September 22 Decisions . . .

BY COMMISSION EN BANC

Change in Antenna

KFQD Anchorage, Alaska — Granted application for CP insofar as it requests reduction in height of ant. from 325 ft. to 170 ft., operating on present assignment 790 kc 5 kw unl. Denied request change to 730 kc 10 kw unl.

Sept. 22 Applications . . .

ACCEPTED FOR FILING

License for CP

License to cover CP new AM station requested by following: WBNL Boonville, Ind.; KAVL Lancaster, Calif.; KJAN Atlantic, Iowa; WJON St. Cloud, Minn. License to cover CP new FM station requested by: WEOL-FM Elyria, Ohio; KFMX (FM) Council Bluffs, Iowa; KXYZ-FM Houston, Tex.

KBOR Brownsville, Tex.—License to cover CP change hours and DA.

License Renewal

Request for license renewal filed by following AM stations: KSBW Near Salinas, Calif.; KUBA Yuba City, Calif.; WBIS Bristol, Conn.; WRDW Augusta, Ga.; WVOT Wilson, N. C.; WJEL Springfield, Ohio; KOTA Rapid City, S. D.; WRGA Rome, Ga.; WWXL Peoria, Ill.; WXLW Indianapolis; KMBL Monroe, La.; WTVB Coldwater, Mich.; WBIG Greensboro, N. C.; KFJM Grand Forks, N. D.; WHBC Canton, Ohio; KCFH Cuero, Tex.; KCBD Lubbock, Tex.; KERN Bakersfield, Calif.; WBAT Marion, Ind.; KTRI Sioux City, Iowa; KARE Atchison, Kan.; KLFY Lafayette, La.; KGCX Sidney, Mont.; WWHG Hornell, N. Y.; WEGO Concord, N. C.; KTJS Hobart, Okla.; WHP Harrisburg, Pa.; WPAB Ponce, P. R.; KBUD Athens, Tex.; KPBX Beaumont, Tex.; KSIJ Gladewater, Tex.; KBRC Mt. Vernon, Wash.

Modification of CP

KMPC Los Angeles—Mod. CP change power etc. for extension of completion date from Oct. 1 until after final decision in Docket 9402.

WHP Harrisburg, Pa. — Mod. CP change power etc. for extension of completion date.

WFMD Frederick, Md.—Same.

WPRA Mayaguez, P. R.—Same.

KFI-FM Los Angeles—Mod. CP new FM station for extension of completion date.

KTLA (TV) Hollywood—Mod. CP new commercial TV station for extension of completion date to 2-1-51.

KSL-TV Salt Lake City—Same to 4-15-51.

WHAS-TV Louisville, Ky.—Same to 4-1-51.

KFMB-TV San Diego, Calif.—Same to 5-1-51.

License for CP

WOKY Milwaukee—License to cover CP change frequency etc.

AM—1320 kc

KCRA Sacramento, Calif.—CP change power from 1 kw to 5 kw and change DA AMENDED to request change from 1 kw to 5 kw-D, 1 kw-N, change DA-2.

AM—1590 kc

WTVB Coldwater, Mich.—CP change from 1 kw D DA to 1 kw-D, 500 w-N, install DA-N.

AM—1430 kc

Carl H. Meyer, Streator, Ill.—CP new AM station 1430 kc 250 w D AMENDED to request 500 w.

SSA—770 kc

KOB Albuquerque, N. M.—Extension of SSA 770 kc 25 kw-N 50 kw-D unl. for period beginning Dec. 1.

Modification of CP

WHMA-FM Anniston, Ala.—Mod. CP new FM station to change ERP to 3.65 kw, ant. height to 135 ft., change trans. site.

WLAN-FM Lancaster, Pa.—Mod. CP new FM station for extension of completion date.

TENDERED FOR FILING

AM—1350 kc

WHIP Mooresville, N. C.—CP change from 1 kw D to 5 kw D.

AM—1550 kc

WHBS Huntsville, Ala.—CP change from 1490 kc 250 w unl. to 1550 kc 10 kw-D 500 w-N unl. DA-DN.

APPLICATIONS RETURNED

WGLS Decatur, Ga.—RETURNED application for transfer of control from H. W. Pittsman et al to Guy W. Rutland.

KEYD Minneapolis—RETURNED application for license renewal.

APPLICATIONS DISMISSED

KSFE Needles, Calif.—DISMISSED application for mod. license to change hours from unl. to specified 7 a.m. to 7 p.m.

WGAI Elizabeth City, N. C.—DISMISSED application for assignment of license from WGAI Radio Co. to WCNC Inc.

September 25 Decisions . . .

ACTION ON MOTIONS

By Commissioner Jones

FCC General Counsel—Granted extension to Oct. 2 to file exceptions to initial decision issued re application for renewal of license of KEYY Pocatello, Ida.

FCC General Counsel—Granted extension to Oct. 19 to file exceptions to initial decision issued re applications of Crescent Bay Bcstg. Co., Santa Monica, Calif.

Frequency Bcstg. System Inc., Shreveport, La. — Granted dismissal without prejudice of its application; dismissed as moot petition for leave to amend filed Jan. 6.

FCC General Counsel—Granted extension to Oct. 2 to file reply to exceptions to initial decision issued in matter or revocation of license of KWIK Burbank, Calif.

FCC General Counsel—Granted extension to Oct. 11 to file exceptions to initial decision issued re applications of Surety Bcstg. Co., Charlotte, N. C.

WTNJ Trenton, N. J.—Granted dismissal of application.

KTKR Tuft, Calif.—Granted dismissal without prejudice of application.

KEPO El Paso, Tex.—Granted leave to amend application to change name of applicant to KWFT Inc.

WCEN Mount Pleasant, Mich.—Granted leave to amend application to reduce power to 500 w in lieu of 1 kw, and for removal of application, as amended, from hearing docket.

Radio Sumter, Sumter, S. C.—Granted leave to amend application to submit field intensity measurements for purpose of showing conductivity between Sumter and Newberry, S. C.

Hamtramck Radio Corp., Hamtramck, Mich.—Granted extension to Oct. 6 to file reply brief to exceptions to initial decision.

Paris Bcstg. Corp., Paris, Ill.—Ordered that hearing re application of Paris Bcstg. Corp. shall commence Oct. 25 at Washington, D. C.

WISE Asheville, N. C.—Ordered that hearing on application of WISE Asheville, N. C. is scheduled Dec. 18 at Washington.

By Fanney N. Litvin

FCC General Counsel—Ordered that transcript in proceeding re applications of WJBK Detroit be corrected in several minor respects.

FCC General Counsel—Granted extension to Nov. 28 to file proposed find-

'LITTLE LYNNE'

Graces KTLN Broadcasts

EVERY Saturday afternoon between 3:45 and 4 p.m. KTLN Denver's studio is graced by the little figure of blonde and blue-eyed Lynne Irene Brown, 9 years old. The pint-sized program hostess is the discovery of R. John Hugh, station's production manager, who came upon "Little Lynne," as she is affectionately called, in the lobby of the Park Lane Hotel in Denver.

Her personality has carried her over the airwaves and into radio homes in Denver where children and parents alike have acclaimed the program as different and refreshing. At home before the microphone, Lynne selects a subject as the theme for each week's program and her discussion is elaborated by Mr. Hugh. Topics range from being "afraid," "pretending," to "why boys and girls have nightmares."

KTLN reports Lynne is evoking much enthusiasm from the station's listeners and as far as Mr. Hugh is concerned every Saturday afternoon is the time when he can relax before the microphone for a chat with "Little Lynne."



ings re applications of WJBK Detroit.

KSVC Richfield, Utah—Granted continuance of hearing from Oct. 9 to Nov. 8 in Richfield.

By Leo Resnick

KSD St. Louis—Granted leave to amend its application by submitting set of field intensity measurements and translation of these measurements into graphical form, consisting of horizontal plane patterns for both day and night; remaining portion of petition requesting reconsideration and grant is referred to Commission.

By Elizabeth Smith

Easton Pub. Co., Easton, Pa.—Granted petition requesting that the consolidated hearing now scheduled to begin Oct. 11 on its application, be postponed until appropriate date, at least 60 days subsequent to date of decision of U. S. Court of Appeals for D. C. in proceedings now pending before such Court involving subject matter of hearing before this Commission.

Sunland Bcstg. Co., El Paso, Tex., Rio Grande Bcstg. Co.—Granted extension to Sept. 25 to file memorandum brief in proceeding re applications.

By Commissioner Jones

Civil Defense Office—Granted extension of time of 30 days from Sept. 15 for filing comments on proposed new Part 20 "Rules Governing the Disaster Communications Service"; time extended to Oct. 15.

September 25 Applications . .

ACCEPTED FOR FILING

License Renewal

Applications for license renewal filed by following AM stations: WSPC Anniston, Ala.; KALI Pasadena, Calif.; KTUR Turlock, Calif.; WNMP Evanston, Ill.; KPRS Olathe, Kan.; WIL St. Louis; KLMS Lincoln, Neb.; WJOC Jamestown, N. Y.; KQV Pittsburgh; WATS Sayre, Pa.; WXRF Guayama, P. R.; WHLL Wheeling, W. Va.; WABB Mobile, Ala.; KCBC Des Moines; WOOK Silver Spring, Md.; WQBC Vicksburg, Miss.; WAWZ Zarephath, N. J.; KCRC Enid, Okla.; KNED McAlester, Okla.; WDBL Springfield, Tenn.; KXIT Dalhart, Tex.; KLVL Pasadena, Tex.; KFDA-FM Amarillo, Tex.; WCOP-FM Boston.

License for CP

KNEA Jonesboro, Ark.—License to cover CP new AM station.

KCJB Minot, N. D.—Same.

KFDR Grand Coulee, Wash.—Same.

KHBL (FM) Plainview, Tex.—License to cover CP new noncommercial educational FM station.

KWED Seguin, Tex.—License to cover CP increase power etc.

KREM Spokane, Wash.—License to cover CP change frequency etc.

AM—730 kc

KFQD Anchorage, Alaska—CP change from 790 kc 5 kw unl. to 730 kc 10 kw unl.

AM—970 kc

WVOP Vidalia, Ga.—CP change from 1450 kc 250 w unl. to 970 kc 1 kw D.

AM—1570 kc

Myron Jones, Erie, Pa.—CP new AM station 1400 kc 250 w unl. AMENDED to request 1570 kc 250 w D.

AM—800 kc

Great West Co., Cheyenne, Wyo.—CP new AM station 800 kc 1 kw D AMENDED to request 500 w.

(Continued on page 86)



CONNIE RUSSELL, vocalist on the *Dave Garroway* morning broadcasts via NBC under sponsorship of Armour & Co., lends glamour to a business conference in Chicago. L to r: J. W. Cameron, account executive, Foote, Cone & Belding; Dave Garroway; Miss Russell; J. R. Herd, sales manager, household soap division, Armour; R. E. Whiting, Armour, household soap advertising manager, and Jack Haskell, baritone vocalist on the five-a-week show.

BARKLEY TOUR

Heavy Radio Use Indicated

AN EXTENSIVE speaking tour by Vice President Alben Barkley on behalf of Democratic Senatorial and Congressional candidates, indicating considerable use of local radio and some network facilities, was announced last week by the Democratic National Committee.

At the same time, it was learned that the party's radio advisors have been pressing President Truman to reach a decision on how many radio addresses, if any, he will schedule during the forthcoming Congressional elections.

Kenneth Fry, radio-TV director of the Democratic National Committee, said last week he had advised the White House of the fact that time was growing short, and that with the campaign now officially underway, paid radio commitments should be evolved as quickly as possible.

Whether the President will speak on radio or television has been a matter of speculation, but authoritative sources feel he will make at least one major address. The Chief Executive's radio advisors, it was learned, have urged him to schedule more than one speech on the airlanes.

In the event Mr. Truman chooses not to utilize the media on any large scale, it was thought likely that arrangements would be completed to permit the Vice President to speak for Democratic candidates on one or two occasions over network facilities. Mr. Barkley's projected tour was seen in some quarters as evidence that the President will remain in Washington rather than stump the country for the Democratic cause.

Possibility also was held out that Mr. Truman may limit his radio appearances to an address on the eve of the Congressional elections.

Mr. Barkley is slated to make approximately 30 speeches in 15 states during October and the first week of November, beginning with an address in Wisconsin this Thursday. Other states listed (cities had not been set), most of them in "critical" election areas, include Iowa, Missouri, California, Washington, Idaho, Utah, Colorado, Indiana, New York, Connecticut, Pennsylvania, Ohio, Kentucky and Illinois.

Paid Basis

According to Mr. Fry, local Democratic committee organizations will arrange Mr. Barkley's schedule of radio addresses, all of which presumably will be carried locally by stations in each city on a paid basis. A few of the Vice President's speeches are expected to be tabbed for network pickup.

President Truman last Wednesday spoke by transcription on ABC, 3:25-3:30 p.m. in connection with celebration of Democratic Women's Day commemorating the 31st anniversary of women's suffrage. The five-minute recording also was made available to other networks for presentation at a later hour. NBC and CBS reportedly turned down the scheduled afternoon address for broadcast at that time because of network commitments.

The Democratic Women's Day recording by the Chief Executive was aired as a public service or "non-partisan speech, though not without some questioning by newsmen.

According to original plans, it was learned, Mr. Truman was to have directed his address to "Democratic women" throughout the country. This plan was scrapped on advice of Democratic advisors who felt such a reference would plainly stamp the broadcast as political.

In his remarks, the President alluded to Democratic Women's Day but directed his message to all women. He spoke on suffrage rights they have enjoyed the past 31 years, as well as their responsibility for taking a more active part in public affairs.

To the Rescue

A TWO-year-old's appetite for ice cream gave an urgency to the appeal sent to WMTR Morristown, N. J., by local police last week. Would WMTR please find the parents before the kid worked his way through all the pocket money on the force? WMTR did—in exactly eight minutes!

Mr. Courtland P. Dixon
Ted Bates and Co.
New York City

Dear Courty:

You and Willie th' Penguin will be glad ter know thet yuh made a smart move when yuh bought time on WCHS in Charleston, West Virginny! In th' first place, Charleston is a mighty good town, yessirree! Why Courty, th' average fambly income in this here town is a third higher then th' country as a whole, an' thet ain't hay! An' then, WCHS gives yuh 28 percent more nighttime lisseners, and 15 percent more in daytime then effen yuh bought all th' other four stations in town! But th' real payoff is thet WCHS costs yuh lessen half as much as th' other four! Now thet's a real bargain, ain't it Courty? Keep thet in mind when yuh goes lookin' fer a station again!

Yrs.
Algy



WCHS
Charleston, W. Va.

FARM STATION?

Yes! For almost a quarter-century our entertainment and services have been planned for farmers in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

FCC Actions

(Continued from page 85)

Applications Cont.:

Modification of CP

KVOL Lafayette, La. — Mod. CP change frequency etc. for extension of completion date.

WARM-FM Scranton, Pa.—Mod. CP new FM station for extension of completion date.

TENDERED FOR FILING

AM—1370 kc

KBUC Corona, Calif.—CP change D power from 500 w to 1 kw.

AM—1010 kc

KSMN Mason City, Iowa—CP increase power from 1 kw to 10 kw.

APPLICATIONS RETURNED

WLBG Laurens, S. C.—RETURNED application for involuntary transfer of control from John Wells Todd, deceased, to J. W. Todd III and Richard Todd, executors.

WLOS Asheville, N. C.—RETURNED application for license renewal.

APPLICATION DISMISSED

WAYB Waynesboro, Va.—DISMISSED application for transfer of control from Earl M. Key to N. Wilbur Kidd and John A. Brown.

September 26 Decisions . . .

BY THE SECRETARY

WJXN Andalusia Bcsctg. Co., Jackson, Miss.—Granted voluntary assignment of license to Jackson Bcstg. Co.

KWOR Worland, Wyo.—Granted license install new trans.

KHUB Near Watsonville, Calif. — Granted license install new trans.

WPOR Portland, Me.—Granted license to use old main trans. as aux. on 1450 kc, 250 w, and covering installation new trans.

WOR New York—Granted license install new vertical ant. for aux. to be used with presently licensed 5 kw aux. trans.

WOKY Milwaukee — Granted license change freq. etc. 920 kc, 1 kw DA-1 unl.

WPFB Middletown, Ohio—Granted license install alternate automatic frequency control.

KUBA Peach Bowl Bcstrs. Inc., Yuba City, Calif.—Granted voluntary acquisition of control through sale of 12,000 sh. common stock from Beverly B. Ballard to Chester V. Ullom for $12,000.

Coast Ventura Co., Ventura, Calif.—Granted license for new remote pickup, KA-4269.

Nueces Bcstg. Co., Corpus Christi, Tex.—Granted license new remote pickup, KA-6974.

The Elk County Bcstg. Co., St. Marys, Pa.—Granted license for new remote pickups, KA-7019, 6988.

WTRT Toledo, Ohio—Granted license new FM station; 99.9 mc, Ch. 260, 8.8 kw, 160 ft.

Antietam Bcstg. Corp., Hagerstown, Md.—Granted request to cancel licenses and delete remote pickup stations.

WSPE Board of Education of Central School District No. 1 of Towns of Concord, et al., N. Y.—Granted CP new noncommercial educational FM station; ch. 219, 91.7 mc, 10 w.

Chippewa Valley Radio and Television Corp., Eau Claire, Wis.—Granted CP and license new remote pickup, KA-7670.

Scranton Bcstrs. Inc., Scranton, Pa.—Granted CP and license new remote pickup, KA-7669.

Eastern Radio Corp., Reading, Pa.—Granted CP licenses for new remote pickup stations, KGB-437, KA-7667, KA-7668.

KTOK Inc., Oklahoma City, Okla.—Granted mod. CP KKA-79 to change from FM STL to standard broadcast STL changing frequency from 45.0 mc to 931.5 mc.

KBLI Blackfort, Ida.—Granted mod. CP for approval of ant. trans. and studio location.

KDLA DeRidder, La.—Granted mod. CP for approval of ant. and trans. location and specify studio location.

WFMD Frederick, Md.—Granted mod. CP for extension of completion date to 11-15-50.

WFMK La Salle-Peru, Ill. — Granted mod. CP for extension of completion date to 3-6-51 on cond. that construction be completed or interim operation provided by that date.

KNEA 'Plush' Studios

THE hotel apartment originally decorated for the late Crawford Noble, world renowned musician, is now serving as studios of KNEA Jonesboro, Ark. Located in Jonesboro's Hotel Noble, the studios are on the three floors formerly occupied by the apartment. One studio boasts a pipe organ, another a 30-ft. natural rock chimney—plus elaborate interior decorations.

WIS-AM-FM Columbia, S. C.; WSPA-AM-FM Spartanburg, S. C., and WIST (FM) Charlotte, N. C.—Granted voluntary assignment of licenses to The Bcstg. Co. of the South, newly formed corporation.

WNOR Norfolk, Va.—Granted license install. aux. trans. on 1230 kc, 250 w.

KCRC Enid, Okla.—Granted license install new trans.

KTUL-AM-FM Tulsa, Okla.—Granted voluntary acquisition of control of licensee from John Toole Griffin and Marjory Griffin Leake, executors of Estate of J. T. Griffin, deceased, to John Toole Griffin and Marjory Griffin Leake, individually.

American Bcstg. Co., New York — Granted extension of authority to transmit recorded programs from 30 Rockefeller Plaza, New York, and other points throughout U. S. where licensee maintains studios to all broadcast stations under control of Canadian authorities that may be heard consistently in U. S., for period beginning 3 a.m. (EST) Nov. 9 and ending in no event later than Nov. 9, 1951, provided program has been, is being, or will be broadcast in U. S. by licensee.

KDTH-FM Dubuque, Iowa—Granted license new FM station, 100.5 mc, 45 kw, 650 ft.

WIBB Macon, Ga.—Granted acquisition of control thru sale of 10% common stock from Thomas S. Carr to Thomas H. Maxwell for $4,500.

WWNC Asheville, N. C.—Granted acquisition of control by Don S. Elias thru purchase of 125 sh. common stock from Brandon P. Hodges for consideration of $31,250.

WFLN Philadelphia—Granted voluntary assignment of license to Lawrence M. C. Smith tr/as Franklin Bcstg. Corp.

KEEN San Jose, Calif.—Granted mod. license to change main studio location to north of San Jose, Calif.

Caribbean Bcstg. Corp., Arecibo, P. R.—Granted CP new remote pickup.

WSAP Portsmouth, Va.—Granted CP install new trans. as aux. on 1350 kc, 1 kw.

WAER Syracuse U., Syracuse, N. Y.—Granted CP make changes in noncommercial educational FM station to change operating power from 2.6 w to 1 kw.

WERS Emerson College, Boston — Granted CP make changes in noncommercial educational FM station to change frequency to 88.9 mc; power from 10 w to 250 w.

Following were granted mod. CPs for extension of completion dates as shown: WHO Des Moines, to 1-1-51 (cond.); WGAF Valdosta, Ga., to 4-10-51; WHAS-TV Louisville, Ky., to 4-1-51; WCBS-TV New York, to 4-10-51; WIBA-FM Madison, Wis., to 4-11-51; WAFM Birmingham, Ala., to 1-1-51; WBIB-FM New Haven, Conn., to 12-30-50; WGNR-FM New Rochelle, N. Y., to 3-15-51; WARD-FM Johnstown, Pa., to 12-30-50; WDSU-FM New Orleans, to 3-28-51; WWOL-FM Buffalo, N. Y., to 4-1-51.

September 26 Applications . .

ACCEPTED FOR FILING

License for CP

WEIR Weirton, W. Va. — License to cover CP new AM station.

KUGN Eugene, Ore.—License to cover CP change frequency etc.

WKBZ-FM Muskegon, Mich.—License to cover CP changes in FM station.

WTAR-TV Norfolk, Va.—License to cover CP new commercial TV station.

AM—1550 kc

WHBS Huntsville, Ala.—CP change from 1490 kc 250 w unl. to 1550 kc 10 kw-D 500 w-N unl. DA-DN.

AM—1350 kc

WHIP Near Mooresville, N. C.—CP increase power from 1 kw to 5 kw.

License Renewal

WSIC-FM Statesville, N. C.—License renewal FM station.

Modification of CP

KTOK-FM Oklahoma City—Mod. CP new FM station for extension of completion date.

September 27 Decisions . . .

BY COMMISSION EN BANC

Hearing Designated

Charles H. Chamberlain, Bellefontaine, Ohio—Designated for hearing at Washington on Dec. 18, application for CP new station 1390 kc, 500 w D; made WKJG Ft. Wayne, Ind., and WING Dayton, Ohio, parties.

Blanfox Radio Co. Inc., Cumberland, Ky.—Designated for hearing at Washington Dec. 19, application for CP new station 1490 kc, 250 w unl; made WOPI Bristol, Tenn., party.

William M. Bunker and Tribune Pub. Co., Tacoma, Wash.; KBRO Bremerton, Wash.—Designated for consolidated hearing at Washington Dec. 19, applications of Bunker and Tribune, each requesting CP new station, 1400 kc, 250 w and of KBRO to change frequency from 1490 kc to 1400 kc (250 w unl.).

SSA—1380 kc

WAMS Wilmington, Del.—Denied application for SSA to operate on 1380 kc with 1 kw unl. DA for 6 mo. or until final disposition has been made of its application for fulltime operation.

Rule Waived

WSAZ Inc. Huntington, W. Va.—On request waived Sec. 4.166 of rules to permit operation of TV relay stations KQB-77, 78, 81 and 82 without licensed radio operator being on duty at trans. site, subject to express engineering cond., such authorization to terminate Feb. 1, 1951.

SSA-Exp. TV

National Bcstg. Co., Stratford, Conn.—Granted SSA for 90-day period to operate 50 w composite TV trans. as exp. TV station on VHF Channel 4 at trans. site of its UHF exp. TV station KC2XAK at Stratford, for purpose of comparing VHF and UHF signal strength and picture quality; cond.

License Extension

WNDR-FM Syracuse, N. Y.—Granted temp. extension of license to Nov. 1.

Replace CP

WKAT-FM Miami Beach, Fla.—Granted new CP, expiration date six mo. hence, to replace expired CP for Class B FM station on Ch. 226 (93.1 mc), 50 kw; cond.

Request Denied

WCBM-FM Baltimore, Md. — Denied request to remain silent pending filing of and Commission action on application for mod. CP to change trans. site to site recently authorized for AM station WCBM.

KLON Long Beach, Calif.—Placed in pending file application for CP non-

(Continued on page 91)

Gates has it

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CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Sales manager wanted, 5000 watt, southern independent, experienced, live wire, hustler under 35 who can build strong sales organization, unusual opportunity, confidential, write fully, send photo. Box 467G, BROADCASTING.

Manager wanted for 250 watt AM and FM network station, newspaper owned, in very prosperous midwest city and market; only station in city; newspaper gives fullest support and selling is on clean competitive basis; applicant must either have proven record of selling or be able to convince us that he can sell radio and also assume complete management; salary plus percentage of profits; will consider selling interest to right man; tell all about yourself in first letter including age, experience, salary requirements, habits, family and send photo and references; you need not hesitate to answer this ad and your reply will be held in strictest confidence. Box 530G, BROADCASTING.

Manager-salesman fulltime local fast growing Carolinas city. Owner will consider selling 25% or more to proven producer. Present manager acquainted this ad. Replies strictly confidential. Box 551G, BROADCASTING.

Wanted—Manager not interested in titles and glory, but good pay for sober, business approach with well rounded radio experience, capable of selling. Box 575G, BROADCASTING.

Salesmen

Wanted, experienced time salesman who can sell in competitive market for ABC 250 watter, northeast Texas. Salary plus incentive arrangement. Please send details of experience, business and character references and photo. Box 776F, BROADCASTING.

Texas ABC station desires aggressive, experienced salesman. Permanent. Equitable compensation. Box 476G, BROADCASTING.

Wanted: Experienced time salesman for an eastern non-competitive market. Salary plus incentive arrangement. Please furnish details of experience. Box 511G, BROADCASTING.

24-hour-a-day, independent station, in market of 600,000, with second highest Hooper rating in area, desires experienced, conscientious, hard working, radio time salesman. Will pay good drawing account against 15% commission. Car necessary. Rush complete resume and late snapshot, if available, to Box 513G, BROADCASTING.

If you have always wanted to live in California, here is your chance! San Francisco independent needs aggressive young salesman. Salary and commission. Ideal working conditions and good potential. This is the opportunity for a qualified, experienced time salesman to live in California. Write Box 547G, BROADCASTING giving background, references and photo.

Salesman, experienced. Starting salary $125.00 per week plus commission. Do not apply unless you can produce billing records at present or previous employment. Box 573G, BROADCASTING.

WRAC, Racine — Wisconsin's second market needs one good salesman. This is a pleasant community with only two stations. We want a man who wants a permanent job in a small hard-hitting operation. Some guarantee against liberal commissions. Write Herschell Lewis.

Announcers

Network affiliate Rocky Mountain area has opening for announcer-copywriter. Send transcription and full details with first letter. Box 909F, BROADCASTING.

Wanted: Combination announcer-first class license man, $75.00 for forty hours. Southeastern network station. Box 501G, BROADCASTING.

Help Wanted (Cont'd)

Announcer, team or couple for one day a week in N.Y.C. Must be good at direct selling particularly foods. Give details. Box 526G, BROADCASTING.

Combination engineer - announcer wanted by progressive Minnesota station. Must be good announcer. Car necessary. Send disc and letter Box 532G, BROADCASTING.

Wanted, three engineer-announcers with emphasis on announcing for North Carolina Mutual affiliate 1000 watt AM station 10,000 watt FM station. Positions will be open for these men on or about December First 1950. Ideal working conditions, base salary plus time and one half overtime and talent fees. Send all information and disc to Box 582G, BROADCASTING.

Announcer with ticket. Must be experienced and good. Modern, furnished apartment plus above average pay for right man. No floaters. Tell all in air mail letter and send disc to Carl Dunbar, KSIL, Silver City, New Mexico.

Need combination engineer-announcer. Emphasis placed on announcer. Also some sports. Must have experience. Contact C. R. Horne, KXRJ, Russellville, Arkansas.

First rate announcer, capable of board work who can sit down and talk to people for his sponsor. Good future for right man, send full information but no disc until requested. Inexperienced people or students please do not reply. KXXX, Colby, Kansas.

Immediate opening announcer-engineer, emphasis on announcing. Some experience preferred. Send disc, background, draft status, salary requirements. WDEC, Americus, Georgia.

Announcer-engineer. Immediate opening at 250 watt station. Future for men willing to work. Salary depends on ability. Station growing. WFTR, Front Royal, Virginia.

Immediate opening announcer-copywriter, $200 month start, WGVM, Greenville, Mississippi.

Announcer-engineer. 1st class ticket. Network affiliate, ideal working conditions and advancement opportunity. Must be good announcer. Air mail disc, salary requirements, full details. WHIT, New Bern, N. C.

Announcer-operator wanted. State details, salary requirements etc. first letter. Personal interview necessary. WKTY, La Crosse, Wisconsin.

Announcer-engineer, name your salary if you have good selling voice, first phone and want job in top rural market in South, efficient but congenial operation, excellent living, county 98% white. Rush disc, background details; WKUL, Cullman, Alabama.

Combination announcer-engineer, first class ticket, Virginia daytimer independent. Living accommodations available. Send disc and letter giving reserve or draft status. WNNT, Warsaw, Virginia.

Personality disc jockey. Morning or afternoon show. Air mail disc immediately, WORL, 199 Washington St., Boston, Mass.

Wanted for Washington, D. C. market, combination announcer. Control board operation essential with emphasis on good selling delivery. Must have experience. Phone or write for audition Carl Lindbergh, WPIK, Alexandria, Virginia.

Technical

Wanted: Engineer, ten years experience, capable of maintaining and operating 5 kw directional AM system, 10 kw FM system. Including studio audio equipment. Possibilities of entering TV field. Station located New York state. Box 572G, BROADCASTING.

Help Wanted (Cont'd)

Need first phone operator for 1000 watt independent Texas station. Excellent opportunity for right now. Box 571G, BROADCASTING.

Wanted: Operator with a first class ticket for WFNC, Fayetteville, North Carolina. Please wire or call.

Chief engineer with ability to announce. Present chief called to Army. Good salary and working conditions. Must be in by November first. WHLF, South Boston, Virginia.

Wanted-First phone engineer, combination desired, not necessary. Experience unnecessary. Phone E. B. Evans, 760 collect, Wooster, Ohio. Future for the right man.

Production-Programming, others

Sales promotion director, experienced. Starting salary $100.00. Give all details and state when available. 5000 watt ABC affiliate in market of one-half million. Box 574G, BROADCASTING.

Woman continuity director. Some air work. Rush photo, disc and copy samples. Larry Filkins, KSCB, Liberal, Kansas.

Wanted, male or female stenographer. Secretary to owner group of Mutual affiliates. Starting salary $50 or more weekly, depending on ability and experience. Write or wire Wm. T. Kemp, KVER, Box 1388, Albuquerque, New Mexico.

Situations Wanted

Managerial

Manager-commercial manager, 13 years radio and newspaper management and sales. Solid radio man completely experienced in business management, employee relations and public relations. Strong on sales and programming. Good record, excellent references. Family man, two children. Draft exempt. Box 37G, BROADCASTING.

Managing director, long experience, available for revitalizing station operations not now profitable. Knows every phase of station management from A to Z. Good judge of personnel. Will accept remuneration on percentage of increased profits, a straight fee, or a combination of both. Only interested in 1 kw, or more, fulltime. Box 132G, BROADCASTING.

Former commercial manager of 50 kw station going back into radio. Out of radio for two years to be executive in large manufacturing concern. Experience includes four years display advertising with large daily and three years in farm magazine as advertising manager. Solid citizen with small family and top level references. Can change October 1. Box 354G, BROADCASTING.

Manager, program director, salesmanager. Highest industry references and requisites. Can cover all phases station operations and produce going concern. College degrees; average age, 30. Can assume control of new CP or turn loosing station into profitable operation. Sound, long range policy. Large and small market experience. Expert low cost operation. Desire to relinquish control of present station. No fly-by-night investors need apply. We are reliable, sound radio businessmen. Box 497G, BROADCASTING.

Production-programming-management, experienced all phases. Cost conscious, good staff handler. Can do and have done everything from sales to mike work, no failures. No draft worries. Young, vigorous, well trained under able men. Available immediately. Box 535G, BROADCASTING.

Married man with family desires position as commercial manager or salesman and newscaster, fine sales record, very strong on news. Eight years radio experience. Box 536G, BROADCASTING.

Attention Florida, managers: open your eyes to hot DJ and inspired copywriter in central Florida. Must make more money. Box 539G, BROADCASTING.

Manager over 18 years experience net and independent stations. Box 560G, BROADCASTING.

Manager, commercial manager, solid background in business management, sales, promotion, programming and station organization. Excellent character and business references. Family man. Veteran. Box 576G, BROADCASTING.

Situations Wanted (Cont'd)

Salesmen

Go no further! Got to keep the local merchants happy, so I firmly believe in service. In sales long, long time. They can't stump me on questions. No hurry-presently employed. Strong on name credit. Just plain old fashioned merchandising. Central states. Complete resume follows. Box 529G, BROADCASTING.

Salesman. Experienced independent and network. Can sell competitive markets. Good program ideas as well as sales ability. Prefer southeast. Box 531G, BROADCASTING.

Salesman—Young, single, experienced college graduate, prefers middle or southwest. Photo and references on request. Box 543G, BROADCASTING.

Sales-sales manager, outstanding sales record in major metropolitan market selling national and local accounts. Knowledge of sales promotion and ability to plan sales campaigns. Seeking good sized market where successful sales will be recognized. Age 28, veteran, married. Box 555G, BROADCASTING.

Experienced salesman, married, hard working. Preferably south. Excellent references. Box 559G, BROADCASTING.

Announcers

Major league baseball announcer. All sports. Staff. College graduate. Married. Box 910F, BROADCASTING.

Announcer, former staff 5,000 watt NBC affiliate. Produced, sang, emceed amateur shows in Chicago nite clubs. Two years college. Graduate oldest broadcasting school in country. CBS instructors taught all phases of broadcasting. Consider all offers on this earth. Box 356G, BROADCASTING.

Experienced versatile announcer, continuity writer. Complete details upon request. Box 440G, BROADCASTING.

Mature, versatile ideas and voice. Strong as air salesman and newscaster. Presently employed as program director-announcer but wish larger market area. $75 minimum. Box 500G, BROADCASTING.

Announcer, ten year man, experience at two 50 kw kilowatt stations, also year and a half television, desires good staff job or news or sports director position. Available October 15th. John Egan. Box 518G, BROADCASTING.

Announcer, deejay, married, child, presently employed. 2 years experience, degree, Seeking opportunity, security. Friendly voice. Disc, tape available. East, midwest preferred. Box 527G, BROADCASTING.

Thoroughly experienced sportscaster desires baseball, basketball and football play-by-play. Preferably Rocky Mountain area or far west. Have done college basketball for regional network. Draft exempt. Highest recommendations. Box 537G, BROADCASTING.

Sports announcer. Ten years play-by-play. Outstanding, different sportscasts. Box 550G, BROADCASTING.

Announcer, single, 25, veteran. College trained in radio. Wants fulltime job announcing. Salary secondary. East only. Box 552G, BROADCASTING.

I'm not offering fantasy. I'm offering experience since 1935; announcing, programming, dramatics. Network quality voice. Steady, 35, family, draft exempt. If you give security and pay living wage, make offer to Box 557G, BROADCASTING.

Available October 9. Young announcer-operator, writer, with accent on news, music and commercial copy. Completing one-year course at topflight radio school. Will travel anywhere and will consider all offers. Box 561G, BROADCASTING.

Sportscaster, currently working baseball and football in the southeast. Three years experience in calling college basketball and hockey. Looking for basketball and/or hockey work. Preferably in the northeast. College graduate and draft exempt. Box 563G, BROADCASTING.

Announcer, control board operator. Competent, conscientious, reliable, willing settle small community. Details and disc available. Box 567G, BROADCASTING.

Announcer. Excellent background. Five years experience. Now working metropolitan 5 kw station. Specialty, news and sports. The best references. Box 570G, BROADCASTING.

Newscaster, disc jockey. 3 years experience. Young vet. Top references. Desire position without board work in metropolitan area. Box 578G, BROADCASTING.

Situations Wanted (Cont'd)

Recent graduate leading announcing school New York. Thoroughly trained in staff announcing. Pleasing voice, personality. Willing, conscientious, efficient worker. Looking for first break." Box 579G, BROADCASTING.

Experienced announcer. Four years staff and special events including sports. Age 24, married, draft exempt. Presently employed, desires progressive station. Box 583G, BROADCASTING.

Announcer, veteran, 28, reliable, conscientious. Recent graduate leading radio school. Box 586G, BROADCASTING.

Announcer, specialize in news, music, general announcing. Deferred veteran. Send for disc, data, photo or personal audition. Ray Maurice, 30 W. Chicago Ave., Chicago.

Staff, sports announcer, 3 years commercial experience. Can broadcast and write sports. College grad. Contact Mike Wynn, 370 Columbus Avenue, N. Y. C., Phone TR 7-2617.

Technical

Chief engineer, twenty years broad technical experience including construction of two stations. Presently chief engineer of one kw. Family. Box 481G, BROADCASTING.

Chief engineer, veteran, married, experienced all phases broadcasting, construction. Permanent position, stable station, available immediately, best references. Write Box 434G, BROADCASTING.

Engineer, 32 months transmitter, remotes, tape recordings. Army radar experience. Graduate RCA Institute, N. Y. C. Presently employed. Box 473G, BROADCASTING.

Capable, experienced chief engineer looking for permanent position at well established station. Family man, 35 years, good worker and character. Will consider straight engineering with suitable station. Available at once. Box 488G, BROADCASTING.

Engineer, license, degree, 12 years experience. Box 528G, BROADCASTING.

Young man with 1st phone, seeking engineering position, no experience but ambitious, willing to learn. Northeast preferred. Box 533G, BROADCASTING.

Experienced combination 1st class engineer, announcer. Experience in indies and network station. Desires permanent position with progressive station in Northeastern U. S. Disc, photo on request. Box 534G, BROADCASTING.

Southwest: Satisfactorily employed combination man wants job with chance of advancement. Eager and willing to learn more. Have 3½ years experience and wants work near home area of Southern California. No hurry. If future opening available will wait. Age 23, draft exempt, $250.00 minimum. Box 537G, BROADCASTING.

Combination man—Experienced, reliable. Desires permanent position as combination man or control room and transmitter engineer. Box 538G, BROADCASTING.

Chief engineer invites correspondence with established broadcaster. Long creditable experience in all phases engineering includes multi element directionals. Draft proof. Ready for TV. Top references. Box 545G, BROADCASTING.

Engineer, 3 years experience. Presently chief of 250 watt station. Doing combo work, 29 years, married, one child, have car. Box 546G, BROADCASTING.

Experienced operator-engineer, 250 to Kilowatt, first phone, all phases, net, remotes, tape and disc and transmitter. Box 548G, BROADCASTING.

Chief engineer. 17 years experience seeks opportunity with progressive station. Preferably south. Best references. Box 566G, BROADCASTING.

Recent graduate leading school. 1st phone, no experience, veteran, married, desires permanent position. Will travel. Box 568G, BROADCASTING.

Engineer, age 24, married. Transmitter and studio experience in 250 watt and 1 kw stations. Experience in construction of 1 kw directional and installation and maintenance of 2-way systems. No announcing. Box 584G, BROADCASTING.

Engineer, experienced, first phone, FM trans and control remotes, recording, own car. Box 585G, BROADCASTING.

Situations Wanted (Cont'd)

First class ticket, 2½ years experience, network and independent, control and transmitter, married, have car. Box 549G, BROADCASTING.

Engineer, one year experience, young, single, draft exempt, no drinker, desires job in southern California. Box 466, Glendale, California.

Broadcast position wanted: Young man, 26, ex Navy radio operator. Hold first phone and telegraph license. Active ham. Travel anywhere U. S. Charles Glock, 137-35 Springfield Blvd., Springfield Gardens, New York.

Engineer-announcer. Vet, first class ticket, schooled in announcing. Ability, willingness to learn. Disc, photo. Travel anywhere. John Norton, 1431 W. Jackson Blvd., Chicago.

Production-Programming, others

Continuity writer. Capable of intelligent, crisp commercial copy, desires position with small progressive organization. Young, conscientious, dependable. Preferably no announcing. Box 479G, BROADCASTING.

Program director, sportscaster, experienced in all phases of station operation, sales and promotion. Available, no draft status. Box 517G, BROADCASTING.

Draft exempt family man. 10 years in radio. Program, news, sports director. Photogenic. Desires association with TV-AM organization. Presently employed. Prefers middle Atlantic area. Box 540G, BROADCASTING.

Educational-vocational counselor (M. A., Columbia University) experienced writer, young woman, has novel idea for vocational guidance series, script furnished on request; could also conduct your educational programs; radio or TV. Box 554G, BROADCASTING.

Program director, 10 years radio. Excellent references. Will answer all replies fully. Box 556G, BROADCASTING.

Program director. Successfully programmed two eastern fulltime independents. Productive ingenuity, steadying influence will stimulate operation, create profits. Box 564G, BROADCASTING.

Program director looking for permanent berth! Experienced in DJ stints, straight announcing, traffic, continuity, promotion, production, programming. College grad. Steady, sober and ambitious! Non-draftable. Single. Tape available. Offers? Box 565G, BROADCASTING.

Finally! Good small station program director. East, midwest only. Qualified. Box 569G, BROADCASTING.

Program director and/or assistant manager. Excellent background in promotion, programming, sales and station relations. Excellent references. Above draft age. Box 577G, BROADCASTING.

Program director-announcer, 15 years experience with a proven audience builder record, plus sales. References. Box 581G, BROADCASTING.

For Sale

Stations

$25,000 buys 35% or majority stockholding in a fulltime high power AM plus FM independent station. Currently in black on expanding gross. Give financial qualifications in first letter. Possibility for active or inactive investment. Box 387G. BROADCASTING.

1000 watt AM daytimer and 14 kilowatt FM fulltime. Controlling interest for sale. Located in Virginia. Identify yourself fully in confidence and state information wanted. Box 503G, BROADCASTING.

Equipment, etc.

Rek-O-Kut transcription cutting table, 16 inch, largest size, complete, like new, $800.00 value for only $600.00. Box 315G, BROADCASTING.

For sale—GE BT-3-A 3 kw FM transmitter, GE BM-1-A modulation monitor, GE BA-5-A limiting amplifier, GE BY4-A four bay FM antenna, 400 foot CP 1⅝ inch coax, model 46 Communications Products dry air pump. Box 541G, BROADCASTING.

General Electric BT-9-A studio to transmitter link complete with receiver and two parabolic antennas frequency 940.5 mc. Box 542G, BROADCASTING.

For Sale (Cont'd)

RCA BTF-3 B FM transmitter with original tubes and spares, $4500.00. Also H.P. frequency and modulation for FM. 2 Presto 6 N recorders. 800 ft. of communications products. 52 ohm flanged ⅞ transmission line. Box 562G, BROADCASTING.

Make offer FM WE 506B-2 complete, spares, 10 kw transmitter. New, never uncrated. H. Edwin Kennedy, WILM, Wilmington, Delaware.

Complete Gates 250 D "Customaire" xmeter with modulation monitor, frequency monitor and limiter amplifier, all Gates. Wincharger type 101, 150 foot guyed tower equipped with A3 lighting. Equipment two years old. Contact Webster Taylor, WMIK, Middlesboro, Kentucky.

Have several used guyed Wincharger towers will sell erected. Tower Construction Co., 107 Fourth St., Sioux City, Iowa. Phone 5-6761.

Wanted to Buy

Equipment, etc.

Wanted: 250 w AM transmitter, cash or exchange 250 w FM RCA transmitter and monitor; above also for sale. Box 441G, BROADCASTING.

Complete equipment for 250 watt AM and 250 watt FM installation. Must be in excellent condition, priced right and presently located in North Carolina or Virginia. Tell all first letter. Box 504G, BROADCASTING.

Used 10 kw transmitter. State condition and lowest cash price first letter. WBSC, Bennettsville, S. C.

Wanted, studio to transmitter link equipment on 940-952 mc or 150-175 mc band. Please state price, type equipment, frequency range and condition. Box 553G, BROADCASTING.

Wanted: Gates BC-1E-KW transmitter. Will pay good reasonable price. Write or wire Box 558G, BROADCASTING.

Five used 150 foot vertical antennas in good condition. State lowest cash price first letter. WBSC, Bennettsville, S. C.

Help Wanted

GOOD MEN WANTED

We will pay you what you are worth

Engineer-announcer .....$60 to $80 week

Announcer-copywriter .....$60 to $80 week

How good are you?

If interested wire Jim Reese, Tri-W-Network, Jasper, Alabama and air mail special disc and complete information

FLOATERS NEED NOT APPLY

Announcers

NEWSWRITER-ANNOUNCER

•

Experienced combination newswriter-announcer needed by 50,000 watt midwest radio station. Excellent opportunity. Send background, picture and disc to

•

BOX 544G, BROADCASTING

Announcer from midwest or southwest who knows rural-farm programming and who can effectively sell mail type accounts as MC of western unit. Network affiliate—10 kilowatts—large market. Nominal starting salary with excellent opportunity. Write fully, giving experience and starting salary. If we are interested will write you for audition disc. Box 580G, BROADCASTING.

Situations Wanted

Announcers

Available soon .

.

. Proven successful morning personality. Six years with present 5000 watt station. Making excellent salary. Desire change. Personal interview only. Vet, thirty nine, married. BOX 525G, BROADCASTING.

For Sale

Equipment, etc.

ENGINEERING INSTRUMENTS:
Hewlett Packard 330B distortion analyzer purchased September 1947. Replacement cost $425.00. Like new . . . $350.00
RCA UHF field meter WX-1A purchased February 1949. Replacement cost $1,895.00. Like new . . . $1,700.00
RCA broadcast field meter WX-2A purchased November 1948. Replacement cost $650.00. Used, but perfect working order . . $400.00
ANDREW CORPORATION
363 East 75 Street—Chicago 19

Wanted to Buy

Equipment, etc.

Wanted:

Used one kilowatt transmitter and 205 foot tower.

Box 475G, BROADCASTING

School

NATIONAL ACADEMY OF BROADCASTING, INC. NAOB

STATION MANAGERS!

Need Trained Personnel?

BROADCASTERS!

Want a Refresher Course?

BEGINNERS!

Want to be a broadcaster?

THE NATIONAL ACADEMY OF BROADCASTING, INC.

3338 16th Street, N. W.
Washington 10, D. C.

NEW TERM OPENS OCT. 2

NATIONAL ACADEMY OF BROADCASTING. Dept. 111
3338—16th St., N.W.
Washington 10, D. C.

Please send information concerning
☐ Correspondence ☐ Residence Courses.

Name.....

Address.....

City.....State.....

TOWER BLAST

Rep. Elston Blames Reds

THE BLAST which wrecked the Voice of America transmitter tower of Crosley Broadcasting Corp. in Bethany, Ohio, is "clearly the work of agents of Moscow," and is "but a sample of what can be expected in the event of an all-out war with Russia," Rep. Charles H. Elston (R-Ohio) charged in a statement issued Sept. 22.

"It is striking evidence that sabotage is part of the plan of the Reds to block all efforts to bring about world peace . . . and points up the urgent necessity of legislation to regulate the activities not only of the Communists but also of the pinkos and fellow travelers who belong to Communist-front organizations," Rep. Elston told House colleagues.

The FBI already has begun a probe of the explosion [BROADCASTING, Sept. 25] which destroyed a 165-ft. tower supporting one of the government's Voice antennas in the Cincinnati area. Plant is used to beam Voice broadcasts to Europe and Latin America. James D. Shouse, chairman of the board of Crosley, which leases the plant to the government under contract, characterized the blast as a "professional job."

Editorials Cited

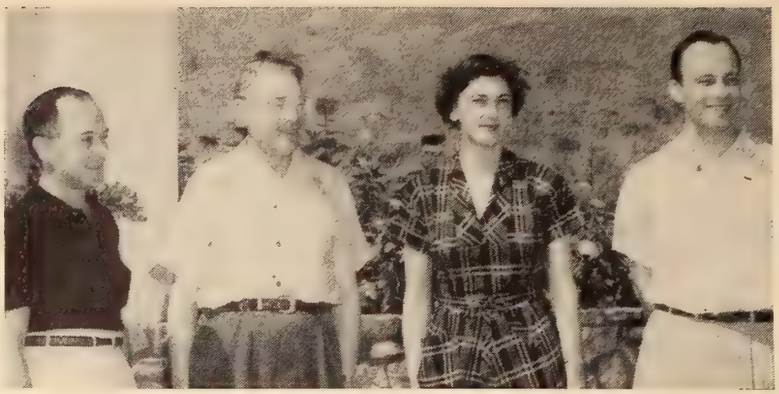
Rep. Elston described the explosion as one of "international significance," and included in the *Congressional Record* editorials from three Cincinnati newspapers to support his sabotage charge.

Excerpts from the editorials:

Cincinnati Enquirer—. . . For some unexplained reason . . . the State Dept. has not felt it necessary to place guards around the group of big antennae. The surrounding cyclone fence had been cut, apparently to allow entrance for the supposed saboteur . . . It is new evidence of the need for putting every Communist in this country "under wraps". . . . Guards should be placed at Bethany immediately. . .

Times-Star [WKRC WCTS (FM) WKRC-TV]— . . . This was the second explosion at Bethany this summer. Radio towers don't just blow up. Nor do they get struck by lightning on a perfectly clear night . . . What more obvious target for sabotage than a radio tower which is beaming programs to the countries behind the Iron Curtain?. . . An attempt to cripple the Voice of America is proof that this program is having an effect . . .

Post [WCPO-AM-FM-TV]—. . . It seems surprising to the average man that no steps were taken after the previous explosion last May . . . Now, according to the official in charge of telling America's story to the world, steps will be taken . . . All that one can add to that is—it's about time.



LOOKING pleased on the occasion of the first anniversary of Desert Bank, Cathedral City, Calif., are (l to r): Harry Davis, account executive, KCMJ Palm Springs; O. A. Torgerson, president, Desert Bank; Alta Weede, bank cashier; Roland Vaile, general manager, KCMJ. A purchaser of time on KCMJ during the year, the bank marked the celebration by buying time for the entire anniversary day (July 11) running spots, interviews with bank directors, tape-recorded comments on the bank's progress, and a repeat of the original taped broadcast done by the station when the bank opened.

Allen, Hodges Cited

MEL ALLEN, who announced this season's Yankee games, and Russ Hodges, for the Giants, have received *The Sporting News* awards as the outstanding play-by-play broadcasters for 1950 in the American and National leagues, respectively. Winner of the award for the fifth successive time, Mr. Allen joined CBS in 1937. Mr. Hodges, first-time winner, broadcasts the Giants games on WMCA and a network of several stations.

NBC *Cass Daley Show* moves to Sat., 5-5:30 p.m., PST, time slot. Formerly heard Thurs., 7-7:30 p.m., PST.

'SHOP' CLINIC

Agency Holds Ad Sessions

WHEN an advertising agency closes its doors for an entire day, it could mean a holiday, but 59 members of VanSant, Dugdale & Co. of Baltimore did just that, convening at the Sheraton-Belvedere Hotel to talk shop.

Occasion was the agency's third annual one-day convention-clinic Sept. 15 on the subject of "Successful Advertising in 1951." Concentrating major emphasis on creative aspects of advertising, organization members reviewed and analyzed various ways of approaching the agency's objective.

A presentation on television, covering specific aspects of the medium, markets, potentials and production techniques was given by Bob Walsh, VanSant radio and TV director, during the one-day session. Panels were held on research planning, copy techniques, layouts and art, and consumer advertising. Keynote address was delivered by President Wilbur VanSant, who reviewed current activities and appraised the outlook for the future.

ANTENNA CONTROL

RCA Announces New System

RCA ENGINEERING Products Dept. has announced a new system for remote control of microwave parabolic antennas in the field at distances up to 1,500 ft. The company pointed out that control of the saucer-shaped reflectors from greater distances, if required, may be achieved with the use of additional equipment.

RCA further stated that the new system permits rigid, accurate positioning of the microwave parabola from a remote location and consists essentially of a rotatable field mount and a remote control unit equipped with switches and indicating devices. The design of the field mount provides for both azimuth and tilt positioning of the parabola, the company added.

WGNR TAKES AIR

Joins FM Affiliate

A NEW independent station, WGNR New Rochelle, N. Y., made its inaugural broadcast fortnight ago with Frank Moore, New York state comptroller and Republican candidate for governor, as featured speaker.

WGNR broadcasts simultaneously with WGNR-FM, which has been on the air since September 1948. Both stations are owned and operated by the New Rochelle Broadcasting Service Inc., with main offices and studios at 524 North Ave., New Rochelle, telephone (dial in N. Y.) NE 6-8220. Julian Gins is president and general manager; Kenneth Joseph is vice president and station manager, and Arthur Simon is sales manager of the organization.

WGNR is on 1460 kc with 500 w. WGNR-FM is assigned to 93.5 mc with power of 1 kw.

The WGNR staff includes Announcers Dean Howard, Art Elmonn, Jack Jordan, and Steve Fisher; News Editor Ray La Polla, Continuity Director Alan Glass and Chief Engineer Edward Voss. The sales staff, in addition to Mr. Simon, includes Irwin Bibro and Robert Mazur.

FARM RADIO

Improved Service Urged

A PLEA for improved radio service in farm areas was inserted in the *Congressional Record* Sept. 15 by Sen. Allen J. Ellender (D-La.).

The Senator had reprinted an article from the *Farm and Ranch* which called upon rural residents "to fight for the continuance of clear-channel stations which reach into many rural regions."

It referred to the bill (S 491) introduced in the first session of the 81st Congress in January 1949 by Sen. Ed C. Johnson, chairman of the Senate Commerce Committee, which would break down clear channels. The measure has been pigeon-holed in committee ever since.

For Sale

WHOB, Gardner, Massachusetts

(Identified at request of owner)

$47,500.00

Due to owner's interest on the west coast, Blackburn-Hamilton Company is authorized to sell this fulltime, 250 watt station on 1490 kc at the very realistic price of $47,500.00.

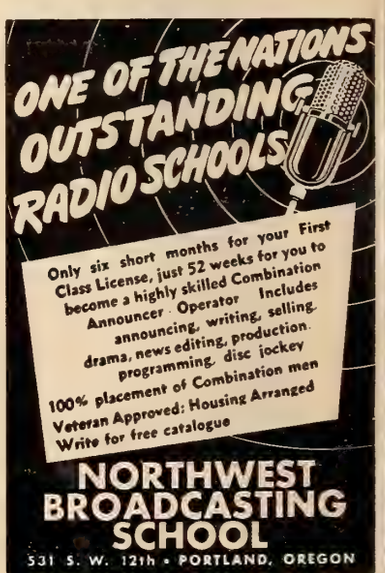
Gardner has retail sales in excess of $27,000,000.00 and is one of the east's most desirable single-station markets. WHOB is operating profitably, but has never had the benefit of owner-management. Here is an outstanding opportunity for one operator or two partners.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Harold R. Murphy	Ray V. Hamilton
Washington Bldg.	360 N. Mich. Ave.	235 Montgomery St.
Sterling 4341-2	Randolph 6-4550	Exbrook 2-5672



FCC Actions

(Continued from page 86)

ecisions Cont.:

ommercial educational station to hange studio location (within Long each), change trans. location and ant. ystem, and to operate trans. by remote ontrol from studio site, until Commis- on's final action on proposal to amend ecs. 3.565 and 3.553 of rules to permit ich stations with trans. power of 10 w less to operate by remote control.

DEFENSE ROLE

ale Cites Ad Council Plans

ARLY indications charting the ourse advertisers and broadcast- s alike may be expected to raverse in the coming months ere unfolded to members of the ssn. of National Advertisers at he closing sessions of its annual nvention in Chicago last Wed- esday (see other stories this is- ue).

Outlining the advertising motif as Samuel C. Gale, chairman of he Advertising Council, which ex- ects to initiate a far-sweeping mpaign soon on the theme that reater American production will our the military and civil defense forts on to the national objective f preparedness.

Broadcasters anticipate serving de- nse needs on the advertising front two ways—through the coun- l, in whose activities they have operated for years, and through AB, which is informing radio- en how to bring the government's essage to millions of Americans s part of its new defense program BROADCASTING, Sept. 18].

The Advertising Council cam- aign, which will encompass facil- es of all media, will focus atten- on on conversion of peacetime oduction, needs relating to civil efense which may arise from time time, recruiting and enlistment ives, restraint among consumers hen buying goods, purchase of . S. Savings Bonds, training of mericans in Red Cross first aid ethods and other topics with a triotic aspect.

Mr. Gale, describing the ulti- ate goal as one of "guns and but- r," urged advertisers to support e council campaign. He cautioned ainst inflation, and said the uncil would seek to re-emphasize s program calling attention to the nefits derived under the Ameri- n economic system.

WDNC

s opening for staff announcer. ust have at least two years ex- rience in this capacity. A sell- g voice, plus good knowledge programming. Smooth ad-lib d ability to operate controls sential. Only those having these alifications and wish to settle wn need apply. Send disc, let- r and recent photo to E. R. ggins, Program Director, WDNC, urham, N. C. immediately.

FCC roundup

New Grants, Transfers, Changes, Applications



Box Score

SUMMARY TO SEPTEMBER 28

Summary of Authorizations, Stations On the Air, Applications

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,188	2,150	176		276	265
FM Stations	686	512	210	1*	16	12
TV Stations	107	51	58		358	182

* On the air.

* * *

Non-Docket Actions . . .

AM GRANTS

Sturgeon Bay, Wis.—Door County Radio Co., granted new station 1050 kc, 250 w daytime. Estimated cost $4,050. Principals include: Sumner J. Harris, editor Door County Advocate, president; Grace S. Harris; Werner A. Witte, vice principal Sturgeon Bay senior high school, treasurer; Wallace D. Tingley, attorney, secretary; Gerald A. Bartell, vice president. Granted Sept. 27.

Conroe, Tex. — Montgomery County Bcstg. Co. granted new station 900 kc, 500 w daytime, directional. Estimated cost $37,450. Principals include: Regan Smith, contractor; W. B. Weisinger, auto dealer; F. B. Petty Sr., owner Fred Petty Beer Co.; D. C. Norton, owner Conroe Courier; James C. Dorrell, appliance salesman Goodyear Rubber Co.; John W. Neathery, engineer-announcer KIVY Crockett, Tex. Granted Sept. 27.

TRANSFER GRANTS

WDAS Philadelphia—Granted transfer of control from William Goldman Theatres Inc. to Max M. Leon for $495,000-plus [BROADCASTING June 12, Aug. 28]. Mr. Leon is owner Whole-Sum Products Co., candy maker. Mr. Goldman wishes to retire from radio to devote more time to theatre interests. WDAS is assigned 250 w fulltime on 1400 kc. Granted Sept. 27.

KIOA Des Moines and WLOL Minneapolis—Granted three transfer applications effecting merger of two stations. KIOA stockholders retire, selling interest for $100,000 to WLOL group which forms new firm, Independent Bcstg. Co., new licensee of both stations. [BROADCASTING, July 31, Aug. 14]. WLOL group headed by Ralph L. Atlass. KIOA assigned 940 kc, 10 kw day, 5 kw night, directional fulltime; WLOL 5 kw fulltime on 1330 kc, directional.

KFWB Los Angeles—Granted transfer of control from Warner Bros. Pictures Inc. to KFWB Bcstg. Co. See story page 93. Granted Sept. 27.

WSAR Fall River, Mass.—Granted transfer of control of Fall River Bcstg. Co., licensee, from (1) Elizabeth R. Kelly, Frank W. Miller Sr. and City Bank Farmers Trust Co. as trustees to Margaret K. Kelly and her five sisters, and (2) from the latter to Elizabeth R. Kelly, Frank W. Miller Sr. and Frank W. Miller Jr., trustees. Purpose is to vest legal title to Fall River Herald News Pub. Co. (of which WSAR is subsidiary) in six Kelly daughters, establish new publishing corporation and set up trust to operate firm for daughters. Since transaction is subject to court approval, FCC gives applicant until Dec. 1 to consummate transfers. WSAR is assigned 5 kw fulltime on 1480 kc, directional. Granted Sept. 27.

KELK Elko, Nev.—Granted transfer of control from R. C. Ellis to 14 present stockholders. Granted Sept. 27. Mr. Ellis, who subscribed for 53.5% interest, was issued only 14% holding.

WIS-AM-FM Columbia, S. C.; WSPA-AM-FM Spartanburg, S. C., and WIST (FM) Charlotte, N. C.—Granted assignment of licenses and permits from Surety Life Insurance Co. to The Bcstg. Co. of the South. Corporate reorganization; no ownership change [BROADCASTING, Sept. 18]. Granted Sept. 21.

WWNC Asheville, N. C.—Granted transfer of control of Asheville Citizen-Times Co., licensee, by Don S. Elias through purchase of 125 sh (3.12%) from Brandon P. Hodges for $31,250. Mr. Elias holdings are increased to 51%. WWNC is assigned 5 kw fulltime on 570 kc, directional night. Granted Sept. 19.

WIBB Macon, Ga.—Granted acquisition of control by Thomas H. Maxwell through purchase of 10% interest of Thomas S. Carr for $4,500. WIBB is assigned 1 kw day on 1280 kc. Granted Sept. 19.

WJXN Jackson, Miss.—Granted assignment of license from Andalusia Bcstg. Co. for $38,500 to Jackson Bcstg. Co., new firm headed by James T. Ownby, WJXN general and commercial manager. Andalusia Bcstg. is licensee WCTA Andalusia, Ala. WJXN is assigned 250 w fulltime on 1450 kc. Granted Sept. 22.

KUBA Yuba City, Calif.—Granted acquisition of control by Chester V. Ullom, 42% owner, through purchase of 25% interest from Beverly B. Ballard for $12,000. KUBA is assigned 1 kw day, 500 w night on 1600 kc. Granted Sept. 22.

Deletions . . .

THREE FM deletions reported by FCC last week. Total deletions to date since Jan. 1: AM 32; FM 94; TV 3. Newly deleted:

WFAA-FM Dallas, Tex.—License, Sept. 19. A. H. Belo Corp. Loss of property lease; few FM sets in area; desire to concentrate on TV.

WBNU (FM) Aurora, Ill.—License, Sept. 19. The Copley Press Inc. No public response to FM.

WFBR-FM Baltimore—License, Sept. 19. The Baltimore Radio Show Inc. Lack of public interest in FM.

KWWC (FM) Columbia, Mo.—Noncommercial, educational CP forfeited by FCC Sept. 26. Stephens College.

New Applications . . .

AM APPLICATIONS

Flint, Mich.—Adelaide Lillian Carrell, 1470 kc, 1 kw fulltime, directional. Requests facilities relinquished by WWOK there. Estimated cost $29,800, including $27,500 purchase of WWOK plant. Mrs. Carrell is former owner WBBZ Ponca City, Okla. Filed Sept. 28.

Highland Park, Mich.—Sanford A. Schafitz, 1570 kc, 1 kw daytime. Estimated cost $15,750. Applicant is former engineer with WBAA and WASK Lafayette, Ind. Filed Sept. 28.

Spartanburg, S. C.—James Cozby Byrd Jr., 1400 kc, 250 w fulltime. Filed Sept. 25.

TV APPLICATIONS

Chicago—Lewis College of Science and Technology, Channel 13 (210-216 mc), ERP 32.6 kw visual, 16.3 kw aural, antenna 611 ft. above average terrain. Estimated cost $319,450. Applicant is operator WFJL (FM) there. Filed Sept. 28.

Las Vegas, Nev.—Southwestern Pub. Co., Channel 8 (180-186 mc), ERP 2.47 kw visual, 1.27 kw aural, antenna 421 ft. above average terrain. Filed Sept. 28.

SARNOFF CITED

Receives Honorary Degree

DAVID SARNOFF, chairman of the board of RCA, last week received an honorary degree of Doctor of Humane Letters from the U. of Louisville for his leadership in the fields of radio and television. Dr. John W. Taylor, president of the university, cited Gen. Sarnoff for his part in building the public affairs and education activities of NBC.

Citation accompanying degree:

Brigadier General Sarnoff illuminates this century and our culture. An immigrant from overseas, he rose from messenger boy to the chairmanship of one of the largest American corporations; a technologist of vision, he predicted the development of radio broadcasting in 1915, of television as a service to the public in 1923. For his vision of television as a social force, and for the steadfastness of his leadership in bringing this science and art to perfection, the Television Broadcasters Assn. in 1944 called him "The Father of American Television."

But his achievements do not stop here. In 1938, he presented to President Roosevelt the original concept of The Voice of America.

A man with a sense of obligation to the culture of the nation and of the world, he organized the NBC Symphony Orchestra and persuaded Maestro Toscanini to conduct it. General Sarnoff made it possible for people everywhere to hear the great music produced by the Metropolitan Opera Assn. He has sponsored and supported the department of Public Affairs at the National Broadcasting Co., which has led in the dissemination of informed and enlightened opinion in all fields of knowledge, and which has, most recently, introduced a national plan for college education by radio. Of this, the *NBC Theatre* is an integral part. The U. of Louisville recognizes and commends his services to the culture of the world by conferring upon him the degree of Doctor of Humane Letters.

Johnson To Europe

SEN. ED C. JOHNSON (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee, last Wednesday left New York for Europe on a special Trans World Airlines flight which opened the company's new service to London and Frankfurt.

PROTECT YOURSELF, your STAFF, your CLIENTS

from the daily hazard of

LIBEL, SLANDER, INFRINGEMENT OF COPYRIGHT, INVASION OF PRIVACY

Arising from Editorializing, Speeches, Newscasts, Ad libs, Financial Comment, Mystery Plots, Gossipy Announcements, Man-on-the-street Interviews.

Hundreds of Broadcasters and Newspapers guard this continuous hazard with our special, tailored-to-the-risk Insurance

USE CAUTION—LADY LUCK IS A DESERTER!
IT COSTS SO LITTLE TO BE SURE WITH INSURANCE.

For details, write to the Pioneer in this line.

EMPLOYERS REINSURANCE CORPORATION
Insurance Exchange Bldg. — Kansas City, Mo.

Allen

(Continued from page 24)

was functioning irregularly. The cuckoo, a shy bird, backed out of the clock instead of facing the world on the hour. Based as it was on a funny theme, the sketch might have succeeded had it not been drawn out beyond the possibility of climax and had Mr. Wooley not misplaced some lines in his impenetrable beard.

The big production number featured Mr. Allen and Rise Stevens, the Metropolitan Opera star, in a musical version of the traveling salesman-farmer's daughter story, scrubbed up for the family living room and sung to melodies from "Carmen." Although the lyrics were bright, the performance suffered from an interminable bit of business concerning Mr. Allen's nose being tickled repeatedly by Miss Steven's pigtails.

Miss Stevens, in a more characteristic moment, also sang "Falling in Love," commendably if not memorably, and Sono Osato was featured in a ballet number that need not cause the Sadler Wells company any sleepless nights.

Whatever lapses occurred throughout the performances of Mr. Allen and his supporting players can probably be attributed to the agitations of preparing a premiere production of an hour-long comedy show.

Commercials on the program were for Colgate dental cream, Halo shampoo, Palmolive soap and Ajax cleaner. Of the four, Ajax's "foaming cleanser" jingle was most effective.

RIGGIO JOINS HILTON

Agency Name Changes

LOUIS J. RIGGIO, formerly assistant to the president in charge of advertising and sales for the American Tobacco Co., has become a partner in the Peter Hilton Inc., agency, N. Y. Effective Oct. 1, the agency will change its name to Hilton & Riggio Inc., with Mr. Hilton remaining as president and Mr. Riggio as vice president and treasurer.

FCC on Film

MICROFILMING of FCC's official minutes through 1947 has been completed and sent to the National Archives, the Commission reported last week. Including the period March 15, 1927, to Dec. 31, 1947, the microfilm project reduced to 46 small reels of less than single filing-cabinet size the minutes contained in 78,000 pages and 99 volumes —21 from the former Federal Radio Commission and 78 for FCC. Project was begun in 1948.

Lorain Journal

(Continued from page 25)

Government anti-trust suit which is being closely watched by radio as well as newspaper interests [BROADCASTING, June 19].

Though the *Times-Picayune's* WTPS-AM-FM New Orleans are not involved, the suit is reminiscent of FCC's duopoly rule in broadcasting in that it is aimed in part at alleged practices involving "combination rates," charging that the publishing company used its two local papers in an attempt to attain monopoly.

In their answer, filed Wednesday in federal court in New Orleans, the *Times-Picayune* and *States* denied charges of anti-trust violations and monopolistic practices injurious to the rival *New Orleans Item.*

Claim Practice Is General

They admitted selling advertising in morning and evening combination, but asserted such procedures are generally employed in the newspaper field and are not in violation of law. The *Item*, they contended, used the same practices in former years when the owners of the paper at that time also published the morning *Tribune.*

The answer flatly denied a government contention that the *Times-Picayune* acquired the *States* in 1933 "under restrictive covenants in order to prevent competition." It also claimed the *Item* was negotiating for the *States* at that time with the intent to merge the two papers "so as to eliminate competition in the afternoon field in New Orleans."

To the suit's charge that the *Times-Picayune* and *States* prohibited their vendors from selling the *Item*, the answer said there have been no such restrictions since June, and that, prior to that time, certain requirements on a few vendors were established as protective measures because requirements imposed by the *Item* resulted in preferential sale of the *Item* over the *States.* The answer concluded:

If the Sherman Act is to be construed as permitting the courts of the U. S. to regulate the advertising or circulation rates of newspapers, or the size or content of newspapers, or to prohibit an individual or corporation publishing newspapers from charging one rate for advertising in all of its editions, morning and afternoon, whether published under the same or different names, then such Sherman Act is unconstitutional, null and void, because it violates the provisions of the First Amendment to the Constitution of the U. S. that Congress shall make no law abridging the freedom of speech or of the press.

RURAL OUTLET

KRVN Nears Opening

A POWERFUL new rural AM station—KRVN Lexington, Neb., the "Radio Voice of Nebraska"—is shooting for Nov. 15 or earlier as its target date for beginning operations, it was disclosed last week.

The station, which reportedly will throw a 25 kw signal over most of the rural area of Nebraska on 1010 kc daytime only, is licensed to the Nebraska Rural Radio Assn. of Lincoln, Neb., a state-wide farm cooperative organization which has been planning the new outlet for more than a year [BROADCASTING, June 27, 1949].

In June 1949, the cooperative firm began soliciting funds from farmers, stockmen, ministers, farm organizations and similar groups throughout the state. Cost of the station is estimated at $190,000.

RCA Equipment

RCA has announced that it is completing construction of a 50 kw transmitter and other equipment making up a full complement of studio and transmitter needs for KRVN. Delivery date is scheduled for this month.

The transmitter equipment, including two 275-ft. towers, will be installed seven miles east of Lexington, according to RCA.

Jay A. Person, of Wauneta, Neb., is president of the firm. Max Brown, of Lincoln, new to radio and acting secretary of the organization, will be the general manager of the station. Dan Bellus, formerly commercial manager of KXXX Colby, Kan., will be commercial manager; Tom Copeland, formerly with the WOWO Fort Wayne engineering staff, will be chief engineer; Garry Schroeder, formerly with WRFD Worthington, Ohio, will be program director, and Patricia Doyle, formerly with WWDC Washington, will be traffic manager.

Benny

(Continued from page 24)

able reading, but a Benny show, adorned with his performance and production skill, makes listening that is about as satisfactory, week after week, as you will find on the air.

Nowhere else has the sound effect been elevated to such an instrument of comedy as it has on the Benny program. In the gold rush sketch Sept. 24 Mr. Benny and his confederate, "Tex" Harris, encountered a desperado played by Don Wilson. "Be careful," warned Tex, "that's Windy Wilson, the toughest man in these parts." There was a shot and then the sound of pressurized air escaping through a puncture. "I shot him in the stomach," Mr. Benny said.

The whole essence of Benny comedy was contained in this single incident. The sound effects were meticulously timed and tuned to a situation involving another standard Benny joke, Mr. Wilson's paunch. Utilizing his basic store of topics for humor, which have been tested thoroughly for so many years, Mr. Benny is assured of a future limited only by the destiny of radio itself.

A round of applause is due the Lucky Strike commercials which are of a piece with the current Luckies' theme, "Be Happy, Go Lucky." The jingle which is being used on the Benny show as well as on the American Tobacco Co.'s other radio and television schedules is among the most melodic in contemporary broadcast advertising. It ought to sell cigarettes too.

Radio Bills Pend

(Continued from page 31)

acute with the sudden change in the Far East and a resulting stepped up war economy, the Administration reissued its call for the TV set tax which was written into the tax bill by the Senate and finally passed by Congress.

The so-called Condon Committee report finally was made public last July [TELECASTING, July 17]. This was the group commissioned by Sen. Johnson's Commerce Committee to accurately survey the color television question. The group, formally known as the Senate Advisory Committee on Color Television, supplied the FCC with its scientific findings but arrived at no conclusion except to suggest that only one system of the three proposed before the Commission be accepted.

Midway in the session proposals that Congress impose fees for special services rendered private interests by government agencies were forwarded. Among them were suggestions that FCC charge for certain services it gives broadcasters, including the granting of licenses. [BROADCASTING, July 31]. Studies were underway both in the Senate and the House with possible consideration of the revenue proposal next year.

Joseph Hershey McGillvra INC.

for
SALES GETTING REPRESENTATION

Contact our nearest office

Chicago	185 N. Wabash Avenue
Atlanta	Rhodes-Haverty Building
Baltimore	2104 N. Charles Street
San Francisco	68 Post Street
Los Angeles	684 S. Lafayette Park Pl.
New York	366 Madison Avenue *Executive Office*

RADIO STATION REPRESENTATIVES • AM • FM • TV

Selling Retailers

(Continued from page 25)

television director, Walter L. Dennis, told the workshop that "between 1935 and 1944 some $2 million of store radio advertising expense vanished over the airwaves and no one quite knew why or for what."

He said management was indifferent, programs were not planned, promoted, and merchandized, and radio station personnel were unfamiliar with retailing problems.

However, he said the past five years have seen the creation of radio-and-TV staffs by large concerns, and the solution of problems hardly recognized earlier.

Mr. Dennis suggested steps in the formulation of a store radio plan: Analysis of the market, the store, and media cost relationship; study of the media available, the attitude of management toward radio, and the strong departments of the store, to decide where radio would fit into over-all promotion; and the drawing of a detailed plan in light of radio-time availabilities.

Stresses Good Copy

The basis of good radio copy, Shirley Silvers, freelance radio copywriter, told the meeting, is truth. "The public isn't nearly so gullible as some advertisers are feign to believe," she said.

Good copy, she continued, is preceded by an analysis of the merchandise for sale to determine "the strong department." That is what should be advertised and not "the flogs." A consultation with buyers and department heads should bring out the salient virtues of the item. In the light of such virtues, she said, choose an appropriate market to direct your message to, and prepare continuity suitable for that market.

Saying that "the spoken word is cheaper than the printed word," Miss Silvers pointed out that, unlike the white space wasted in printed advertising, the entire radio selling period is usable. Also, she said, the spoken word is always alone; there is no competing message side-by-side with it. In addition to the commercial, the advertiser receives credit and identification with the program itself.

Most people, she continued, remember longer what they hear than what they read. And while printed media are silent, the voice can portray "excitement . . . warmth . . . depth . . . whatever the writer has in mind."

Arthur E. Durham, TV market research counsel for CBS, told his listeners that television is "the finest printed advertisement coming to life in front of the viewers." He said television is bringing in dollars that consumers had not intended to spend. Telecasts reach the viewer when he is relaxed, receptive, and undividedly attentive, and as a medium permits liberties enjoyed by no other, he pointed out.

Shopping by television combines the appeal of window shopping with the convenience of hearing the price, and being able to make the purchase without leaving your home, Charles L. Kelly, program director of the Evening Star Broadcasting Co. (WMAL-AM-TV), Washington, said.

Detailing the operation of the *Shop by Television* show on WMAL-TV Washington, Mr. Kelly emphasized the importance of radio personalities who conduct shopping programs. Public confidence in them as individuals, he said, has proved to be a large factor.

"Remember," he said, "the center of the retailer's TV universe is not on Madison Ave. It is in your home town."

George T. Shupert, vice president and director of commercial operations, Paramount Television Production Inc., New York, warned that "television is more than radio with pictures added. It is primarily a visual medium," in which motion picture techniques are proving more successful than those of radio.

TV's Expansion Potential

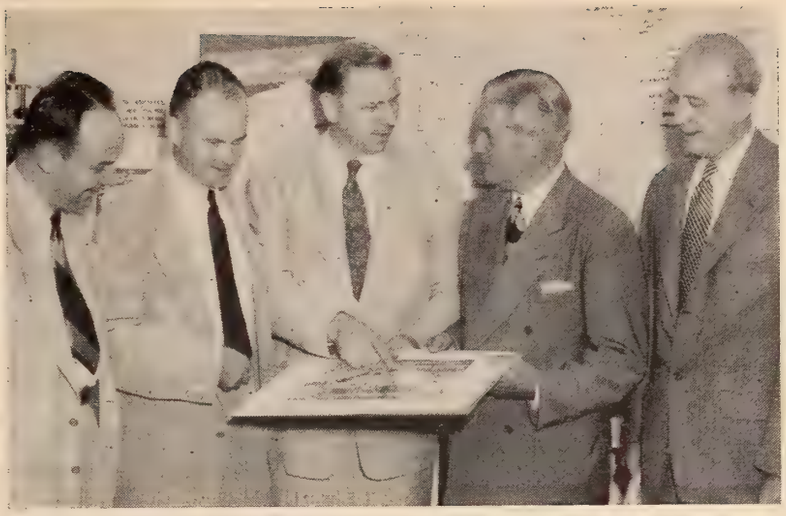
Observing that "those who have dabbled in the medium commercially have really only gotten their toes wet," Will Baltin, of the Television Broadcasters Assn., predicted 400 additional TV stations within five years, and 1,200 within a decade—if the "freeze" ends next spring and the national emergency permits.

He said reduction of the present high TV operating costs may be accomplished by establishment of "primary stations" in principal cities, and "satellite stations" in areas immediately adjacent to them.

Color television, he predicted, will cause TV's "value as a sales tool to soar tremendously." With development of lower-cost equipment for intra-store television, not only merchandising within the store but the direct transmission of daily mail-order specials to the TV station will put a new face on store operation.

FOR SALE

Old established fulltime independent station, in large eastern market, metropolitan coverage, excellent money-making opportunity. Fine equipment and studios with favorable audience ratings. Present owners moving from market to care for other interests. No brokers. Box 587G, BROADCASTING.



DISCUSSING Florida grapefruit promotion preceding the Sept. 22 meeting of J. Walter Thompson Co. executives with members of the Florida Citrus Commission [BROADCASTING, Sept. 25], are (l to r): John H. (Jack) Forshew, JWT Lakeland representative; David Cory, JWT; Dawson L. Newton, advertising manager, Florida Citrus Commission; Don Francisco, JWT vice president, and Julian L. Watkins, JWT.

WROL-FM TO LBS

AM-FM Operation Divorced

WROL-FM Knoxville, Tenn., starting today (Oct. 2) joins the Liberty Broadcasting System and goes on a commercial basis independent of its AM affiliate's operation, according to W. H. Linebaugh, vice president and general manager.

Mr. Linebaugh said LBS will be heard on FM sets in some 80,000 homes in the Knoxville area. He also stated that WROL-FM will maintain separate sales department, programming, announcing staff and other departments. Owned and operated by Mountcastle Broadcasting Co. Inc., WROL-FM broadcasts on Ch. 247 (97.3 mc) with 76 kw.

KFWB SALE

Maizlish Group Buy Okayed

TWO DAYS after an amended application was filed to substitute new minority (49%) stockholders in the purchasing company, FCC last Wednesday approved Warner Bros. $350,000 sale of KFWB Los Angeles to a new firm headed and controlled by KFWB General Manager Harry Maizlish [BROADCASTING, July 24].

The Lansing Foundation, a nonprofit organization, was substituted for Schine Chain Theatres Inc. as 49% owner of the new company, KFWB Broadcasting Corp., after FCC made clear that Schine Chain, having been found guilty in the 1948 motion picture anti-trust case, would make a transfer hearing necessary.

Since Warner Bros. also was one of the companies found guilty in the anti-trust case, FCC's approval of the transfer was taken as an indication that the Commission—which is still studying the overall question of broadcast qualifications of licensees involved in anti-trust proceedings—will permit such licensees to sell their stations even if the ultimate decision on their qualifications to acquire or hold stations is adverse.

Lansing Foundation, the new 49% owner of KFWB (980 kc, 5 kw), is a charitable organization owned by David G. Baird, senior partner of the New York Stock Exchange firm of Baird & Co., and Earl S. Baird. Mr. Maizlish, general manager of KFWB for 13 years, owns the remaining 51% of the new licensee company.

Prior to the substitution of Lansing Foundation for Schine Chain, J. Myer Schine, controlling stockholder of the theatre company, testified before the Senate Special Committee to Investigate Organized Crime. Sen. Estes Kefauver (D-Tenn.), chairman of the committee, wrote FCC, however, that Mr. Schine's testimony "did not reveal any facts which would reflect adversely on his character as a substantial stockholder of a broadcast licensee," and that the committee "had no testimony . . . to indicate that Mr. Schine is of the racket group or that he does not possess good moral or character qualifications."

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by BMI

COULD BE

On Records: Vaughn Monroe—Vic. 20-3915; Dick Haymes—Dec. 27217; Russ Case—MGM 10792.

On Transcription: Phil Brito — Associated; Bob Gantsau — Capitol; Vaughn Monroe — Thesaurus; Dick Haymes—World.

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

BMI



...at deadline

BRACKET DEADLINE

(Continued from page 4)

adapter units which, plugged into receptacles provided on receivers, would permit operation at Switch Position No. 2 to receive color in black-and-white; (3) if future color developments lead to standards other than those on which plug-in units are based, new plug-in units will be built to accomodate new standards.

Research thus far, company said, indicates this program will "make the new standards available to the public at a minimum cost." Statement filed by Westinghouse Attorney John W. Steen.

General Electric, developer of new frequency interlace color system, asked FCC to "take definite action" to show industry that—whether CBS is approved now or decision is postponed "there still remains an opportunity for new and improved systems to qualify for acceptance by the Commission." Otherwise, GE said, further developments in color field will be "arrested" at time when rapid strides are being made to produce systems at least potentially free from "some of the inherent limitations" of CBS system.

As manufacturer, GE said it would give FCC "fullest cooperation" though it considered course laid out by TV Report "is technically and economically open to serious question," particularly in view of military requirements. June 1, 1951, was "earliest possible date" it could offer "with any assurance" respecting readiness to start production of bracket sets.

Raising anti-trust questions, company said: "We do not feel in a position to agree to abandon the manufacture of all types of television receivers other than the type proposed by the Commission. We must, for the time being at least, reserve for the record our right to use our independent judgement on the type and number of television receivers that we would design and manufacture at any particular point of time in the future." Statement submitted by W. R. G. Baker, GE vice president.

Crosley Division of Avco Mfg. Corp. said it of course would try to meet public demand for sets employing "any standards which may be prescribed," but cannot agree it would be able to build bracket standards—or even two-position dual standards—within time limits.

In letter from Vice President and General Manager J. W. Craig, company asked FCC to "reconsider" and defer any new standards for "indefinite period" because:

(1) "No satisfactory system of color television has yet been fully developed"; (2) even if CBS system could be "perfected," its use at present time is "impracticable"; (3) delay in adopting new standards would not adversely affect existing or prospective owners of present-type sets and would not aggravate compatibility problem; (4) "adoption of dual or bracket standards before a perfected and feasible color system is available would, in our opinion, be extremely detrimental to the public."

Adoption of dual or bracket standards, Crosley said, would reduce production and increase list prices at time when they're already going up due to increased labor and material costs and excise tax. "Such a drastic increase in price coupled with governmental restrictions on installment buying could, in our opinion, be so serious as to practically eliminate a market, except in the higher income brackets," company asserted.

Stromberg-Carlson, through Robert C. Tait, president, said engineering staff working overtime since FCC notice to appraise proposal. Number of problems remain on dual synchronization and "very many" on bracket synchronization, company said.

Preliminary tests have been made on dual standards but field testing needed. Firm could complete engineering work for dual standards in another month or two but brackets would take "considerably longer period." Another month needed for field tests and then four to six months to get new designs into production, it was estimated.

Allen B. DuMont Labs, following up earlier letter with brief which observers felt laid groundwork for possible later appeal to courts, asked FCC to reconsider and cancel its "improvident" proposal on bracket standards.

Filed by Washington Attorney William A. Roberts, brief attacked FCC's color report, charged hearing was not "impartial as to the basic question of the sufficiency of *any* of the proposed color systems," and accused Comr. Robert F. Jones of being "for color, but . . . against television."

At no time during color proceedings was there "any suggestion" that flexible standards—such as FCC permitted under DuMont proposal from 1940-45—were again being considered, brief declared. FCC's Color Report makes it obvious FCC has approved CBS system, but nevertheless "cannot constitute an adequate legal notice of proposed rule making," brief said. "Without properly adopted standards no color system can become commercial and without adequate notice in precise detail on this highly technical matter, a final rule-making would be invalid."

Brief charged that Comr. Jones conducted himself "as a prosecutor of the engineering profession."

W. R. G. Baker, General Electric Co., chairman of National Television System Committee, submitted reports of meetings by Panels 5 (Receivers) and 8 (Terminal equipment). Panel 5, under chairmanship of David B. Smith, of Philco, on Sept. 13 agreed Nov. 15 deadline couldn't be met, did not consider whether brackets sets are practical and indicated adapters generally complicated since must duplicate some chassis parts. Seventeen manufacturer representatives estimated internal adapting cost at $30 to $40, production commencing next spring. External adapter costs estimated at $50 to $130, plus installation in some cases.

Pilot Radio Corp., Long Island City, said it is "physically impossible" to build by November deadline; attacked FCC's "indirect" method of regulating set making industry and "illusory" award if industry agrees; contended FCC action would cause "incalculable harm" to industry and public; presented detailed criticism of FCC findings regards CBS system.

John Meck Industries and Scott Radio Lab. wired they are not filing comments. Hoffman Radio Corp., Los Angeles, filed but statement was not available. Indications were Hoffman took position similar to Westinghouse.

Arvin Industries, Columbus, Ind., said solution not apparent yet. Test equipment is lacking and will take two months to convert existing test units. Development of new receiver design alone will take another three months, followed by field testing and production tooling. With procurement cycle lengthening, Arvin estimated delivery of purchased components would take three to four months.

Belmont Radio Corp., Chicago, said enough time hasn't been allowed for "thorough study" of problem. Feasibility is termed still "engineering conjecture" although major effort of its engineering department has been devoted to study. Cost of incorporating "continuous standards" declared unknown; dual standards for CBS cost $30, "too high a premium" to charge public for insurance against obsolescence during advent of color.

Garod Radio Corp., Brooklyn, said preliminary engineering had been done to determine modifications but no test models were ready because of component delays. Space provided in laying out chassis and panels for "forthcoming production" to provide for added components and controls. Field testing is necessary, Garod said, but bracket production can commence in four to five months after final decision, with added list price estimated at $35. Louis Silver, vice president and general manager, estimated external adapters would cost $50 to $75 plus installation by "highly technical personnel."

WAVE RE-JOINS NAB

WAVE LOUISVILLE returned to NAB fold last week after absence of about year, NAB General Manager William B. Ryan announced Friday. AM, FM and TV stations included. Arrangements made in correspondence between Mr. Ryan and Nathan Lord, WAVE general manager.

ABC PROTESTS AT&T PLAN

ABC has petitioned FCC to review allocation of TV circuits recently announced by AT&T under its tariff for last quarter of 1950. In petition filed Friday by Paul Porter, of Arnold, Fortas & Porter, under FCC Tariff 216 requiring facilities be "equitably allocated," ABC said its allocation was less than one-third that allotted another network, and approximately two-fifths time allocated to still another. Advertisers and stations will prefer "more favored" networks, it charged. FCC slated to consider ABC protest today (Monday) along with similar complaint filed by DuMont (early story page 60).

Closed Circuit

(Continued from page 4)

attack just after starting trip soliciting station memberships.

PERISH THOUGHT of Arthur Godfrey, CBS' one-man gang, returning to active naval service any time soon. Although he's proud possessor of naval aviation wings, and holds commander's rating, his flying would be non-combat and limited. Besides, Navy isn't yet calling up officers of his rank unless they're specialized in spheres in which manpower shortages have developed.

BRISTOL-MYERS, New York (Resistab), through Kenyon & Eckhart, New York, planning radio spot announcement campaign, starting in mid-October in number of markets.

NON-NEWSPAPER owned independent AM station organization being urged to represent group in matters before FCC and to act for members in seeking better deals with unions, transcription firms and equipment manufacturers. Group would also make drive for new business for this type station. Letter urging formation and exchange of views sent to prospective members by manager of 5 kw independent in large eastern market.

HELEN HARTWIG, formerly with Ruthrauff & Ryan, New York, as timebuyer, scheduled to join Kenyon & Eckhardt, New York, in similar capacity.

RADIO BRASS attending Assn. of National Advertisers convention in Chicago last week included: Niles Trammell, NBC board chairman, flanked by I. E. (Chick) Showerman, Chicago vice president; Frank Stanton, CBS president, and J. L. Van Volkenburg, CBS TV vice president; John J. Karol, CBS sales manager; Ad Hult, MBS sales vice president; Edgar Kobak, consultant and owner of WTWA Thomson, Ga., and C. E. Hooper Inc., of Hooperatings.

PROCTER & GAMBLE, Cincinnati, through Benton & Bowles, New York, planning spot campaign for its Ivory Snow starting early in October on 30 stations in 18 markets.

EXCESS PROFITS RELIEF URGED BY DISTRICT 12

WITH record attendance of 121, NAB District 12 wound up two-day session in St. Louis Friday by urging industry to point out need for relief from excess profits taxes proposed for next session of Congress (early story page 34).

Other resolutions urged board to study industry rate structures in view of increased listening to radio, rising set sales, soaring material costs and higher operating costs; favored super-BAB project as explained by Charles C. Caley, WMBD Peoria, member of NAB board's BAB Committee; endorsed work of committee for memorial to late John J. Gillin, WOW Omaha; endorsed BMI; favored drive to get new members and plan to ask return of World War II rules on operators with restricted licenses; paid tribute to District Director William B. Quarton, WMT Cedar Rapids; voiced confidence in NAB and staff.

NON-TV MARKETS GET BONUS, SAYS HOOPER

WITHDRAWAL of important radio shows is creating "bonus" radio audience in non-television markets, C. E. Hooper, president of C. E. Hooper Inc., told Radio-TV Clinic of National Retail Dry Goods Assn. Friday (early story page 25). Radio tune-in in non-TV cities remains at high level, and "bonus" results from fact that with fewer big radio shows on air "the audience-pie is being cut into fewer but bigger pieces," he said.

THE WHOLE INDUSTRY IS TALKING ABOUT...

. . . WLW-Television's daytime programs. And no wonder. Think of a noontime TV program making a rating of 19.5, with 93.7% share of audience (a July rating of 15.2 with 75% share of audience)! That's the three-station achievement of "Fifty Club" . . . a performance rivalling many nighttime shows. (Check Videodex, Pulse, Hooper.)

Only one show? No, there are many others with comparable ratings. For further information, call the nearest WLW Sales Office for facts about the new daytime programming that starts at 7:30 AM on

WLW-TELEVISION

. . . with more viewers than any other station in Cincinnati, Dayton and Columbus—2nd largest TV market in the Midwest.

WLW-T CINCINNATI **WLW-D** DAYTON **WLW-C** COLUMBUS

Crosley Broadcasting Corporation



Compact industrial television system—developed at RCA Laboratories—lets us see the unseeable in safety!

Eye-witness reports from a ***fiery furnace!***

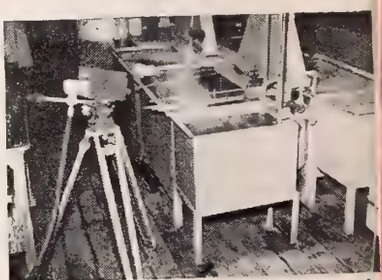
Something's gone wrong inside a big blast furnace, and heat is too high for engineers to approach in safety. Focus the Vidicon camera of an RCA Industrial Television System on the flames and the fiery furnace can be studied in comfort on a television receiver.

This is only one suggested use out of many, for RCA's compact industrial television system is as flexible as its user's ingenuity. "Eye" of the tiny camera—small enough to be held in one hand—is the sensitive Vidicon tube. Extremely simple, the only other equipment needed is the Vidicon camera's suitcase-size control cabinet, which operates anywhere on ordinary household current.

The Vidicon camera could be lowered under water where divers might be endangered—or stand watch on atomic chain reactions, secure from deadly radiations. And it is entirely practical to arrange the RCA Industrial Television system in such a way that observers can see a *3-dimensional picture* . . . sharp, clear and real as life!

* * *

See the latest wonders of radio, television, and electronics in action *at RCA Exhibition Hall, 36 West 49th Street, N. Y. Admission is free. Radio Corporation of America, Radio City, New York.*



Here's RCA's Vidicon system at work beside a steaming vat. Note how the compact television camera is getting a safe "close-up" of the action.

RCA

RADIO CORPORATION of AMERICA

World Leader in Radio—First in Television

OCTOBER 9, 1950

BROADCASTING
TELECASTING

N THIS ISSUE:

M's Pulse Beat—
ding Or Stronger?
Page 23

A's Spot Barrage
1200 Markets
Page 23

Briefs Candidates
Election Radio-TV
Page 25

s' Amateur Hour,
Midwest Habit
Page 26

TELECASTING
arts on Page 55

e Newsweekly
Radio and
evision.

7.00 Annually
5 cents weekly

W-I-T-H WINS TOP RATING* FOR 3RD STRAIGHT MONTH

WITH 25.1

STATION A 22.3 (NETWORK)

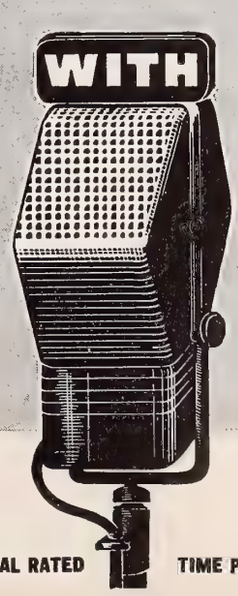
STATION B 19.7 (NETWORK)

STATION C 15.7 (NETWORK)

STATION D 9.6 (NETWORK)

Rates for 1 minute E. T.

WITH	$16
STATION A	$55
STATION B	$50
STATION C	$70
STATION D	$36



COMPARE! COMPARE!

The BIG independent has the biggest audience in town! The top Hooper! More listeners-per-dollar than any other radio *or television station* in Baltimore! What we've got—you want! What we charge—you'll find more than easy to pay. The chart has the facts. You can learn more by contacting your Headley-Reed man today!

* HOOPER RADIO AUDIENCE INDEX, JULY-AUGUST 1950: TOTAL RATED TIME PERIODS



DINNER BELLS RING

And on thousands of Midwest farms, the men come in from the fields and the barns to a hearty meal with the family. Even on the most modern farms, the dinner bell continues as more than a tradition, for at certain seasons of the year, especially during harvest and plowing times, the men of the house are often beyond the sound of a voice . . . and so the big, powerful old bell calls them together to eat at noon each day.

Dinner Bells ring in the WLS studios . . . as they have at noon for more than 26 years . . . and with the same regularity with which they sit down around the family table, farm and small town families make sure their radios are set at 890, to listen to the friendly, familiar voices of Arthur C. Page, America's best known farm personality, Dr. John W. Holland, staff pastor at WLS, Chet Randolph, assistant farm program director, and WLS National Barn Dance stars who appear each day as part of Dinner Bell. They hear their neighbors, too . . . for no day passes on Dinner Bell without guest interviews, ranging from top agricultural officials to visiting farm families. Brides come from all over the Midwest to ring the traditional bells that start the program each day. And so the dinner bell symbolizes this WLS kinship between listener and broadcaster... a kinship we believe to be unique in all radio, both as a channel of service and a means of achieving unusual advertising results.

WLS The PRAIRIE FARMER STATION

CLEAR CHANNEL Home of the NATIONAL Barn Dance CHICAGO 7

890 KILOCYCLES, 50,000 WATTS, ABC NETWORK—REPRESENTED BY JOHN BLAIR & COMPANY



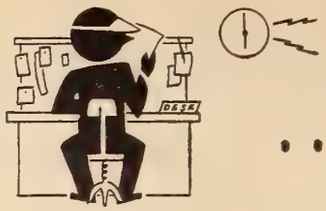
- WSAR's share of audience has increased in Fall River-New Bedford more than any other station. (Over 30% in one year)
- WSAR is now the highest hooperated station located in Fall River - New Bedford.
- WSAR is THE station in Fall River - New Bedford equipped to give the advertiser the type of merchandising aids the factory zone man desires!
- WSAR is the only ABC station listened to in Fall River - New Bedford.

These facts can be proven.
Check your Headley-Reed
man for the complete story.

REPRESENTED NATIONALLY BY **HEADLEY-REED COMPANY**

lished every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING TELECASTING ...at deadline



Closed Circuit

SHORTLY to be announced will be appointment of William F. Brooks, veteran NBC vice president in charge of news, special events and international relations, as vice president in charge of public relations. Post, originally recommended in Booz, Allen & Hamilton report, will have news, press and advertising departments within its purview. No indication on successor to Mr. Brooks, former crack AP newsman and ex-head of its European operations.

FINISH-FIGHT against federal court's anti-trust ruling in *Lorain* (Ohio) *Journal* case, particularly that far-reaching decree proposed by Justice Dept. [BROADCASTING, Oct. 2], due to start late this month with American Newspaper Publishers Assn. probably aligning with *Journal*. Judge Freed, who found newspaper guilty of anti-trust violations against WEOL Elyria-Lorain, has given *Journal* until Oct. 28 to file reply to Justice Dept.'s proposed judgment. He made clear he expects paper in meantime to eliminate practices his ruling condemned.

ERWIN H. SHOMO, general manager of CBS-owned KMOX St. Louis, slated to move to Chicago as executive assistant to H. Leslie Atlass, CBS vice president in charge of Central Division. John Akerman, now Mr. Atlass' top assistant, will replace Mr. Shomo at KMOX.

AFTER SEVERAL DAYS of stalemate, during which outlook appeared bleak, NARBA sessions have taken turn which indicates better possibility of agreement among North American nations. Impasse had centered about Mexican demand for assignments (clear) on several U. S. clear channels. It's understood U. S. delegation wanted to talk not in terms of duplication but mutual protection.

WHEN FCC SHORTLY takes up FM problem, including propriety of such services as transitcasting, storecasting and "beep" operations, it will likely find itself confronted with issues going far beyond original contemplated scope. Study has been undertaken by certain FCC members, as well as staff, on network participation in FM development with possibility that it will inquire into applicability of so-called chain-monopoly regulations to FM. Testimony on this point was elicited largely by Comr. Robert F. Jones during FCC color-TV proceedings from witnesses representing both NBC and CBS.

WHAT'S described as potent sales argument for FM, showing high-buying and loyal audience not heavily influenced by AM and TV, to be made available soon in form of extensive analysis of FM-only station's audience.

AS IF to anticipate NBC's up-coming annual affiliates convention at White Sulphur Springs, Oct. 18-20, FCC last Friday unloaded proposal for temporary regulations to bring equitable sharing of TV-network programs in one, two, and three-station TV markets. (See story this page). Already slated for convention,

(Continued on page 90)

Upcoming

Oct. 9-10: NAB District 1, Somerset Hotel, Boston.
Oct. 12-13: NAB District 2, Ten Eyck Hotel, Albany, N. Y.
Oct. 16: NAB Economic Conference, Waldorf-Astoria Hotel, New York.

(Other Upcomings on page 33)

Bulletins

PROPOSED rules forfeiting construction permits if new stations are sold prior to commencing program tests [BROADCASTING, June 26, Jan. 16] dismissed by FCC Friday upon consideration they would not be in public interest "at this time." Proposal on "trafficking" had been vigorously opposed.

TWO BIDDERS FOR DON LEE: YANKEE, PAULEY-WOR GROUP

TWO BIDS entered at Friday's deadline for bidding on Thomas S. Lee estate: (1) by General Tire & Rubber Co., which owns Yankee Network, and which reportedly would retain Don Lee Network and deal with CBS on parlay sale of KTSL (TV) Los Angeles, and (2) by combined group composed of Hoffman Radio Corp., Industrialist Edwin W. Pauley and syndicate of West Coast businessmen, Blythe & Co. representing group of Pacific Coast bankers, and WOR New York. Terms of bids not revealed.

President H. Leslie Hoffman of Hoffman Radio Corp., who submitted combined group's bid, said offer was for all stock of estate and that, if successful, all present employes of Don Lee Network would be retained. WOR's interest presumably includes desire to acquire Don Lee's 19% interest in Mutual, of which WOR also owns 19%.

Public Administrator Ben H. Brown and counsel for heir and relatives of late Thomas S. Lee have 10 days to choose between two bids, with way then open for higher offers.

Business Briefly

SPONSORING SMITH ● American Hom Products Corp. (for Boyle-Midway Inc. an American Home Foods Inc.) sponsoring Thurs day, 4:15-4:30 p.m. portion of *Kate Smit Hour*, 4-5 p.m., NBC. Agencies, Bothwell Ad (Boyle-Midway) and Ted Bates Inc. (Amer can Home Foods).

ELDER NAMED BY NAB

APPOINTMENT of Oscar Elder, Washingto public relations consultant and former news paperman, as assistant public affairs directo of NAB announced Friday by General Mar ager William B. Ryan. He assumes dutie immediately, succeeding John F. Hardest newly-named NAB station relations directo (see story page 29).

ADVERTISING SURVEYED AT OHIO STATE MEET

BROADCASTING will again be called upon play key role in molding American opinion an support in present world conflict, which will a "10 to 15 year war—hot, tepid or cold." Fre Lazarus Jr., Cincinnati, president of Federate Department Stores, made statement as on of principal speakers at Seventh Annual A vertising and Sales Promotion Conferences Ohio State U. (see story page 56). Nearly 30 advertising leaders were present for two-da session on general theme, "Current Trends Advertising." Mr. Lazarus said views we result of serving with 125 businessmen Committee for Economic Development.

David Arons, publicity director, Gimbel Bro Philadelphia, declared small independent r tailers will "swarm in and take over televisio —just as they took over radio—unless b department stores use television in a way co mensurate with size of their business." H added: "I mean use television in a big way an continue to do so over a long period of time."

H. H. Dobberteen, director of Media Record said national advertising expenditures ha increased 2½ times in last 10 years.

FCC Plan Blasts Uneven TV Networking

PROSPECT of major unheaval in TV network program alignments seen Friday as FCC initiated rule-making proposal to equalize competition among four television networks—striking at "dominance" of NBC-TV—and secondarily of CBS-TV—by governing amount of time stations in one-, two-, and three-station TV markets may take from any one network.

FCC called for industry views on need for such rules, which it said would be temporary, "to remain effective while the scarcity of broadcast stations persists."

No specific rule proposed, but FCC asked that "particular consideration" be given to one which—except for single five-hour segment weekly, which would be designated by each station—would forbid only TV station in community to carry any one network's programs for more than two hours in 1-6 p.m. period and two hours in 6-11 p.m. segment; stations in two-station markets, no more than three hours from any one network within each time period; stations in three-station markets, no more than four hours from any one netwo within each time segment. "Network pr grams" would mean delayed as well as simu taneous broadcasts.

FCC also suggested problem might be a proached by "an affirmative rule specifyi a minimum number of hours to be taken fro each network."

FCC said:

The dominant position occupied by one netwo in all three types of communities, coupled with t high incidence of exclusivity of acceptance of t programs of one network by the stations in t two and three-station cities, tends to prevent co petition and to deprive the public of diversity of p gram choice. . . .

Spokesman for NBC-TV, which would hardest hit, said NBC would "oppose th proposal." CBS also deemed certain to fig it. DuMont and ABC-TV were consider equally sure to support its principle. Dea line for comments is Nov. 13, with replies days later, after which FCC will determi whether to call hearing.

(Continued on page 90)

KEX Stars

now shine on 70 quarter-hours sponsored locally!



BARNEY KEEP is fast becoming Oregon's favorite comic. On KEX 3:35-4:00 PM, Monday through Friday.



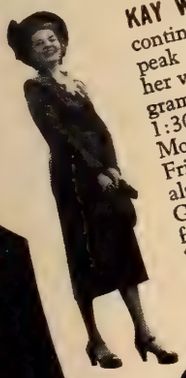
MERRIE VIRGINIA delights the small-fry audience with her "Squirrel Cage"... 4:15-4:45 PM, Monday through Saturday.



ROY JACKSON and his happy-go-lucky "Singing Northwesterners" have appeared before more than 100,000 people during past year. On KEX 11:30 AM to noon, daily.



SHERMAN WASHBURN attracts legions of listeners with the first newscast of the day on this 50,000-watt station. 7:00-7:15 AM, Monday through Friday.



KAY WEST continues to win peak ratings for her women's program on KEX... 1:30-2:00 PM, Monday through Friday. Kay is also winner of Grocery Manufacturers' Assn.'s "Lifeline" award.



IVAN JONES on KEX at 10 each evening with "Final Edition," is one of the best-known newsmen in the Pacific Northwest.



VAN LINDER reaches one big audience with the 6:15 News each evening... another with the "Concert Hour" of fine music from 10:30 PM to 11:30 PM, Monday through Friday.



JESSE LEONARD is the favorite newscaster of Oregon housewives. On KEX at 9:00 AM, again at 12:15 PM, Monday through Friday.

Fame, both regional and national, keeps seeking out KEX talent.. and local sponsors, who know a good thing when they see it, keep seeking out KEX programs. More than 70 quarter-hour periods are now sponsored locally each week. To put *your* story across in the great Pacific Northwest market-area, use the pulling power of KEX! For availabilities, check KEX or Free & Peters.

KEX

PORTLAND, ORE.

50,000 WATTS

ABC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc

KYW • KDKA • WBZ • WBZA • WOWO • KEX • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

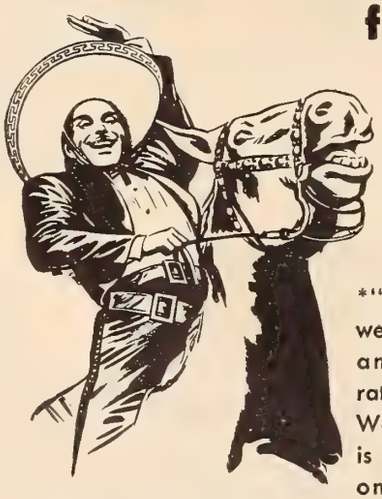
HERE'S THE SENSATIONAL LOW-PRICED WESTERN THAT SHOULD BE ON YOUR STATION!

Out of 47 West Coast regional shows

"THE CISCO KID"

*"moved up to.. 9.4 (Third place... a tie... in December, 1949)

from... 8.9 (Fourth position... achieved in November, 1949)



For the same period, "Cisco Kid" outrated all other ½-hour Westerns by 50%!

*"Cisco Kid" is aired three times weekly — Monday, Wednesday and Friday. It is the highest-rated show in its time period on Wednesday and Friday... and is second only to "Bob Hawk" on Monday! Write, wire or phone for proof of Cisco Kid's record-breaking, sales-producing performance.

SENSATIONAL PROMOTION CAMPAIGN — from buttons to guns—is breaking traffic records!

This amazingly successful ½-hour Western adventure program is available: 1-2-3 times per week. Transcribed for local and regional sponsorship.

FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK HOLLYWOOD

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Weekly by Broadcasting Publications, Inc

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870 National Press Bldg.
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WASHINGTON HEADQUARTERS

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CIRCULATION AND READERS' SERVICE: JOHN P. COSGROVE, *Manager:* Elaine Haskell, Grace Motta, Lillian Oliver, Allen Riley, Warren Sheets.

NEW YORK BUREAU 488 Madison Ave., Zone 22, *PLaza 5-8355;* EDITORIAL: Edwin H. James, *New York Editor;* Florence Small, *Agency Editor;* Pete Dickerson, *Assistant to New York Editor;* Gretchen Groff, Martha Koppel.

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

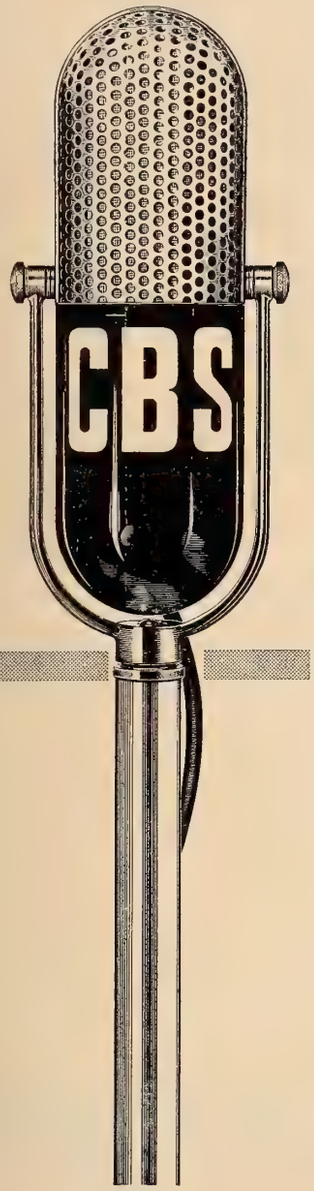
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*Reg. U. S. Patent Office

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Effective October 15th

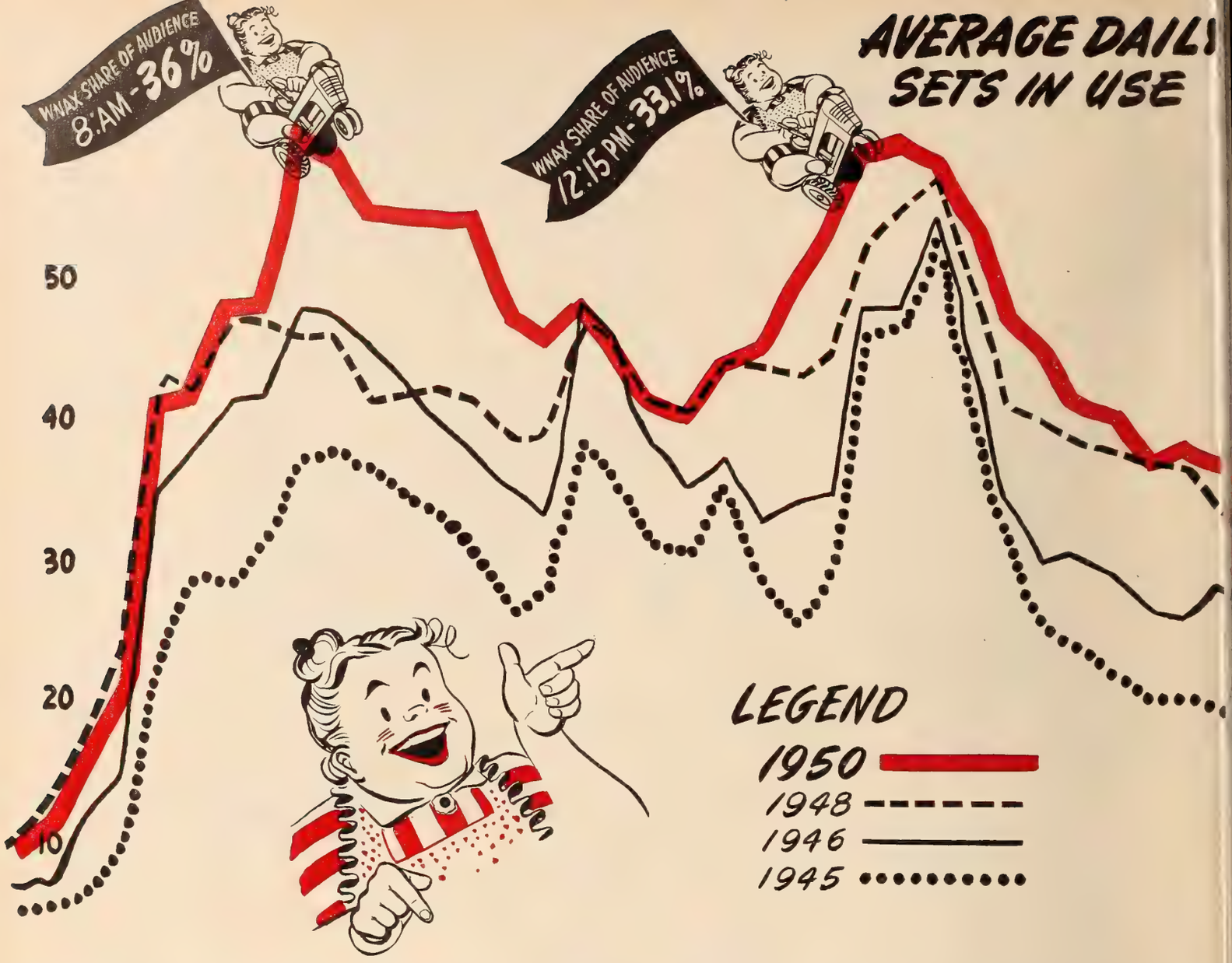
WQUA

becomes affiliated with the
Columbia Broadcasting System
as the CBS outlet for the
Quad Cities . . .

Davenport • Rock Island
Moline • East Moline.

WQUA

CBS—The Stars' Address for the Quad Cities
RADIO CENTER—MOLINE, ILLINOIS



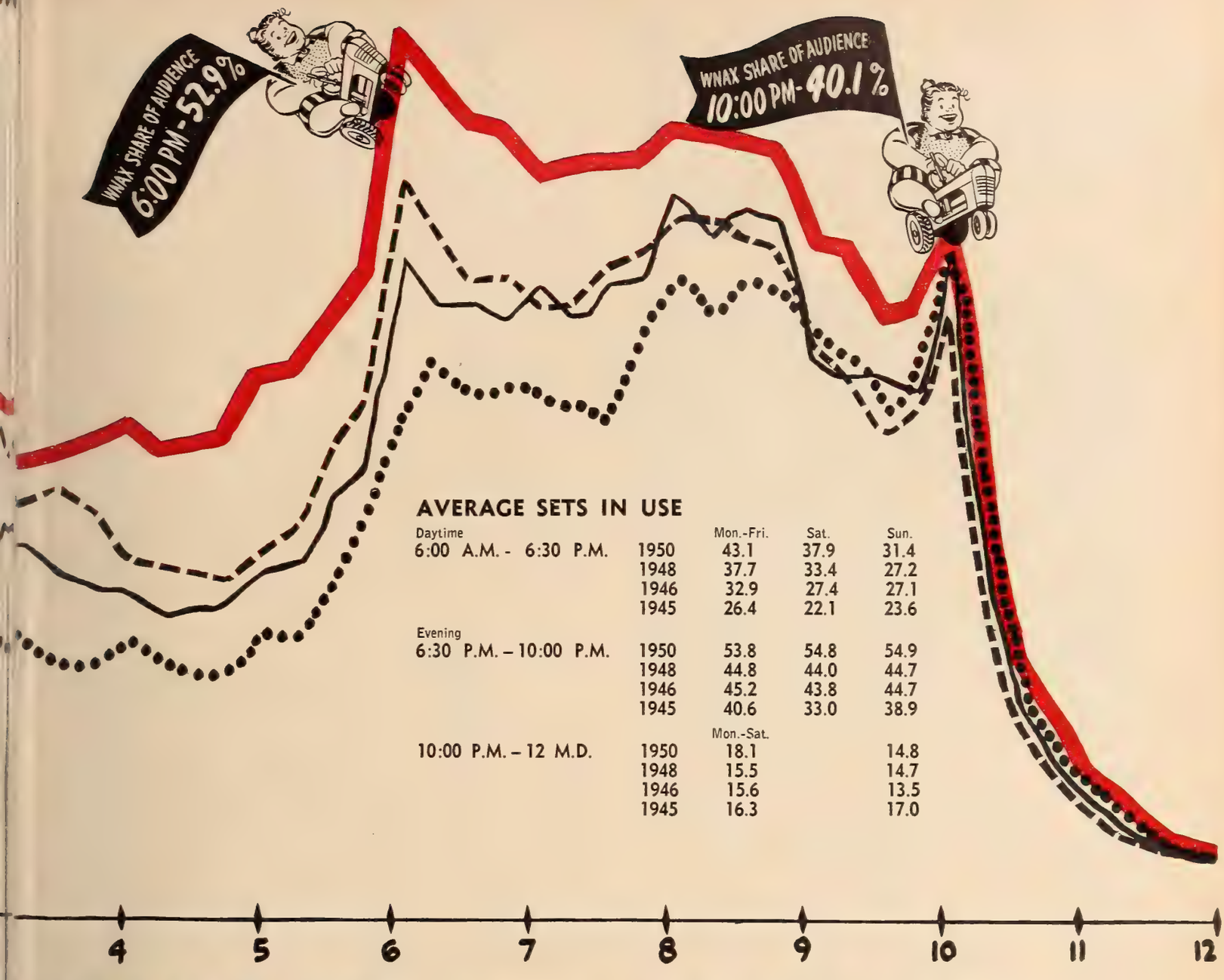
DIARY STUDY REAFFIRMS

During the week of March 13, 1950, Audience Surveys, Inc., conducted a listener diary study in 80 counties in Minnesota, the Dakotas, Nebraska and Iowa. Chosen from the 267 BMB counties you know as Big Aggie Land, these same 80 counties were used by Audience Surveys to conduct similar studies during the same week in 1945, 1946 and 1948.

In Big Aggie Land, immune from the inroads of television, radio audience has been steadily increasing over the past five years, as shown on the above chart. Note: in March, 1945, the war was at a crucial point, making for highest radio listenership — in March, 1950, Korea had not yet exploded.

Total audience has grown, so has WNAX influence. Despite a marked increase in new stations, WNAX ratings continue to shoot skyward. Although 52 stations received mention in the 1950 study as opposed to 43 in 1948 (fewer still in preceding studies), the 1950 Monday-thru-Friday average daytime rating on WNAX is 13.7 — nearly twice the 7.1 registered in 1945.

In comparing average ratings for the 52 stations mentioned in the survey, it becomes obvious that WNAX is easily the dominant station. For the week as a whole WNAX is first station by more than 2-to-1. (WNAX 11.8; Station B: 4.9). In both daytime and evening listening WNAX enjoys this 2-to-1 superiority over the second station.



AVERAGE SETS IN USE

		Mon.-Fri.	Sat.	Sun.
Daytime				
6:00 A.M. - 6:30 P.M.	1950	43.1	37.9	31.4
	1948	37.7	33.4	27.2
	1946	32.9	27.4	27.1
	1945	26.4	22.1	23.6
Evening				
6:30 P.M. – 10:00 P.M.	1950	53.8	54.8	54.9
	1948	44.8	44.0	44.7
	1946	45.2	43.8	44.7
	1945	40.6	33.0	38.9
		Mon.-Sat.		
10:00 P.M. – 12 M.D.	1950	18.1		14.8
	1948	15.5		14.7
	1946	15.6		13.5
	1945	16.3		17.0

4 5 6 7 8 9 10 11 12

WNAX DOMINANCE

Converting program ratings into share-of-audience figures, reaffirms WNAX leadership. WNAX share-of-audience for the average day is 29.3% . . . its nearest competitor rates 12.0% . . . again better than 2-to-1 for WNAX.

A few high-rated programs might influence "average" ratings . . . yet quarter-hour "wins" show WNAX dominance as clearly. Top rating in 439 (88%) of the five hundred quarter-hours studied gave WNAX a better than 10-to-1 advantage over the second station. WNAX was first in 89% of all daytime quarter-hours . . . 84% of all evening quarter-hours.

To sell your product or service in Big Aggie Land you must use WNAX. For WNAX alone delivers this major market in one, big, low-cost package. Let your Katz man show you the way to soaring sales and increased goodwill. Phone him today.

WNAX-570

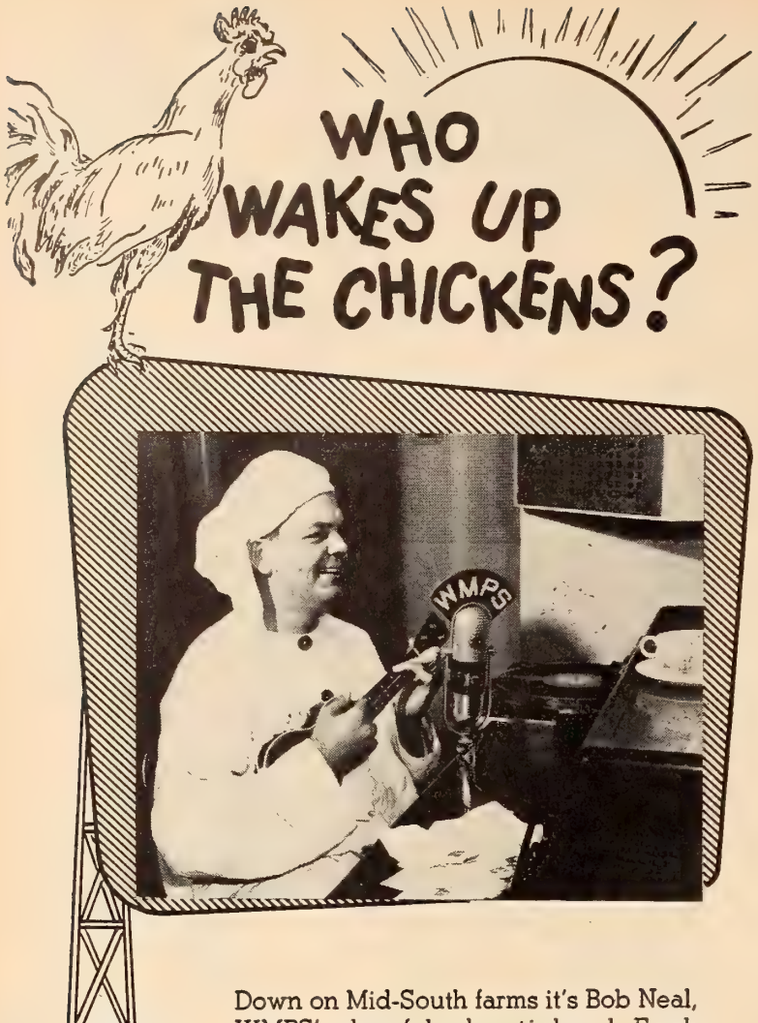
YANKTON - SIOUX CITY

570 Kc. - 5,000 Watts

A Cowles Station

REPRESENTED BY KATZ

AFFILIATED WITH A.B.C.



Down on Mid-South farms it's Bob Neal, WMPS' cheerful chanticleer! Each week-day from 5 to 8 A.M., he conducts the **"Bob Neal Farm"**, and happily blends inspirational music, news and farm data into three hours of information and entertainment.

Making his next appearance in the afternoon at 3:05, **"Bob Neal's Round-Up"** of top pops in rural music is an established Memphis favorite.

People like Bob Neal instinctively, and he likes them. He knows hundreds of his listeners through continual personal appearances. That's why Bob Neal's listeners are many and loyal . . . a loyalty they extend to his advertisers:

Mennen	Delta Table Syrup	Dixie National Stockyards
Peter Paul	Allen Ru	Chattanooga Medicine Co.
Griffin	Cuticura	Groves Chill Tonic
Clabber Girl	Sterling Salt	S.S.S. Tonic
Feen-A-Mint	Spear Feeds	
General Mills		
Carter's Pills		

For Future Participation
SOLD OUT
Contact
Radio Representatives, Inc.

WMPS
68 ON YOUR RADIO
Memphis, Tennessee
AMERICAN BROADCASTING COMPANY



agency

JAMES D. BOWDEN to Louis A. Smith Adv., Chicago, as radio-T director, after resigning as salesman for Taylor Co., representati firm.

GEORGE ALLISON, Young & Rubicam Inc., N. Y., media departmen transferred to Hollywood office as media executive.

GERTRUDE R. DALE, Hewitt, Ogilvy, Benson & Mather, N. Y., t Geyer, Newell & Ganger, N. Y., public relations department.

HERBERT HORTON, personnel TV director for Paul Whiteman an program director at WFIL-TV Philadelphia, to Grey Adv., N. Y., a TV production manager.

FRANCIS C. KERR, vice president and eastern manager Rogers Smith, Chicago, to Presba, Fellers & Presba, Chicago, as account ex ecutive.

FRANK WOODRUFF resigns from KTTV (TV) Los Angeles to joi Hollywood office of Young & Rubicam, as radio-TV producer.

C. M. ROHRABAUGH elected secretary of Kudner Agency, N. Y. **H. F**



on all accounts

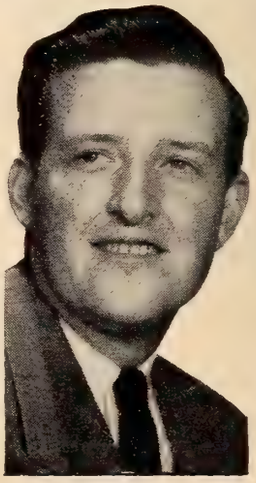
FUNCTION of the radio commercial is to sell for the sponsor. That's the unbending tenet held by Walter Kranz, director of radio at The Marshall Robertson Advertising Agency, Denver. If the copy doesn't meet the selling standard it's discarded regardless of how "different" it may be.

A "hard-driving radio realist," as Walt calls himself, also must have keen imagination. And that is where he excels. One of Denver's most prolific creators of transcribed commercials, Walt has built up an impressive sales record for the agency's long-served radio clients.

His main job at the agency is to keep the heavy radio schedule of Miller Supermarkets, an independent Colorado grocery chain with 19 stores, filled with selling commercial copy. Another big radio account receiving the Kranz touch is the Cottrell Clothing Co., which recently opened one of the largest men's clothing stores in the West.

Walt Kranz was born 36 years ago in Huntsville, Ala. His family moved to Denver when he was at an early age. In the Colorado city, Walt attended Regis High Schoo and Regis College, graduating fro the latter with an AB in jour nalism.

After several years of reportin for Denver papers, Walt decide to try his luck elsewhere. He com bined a stint of reporting in Lo Angeles with attempts at son writing. But the studios where h attempted to sell his material ha their own veteran staff of son writers and Walt returned to Den ver.



WALT

Reporting again Walt's sojourn i the newspaper busi ness came to an en when Uncle Sa called him for four-year career i the Army. While i public relations a Will Rogers Field i Oklahoma City Walt began wha later became hi life's interest—writ ing for radio. Wal wrote and produce several Army broad casts.

As the turnin point in his life, Ok lahoma City als gave him a wife, the former Do lores Ashby, whom he married soo after he left the service. Again civilian, Walt was hard at wor learning the fundamentals of radi as writer for the Lowe Runkl Agency in that city. In 1948, Wal

(Continued on page 51)

beat



TMAN, comptroller, named assistant secretary.

ILLIAM M. TYACK, account executive Wortman, Wilcox & Co., Y., to Ray McCarthy Adv. Service, N. Y., as account executive.

ARLES SCHAFER resigns as director of public relations Brisacher, eeler & Staff, S. F. Future plans not announced.

ANLEY G. BOYNTON Jr. of Stanley G. Boynton & Son Adv., Detroit, listed in air force training at Officers Training School, Lackland eld, Tex.

OODFORD C. RHOADES, Alley & Richards Inc., N. Y., to Albert ank-Guenther Law Inc., same city, as account executive.

ILLIAM McADAM, Tide Water Associated Oil Co., S. F., to produc- n department Guild, Bascom & Bonfigli, S. F.

MES C. RESOR, radio timebuyer McCann-Erickson, N. Y., to Emil inhardt Adv., Oakland, Calif., as writer and account executive.

ORGE BELSEY Jr., account executive Foote, Cone & Belding, L. A., med vice president. With agency for past seven years.

DAWSON WRIGHT, CHUM Toronto, to Denman & Betteridge, De- it, as manager radio-television dept.

ALCOLM DEWEES, operator of own advertising agency, S. F., to y department of Abbott Kimball Co., S. F.

WRENCE HOLDER, ABC publicity department, to Geyer, Newell & nger, N. Y., public relations department.

ANCIS J. WANK Adv., San Jose, becomes Wank Div., Long Adv. rvice, same city. Address remains 28 S. 1st St. Change follows recent ath of Francis J. Wank.

rs. MARIAN BIJUR, Alley & Richards Inc., N. Y., to copy service partment Ellington & Co., same city.

ROTHY AYERS, timebuyer Henri, Hurst & McDonald, Chicago, re- ns Oct. 15. She plans to be married to SEWARD JOHNSON, for- erly of CBS Chicago.

ORGINA SMALL, Chicago office manager Smith & Bull Adv., L. A., ens mid-western and eastern headquarters for agency. Will handle vertising and promotion campaigns for C & B Co. (Western Town ys). Plans include radio and television.

ILLIAM P. GENT, McKim Adv. Ltd., and GARRY J. CARTER of nada Ltd., both Toronto, open William Gent Adv. Agency, at 30 oor St. West, Toronto.

W. REYNOLDS Ltd., Montreal, moves to 985 Sherbrooke St. West.

EN C. T. SNYDER, Oakland *Post-Enquirer*, to BBDO, S. F., as copy- iter.

ON HEINRICH Adv., Peoria, Ill., moves offices from 305 LaFayette dg. to 408 Fulton St., Peoria.

ILLIAM E. BERCHTOLD, executive vice president Foote, Cone, & lding, N. Y., named chairman of Businessmen's Committee for 1951 nance Campaign of Greater New York Councils, Boy Scouts of America.

HN O'ROURKE Assoc., S. F., and Alport Assoc., Portland, merge to rm Alport & O'Rourke with offices in S. F. and Portland. JOHN ROURKE is president of new firm.

OYNE Adv., Nashville, Tenn., elected to membership in American sn. of Advertising Agencies.

TOP SHOWMAN and SALESMAN In Rochester Radio!



Mort Nusbaum

"MORNING MAN" on WHAM

- AS a veteran SHOWMAN—WHAM's Mort Nusbaum has been seen in practically every town and village in the area.
- But, more important to YOU—
- As a veteran radio SALESMAN—WHAM's Mort Nusbaum is top man in WHAM's vast, rich coverage area. Sales results prove it over and over. Example: recently an advertiser spent $408 with Mort. Two weeks later, he has 6,538 cash orders totaling $12,000 in business.

Mort Nusbaum and WHAM can SELL. That's why, no doubt, Mort's morning programs—"Clockwise," "For Women Only," "Off the Record"—are 90% sold out right now!

Ask your nearest HOLLINGBERY representative.

WHAM

The Stromberg-Carlson Station



Basic NBC—50,000 watts—clear channel—1180 kc

3 WINNERS in WASHINGTON

(One at a time or any combination)



Bill Herson

Conducts "Your Timekeeper" from 6:00-9:30 AM Monday thru Saturday. A consistent, hard-hitting salesman. Top-drawer listening and selling power for years.



Nancy Osgood

Outstanding women's director on the air in the nation's capital. Nancy's daily mid-morning audience and sponsor loyalty means "sales power" for your product.



Charley Batters

Conducts "Batters' Platters" a new and novel participation program heard nightly from 7:30-7:55 PM, Monday thru Friday. Choice time and choice programming.

They're all on

FIRST in WASHINGTON

WRC NBC

5,000 Watts - 980 KC

Represented by NBC SPOT SALES

feature of the week

FORMAL dinner and style show announcing the Tidewater area's 10 best-dressed women and commemorating the second anniversary of Mildred Alexander as women's director and fashion editor of WGH Norfolk, Va., proved a natural and effective promotion for the station, competing newspapers and leading department and speciality shops in area, WGH reports.



Mrs. Alexander

Nearly 500 social and style leaders paid $3 a plate to attend the dinner, and nearly as many more were unable to secure tickets because of space limitations at the Norfolk Yacht and Country Club Sept. 19 when the citations were formally presented.

The entire promotion, conceived by Mrs. Alexander, was a self-paying proposition, with 20 of the leading stores and shops contributing to the costs in exchange for a mention on the program and an opportunity to display their fall fashions following the dinner. Jay Caldwell, WGH program director, served as master of ceremonies, while Mrs. Alexander described the apparel as models paraded on a runway extending from the ballroom's stage.

For Mrs. Alexander, the occasion marked the celebration of the second anniversary of her radio program, *Conversation Time,* aired Monday through Friday, 8:40-55 a.m., over WGH, and afforded material for Mrs. Alexander's future broadcasts.

Additionally, the promotion commanded a good deal of space in the Norfolk, Portsmouth and Newport News newspapers, calling attention to the social event. Top executives of leading stores in the three areas attended the dinner-show and participated in the event. Awards were presented by Ceil Chapman, celebrated New York dress designer, after selections were made by a committee of 20 civic, business and professional women in the area.

WGH reported it has received a number of calls from other stations asking for details on how it put the fashion promotion across.

strictly business

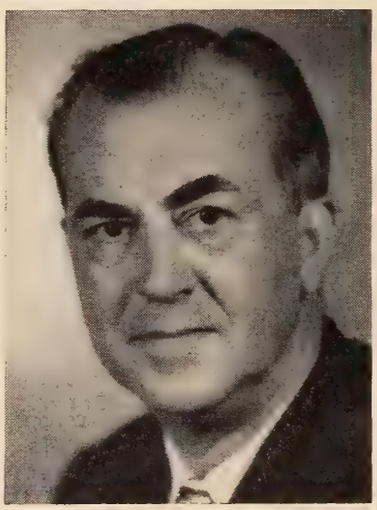
THE importance of knowing his product—radio—and how to apply it to the advertisers' needs was long ago recognized by John R. (Jack) Overall, recently named eastern sales manager of the Mutual Network.

Jack Overall takes a researcher's approach to selling. His first step is to find out why an advertiser should use radio and then apply his knowledge of the Mutual network and the customer's needs to recommendations that are made.

His most interesting sale, based on this formula, was the "two for one" Anahist purchase on Mutual which "proved to be the best new radio investment of the '49-'50 season," Jack says, citing a Nielsen report.

In discussions with Foote, Cone & Belding executives, he stressed that this new product, Anahist, needed more than one-show exposure. He then convinced Tom MacDonald, FC&B account executive, to try the idea of two different type shows.

One show was a mystery half-hour on Sunday spotted opposite Jack Benny; the other an audience-participation show on late



JOHN RICHARD OVERALL

Saturday afternoons. Proof of the effectiveness of the two-show idea was a Nielsen study report of an audience exceeding 11 million homes.

Now approaching his 20th year in radio sales, Jack has spent 14 of them with Mutual—with time out for service as a lieutenant

(Continued on page 53)



—and you'll discover you *don't have to pay the High Dollar* to cover Detroit. On WEXL you hit 99.6% of Motor City listeners—at a low suburban rate. Plus . . .

- √ WEXL reaches over ½ the population of the State of Michigan
- √ WEXL is Michigan's First Independent Station (26 years)
- √ WEXL programs Music - News - Sports *when you want them*

Better "look on the other side" for High-Class Low-Cost Sell . . . on

WEXL AM-FM

Phone Jordan 4-6523

National Representatives

HIL F. BEST

DETROIT

MICHIGAN

Tape recording helps the Hormel Girls put on three shows at once!





EEKLY SHOWS by the traveling Hormel Girls' Corps are put on before live diences and recorded on tape. The tape is then edited into a smooth, evenly ced half hour show, "Music with the Hormel Girls", broadcast on Saturdays over BS, Sundays over ABC. This arrangement simplifies scheduling of the live show d makes it possible for the girls to participate in parades, conventions and pro- otions besides having Sundays free.



NEW ARRANGEMENTS, program ideas and talent auditions for the Hormel show are recorded on tape and shipped to the sponsor for approval. Tape's high fidelity, easy portability and instant playback make all kinds of recording jobs simpler. Editing is easy too—just snip and splice with "Scotch" Splicing Tape.



EHEARSALS ARE TAPED and carefully studied by the Hormel girls. Flaws are sily caught, quickly corrected this way. The tape captures every note, every flection, reproduces them with matchless fidelity There is no needle scratch, osstalk, kinking or backlashing. Recordings may be replayed thousands of times ithout loss of quality, and tape may be erased and re-used over and over again.



IMPORTANT! There's more than one brand of sound recording tape on the market. For quality, insist on the "SCOTCH" brand in the distinctive plaid-decorated box. Used exclusively on major networks and in master recording for top record manufacturers.

Made in U.S.A. by MINNESOTA MINING & MFG. CO., St. Paul 6, Minn., also makers of "Scotch" Brand Pressure-sensitive Tapes, "Underseal" Rubberized Coating, "Scotchlite" Reflective Sheeting, "Safety-Walk" Non-Slip Surfacing, "3M" Abrasives, "3M" Adhesives.





Latest Hooper Audience Index Proves . . .

WWL enjoys a liberal lead in share-of-audience day and night.

WWL dominates the whole rich Deep-South market.

How the South's Greatest Salesman Sells Your Show

South's greatest multi-media listener campaign includes colorful 24-sheet posters, consistent newspaper ads, streetcar and bus dash signs, store displays, personal calls on jobbers and leading retailers. It's a year-round promotion by WWL. That's one big reason why so many shows have WWL rating higher than national average.



In the Fall—
All Hear the Call
of the
South's Greatest Salesman

To the sparkling array of CBS stars–WWL adds the "darlings" of Southern listeners . . . adds public service shows that make listeners *loyal* . . . adds news and special events that keep those dials set at 870—WWL.



South's Greatest Salesman

WWL

NEW ORLEANS

50,000 WATTS

CLEAR CHANNEL

CBS AFFILIATE

A DEPARTMENT OF LOYOLA UNIVERSITY REPRESENTED NATIONALLY BY THE KATZ AGENCY



TAKE A TIP
FROM THE NATIVES..

They Know Where to Get Action!

No empty creels for Atlanta's smart businessmen—they know WGST's top local shows plus the ABC lineup is the right bait for the booming Atlanta market. WGST carries more local business than any other Atlanta station. Don't snag your plug on a stump—cast where the big ones are waiting to bite.

WGST

5000 WATTS AT 920 K.C.
ABC IN ATLANTA

FORSYTH BUILDING • ATLANTA, GEORGIA

REPRESENTED NATIONALLY BY JOHN BLAIR,
IN THE SOUTHEAST BY CHARLES C. COLEMAN

new business

B. T. BABBITT Inc. names William Weintraub Inc., N. Y., to handle Babo and Glim account. Agency has recommended use of all media, including radio and TV.

DENNISON FOOD Co., Oakland, Calif. (canned food manufacturer) will sponsor *The Hardy Family* over KHA Spokane, KMJ Fresno, KCRA Sacramento, and KNBC San Francisco; and *The Adventures of Maisie* over KGW Portland, Ore. Both shows, property of MGM Radio Attractions, will be carried 52 weeks. Agency: Brisacher, Wheeler & Staff, S. F.

GALE HALL ENGINEERING Inc., Boston (auto gauges), appoints Cory Snow Inc., Boston, to direct advertising and sales promotion.

AUSTIN-GREEM Inc., N. Y. (cosmetics), names O'Brien & Dorrance Inc., N. Y., to handle advertising campaign for new indelible lipstick. Eugene Waddell is account executive. Media plans being prepared.

GIBBS & CO. Inc., Baltimore (canned vegetable packers), launches initial radio and television advertising in selected markets. Agency: VanSant, Dugdale & Co. Inc., Baltimore.

TEA BUREAU, Toronto (tea distributor), starts transcribed quarter-hour program on 30 Canadian stations for 36 weeks, thrice weekly. Agency: Baker Adv., Toronto.

LUCKY LAGER BREWING Co., S. F., has bought Interstate Brewing Co., Vancouver, Wash., and will market Lucky Lager beer in Oregon, Washington, Idaho and Alaska. McCann-Erickson, S. F., will handle advertising.

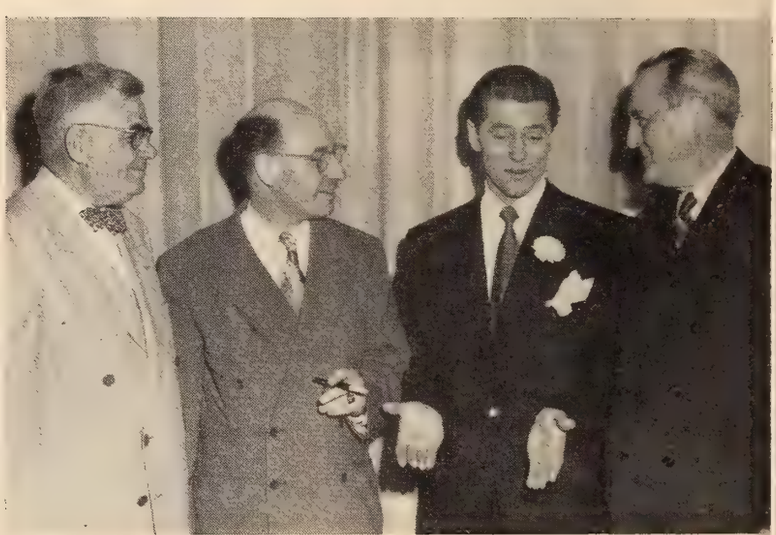
Network Accounts . . .

STERLING DRUG Inc. sponsoring first half hour *Sing It Again*, CBS audience participation show, Sat., 10-11 p.m. Agency: Baldwin & Mermey, N. Y.

U. S. AIR FORCE sponsoring seven play-by-play football broadcasts over selected ABC network through Nov. 23.

Adpeople . . .

JAMES K. McARTHUR, assistant advertising manager American Express Co., appointed advertising manager.



PARTY honoring Gordon MacRae of NBC's *Railroad Hour* is attended by (l to r) Clarence Goshorn, chairman of the board of Benton & Bowles; Albert R. Beatty, assistant vice president of the Assn. of American Railroads, sponsor; Mr. MacRae and Niles Trammell, chairman of the board of NBC.



to be sure your radio advertising is delivering *maximum results* in Colorado and Wyoming, be sure your files include a copy of "The Million-and-a-Half". If you haven't received a copy of this comprehensive presentation of *all* Colorado-Wyoming listening, just jot your name and address on the attached coupon and mail to NBC Spot Sales, 30 Rockefeller Plaza, New York 20, N. Y. Since the supply is limited, copies will be mailed strictly on a first come, first served basis.

KOA
DENVER

Represented by NBC SPOT SALES
NEW YORK • CHICAGO • CLEVELAND • HOLLYWOOD • SAN FRANCISCO

NBC SPOT SALES
30 Rockefeller Plaza, New York 20, N. Y.
Please send me a free copy of "The Million-and-a-Half".

NAME _____

BUSINESS _____

ADDRESS _____

CITY _____ STATE _____

open mike



Critic Critique

EDITOR, BROADCASTING:

I was very glad to see that you have added reviews to your pages. It was an especially worth while addition to your editorial features, one that has long been needed.

However, I would personally like to see briefer reviews and more of them.

Richard Pack
Dir. of Programs
WNEW, New York

* * *

EDITOR, BROADCASTING:

The current BROADCASTING • TELECASTING has come to my attention and among the many well-reported items of interest I particularly enjoyed the comments on our *Jack Benny Show* on the "In Review" page.

Your treatment of program reviews in the editorial feature is very well done and is completely information. I say this not just because you were so complimentary to our program and to our "Be Happy—Go Lucky" commercials.

Trusting that future Lucky Strike programs will continue to meet your favor on this page to which I'll look forward every week.

A. R. Stevens
Advertising Manager
American Tobacco Co.
New York

* * *

Likes Our Statistics

EDITOR, BROADCASTING:

Your publication has been extremely helpful to us in making various radio vs TV studies over the past few years. We have found the "set" figures under the TV section very informative and hope you will continue with it . . .

Lois H. Scott
John C. Dowd Inc.
Park Square Bldg.
Boston

* * *

Were 'Sucked In'

EDITOR, BROADCASTING:

I read with deep interest the letter from Ted Smith of KWRC [Pendleton, Ore.] in your Sept. 18 issue.

The reason for my interest lies in the fact that we, a station that does NOT accept PI deals, were sucked in on this one because it "seemed different."

Mr. Smith . . . puts out a needed warning. . . .

Kenneth Z. Turner
Station Manager
WCTT Corbin, Ky.

[EDITOR's NOTE: Mr. Turner refers to Mr. Smith's report in OPEN MIKE, Sept. 18 of a commission-basis offer received from a home permanent manufacturer.]

* * *

No Discrimination

EDITOR, BROADCASTING:

. . . Many northerners feel that southern stations discriminate against Negroes . . .

As a matter of fact we received a number of phone calls from people who said that they were disgusted that WSGN would permit a Negro to win a prize . . .

. . . However, we received a great many more phone calls congratulating us . . .

Philip Frank
Director
Research & Sales Promotion
WSGN Birmingham, Ala.



CHECK for $430 is awarded by Henry P. Johnston (l), managing director, WSGN Birmingham, to Mrs. Sadie Howard for identifying mystery voice of Mrs. Texize, prominent city cancer worker. Mrs Howard also received merchandise prizes, exhibited by Staff Announcer Shaff Gregory. Phone numbers are selected at random from Birmingham telephone directory.

* * *

Give FM a Chance

EDITOR, BROADCASTING:

. . . Why is it that when FM stations make available as much or more time than AM for public service shows, the groups producing the show make FM conspicuous by its absence from stories to the trade pubications? . . .

. . . Grant Advertising Agency . . . advised me that spot announcement orders (for Army Recruiting Service) were placed with all AM radio stations which carried *Proudly We Hail* on a gratis basis. It was indicated to the Grant Agency this policy was discriminating insofar as FM stations were concerned. . . .

. . . We can prove, if given the chance, that our FM station can outdo a great many AM stations. . .

. . . Thank you for the help . . . your fine publication has been to us in the past. . . .

Bob Williams
WRSW (FM) Warsaw, Ind.

"Oh what beautiful mornings for sponsors"



on WCPO CINCINNATI

first again . . .

1st DURING MORNING HOURS

NET STA. "B"	WCPO	NET STA. "C"	STATION "D"	NET STA. "E"
17.6	33.2	22.5	12.6	12.2

1st DURING EVENING HOURS

23.6	25.7	24.4	12.4	10.9

1st IN TOTAL RATED TIME PERIODS

22.4	28.7	23.9	10.3	9.6

July-Aug. C. E. HOOPER ratings in Cincinnati, Ohio

WCPO-TV also FIRST in all Time periods

REPRESENTED by THE BRANHAM CO.

WCPO CINCINNATI'S NEWS STATION



from coast to coast . . . . on

NOVEMBER 26th

you'll be hearing

"This is PBS

The Progressive Broadcasting System"

THE WORLD'S GREATEST DAYTIME
NETWORK RADIO PROGRAMMING
originating from
HOLLYWOOD . . NEW YORK . . CHICAGO . . WASHINGTON

NEW YORK
55 W. 53RD STREET
JUDSON 6-3932

•

CHICAGO
360 N. MICHIGAN AVE.
FINANCIAL 6-0824

•

HOLLYWOOD
8983 SUNSET BOULEVARD
BRADSHAW 2-5841

EXTORTION

is an ugly word. But it was used by a Presidential Fact-Finding Board in refusing to grant the demands of four railroad Brotherhoods. Repeated resort to strikes and threats of strikes *in place of procedures set up by the Railway Labor Act,* brought stinging rebuke to leaders of unions who are attempting to constitute themselves claimant, judge, and jury.

A SPADE HAS FINALLY BEEN CALLED A SPADE.

In three major instances in scarcely more than a year, leaders of railroad unions have called strikes to enforce their own interpretation of existing agreements.

Their object is to force the railroads to pay claims totaling millions of dollars for work not done, for work already paid for, and work not needed to be done at all.

Strikes versus Orderly Process of Law

The Railway Labor Act was intended to prevent railroad strikes. It had the support of both labor and management. In addition to providing peaceful means for reaching agreements on wages and working conditions, the Act provides orderly means for settling disputes that arise over the *meaning or interpretation* of such agreements.

There are five ways under the Railway Labor Act to obtain final and impartial decisions on disputes over the meaning of contracts. These are the National Railroad Adjustment Board, created by the Railway Labor Act for this specific purpose; a system adjustment board; arbitration; a referee; and the courts.

"Black Jacking"—Union Style!

In the most recent case, involving the New York Central Railroad Company, the Brotherhood of Locomotive Engineers, the Brotherhood of Locomotive Firemen and Enginemen, the Order of Railway Conductors and the Brotherhood of Railroad Trainmen, the union leaders ignored all five methods provided by law for disposing of such disputes.

When the New York Central stood its ground against the union leaders who demanded that they be the sole umpires of their own disputes over the meaning of their contracts, they threatened to strike. Thereupon President Truman appointed an Emergency Board. This Board consisted of Frank M. Swacker, attorney, New York City; Paul G. Jasper, Chief Justice of the Indiana Supreme Court; and Wayne Quinlan, attorney, Oklahoma City.

"Extortion," Says Presidential Board

In its report to President Truman, this Board said:

"The growing practice of creating an emergency in order to bring about the appointment of an Emergency Board in the hope that it will make more favorable recommendations concerning contentions about grievances, with no binding effect if the reverse recommendation should be made, has been roundly condemned by several emergency boards and commented on by the National Mediation Board in its annual report.

"In the instance case it has reached a flagrant

EXTORTION (CONTINUED)

form. Here is an effort to extort the payment of hundreds of thousands of dollars based merely on Grand Lodge Officers' own conclusion that their interpretation of awards must be accepted without question . . .

"We urged upon the employees the foregoing considerations and that they submit these issues (as well as the other grievances) to the National Railroad Adjustment Board or a special adjustment board or an arbitration board, and the carrier, as an inducement to that end, offered concessions which to us seemed the maximum that could reasonably be demanded or expected. However, the organizations refused to so agree."

At another place in their report, they referred to the action of the Grand Lodge Officers as "constituting themselves claimant, judge and jury to determine the issue . . . "

More "Black Jacking"

Another similar case was that involving the Denver & Rio Grande Western and the Brotherhood of Railroad Trainmen, in the early months of 1950. President Truman created an Emergency Board consisting of Robert O. Boyd, attorney, Portland, Oregon; Harold R. Korey, labor relations consultant, New York City; and Chief Justice Robert G. Simmons of the Supreme Court of Nebraska.

This Board, in its report to President Truman, said:

"In the language of the Brotherhood, they propose to settle these issues by force of economic strength. The Congress has provided methods for the settlement of such disputes by the orderly processes of the law.

"At considerable expense to the Nation it has created tribunals vested with power and equipped with the means to make a determination of such matters here involved. Decisions by processes of the law and not by force is the orderly American method of settling controversies between men.

"We have heard the parties fully as to all matters here in dispute. It is our reasoned judgment that the issues here involved may be and should be resolved within the provisions of the Railway Labor Act."

Still More "Black Jacking"

In another case, involving the Missouri Pacific, the unions representing the engineers, firemen, conductors and trainmen *actually struck*—a month after an Emergency Board had refused to recommend that their demands be granted. This strike, in the fall of 1949, shut down that railroad and deprived large and important sections of ten states of railroad service for nearly seven weeks.

The members of this Board, appointed by President Truman, were Judge Roger I. McDonough of Salt Lake City, Chief Justice of the Supreme Court of Utah; Floyd McGown, attorney, Boerne, Texas; and Curtis G. Shake, former judge of the Supreme Court of Indiana.

"Inconceivable," Says President's Board

This Board, in its report, said:

"We should like to point out that if it is permissible under the Railway Labor Act for employees to circumvent the functioning of the Adjustment Board merely by creating a situation that calls for the appointment of an Emergency Board, the act has lost its efficacy for maintaining harmonious and orderly relations in the railroad industry insofar as operational disputes are concerned.

"It seems inconceivable to us that a coercive strike should occur on one of the Nation's major transportation systems, with all of the losses and hardships that would follow, in view of the fact that the Railway Labor Act provides an orderly, efficient, and complete remedy for the fair and just settlement of the matters in dispute.

"Grievances of the character here under discussion are so numerous and of such frequent occurrence on all railroads that the general adoption of the policy pursued by the organizations in this case would soon result in the complete nullification of the Railway Labor Act."

It's Time to Stop This Extortion

These are strange and outrageous examples of railroad unions setting themselves up as claimant, judge and jury—all in one. They make clear the unions' ruthless determination to enforce their "black jack" ultimatums by plunging important railroad systems into costly and crippling strikes.

This practice is thoroughly undemocratic and un-American. It is a device of dictators—not of fair-minded men.



We are publishing this and other advertisements to talk with you at first hand about matters which are important to everybody.

ONLY A COMBINATION OF STATIONS CAN COVER GEORGIA'S FIRST THREE MARKETS

THE GEORGIA PURCHASE

the Georgia Trio

ATLANTA

MACON

SAVANNAH

WAGA	WMAZ	WTOC
ATLANTA	MACON	SAVANNAH
5,000w • 590kc	10,000w • 940kc	5,000w • 1,290kc

(ALL CBS AFFILIATES)

THE *Trio* OFFERS ADVERTISERS AT ONE LOW COST:

- Concentrated coverage
- Merchandising assistance
- Listener loyalty built by local programming
- Dealer loyalties

— in Georgia's first three markets.

Represented individually and as a group by **THE KATZ AGENCY, INC.**

NEW YORK • CHICAGO • DETROIT • ATLANTA • DALLAS • KANSAS CITY • LOS ANGELES • SAN FRANCISCO

BROADCASTING
TELECASTING

Vol. 39, No. 15 WASHINGTON, D. C., OCTOBER 9, 1950 $7.00 A YEAR—25c A COPY

FM'S PULSE BEAT

Lively Reports Refute 'Dying' Charges

By J. FRANK BEATTY

s FM a dead duck?

Or is it merely emerging rom a state of shock as a esult of early 1950 station eaths, poised to start a new areer that conceivably could ld in the oft-promised supanting of AM radio?

There's no denying that ost of the 686 operating FM ations are having rough going. me are making a little money d some are breaking even. But e percentage of profitable staons is small and few owners can ck their brave enthusiasm with pporting CPA statements.

Worst of all, FM's life is still ghted by its bad luck in having en commercially born at the me time as its glamorous twin ter—TV.

That dim evaluation of FM's rrent status has one outstanding w: It fails to recognize FM's dden values, its list of potentials. Coupled with its potentials is e possibility, seen in set manuturing circles, of a speedup in M set production when some patts on the Armstrong limiter and criminator expire in December. score of set-makers pay Armong royalties on receivers in adion to RCA fees, but transmit- royalties are collected from tions. RCA royalty contracts lude many FM patents, with Dr. H. Armstrong suing for alleged ringement. Armstrong patents also involved in the FM sound stem of TV sets.

Potentials Noted

n FM's potentials lies the basis FM optimism and the persist-e of many of its rugged back-

Unfortunately stockholders and ditors can't eat potentials nor FM stations have much luck ling potentials against AM's g-standing claims or TV's glit-

But the fact remains—and doz- of FM operators will be glad discuss it with you—that FMy stations are building audies, carefully and steadily, and t FM adjuncts of AM operas are filling audience holes that have long gone unrecognized.

It's a steady sort of growth that sucessful FM stations—and many unsuccessful ones—are showing, in contrast to the spectacular surges of AM and TV stations in their early careers.

This steady growth is occurring despite disdain toward the newer aural medium shown by some agency, advertisers and even broadcaster officials. After all, they were close to the breast-beating on FM's behalf by FCC officials in the late days of World War II and the press agentry of many FM promoters whose tub-thumping set new records in optimism and sales enthusiasm. This growth is occurring despite the fact that the FCC stunted FM's growth in infancy by shifting its spot in the spectrum and even today manufacturers aren't making enough FM sets to meet the demand.

Artificial Inflation

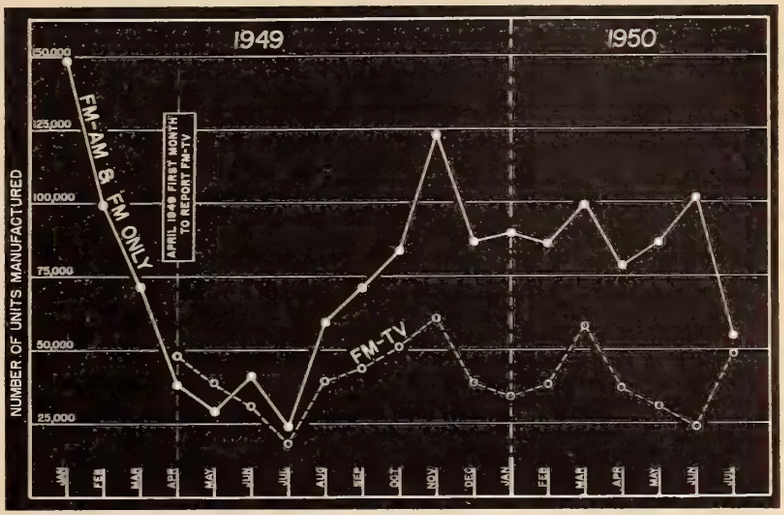
One of FM's toughest problems is to live down the artificial inflation inspired by its ardent progenitors, in and out of government. It may take years to remove some of the stains.

Then there is the matter—again serious—of building FM on qualities almost ignored in early days. For FM had to learn the hard way that the public was rather indifferent toward better tone quality and heeded static-free claims only when AM reception was poor or almost non-existent.

Instead FM is swinging to the

(Continued on page 88)

* MONTHLY FM SET PRODUCTION



*** Radio-Television Mfrs. Assn. figures representing over 75% of total set production, by months 1949 through July 1950, including FM-only, AM-FM and TV-FM sets. July, 1950, represents only a two-week production month.**

* * *

AMA CAMPAIGN

Over 30,000 Spots Being Used

CONFIDENT of the success of its $1 million-plus "Operation Saturation" advertising plan even before it started yesterday (Sunday), the American Medical Assn. and its agencies already are planning a follow-up drive on behalf of voluntary health insurance and against "socialized" medicine.

Plans are still in the preliminary stage, it was reported to BROADCASTING, and no details will be released publicly until results of the current two-week, nation-wide concentration of advertising in all media have been recorded and analyzed. It is understood that Whitaker & Baxter, public relations firm retained by the AMA for a reputed $1 million yearly, is working closely with Russel M. Seeds Agency, Chicago, in preparing another intensive radio campaign.

Seeds handled all broadcast media advertising for the current drive, which started yesterday and will continue through Oct. 21. In what is believed by the agency to be the heaviest concentration of spot advertising in the history of radio, the American Medical Assn. expects to reach "every radio home in the U. S." within the next two weeks.

Spots are being broadcast on different frequency schedules in every U. S. market. The initial buying schedule, as prepared by Account Executive Harry Goldsmith Jr. and Timebuyer Merle Meyers, called for some 1,600 stations in 1,200 markets. Actually both of these figures will be exceeded, as there are 1,260 markets in the U. S. and more stations have been added since the original estimates.

Good Results

The follow-up campaign is believed to have been crystallized following early reaction to the current saturation plan and to the tie-in advertising proposals. Advance campaign response brought letters pledging additional time.

The drive is three-fold—"to alert the American people to the dangers of socialized medicine, as proposed by several government officials; to remind listeners that America is the healthiest nation in the world, and to point out that 70 million Americans are already protecting themselves against the major costs of sickness through voluntary health insurance."

Radio is getting $300,000 of a total advertising budget of $1,110,000. Physicians, for the first time in medical history, were levied an assessment of $25 each for the drive funds.

The $300,000 will buy more than 30,000 spots on the nation's stations during the 14-day period. The mammoth analytical job required to determine limitations of the budget and its allocation was based on the premise that the AMA messages would hit at least one station in every radio market. From the beginning, however, Seeds was in-

(Continued on page 88)

LONG CHARGED

CBS Seeks Injunction

CBS will seek a temporary injunction against W. E. Long Advertising Agency this morning (Monday) in Chicago's Superior Court after filing a $1 million damage suit Wednesday afternoon.

The network will seek to restrain the agency "from interfering with exclusive contracts between WBBM (CBS) Chicago and WBBM artists," and to enjoin "these artists from violating contracts." Persons involved are Jim Conway, emcee of *Shopping with the Missus;* Fahey Flynn, news and sports announcer, and Elaine Rodgers, singer, all named as co-defendants.

The monetary suit is against W. E. Long Co. only. Network claims $1 million is amount of estimated damages resulting from exclusive contract talent working for the outside concern.

W. E. Long Agency, represented by Attorney Loy N. McIntosh, reportedly used the three WBBM employes for recorded commercials. WBBM charges these people, under exclusive station contract, worked for the agency without station approval.

Mr. McIntosh, however, told BROADCASTING W. E. Long Co. has documentary evidence, including a waiver, for the use of the three persons on the commercial transcriptions. He said also that the records were cut, with permission, in the CBS-WBBM studios.

Attorney Arthur Morse, representing CBS, says other artists will be named in court proceedings as additional "violations of contract" are discovered. He will ask the court to make available an accounting of the money received by the Long Agency for the use of the WBBM artists.

Judge Joseph Graber will preside at the hearing this morning.

BRIG. GEN. DYKE

Returns to Army Duty

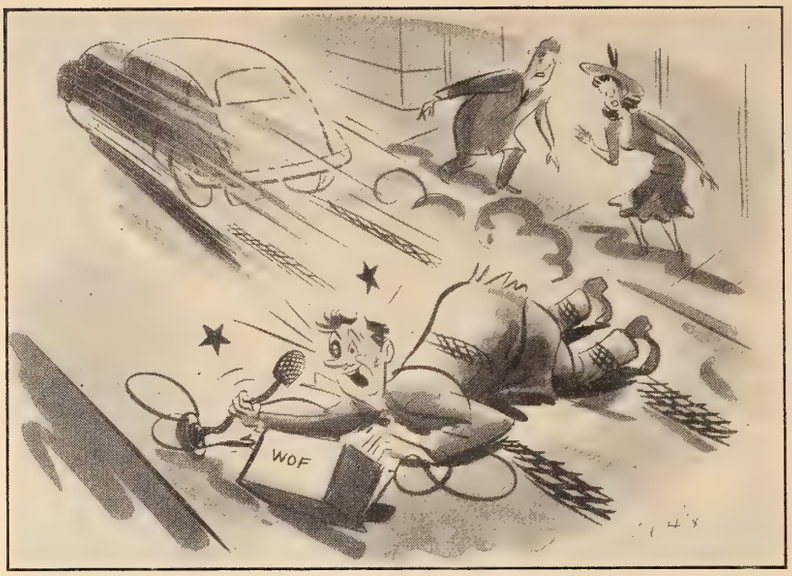
AT the request of the United Nations, Brig. Gen. Ken R. Dyke, vice president in charge of public relations and publicity at Young & Rubicam Inc., has returned to military service for a special 90-day tour of duty.



Gen. Dyke

Gen. Dyke will report to Gen. Douglas MacArthur in Tokyo to provide UN information to the armed forces fighting on behalf of the UN. He will work in liaison with Col. Alfred G. Katzin, personal representative in Korea of UN Secretary-General Trygve Lie, and with members of his staff.

For three years Gen. Dyke was on Gen. MacArthur's staff and also served as chief of Civil Information and Education in Japan. He is former vice president of NBC in charge of programs.



Drawn for BROADCASTING by Sid Hix

"WOF brings you another first—the man in the street program!"

INFORMATION

Defense Dept. Steps Up Radio-TV Activity

FURTHER realignment of certain personnel within the Defense Dept.'s overall information organization and greater emphasis on operational functions of each service to meet the expanding needs of radio and TV stations loomed last week in Pentagon circles.

Policy discussions, underway the past month, were described by Defense officials as looking toward re-evaluation of the relationship between the individual services and broad policy to be followed under the new aegis of Secretary of Defense George C. Marshall and within the present unification structure.

Developments resulting from the recent appointment of Secretary Marshall and the impact of the Korean war have stimulated talks on the degree to which each service shall be allowed to conduct its own operation under overall policy. In any event, radio-TV activity is increasing on subordinate strata.

Realignment of the military information structure [CLOSED CIRCUIT, Sept. 18] reportedly has commanded attention of Marx Leva, Assistant Secretary of Defense, who is expected to make his recommendations to Secretary Marshall in the near future. Mr. Leva, former assistant to the late Secretary James Forrestal and top legal adviser, is said to have concerned himself with the organizational and legal aspects of such a move.

Parks' New Post

Evidence of top-level shifts was seen, in some circles, in the designation of Maj. Gen. Floyd Parks, Army information officer, as the "executive agent" for the Defense Secretary. It is believed that he will head up the whole defense information operation. Osgood Roberts is now acting director of the Defense Dept.'s Office of Public Information, succeeding William Frye, now on leave in Europe. This would return the top information post from civilian to military hands.

Some changes already have taken place the past fortnight. Col. Edwin M. Kirby, radio-TV specialist during World War II and co-author of *Star Spangled Radio* depicting radio's defense efforts, has returned as chief of the Army's radio-television branch. He is handling projects for Gen. Parks and servicing demands from stations for information and Signal Corps newsreel footage for TV.

Request 'Army Hour'

Additionally, Col. Kirby is helping to coordinate the overseas appearances of radio and screen stars through Army Special Services in combat zones. His unit has received some requests for return of the famous *Army Hour.* Assisting him, according to Col. Kirby, will be Carl Zimmermann, recalled to active duty from WRAC Racine, Wis. He was active in the original *Army Hour* production, holding the rank of captain.

Col. Kirby is cooperating with the Defense Dept.'s radio-TV branch, headed by Charles Dillon, on preparation and release of material. To meet mounting needs of networks and stations, the Army and other branches are expected to step up their operations, including production of special radio programs. Col. Kirby plans to increase his staff.

Press Branch Change

Still another change is that involving Lee Hargus, until recently in charge of the department's overall press branch and now transferred to Defense Dept. Plans operation. He was succeeded by C. H. Schooley.

VOTE DISCS

'Non-Partisan' Say Demos

OVER 2,000 stations throughout the country, including all AM and "most" of the FM outlets, this week will receive "non-partisan" transcriptions urging Americans of all political hues to vote in the November elections.

Large quantities of records, consisting of short 50-to-60-second addresses by the President and cabinet members, will be distributed by the Democratic National Committee with accompanying texts. Each message emphasizes a tiein between the voter and the department represented by the cabinet officer.

Called 'Non-Political'

The project was described as the "largest non-political public service activity" of its kind ever carried out by a politcal party "in the history of broadcasting," with cost estimates placed roughly between $5,000 and $6,000.

In distributing the records for local station use, the national committee stressed that the discs were "not to be used" in connection with any "political" broadcast.

The expense of producing and distributing the records was undertaken, according to William M. Boyle Jr., committee chairman "because no organization appeared to be seeking to utilize on a national scale the full resources of the broadcasting industry to stimulate a large vote this November."

Mr. Boyle added that the committee is "earnestly soliciting the cooperation of all broadcasters in making these recordings a real weapon of democracy."

The Democratic committee chairman explained:

We realized that it might seem a little unusual for a political party to spend money on a non-partisan project in the middle of a hot campaign, but it seemed to us that the need for a large vote to demonstrate to the world the vigor of our democracy was so great that we should do everything within our power to bring out a large vote, regardless of the party affiliations of those who are encouraged to vote by this radio campaign.

Barkley Itinerary

Meanwhile a detailed itinerary for Vice President Alben Barkley who is mustering national support for Democratic candidates on a frankly "partisan" basis, was announced by the committee last Friday [BROADCASTING, Oct. 2]. Tentative arrangements were revealed for partial radio-TV coverage, though stations were not determined for the most part. Included are two speeches over national networks emanating from Chicago and Indianapolis, Ind.

Schedule, with AM-TV coverage, follows:

Oct. 9—Los Angeles, Southern California ABC Network, 9:30 p.m.
Oct. 11—Seattle, broadcast and telecast, 8:30 p.m. (station undetermined)
Oct. 12—Spokane, "complete radio coverage" 8:30 p.m.
Oct. 13—Lewiston, Ida., "statewide radio," 8 p.m.
Oct. 18—Indianapolis, Ind., "nationwide hookup" (network undetermined)
Nov. 3—Chicago, "nationwide hookup" (network and time undetermined)

PARTY CANDIDATES

Get Radio-TV Aid

ADIO and television services and chniques designed to aid Con-ressional candidates seeking office n the Republican ticket are cur-ntly being offered to House mem-ers by the Republican Congres-ional Committee as a means of streamlining" their 1950 cam-aign.

A pamphlet calling attention to ggested scripts and charts serves implement the recent GOP book-t, "Radio and TV as Tools in the 50 Senatorial and Congressional ampaign" [BROADCASTING, Sept.]. The Congressional Committee working directly with House embers to augment general guid-ce principles set forth by the epublican National Committee.

The Republican Congressional oup, under the chairmanship of ep. Leonard W. Hall (R-N. Y.), urging its candidates to utilize -second and 60-second station eak spots, particularly the clos-g week or 10 days of their cam-igns. They will receive, without arge, at least one 16-inch record, ssibly two, containing a wide riety of professionally - made ots using effective sound effects ailable and covering issues com-on to every candidate's campaign.

"It is suggested that candidates rchase their radio spot time as ny weeks in advance as possible,' e GOP booklet says, "preferably eking time in the morning dur-g the breakfast hours and at ght during the dinner hour."

Equal Time

The committee reminds members at "under federal statute, if rsons opposing your election have rchased radio spot time, you are titled to purchase similar time, d the station must provide such ne if you pay for it."

Urging use of periods from 7:30 9 a.m. and 6 to 8 p.m., the com-ttee has designed a 60-second t with provision for a 40-45 ond script beginning with sound ects and followed by voices of o professional announcers "dis-ting a political issue." Accom-ying the record, prepared by C's Radio Recording Division, l be a suggested 15-second or 20-ond script to be read by the al station announcer at the end the record, tying in the candi-e's name and giving reasons to e for him.

The committee also noted that didates in some sections of the ntry have "difficulty in obtain-professional assistance to help m make their spots with the per sound effects and the most ective script techniques."

Pointing out that "television will y a part in many Congressional tions in 1950, and by 1952 will bably affect every contest," the gressional Committee's Public ations Office, headed by Robert mphreys, has prepared several TV shows for use of candidates.

"It is essential that a candidate fashion his 'show' so the television camera can keep a frequently-shifting image on the screen to avoid static and boring production," the pamphlet notes, adding that use of charts is an "inexpensive way to accomplish this end."

On the basis of recommendations by "television experts" that video shows be limited to approximately five minutes, the committee is offering to Congressional candidates in TV districts several five-minute programs consisting of suggested scripts and sets of five photo-lithographed charts mounted on cardboard. Topics are divided among "unpreparedness," the Korean situation, communism, and the cost of living with respect to taxes.

Viewers watching the communism series in TV districts will be apprised of administration attitudes on China policy, the atom spy rings, the Alger Hiss case, the subversive control bill and communism in general.

The pamphlet also covers such services as visual presentations, newspaper ads, street interview techniques, photo portfolios and newsletters, according to Mr. Humphreys, former national affairs editor of *Newsweek* and previously with International News Service. Services are provided members and campaign workers without charge.

Another service is a loose-leaf book containing speeches and data on 20-odd important issues. Book is intended to offer any candidate a concise discussion on any topic which may be used when writing his speech.

Special Purpose Discs

Hundreds of records were distributed by the national committee's women's division for use at special meetings, and excerpts were broadcast throughout the world by the Voice of America. A 30-minute broadcast, recorded especially for the occasion, featured a number of prominent women in high political posts, including FCC Comr. Frieda Hennock.

Services and techniques also are being prepared for Democratic members by the National Committee working in conjunction with the Senatorial and Congressional Campaign committees. Kenneth Fry, radio director of the national group, has distributed a booklet on "How to Use Radio and Television."

For Senate members seeking re-election, the Campaign Committee is preparing a series of 15-minute films to be used in key states with TV facilities. The films deal with accomplishments of the Democratic administration.

Meanwhile, Mr. Fry revealed, the national committee is seeking network availabilities, through its agency, The Biow Co., New York, for broadcast and/or telecast of one or two major speeches to be delivered by Vice President Alben Barkley during his extensive tour throughout the country [BROADCASTING, Oct. 2]. Probably all of his addresses will be carried on a paid basis by local stations in various areas in which he is slated to speak.

It is understood that Indiana, Illinois and Pennsylvania are areas now under consideration as originating sources for the network programs. The Democratic National Committee also has an extensive radio spot campaign under study (see story page 24).

President Truman still was undecided as to how many frankly political speeches he will make over the national networks during the campaign in behalf of Democratic candidates. His Democratic Women's Day five-minute address, aired by ABC Sept. 27, was arranged as a public service feature commemorating the 31st anniversary of women's suffrage.

LBS ON THE AIR

Nation-Wide Service Starts

FULL-TIME service by the nation's fifth network, Liberty Broadcasting System, was inaugurated Oct. 2 [BROADCASTING, Oct. 2]. At 7:45 a.m. the initial program originated in Washington, D. C., from the network's local studios. During the day programs also were carried from Dallas, New York and Hollywood, key originating points for LBS.

For the past three years Liberty has been constantly expanding. From one station, KLIF Dallas, Tex., LBS has grown to reportedly the nation's third largest operating network. Progress has been sparked by Gordon McLendon, its 29-year-old president.



SMILES and congratulations were the order of the morning when Liberty Broadcasting System inaugurated nation-wide program service Oct. 2. Fred Palmer (l), manager of LBS' Washington affiliate WOL, does the honors with encouragement from Mr. Foster.

Mr. McLendon points out that LBS was not formed—it grew. Original programming was built around sports broadcasts. Now the network also features news, musical programs, Hollywood reports, commentators, programs from the UN and a variety of other attractions.

One of the outstanding events of the Liberty Broadcasting System will be its fall line-up of weekend sporting events. Every Saturday afternoon Ted Husing will handle play-by-play on the Army football games. New York Giants professional football games will be presented some Sunday afternoons, also with Mr. Husing. Every Sunday afternoon Mr. McLendon will cover the professional football games of the New York Yankees.

Following the Army games on Saturday, LBS will carry an outstanding West Coast football contest. In the evening Louisiana State U. football games will be presented. These will be the only

(Continued on page 89)



Meet Morris Sachs . . .

Whose Amateur Hour Is a Midwest Listening Habit

IN 1910, a 12-year-old boy trudging through the streets of Chicago's south side with a pack of wares on his back, laid the foundation for one of the midwest's most successful mercantile establishments.

Morris B. Sachs, founder of the Chicago retail clothing stores that bear his name, confesses he was never so happy as when he was winning customers by personal selling. He hoped for a miracle of transportation or communication that would enable him to talk to more and more people each day.

By 1913 he had discovered the horse—and by 1916, the automobile. But neither of these media satisfied Morris Sachs' craving for something bordering on omnipresence. He approached this exalted state, however, in 1930 when he discovered radio.

Sachs Has Put Its Trust In Radio for 20 Years

For the past 20 years, radio has been the basic advertising medium at Morris B. Sachs Inc. The company's sales volume has grown in that period from $200,000 to more than $8 million annually. In recent years, some of the firm's advertising budget (usually 5% of its gross, with radio getting 4%) has been allocated to newspapers and billboards, and for the past two years a sizable sum has gone into television. But sound radio always has been the backbone of the company's promotional structure.

Mr. Sachs' consistency as a radio advertiser is matched only by his loyalty to one format. Sixteen years ago, on Aug. 27, he began sponsoring a weekly amateur show from the window of his South Halsted St. store. It was the first amateur show ever broadcast. It preceded the famous Major Bowes program by eight months.

The current *Morris B. Sachs' Amateur Hour* is the 1934 show all over again, except for the cast, the location (ABC's Civic Studio), and the addition of some visible commercials as the program now is simulcast.

Of course, one member of the original cast is still there: Mr. Sachs rarely misses an opportunity to indulge in some of his personal selling, now that he has an audience of thousands each week. But his present day sales technique is more subtle than that formerly employed. It consists of a warm handshake, a friendly smile, and a few words of encouragement for the top three contestants on each of his shows—plus a cash prize, a watch, and an armful of posies (orchids for the girls; roses for the boys) for each winner. In recent months, even more has been added. Mr. Sachs presents an automobile every 13 weeks to the contestant who wins a quarterly showdown of talent.

Morris Sachs was 11 years old when he migrated to Chicago from Sveksna, Lithuania. His father, a teacher, had passed away and Morris came to live with a married brother, George, who was nearly 20 years his senior.

Young Sachs went to night school so he could hold down various odd jobs during the day. Within a year he began his mercantile career when a friendly wholesaler entrusted him with $10 worth of curtains, blankets and other household furnishings. Confining his calls to a small area on Chicago's near south side, he peddled his first consignment of merchandise in one day. Within a week, he had established a $100 credit, and a month later $500. When he was 15, he purchased a horse and wagon.

Morris Sachs was 16 when he opened his first store in 1914. Ten-by-twelve feet in area, it was located on 14th St., just off of Halsted about 1½ miles south of Chicago's Loop. But Mr. Sachs dates his business inaugural from 1910, for it was during that year that his name first became associated with merchandising in Chicago, even though his was a mobile operation.

It was some years after he opened his first establishment, however, when Mr. Sachs decided to tend shop in person. Feeling he was at his best making calls and widening his circle of friends, he left the store in other hands. In fact, two years after his opening, he purchased a light-delivery Ford to aid him in his travels.

Firm Rapidly Expands To Larger Quarters

With a crackerjack "demonstrator" in the field, the Sachs company outgrew its original storefront in four years. And since its young proprietor meanwhile had pushed his door-to-door frontier far southward, he opened a larger establishment (18-by-75 feet) at 7526 South Halsted. Three years later, in 1921, he decided to specialize in ladies' and men's clothing, rather than to continue handling a wide range of household goods. So he moved to 6626 South Halsted, in the same block where his present modern headquarters store now stands.

Between 1928 and 1930, his "Golden Twenties," prosperity led to establishment of three other ladies' and men's clothing stores on Chicago's south side (at 47th and Grand Blvd.; South Chicago Ave. and 90th St.; and 113th St. and Michigan Ave.). Mr. Sachs' earlier travels had taken him to hundreds of the homes immediately surrounding his three new locations.

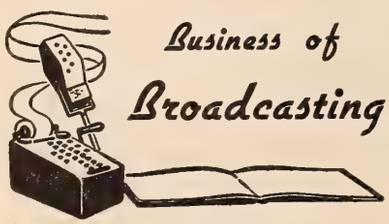
Local Store Becomes Metropolitan Enterprise

By 1933, however, radio had transformed Morris B. Sachs Inc. from a community store organization into a booming metropolitan enterprise. So Mr. Sachs "put all my eggs in one basket." Closing all of his stores but the South Halsted establishment, he enlarged the latter to four times its size by doubling the ground floor and adding a second story. This was accomplished in the depression year of 1933.

A year later, with "hard times" still occupying Chicago, Mr. Sachs again enlarged his facilities, doubling the area of both floors. He frankly admits his 1934 building program was dictated by an upsurge in business generated by the *Amateur Hour*, which began its long run that year (838 consecutive performances up to yesterday Sunday).

But he gives credit to some of Chicago's radio pioneers for starting his business upswing four years before.

Mr. Sachs bought his first radio time in 1930 on WSBC Chicago. The station was founded by the World Storage Battery Co., after which it took its call letters. Jerry Sullivan, whose clipped "Chi-kaw



One of a Series

go" inflection distinguished his station identifications from those of other Chicago announcers, was paid $25 weekly for playing the piano and handling Sachs commercials briefly every day of the week.

Mr. Sachs personally went on the air too. He appeared on all of his programs, except the very first one. On that auspicious occasion he was among those present, but the excitement of addressing an unseen audience of thousands caused him to "pass out," as he puts it.

From the beginning, Mr. Sachs had a broadcast theme. He and his announcers gave expression to his belief that "it is no crime to buy on credit." But he warned of merchants who were cheating their patrons by putting exorbitant prices on inferior goods in lieu of carrying charges. Chicago has less fraud among credit merchants today, due partly to the radio campaigns waged by Mr. Sachs against unfair mark-ups, and Morris B. Sachs Inc. meanwhile has profited materially by stressing to prospective customers the wisdom of selecting merchandise with "distinguished and famous labels," and pay "at your convenience—without interest."

Trust in Customers Pays Off for Sachs

"Over the years, I have steadfastly believed that 99½% of my customers are honest," Mr. Sachs says. "I ask that they make *some* regular payments for merchandise received. But if, through some unforeseen circumstance, they are unable to keep up their payments, all I ask is that they take me into their confidence. That my thousands of customers have trusted me has long been proved by their continued patronage."

More than a half-million men and women from five mid-western states regularly make the Sachs stores their clothing headquarters in Chicago. Fifty percent of them pay "when convenient."

In addition to WSBC's Jerry Sullivan, Mr. Sachs sponsored a 2½ hour *Breakfast Express* show every week-day morning on WAAF Chicago during the four years before *Amateur Hour's* debut. This record show, interspersed with time, weather, and news reports, became so popular that it was kept on the air along with the amateur program for many months. The company's radio budget of $10,000 in 1930 approached the $100,000 mark in 1934 when both shows were being sponsored. Jerry Sullivan's program meanwhile had been discontinued.

During its first six months, *Amateur Hour* was carried on WCFL Chicago from the window of the company's south side store. The time was from 7 to 8 p.m., Friday. The police department forced the show to move after this initial period when its "studio audience" overflowed from the sidewalk onto busy Halsted St. But Mr. Sachs found refuge in a nearby Masonic Temple, seating 1,000, so the show went on without interruption.

In 1936, the program shifted to WENR, took on an agency—Schwimmer & Scott—and changed its time to 12:30-1:30 p.m. Sunday. It has been on WENR ever since, but has been handled by two other agencies during the period—Wade Advertising and Ruthrauff & Ryan. Mr. Sachs now has the good fortune of having the same producer for *Amateur Hour* as he had during the show's three years with Schwimmer & Scott: Norman Heyne, radio and television supervisor at R & R, which took over the Sachs account three years ago. In March of last year, WENR-AM-TV, in cooperation with Mr. Heyne, engineered the transition from sound radio to simulcast.

In addition to radio commercials, the program has TV commercials by a separate announcer, and brief fashion showings on TV with the Sachs company's well known stylist, Jane Harper, doing the commentary.

Since Mr. Sachs presents *Amateur Hour* to make more and more friends, he passes the word on to Mr. Heyne to be considerate of all contestants. Those who fail in their auditions receive a card from the producer stating he is "very sorry you didn't make it—won't you try again?" And many *do* return for later tryouts. Some of those who came back, made the grade, and moved on into "big time" are June Haver of the movies, Pamela Britton of the musicals "Oklahoma" and "Brigadoon," singers Frankie Laine, Mel Torme, and Skip Farrell, and The Harmonicats, whose recording of "Peg o' My Heart" swept the nation a few years ago.

The first step required to get on *Amateur Hour* is to write to Mr. Sachs. The contestant then receives a card scheduling an audition—an average of 100 hopefuls attend each Thursday night tryout. Those among the "lucky 10" are called to a rehearsal on a future Monday, and get two more rehearsals (one dry run; one dress) the morning of the show.

Voting is by phone (up to 3 p.m. the day of the show) and by mail. The winner gets $75 in cash, a watch, and an opportunity to compete for an automobile in the quarterly finals along with 12 other weekly winners. Second place winner gets $40 and a watch; third place $20 and a watch. All of the top three contestants get those gorgeous bouquets of flowers.

Through the years, *Amateur Hour* has had a succession of "name" announcers, emcees, and supporting musicians who have attracted thousands of listeners by their own reputations. Norman Ross, Gene Arnold, and Charles Lyons presided at the mike during various periods before Bob Murphy became master of ceremonies three years ago. Marvin Mueller and Fort Pierson were announcers before Bob Cunningham took over in recent years and in 1949 was joined by Lee Walters and Eloise Kummer, who handle audio commercials on the simulcast. Blonde Adele Scott at the organ and Al Diem at the piano have large followings.

Uses Show For Civic Campaigns

Mr. Sachs uses the show to spark various civic drives each year. Campaigns for Christmas baskets, benefit funds, and such appeals as cigarettes-for-vets have gone over-the-top in Chicago once the *Amateur Hour* has got behind them. On such occasions, the show moves into Chicago's Civic Opera House and plays to capacity crowds. One Christmas season, 15 tons of groceries for the city's needy were collected at one performance. At the recent 16th anniversary broadcast, on the eve of the VFW's national convention in Chicago, Mr. Sachs received a VFW certificate of merit in recognition of his drives for service men.

For the first time in many years,

(Continued on page 38)

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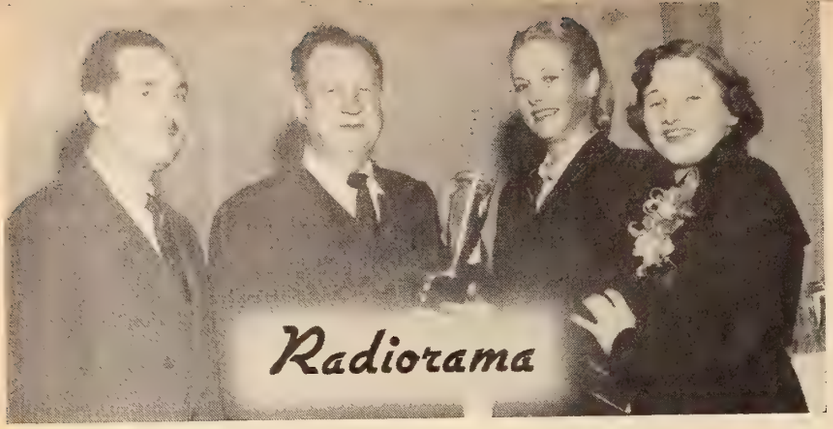
Some Other Articles On Department Stores
In BROADCASTING • TELECASTING

Hecht Co. of Washington's use of TV as new sales vehicle—A feature, April 3, 1950.
Eastern-Columbia of Los Angeles adds television to its air success story—A feature, March 20, 1950.
Hecht Co. of Washington puts over its branch store with radio—A feature, July 11, 1949.
Schuster's of Milwaukee reviews its 18 years in radio—A feature, May 2, 1949.
James Black Dry Goods Co. of Waterloo, Iowa, cites success of its beamed radio program—A feature, March 28, 1949.
Zion's Cooperative Mercantile Institution of Salt Lake City finds radio pays—A feature, Jan 24, 1949.
Ouellette's Dept. Store of Portsmouth, N. H., pays tribute to radio's selling power—A feature, Dec. 20, 1948.
M. L. Parker Co. of Davenport, Iowa, writes a success story with video—A feature, Aug. 16, 1948.

* * *



SIXTEENTH anniversary of the *Morris B. Sachs Amateur Hour* was celebrated Aug. 27 at ABC's Civic Studio, Roy (l to r) Mr. Sachs; Edward Lynch, WENR Chicago account executive; Norman Heyne, radio-TV supervisor at Ruthrauff & Ryan, Chicago, and producer of the show; Roy McLaughlin, manager of WENR; and Bob Murphy, m.c. of *Amateur Hour*.



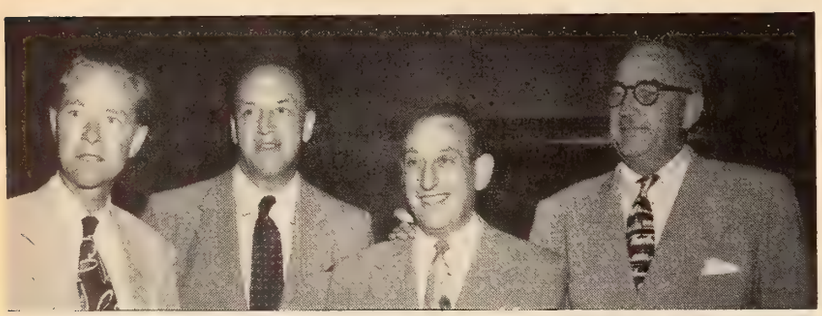
FRANCES G. BUONANNO (2d r) of Bridgeport, recently crowned Mrs. Connecticut of 1950, receives her trophy from Philip Merryman, president and treasurer of WLIZ Bridgeport, and congratulations from Adam J. Young Jr. (l), WLIZ's national representative, and Connie Parks (Mrs. Jane Connors Quinn), WLIZ woman's editor.



AT meeting of the Louisiana-Mississippi AP Broadcasters Assn. are (l to r): Seated, Bob Shipley, KWKH Shreveport, La., group's v. p.; Hugh Jones, WGCM Gulfport, Miss., new president; standing, Oliver Gramling, AP assistant gen. mgr.; James Gordon, WNOE New Orleans, retiring president.



PROMOTIONAL piece pointing to Omar Baking Co.'s sponsorship of Ohio State U. football broadcasts over WBNS and WELD(FM) Columbus, Ohio, is shown by Ann Evans, WBNS promotion director, to George Tassie (seated), general manager of Omar Co., and WBNS Commercial Manager W. I. Orr.



GETTING together during recent demonstration of Schwerin Research Co. system at NBC Hollywood are (l to r): Arthur W. Gudelman, radio timebuyer, Barton A. Stebbins Adv.; Thomas C. McCray, director of radio operations, NBC Hollywood; Horace Schwerin; Ray Morgan, Raymond R. Morgan Agency.

COONSKIN caps, emblem of the Pioneer Bank, and of Tennessee, too, are the fashion as Drue Smith cuts a birthday cake on the second anniversary of *Party Line* which she produces and broadcasts over WDOD Chattanooga for Pioneer Bank. L to r: Jim Nichols, director, Chamber of Commerce; Paul Mathes, president, Chattanoogans Inc. and chairman, city's Defense Council; Earl Winger, co-owner WDOD; Miss Smith; Wilkes Thrasher, Hamilton County government head; George Clark, president, Pioneer Bank and Consumer Bankers of America; Norman Thomas, co-owner WDOD; Bob Bosworth, chief newscaster WDOD, who also announces the Drue Smith show.



PBS OPENING

Finley Sets for Nov. 26; McClintock on Board

PROGRESSIVE Broadcasting System, a new operation offering daytime programs to local stations exclusively throughout the country, will begin full operation Nov. 26, President Larry Finley announced last week in New York. Arrangements for service to about 250 stations are completed, he said, and additional stations are expected to bring the total to 400 by Feb. 1, he said.

Mr. Finley, who arrived in New York after a six-weeks tour covering more than 750 radio stations, also announced the election to the PBS board of Dr. Miller McClintock, former president of MBS. He also announced the appointments of Edgar H. Twamley, formerly with NBC and WBEN Buffalo, as vice president in charge of the eastern division, and Robert B. White, a former executive of ABC, as vice president in charge of the central division.

Donald Withycomb, former president of WFIL Philadelphia, is executive vice president, with headquarters in New York. Mr. Finley, former transcription producer, is one of three stockholders, and will headquarter in Hollywood.

Programs, will be fed both live and via tape-recording from divisional points in New York, Chicago and Hollywood, via AT&T lines, Mr. Finley said. Stations will pay a minimum program fee of $580 per month, he said, plus one-half of the talent charge per quarter-hour, which ranges from $4 to $40. The company also plans to represent its affiliated stations in national sales, at the standard 15% commission, according to Mr. Finley.

PBS Associates

PBS is incorporated in California with a capitalization of $1,500,000, Mr. Finley said. His associates are Bernard Fleisher, wholesale liquor distributor in Nebraska and South Dakota, and Morris A. Hazan, a prominent Los Angeles merchant. Reserves have been set aside from programming and talent, according to Mr. Finley. He said the project was not undertaken until nearly two years of planning and exploration.

Mr. Twamley will have temporary offices at 55 W. 53 St., New York, telephone: Judson 6-3932. Mr. White will have headquarters in the London Guarantee Bldg., 360 N. Michigan Blvd., Chicago, telephone: Financial 6-0824, he announced. Production offices of the network are in the Pantages Bldg., and West Coast executive offices at 8983 Sunset Blvd., in Hollywood.

Programming will be aimed primarily at the housewife, without emphasis on sports, Mr. Finley said. Although all commercial programming will originate in Hollywood, news coverage will pay attention to area interests in each division—East, West and Central.

Mr. Finley said that PBS will broadcast from 7 a.m. to 7 p.m. throughout the week, allowing a 60-second station break between all programs and 2½ minutes of commercial time for all 15-minute shows. All hour and half-hour shows will be broken into 15-minute segments, permitting sale to different sponsors, he said.

For station sales departments, he said there would be daily closed circuit talks designed to aid selling and promotion. Six-minute condensations of all shows will be supplied affiliate stations 30 days in advance to allow time for them to be sold, and national spot representation from offices in New York, Chicago, Los Angeles and Dallas will be provided, he said.

ABC CHICAGO

Splits Sales Operation

ABC Chicago has divided its network sales operation into separate radio and television departments, James L. Stirton, sales manager and general manager, announced last week.

New TV manager is Gerald A. Vernon, former coordinator of TV sales, who has been with ABC since 1942. He started as research manager and later moved into local and network sales.

His AM counterpart is Robert G. McKee, who joined the Blue Network in 1940 and was an account executive in network sales when ABC was formed in 1942. In 1945 he was named assistant sales manager of the Central Division. For 15 years Mr. McKee was vice president, treasurer and part owner of Homer McKee Co., Indianapolis-Chicago-New York agency.

The present network staff of seven men will be expanded by four within a week. Chicago is the second ABC O and O operation to divide its network activity in this way (New York was first). For the time being, the local sales staff will continue to handle both media.

BBC Accused

A CHARGE that the BBC has broadcast Soviet propaganda under the guise of "critical comment" has drawn support of Sir Waldron Smithers, Conservative member of the British Parliament, who has asked the House of Commons to order a "purge of the Communists" in the government-owned network. Accusation had been leveled by the Listeners' Assn. of London, which took exception to a program called *Soviet View* in which BBC relays anti-Western attacks on religion, Anglo-American friendship and other subjects. BBC contends that the program, based on Russian broadcasts and publications, is such "transparent propaganda" that it actually serves as effective anti-Communist material.

AM INDEPENDENTS

Non-Paper Group Urged

PLANS for the formation of an organization of and for independent, non-newspaper-owned AM stations [CLOSED CIRCUIT, Oct. 2] are underway and will be actively pursued depending upon the ultimate response and "democratic expression" of such broadcasters.

Organizer of the movement is Benjamin Bartzoff, vice president and general manager of WVOM Brookline, Mass., 5 kw 24-hour station covering metropolitan Boston.

An "enthusiastic" and "heartening" response to letters sent to approximately 250 stations urging such a group has already been received, Mr. Bartzoff told BROADCASTING. Even those who were not in complete agreement in every detail, agreed in principle, he reported.

All U. S. broadcasters in the same category are to be similarly approached.

Incompatibility between needs and problems of AM independent stations and those of network affiliates, newspaper-owned outlets and those having TV operations makes cooperative an organization that will serve the common interests of the completely independent station, make it felt as a force, and result in reduced costs and great economic gains, declared Mr. Bartzoff.

"There has been no organized effort of self-help by such stations," he said, "because the only time they get together is at District NAB meetings or a radio executives club somewhere on a social plane, while they listen to a speaker discuss generalities about the industry."

Evidence of Need

Evidence of need for an organization based on mutual interests, Mr. Bartzoff asserted, is apparent when "in a city like Boston, a newspaper-owned station has merely to send its copy to the paper and can have a full page or the trucks to feature a program. The radio rate in newspapers here is so high that only the biggest advertisers can afford to buy, let alone an independent."

The proposed association, he said, would eliminate unnecessary evils and provide a common ground for discussion and solution of problems in programming, sales, library service, purchasing, station representation, engineering and matters involving FCC and lawmakers.

Citing specific reasons why stations of his type need to band together for assistance in selling, he scored the Army and National Guard as two of the chief violators of time-buying. "Very recently," he declared, "the U. S. Army, with taxpayers' money, decided to buy advertising on some stations, and they asked the others to run the same thing without cost. The independent station falls prey to every bad business practice, every scheme of destruction, because there is no inter-exchange of ideas and methods."

Mr. Bartzoff observed that "the Army and National Guard don't have to spend a nickel on radio if they don't want to, but if they do on some they shouldn't ask others for free time. We want equality for all stations."

He asserted the independents need representation from their Congressmen and Senators "to prevent any further inroads by government bureaus and agencies into the racket of free time, when they have a budget which is being spent either in other mediums or in the same medium on competitive stations. Next to the phrase, 'I can get it for you wholesale,' these agencies say 'I can get it for you free.'"

Purpose of an association of independents also would be to know what each pays for library service and to get the best possible terms from music licensing agencies, some of which, he charged, ask different fees for different stations. There would be no room in it for "music library salesmen or any other group of people whose business it is to sell."

Deploring the need of independents to buy equipment "at a retail store, the same as a retail dealer," Mr. Bartzoff said that by banding together they could buy materials at considerable savings.

Other advantages, he continued, would be a complete interchange of knowledge about union scales, without any jealousy, and not for the purpose of breaking any unions or disturbing any pleasant relationships, but because the complete story should be known to the manager or owner. The price that an independent pays for its service, transcriptions, music licenses should be available to all on an interchange basis. All P.I. deals and other forms of inquiry basis material should be screened and the financial status determined."

Engineering Aid

One of the greatest benefits, he predicted, would be in engineering where exchange of views on the efficiency and operation of equipment is vital. He referred to "unfair dealing of manufacturers of unfit equipment foisted on stations and the lack of desire on the part of the manufacturer to repair or refund such equipment" and said this point, too, would come under consideration.

Mr. Bartzoff also stressed the need for strong representation in the national field, "not necessarily by one firm of representatives, but



Mr. BARTZOFF

* * *

by a better understanding between some of the representatives and the stations. Where stations cannot secure proper representation because the bigger firms always represent network-owned or affiliated stations, this representation should be provided for them."

He said the FCC has been very fair to all stations on an impartial basis but that there are many services a station might need in connection with the FCC that could be provided at a much lower cost through the proposed association.

Commenting on "fusion," Mr. Bartzoff declared: "I believe there is room for one overall association

(Continued on page 35)

NAB NAMES HARDESTY

To Stations Post

JOHN F. HARDESTY was named Thursday by NAB General Manager William B. Ryan to fill the newly created post of director of the Station Relations Dept.

Mr. Hardesty joined NAB last July 31 as assistant to Robert K. Richards, director of the Public Affairs Dept. [BROADCASTING, July 17]. He succeeded James Dawson, resigned.



Mr. Hardesty

For some weeks Mr. Hardesty has been working closely with Messrs. Ryan and Richards in developing the current NAB membership campaign, a feature of the series of district meetings. In addition he has edited NAB's management letter and recently launched NAB's *Defense Bulletin*, a project set in motion by the board at its August emergency meeting.

First occupant of the station relations post, created early this year, was B. Walter Huffington, who died shortly after joining NAB [BROADCASTING, July 17]. A few weeks later NAB announced that Melvin E. Drake had been named to succeed Mr. Huffington [BROADCASTING, Sept. 18].

Mr. Drake accepted the position in Washington in mid-September, according to NAB, but did not take over the duties [CLOSED CIRCUIT, Oct. 2]. NAB headquarters issued no comment on the matter although it was stated unofficially at the NAB District 10 meeting in St. Paul last month that opposition to the appointment had been made in Twin Cities broadcasting circles. Mr. Drake told BROADCASTING a week ago by telephone that as far as he was concerned he still had a job. He formerly had been vice president and station manager of WDGY Minneapolis; had been active in NAB committee work, and is a past president of the Minnesota Assn. of Broadcasters.

Ryan Statement

Mr. Ryan, who plans to leave soon on a field trip, issued this statement about Mr. Hardesty's appointment:

"Naturally it is always a satisfaction to 'promote from within,' giving staff members who have proved themselves an opportunity for larger responsibilities. I think Jack Hardesty, whose work in broadcasting has been outstanding, will do much to close the gap between members and their association which always exists in an industry as large as radio and television.

"He intends to go on the road within two weeks to make his first direct calls on broadcasters. His duties will include, in addition to public appearances and sales promotion, advisory service to management on the desires of membership as reflected in his membership trips."

Mr. Hardesty is a native of Washington, entering radio in 1939 as a member of the guest relations staff of the old WJSV, now WTOP. He moved on to sales promotion, publicity and sales departments at WJSV. During World War II he served 20 months in Naval Intelligence on assignment to the Office of Censorship, and another 18 months with Task Force 126 in the European theatre.

In September 1946 Mr. Hardesty joined WOL Washington as an account executive and soon became director of sales promotion and publicity. He joined WOIC (TV) Washington in November 1948 as director of special events and advertising. He is a member of Radio Correspondent's Assn., Advertising Club of Washington and Berwyn Rod & Gun Club, is married, has two children, and lives in Silver Spring, Md., Washington suburb.

DEFENSE COMMUNICATIONS

Radio Role Outlined

ROLE of communications in the national civil defense program and certain "disadvantages" inherent in the use of broadcast stations were spelled out to state defense directors last week in a series of meetings with key planners of the National Security Resources Board.

NSRB Chairman W. Stuart Symington called the sessions to explore the role state directors will take in national defense planning as outlined in President Truman's comprehensive report issued last month [BROADCASTING, Sept. 25].

The master plan, which officially acknowledges communications as the "nerve system of civil defense," contemplates its two-fold function as (1) informing and educating the public in defense planning and operation and (2) warning and aiding the public in target areas.

But Robert R. Burton, civil defense communications director, last week raised some serious questions relating to certain "drawbacks" in potential use of commercial broadcast stations. NSRB hopes to issue some "firm instructions on the national level," he said, once it has adequately studied these issues involved:

- How to meet the problem of radio beams which could serve as a "guide or beacon" for enemy aircraft.
- Can FM and TV stations be used successfully as homing beacons?
- Would broadcast reports of air raid damage afford "considerable aid and comfort to the enemy?"

Acknowledging that radio stations are a "very valuable medium for informing the public," Mr. Burton noted that the exact location of every broadcasting station in "degrees, minutes, and seconds, latitude and longitude is well known throughout the world." He pointed out the information is distributed by the International Telecommunications Union in its "Bern List" showing nations' priorities for certain frequencies.

Study 'Homing' Problem

"Whether FM and TV can be used so successfully as 'homing beacons' is problematical," he said. "It is a subject to which considerable study is now being given."

The whole question of "radio silence" has long been a thorny one in top government communications circles.

Another "drawback" to radio stations, he felt, is that a broadcast report of air raid damage "could be of considerable aid and comfort to the enemy, unless such a report were very carefully drafted."

Mr. Burton reported also that a committee is studying what amateur frequencies and facilities might be made available for civil defense use.

Mr. Burton, who transferred over from the State Dept. where he was assistant chief on high frequency problems, urged state directors to obtain the services of at least one communications specialist on the state level and then recommend that "every target city in your state" place another on the civil defense staff.

On the national level, he said, the government must "work out some firm instructions on the possible usage of broadcasting stations before, during, or after air raids."

The CD communications chief, who served with OCD in 1943, was one of several NSRB officials who addressed 34 state directors in sessions held in Washington last Monday and Tuesday. Directors west of the Mississippi and from eastern states attended separate sessions. Top women organizations convened Wednesday. And the U. S. Conference on Mayors followed with two-day meetings Thursday and Friday.

Critical Area Maps

Defense planning was projected further to the state level by the NSRB Civil Defense Office, which sent out maps showing critical target areas in the U. S. subject to possible air attack. Three types of areas are shown: industrial, metropolitan, and a combination of the two. Suggested areas of mutual aid and mobile support also were indicated.

State directors were informed that a Civil Defense Administration would be set up on an interim basis by Presidential directive until such time as Congress approves necessary legislation. Who would head the agency was not known last Thursday, but it was learned that the Chief Executive has compiled a list of nine candidates.

James J. Wadsworth has been serving as acting CD director since Paul Larsen resigned, but is not expected to head up the post. Gov. Roy J. Turner of Oklahoma, whose term expires in January, has been reported as a possible choice.

One highlight of the directors' meeting with NSRB officials, aside from resolutions which they adopted calling for "more specific information from government," dealt with elimination by the Air Force of one of its three warning signals. They protested that they had not been consulted previously before the service dropped the "blue warning," which would be used to notify the public of impending raids within 15 minutes' time.

'Coded' Signals

The signals are part of the proposed Civil Air Raid Warning System of the U. S. Air Force entailing use of broadcast facilities for transmission of the "yellow" or confidential alert to key civil defense directors. Proposed plan under consideration involves utilization of so-called "coded" or subaudible frequencies for messages which even station engineers would be unable to detect.

It is the first alert, one of the two now retained by the Air Force, and would tip off the probable zone of the attacking force. The final or "red" signal would entail enforcement of all civil defense procedures and would indicate an attack in short order.

The Air Force, in explaining elimination of the signal, said the present warning system is provisional, and "it is desired to give the public timely warning within the capabilities of the present radar system and the means of disseminating the warning through existing communications."

The statement added that high speed aircraft and the limitations of the present radar and communications setups made it necessary to "alert large areas with a first warning, then small areas with a final warning. It may not be possible for the Air Force to give graduated or selective warnings."

Mr. Symington told the womens' groups that America is in "far greater danger than at any time in its history," and that "if we are hit, our ability to fight back will depend on whether we have built up adequate civilian defense." Need for women volunteers in communications and other fields was stressed.

The master plan for communications covers authority for states to enter mutual aid agreements; establishment of communications centers; creation of "secondary" channels of communication between federal, state, regional or local civil defense centers; loyalty oaths from all CD personnel; aid to states; seizure of all facilities by state governors; appointment of directors on the state level with responsibility for planning and coordination of communications; and procurement of centers and equipment for operation.



IT'S anchors aweigh for this group who were guests of Tom Harker, national sales representative of The Fort Industry Co. stations, on the yacht *Verlaine*, owned by George Storer, Fort Industry president. Occasion also marked Linnea Nelson's 23rd anniversary with J. Walter Thompson Co. The group includes (l to r): Front, William Dix, Katz Agency; "Commodore" Harker, host; Linnea Nelson, Jayne Smathers, Betty Jane Pratt, Dorothy Johnson; in rear, Mrs. William Dix, Mario Kircher, James Luce, William Thomas and Willam Wren, all of J. Walter Thompson.

GUNTHER SPORTS

Bullets Set; Caps Stymied

LINEUP for radio-TV coverage of Baltimore Bullets basketball games under sponsorship of Gunther Brewing Co., Baltimore, was set last week through Ruthrauff & Ryan, that city, but arrangements for similar rights to Washington Caps games still hung in the balance.

A 30-game home schedule of the Bullets will be carried on radio by WITH Baltimore with Bill Dyer handling the description, while WAAM (TV) Baltimore is slated to handle the telecasts with commentary by Chuck Thompson. WMAR-TV Baltimore handled video coverage last year. National Basketball Assn. contests get underway Nov. 1.

Meanwhile Gunther Brewing Co., which has surged to the front ranks in the field of radio-TV sports sponsorship, faced the possibility of having purchased AM-TV rights in the nation's capital, with dim prospect of any video station actually contracting to carry the games. Prime obstacle, officials of the agency, station and sports circles conceded last week, is that of clearance by Washington TV stations because of network and local commercial commitments [TELECASTING, Sept. 11].

WWDC Washington, which aired the games last year, is set to carry AM coverage for the 1950-51 season.

PROBE TALENT STATUS

Industry Agrees

ESOLUTION setting forth objec-ves, and a committee to probe he "controversial personalities" roblem in an effort to reach them, as voted by an all-industry con-erence called by the American ederation of Radio Artists, fol-wing two meetings in New York. he action was taken by voice vote fter seven hours of discussion in he meetings.

The prospective committee will ave a double goal—"to assure ll security" against Communists their sympathizers, and "at the me time preserve individual lib-ties."

Although members of the com-ittee have not been announced, will probably include representa-ves of the AAAA, AFRA, TVA, ANA, NAB and the networks.

Text of the announcement:

In view of the contributions of the broadcasting industry to the maintenance of the principles of Americanism, it is clearly evident that we are and have been alert to the threat of Communism to the peace of the world, and we are aware of the danger which could result from infiltration by Communists and Communistic sympathizers in the various branches of American industry and means of mass communication including broadcasting.

In difficult times like the present, it is especially important that a course be maintained which will assure full security and at the same time preserve individual liberties. It is of paramount importance to avoid enabling Communists or Communistic sympathizers to control or influence any of the processes of mass communication, including specifically radio and television. At the same time we believe that each case in which an individual's loyalty is questioned ought to be considered by the employer or prospective employer in the light of all the information available to him bearing on the individual and on the charges.

A committee will be appointed to study ways and means of attaining these objectives, to report back and to make recommendations to the full conference.

Meanwhile the New York local of AFRA last week voted to ask for the reinstatement of Jean Muir to the cast of *The Aldrich Family*, a television show sponsored by General Foods Corp., from which she was dropped following protests based on her *Red Channels* listing. A General Foods spokesman said that no reconsideration of Miss Muir's case could be expected until after the all-industry conference had found a solution to the general problem.

IN COVERAGE

More Programs Added

ITH the swelling of interest in ternational affairs, United Na-ons radio coverage has extended th nationally and world-wide as idenced by the inauguration of a ries, *Spotlight on the UN*, over e Liberty Broadcasting System's wly-opened nationwide network, d the new five language General ssembly broadcasts to be beamed er the world through BBC, Voice America and Radio Diffusion rancaise.

The *Spotlight on the UN* will ature a UN news summary, in-rviews with prominent guests d direct broadcasts from UN eetings, and will be aired, Mon.-ri., 6-6:15 p.m. over LBS.

The General Assembly debates, be broadcast in English and ench, will be sent directly from ew York while those in Russian e to be relayed from Paris. Latin nerican listeners will receive the eetings directly from New York Spanish but the Pacific area oadcasts will be re-transmitted om Singapore in Chinese. Other nglish broadcasts, in addition to e New York area, which is cov-ed by WNYC New York munic-al station, are those carried roughout the U. S. on FM net-rk stations.

As the result of a 60-day tour roughout the U. S. by Mrs. Doro-y Lewis, UN station relations di-tor, who contacted 203 stations 59 cities, the radio coverage of e UN will be upped approxi-tely 25 to 30%.

Weekly and daily programs to be esented over some 1,500 stations, cluding all five networks and 450 dependents, will be the new Lib-y Network series, *Memo From ke Success;* NBC-UN documen-ies; *UN Story, UN Is My Beat, N Today* and *UN in Action.*

Mrs. Lewis spoke before approx-ately 500 broadcasters during her ur, with the main purpose to ertain their reactions to the UN lio programs.

ANNOUNCERS

AFRA Seeks 15% Raise From Networks

NETWORK negotiations with American Federation of Radio Artists for staff announcers, commercial, sustaining, and transcription codes, began last week with a union demand for a general wage increase of about 15%.

AFRA brought up staff announcer demands first, contrary to its past procedure, and asked for an increase of more than 10% in base pay; standardization of contracts in New York, Chicago, Los Angeles and San Francisco; and elimination of clauses pertaining to recapture from any commercial fees received of an announcer's salary and restricting his off-time live or transcription appearances.

First hitch is understood to have arisen over question of whether negotiations for all four cities will take place in New York. The union, which has negotiated on a local level, charges that network representatives in other cities lack adequate authority to negotiate. Networks say their representatives do have such power.

Existing contracts, which expire Oct. 31, were signed in April 1948. The only increase over 1946 contract provisions agreed to at that time was a 7½% increase in base pay, and a 5% increase in minimum scale, for staff announcers. A clause in the 1946 contract providing for renegotiation if the living cost index rose over 10%, was the basis of the negotiations at that time.

FCC Actions

SALE of KODY North Platte, Neb., for $98,000 by WOW Omaha to group headed by John Alexander, KODY manager since 1943, reported in transfer application filed with FCC last week. Initial decisions to grant new AM stations at Modesto, Calif., Waycross, Ga., and Aberdeen, Miss., announced by Commission. Details of these and other FCC actions may be found in Actions of the FCC beginning on page 80 and FCC Roundup beginning on page 87.

NTELS PROGRAM

Attendance Seen High

ATTENDANCE at the third annual National Television and Electrical Living Show in Chicago, sponsored as a 25th anniversary feature by the Electric Assn., is expected to surpass the 150,000 paid admissions last year, show officials estimated late last week as the 10-day exhibition neared a close.

The event in Chicago's Coliseum opened Sept. 30 with 60 paid exhibitors showing electric appliances —including some 300 operating video receivers—to the public. For $1, Chicagoans were admitted to the Coliseum and its blocks of electrical displays, as well as to the stage show in an adjacent arena.

Jack Carson, radio star, and Actress Marie (The Body) McDonald headlined an hour-long show with the Honey Brothers, Yvette, Tommy Welles and Lou Breese and his orchestra. Stage shows were presented three times daily, four times on Saturday and Sunday.

The Electric Assn. is comprised of 600 electrical appliance firms in the Chicago area. Other electrical items were exhibited also.

WEST CONFIRMED

Heads NBC Western Division

JOHN K. WEST, vice president and director of public relations of the RCA Victor Division of RCA, was confirmed by the NBC board of directors last Friday to succeed Sydney N. Strotz as vice president of the network's Western Division [BROADCASTING, Oct. 2]. Mr. Strotz, an NBC veteran, has resigned. Mr. West will assume his new duties in Hollywood Nov. 1.

Meanwhile, Charles M. Odorizzi, vice president in charge of service for the RCA Victor Division, has been elected operating vice president of RCA Victor Division, according to an announcement Friday by Walter A. Buck, vice president and general manager of the division. Simultaneously he announced the election of Edward M. Tuft, director of personnel, as vice president and director of the personnel department for the division. Mr. Odorizzi continues as chairman of the board of the RCA Service Co.

Mr. West joined RCA Victor in 1930, serving as district manager at various locations including Philadelphia, Pittsburgh, New York, Cleveland and San Francisco, until 1933 when he managed the RCA exhibit at the Chicago World's Fair. Later he managed the Victor visual sound products department and in 1942 became manager of field sales. During World War II Mr. West served in the RCA Victor war contract service department and in June 1945 became director of public relations. He was elected vice president in charge of public relations in 1947 and vice president and director of public relations a few months ago.

Mr. Strotz, who had been with NBC for 18 years and the last eight as chief of the Western Division, resigned to devote his time to other business interests.

Mr. Odorizzi joined RCA in 1949 as administrative head of the service activities for the RCA Victor Division. Previously he was vice president and general manager of the mail order division of Montgomery Ward & Co.

Mr. Tuft joined RCA in 1930 as inspector in the Harrison, N. J., tube factory, becoming manager of the tube rating and testing laboratory. Three years later he was appointed assistant personnel manager of the Harrison plant and named personnel manager in 1941. He was appointed director of personnel for RCA Victor Division in 1947.

The board also announced the election of Ronello B. Lewis, budget director of RCA since September 1949, as RCA controller. He succeeds Henry Sullivan, controller since 1929, who retires due to ill health.

'RED CHANNELS'

Topic at N. Y. REC Meet

THE BOOK, *Red Channels*, listing persons in radio and television alleged to have been associated with Communism or Communist front causes, will be discussed at the Oct. 19 meeting of the New York Radio Executives Club, Robert Saudek, ABC vice president and club president, announced last Thursday.

Two speakers will talk about *Red Channels*. They are Ted Kirkpatrick, managing editor of *Counterattack*, publisher of the controversial book, and another not yet chosen.

Mr. Saudek also announced the composition of the club's advisory council and committee chairmen for the new season. The advisory council includes:

Fen K. Doscher, president, Sales Executives Club; R. C. Sprague, president, Radio-TV Mfrs. Assn.; Frederic R. Gamble, president, American Assn. of Advertising Agencies; Frank M. Head, president, Advertising Club; Frank Mullen, president, Radio Pioneers; Justin Miller, NAB president; Paul B. West, president, Assn. of National Advertisers; T. S. Repplier, president, The Advertising Council Inc.; Dorothy Lewis, coordinator, U. S. Stations Relations, United Nations Radio; Lewis H. Avery, president, National Assn. of Radio Station Representatives.

Robert E. Kintner, ABC president; Frank Stanton, CBS president; Joseph H. McConnell, NBC president; Frank K. White, MBS president; Cmdr. Mortimer W. Loewi, director, DuMont TV Network; Frank M. Flynn, president, WPIX; Bernice Judis, executive vice president, WNEW; Nathan Straus, president, WMCA; Seymour Siegel, director, WNYC; Wayne Coy, FCC chairman; Helen Berg, president, Advertising Women of New York Inc.

Committee chairmen are: Consultation—John J. Karol, director of sales, CBS; Carl Haverlin, president, Broadcast Music Inc.; Finance—A. U. Braunfeld, Braunfeld & Simons; House—John W. Pacey, ABC; Door—Lionel Colton, station representative; Publications—M. H. Shapiro, public relations director, BMI; Laws and By-Laws—Norah K. Donovan, radio-TV attorney; Membership—Carlos Franco, Kudner Agency; Publicity—David O. Alber, president, David O. Alber Assoc.; Attendance—Larry Stevens, public relations counsel.

Gander Visits WGAY

L. MARSLAND GANDER, radio editor of the London *Daily Telegraph*, author and former war correspondent, is in the United States doing a series of articles on radio and television. Following in the footsteps of the members of the British commission subcommittee which has been studying broadcasting in the United States [BROADCASTING, Sept. 18], Mr. Gander visited WGAY Silver Spring, Md., on Tuesday and interviewed General Manager Joseph L. Brechner. Mr. Gander left Washington Wednesday for Toronto, where he will study Canadian radio.



NEGOTIATING for Sinclair Refining Co.'s Northwestern U. broadcasts over WNMP Evanston, Ill., (l to r): Angus D. Pfaff, WNMP general manager; H. L. Lussow, Sinclair's Chicago area manager, Fred S. Newton, station's president.

September Box Score

STATUS of broadcast station authorizations and applications at FCC as of September 30 follows:

	AM	FM	TV
Total authorized	2,325	716	109
Total on the air	2,189	678	106
Licensed (All on air)	2,151	511	52
Construction permits	174	204	57
Conditional grants		1*	
Total applications pending	1,071	159	408
Requests for new stations	275	10	356
Requests to change existing facilities	247	26	20
Deletion of licensed stations in September	1	3	
Deletion of construction permits	2	1	
Deletion of conditional grants			

* On the air

PULASKI AFFAIR

WLIB Rejects ACA Demand

WLIB New York rejected a demand by the American Communications Assn., which represents technicians at the station, to cancel a broadcast of a Pulaski Day parade in New York Oct. 1 because of the scheduled appearance of the one-time police general, Wladyslaw Anders.

The ACA, a union recently ousted from the CIO for alleged Communist influence, asserted in a wire to the management of WLIB that Gen. Anders had a "bloody history" and had been the leader of "an army which was ejected from Palestine because of programs against the Jewish people."

Harry Novik, WLIB general manager, rejected the union request on the grounds that Gen. Anders was appearing coincidentally with New York political leaders, including Gov. Thomas E. Dewey, and that the decision as to what personalities would appear on the broadcast was up to the WLIB management, not anyone else.

COAST BANK

Cites Heavy Radio-TV Use

CONSISTENT use of heavy advertising campaigns, in which radio and television played a major part, has been instrumental in Coast Federal Savings & Loan Assn., Los Angeles, reaching the $100 million mark in total resources, in the opinion of the firm president, Joe Crail, who recently issued a statement on the resources of the bank. Firm currently is utilizing spot announcements on all local radio and television stations.

"Coast Federal has always used large radio and newspaper campaigns, and within the past year or so has been equally emphatic in its use of television," Mr. Crail stated. "It is our belief that our tremendous growth can be traced in many respects to our faith in advertising." Lee Ringer Adv., Los Angeles, is Coast agency.

'SEOUL CITY SUE'

Tentatively Identified

A KOREAN professor, who was active in English-language propaganda programs, last week tentatively identified the now famous "Seoul City Sue" as the American wife of a Korean newspaperman. The professor, Lee In Soo, now in protective custody of American authorities, made the statement to U. S. intelligence officers.

The radio voice, which has beamed anti-American propaganda at UN troops, was identified as that of Mrs. Ann Wallace Suhr, in whose home officers found quantities of Communist propaganda. Mrs. Suhr lost her American citizenship in World War II, preferring to remain in Japan as a Japanese subject. American embassy authorities said they doubted that charges of treason against her could be substantiated in any court.

O. J. Brunkenhoefer

OSCAR J. BRUNKENHOEFER, 47, commercial manager of KBWD Brownwood, Tex., died Sept. 27 at his home after a heart attack. He was a former field representative of Texas Service Stations Associated. Surviving are his widow, his mother and a brother.

Cott Honored

TED COTT, general manager of WNBC and WNBT (TV) New York and chairman of the consultant committee of the French Broadcasting System, has been granted the Legion of Honor by the French Government for his contribution to friendly relations between France and the U. S.

WJAS Pittsburgh presented citation by U. S. Army and Air Force for programming, on sustained basis, of *Music Time*, Fri., 8:15-8:30 a.m. Show has been aired since World War II.

CLEVELAND Browns sponsorship on WMOA Marietta, Ohio, is taken by Beagle Drug Co., that city. L to r: H. H. Oliver, Beagle's vice president-secretary; Hugh M. P. Higgins, WMOA general manager (now BAB director); Omar L. Smithberger, Beagle's president-treasurer.

NEW RCA UNIT

To Meet Military Needs

A NEW Government Service Division to keep pace with increased requirements of the military services and handle a stepped up program involving technical personnel and facilities was formed last week by RCA.

P. B. Reed, formerly sales manager of the industrial equipment section, RCA Engineering Products Dept., was appointed vice president in charge of the new division.

According to RCA, the new unit will be a clearing house to expedite and coordinate its speeded up program to meet government agency requirements for technical personnel, and installation and servicing of all types and makes of electronic equipment. Included in the program is the company's service shop, equipped to test and repair equipment. Under the present emergency defense program, the facility is providing contract service to the armed forces in an overall project to modernize World War II radio and electronic equipment, RCA revealed.

Reach New High

C. M. Orodizzi, vice president in charge of service for RCA Victor, also disclosed that the firm has more technicians and engineers in the field on government servicing than it had during the peak of World War II activities. The majority of these technicians already are overseas, he said.

In addition, Mr. Orodizzi pointed out, the new GSD will need more trained manpower "to keep pace with government demands for electronic specialists." Most urgent need, he said, is for electronic maintenance and service engineers with 10 years general experience and at least three years experience on radar or communications equipment. RCA, he said, is allocating additional space at its Gloucester, N. J., service headquarters as a location for training new technicians.

NBC Names Gross

WALTER W. GROSS last week was appointed NBC manager of television network sales, Detroit, for the Michigan and Ohio areas. Mr. Gross has been manager of radio and television for the J. Walter Thompson Co., Detroit, and earlier headed its Kansas City office. He also has been with Maxon Inc., New York, as an account executive; and with the Oldsmobile division of General Motors Corp.



upcoming

NAB District Meetings

ct. 9-10: Dist. 1, Somerset Hotel, Boston.
ct. 12-13: Dist. 2, Ten Eyck Hotel, Albany, N. Y.
ct. 26-27: Dist. 6, Roosevelt Hotel, New Orleans.
ov. 2-3: Dist. 4, Williamsburg Inn and Lodge, Williamsburg, Va.
ov. 9-10: Dist. 5; Ansley Hotel, Atlanta.

ct. 8-11: AAAA Pacific Council meeting, Hotel del Coronado, Coronado, Calif.
ct. 9-March 19: Advertising & Selling Course, Advertising Club of New York, New York.
ct. 16: NAB Economic Conference, Waldorf-Astoria Hotel, New York.
ct. 16-18: Assn. of Independent Metropolitan Stations, Lennox Hotel, St. Louis.
ct. 16-20: Society of Motion Picture and Television Engineers annual convention, Lake Placid Club, Lake Placid, N. Y.
ct. 18-19: Kentucky Broadcasters Assn., Chesmotel Lodge, Hopkinsville, Ky.
ct. 18-21: NBC Annual Affiliates' Meeting, Greenbrier Hotel, White Sulphur Springs, W. Va.
ct. 22-24: 10th District convention, Advertising Federation of America, Amarillo, Tex.
ct. 23-24: North Carolina Assn. of Broadcasters, Mid-Pines Club, Southern Pines, N. C.
ct. 26-28: Audio Engineering Society Audio Fair, Hotel New Yorker, New York.
ct. 29-31: National Assn. of Educational Broadcasters Convention, U. of Kentucky, Lexington.
ct.29-Nov. 4: National Radio & Television Week.
ct. 30-Nov. 1: Radio-Television Mfrs. Assn. and Institute of Radio Engineers, Hotel Syracuse, Syracuse, N. Y.
ct. 31-Nov. 1: AAAA Eastern Conference, Roosevelt Hotel, New York.
ov. 3-4: Institute of Radio Engineers Kansas City Section, second annual Regional Papers Conference, President Hotel, Kansas City, Mo.
ov. 9-10: Ohio Assn. of Broadcasters meeting, Columbus.
ov. 10: Michigan AP Broadcasters Assn. meeting, Lansing.
ov. 10-11: Michigan Assn. of Broadcasters, Hotel Olds, Lansing.
ov. 15: House Ways & Means Committee Hearing on Excess Profits Tax, New House Office Bldg., Washington.
ov. 16: AAAA Michigan council meeting, Hotel Statler, Detroit.
ov. 16-18: National Assn. of Radio News Directors Convention, Hotel Sherman, Chicago.
ov. 27: Congress resumes.

WB REFERENDUM

Fills Board Vacancies

[VE vacancies on the board of e Assn. of Women Broadcasters, AB's feminine wing, have been ed by mail referendum among the maining 12 district chairmen, acrding to Betty Doolittle, NAB omen's director.

Newly elected to the AWB board e Dorothy Fuller, WBET Brockn, Mass., District 1; Betty Mcll, WCAO Baltimore, District 3; ss Wright, WKMH Dearborn, ich., District 8; Frances McClanan, KBOR Brownsville, Tex., strict 13; Izetta Jewel, KCBQ n Diego, District 16. Districts rrespond to NAB's area bracketg.

WIBK APPEAL

U. S. Court of Appeals Gets Brief

WIBK Knoxville, Tenn., in a brief supporting its appeal before the U. S. Court of Appeals for the District of Columbia, has charged FCC with unlawfully and unjustly denying the station a license to cover its construction permit—a ruling tantamount to deletion. WIBK further contended FCC's decision violated the First and Fifth Amendments of the Constitution.

Meanwhile, FCC has granted WIBK further extension of temporary authority to operate until Dec. 29, provided the station may request further extension upon showing it is proceeding diligently with its court appeal. Assigned 1 kw daytime on 800 kc, WIBK is owned by Independent Broadcasting Co.

FCC denied a license to WIBK, as well as a permit for a new Class B FM outlet, on grounds that Rev. J. Harold Smith had misrepresented his affairs to FCC and was personally unqualified to be a broadcast licensee [BROADCASTING, Aug. 15, 1949; June 5]. The Fundamentalist preacher is one-third owner of Independent Broadcasting. The case is believed to be the first in which FCC has refused to license a station after granting it a construction permit.

Violated Own Rules

WIBK charged FCC violated its own rules as well as the Administrative Procedure Act in denying license. The brief explained the FCC proceeding was one of divestiture and hence could be handled only through lawful revocation proceedings. FCC erred in denying the license since no new facts came to its attention subsequent to the granting of the permit, as evidenced by FCC's own correspondence and the trade press, WIBK explained.

The station attacked as unjust FCC's findings that Rev. Smith failed to disclose in the WIBK applications his "business interests" in the Radio Bible Hour, Southern Bible Institute and the *Carolina Watchman* as well as his program interest in XERF Villa Acuna, Mexico, the latter which FCC considered an "ownership" interest because of the monetary investment involved. WIBK said Rev. Smith is a bona fide minister and his religious work cannot be termed "business" in the usual sense.

"In addition, the Commission's use of the religious activities of appellant's stockholder, Reverend Smith, as a basis for finding the latter disqualified, when these activities were neither illegal nor improper and were not broadcast over the radio, is in violation of the First Amendment," the brief declared. It continued, "A Commission decision denying one sect the use of a government privilege because of its religious activities is in effect a law penalizing that group for its beliefs. It also denies that group freedom of speech and the press and the right to peaceably assemble."

"The Commission erred," the brief continued, "in failing to find that the various activities of Reverend Smith were illegal, immoral or improper, and then basing a conclusion of disqualification thereon . . . The Commission cannot set up an arbitrary standard of behavior and require applicants to abide thereby. In addition, legal activities of a private individual are not evidence that the same activities will be repeated as a radio licensee, in which capacity they might be illegal or improper." WIBK noted FCC had found its actual programming to be meritorious.

Testimony Hit

WIBK charged FCC for "accepting as true the testimony of a Commission witness . . . By quoting it in the Final Decision, the Commission has made it material, and failure to allow appellant an opportunity to refute this testimony violates the Fifth Amendment. The additional failure to allow cross-examination of a Commission witness on a material issue also violates the same Amendment."

WIBK contended FCC also erred in failing to consider the qualifications of other stockholders and considering only that prejudicial to one, Rev. Smith. The brief was prepared by Harold E. Mott, Robert L. Heald and Edward F. Kenehan of the Washington radio law firm of Welch, Mott & Morgan.

RWG PACT

Oct. 31 Strike Possible

POSSIBILITY of a Radio Writers Guild strike against NBC, CBS and ABC appeared last week when the RWG voted a resolution empowering its negotiating committee to call a strike Oct. 31, when the present contract expires, unless a new agreement with the networks is reached by that time.

About 55 staff writers of continuity and news of the three networks are involved.

An RWG spokesman said the action was taken because of a feeling that the networks had been dilatory, perhaps unintentionally, in replying to proposals of the union for wage increases necessitated by increased living costs since the existing contract was signed in 1944. He said it was generally agreed that a conservative figure for increased living costs was 34%, whereas writers had received only a 12% increase in minimums. Details of the union demands were not available, and the networks have made no public comment.

RADIO PROPAGATION building being constructed at Ottawa for Dept. of Transport and National Research Council. Cost of building placed at $400,000.

VOTING SPOTS

Labor League's Disc Offer

SPOT announcements featuring celebrities in pleas to citizens to turn out and vote have been offered to New York stations by Morris S. Novik, radio consultant.

The spots were made by Dinah Shore, Frank Sinatra, Henry Fonda, William Holden, Ruth Hussey and others at the request of Labor's League for Political Education, but they are nonpartisan appeals confined to urging the public to vote.

In a letter to stations in New York State, Mr. Novik said he would provide transcriptions to any that wanted them. "This is one kind of appeal I am sure we all want to latch on to," wrote Mr. Novik.

HAIST NAMED

Heads GE Sales District

GENERAL ELECTRIC Co. has appointed Charles T. Haist Jr. a district sales manager for radio broadcast equipment, according to Paul L. Chamberlain, manager of sales for the commercial equipment division in Syracuse, N. Y.



Mr. Haist

Mr. Haist, who is with GE's electronics department in San Francisco, will have as his territory northern California, Washington, Oregon, Idaho, Montana, Wyoming, Nevada and the Hawaiian Islands, with headquarters at 235 Montgomery St., San Francisco. He also will continue as sales representative for the company's marine and aviation electronic products.

WFIL MANUAL

Issued As Educators' Service

WFIL STUDIO SCHOOLHOUSE TEACHER'S MANUAL 1950-1951. Distributed by WFIL Philadelphia. 160 pp.

THIS unique manual is being distributed by WFIL Philadelphia as a service to educators in the area's public, private and parochial schools.

The manual, with a total printing of 10,000 copies, is for use in connection with WFIL's *Studio Schoolhouse* programs and is sponsored jointly by RCA Victor and the station. Distribution of the manuals also has been made to educators in 40 of the 48 states.

Hartwig Joins K&E

HELEN HARTWIG, who had been with Ruthrauff & Ryan, New York, for the past eight years, joins Kenyon & Eckhardt, same city, as radio and television timebuyer [CLOSED CIRCUIT, Oct. 2]. Before her association with R&R, Miss Hartwig was with Benton & Bowles and Morse International.

KMPC CASE

Deadline Set in L.A. Phase

END of the Los Angeles phase of FCC's hearing on the news policies of G. A. (Dick) Richards was sighted last week, when Oct. 11 was set as date for completion of the case for the station owner, with the FCC staff to follow with two days of rebuttal.

Hearing on Mr. Richards' proposal to set up a trusteeship to control his three stations—KMPC Los Angeles, WGAR Cleveland, and WJR Detroit, whose license renewals are at stake in the proceeding — is tentatively scheduled to commence Oct. 15 in Detroit.

Further sessions in the hearing, which has been in progress before FCC Examiner James D. Cunningham in Los Angeles since mid-June, may also be held in Cleveland and Washington. It is based on charges that Mr. Richards ordered newsmen to slant news broadcasts according to his personal beliefs.

The Richards stations' handling of news about the hearing itself was the object of cross-examination by FCC counsel, who made it obvious they wanted to see whether "fair and impartial" treatment had been given both sides of the case. FCC attorneys, headed by General Counsel Benedict P. Cottone, plan to microfilm WJR and WGAR newscripts from Feb. 1 to the present, for later phases of the hearing.

The parade of witnesses in behalf of KMPC and its owner continued, including Motion Picture Director Cecil B. DeMille, one-time *Lux Radio Theatre* narrator, who testified Wednesday as a volunteer witness that he was "incensed" when he read of the charges against Mr. Richards.

Mr. DeMille said the station owner is a "courageous and fair man," who, he felt, would not indulge in "untruthfulness and unfairness." He considered it "perfectly right for a radio station to favor one viewpoint over another," and said he had heard both sides of controversial issues presented on KMPC but had never heard anything "un-American or detrimental to constitutional principles."

He said he made two talks on KMPC on "Right of Individuals to Work"—in connection with the controversy which arose when AFRA dismissed him from membership for refusing to pay a $1 union assessment in 1944—but did not know whether time was made available to the "other side." Examiner Cunningham indicated he would consider Mr. Cottone's request for a subpena for the DeMille scripts to see whether they were controversial.

Less enthusiastic were three of five rabbis who testified that they participated in a *Prayer for Peace* series on KMPC. Rabbis Leon W. Rosenberg, I. S. Ravetch, and Bert Woythaler said they were invited several times to appear on the program before they accepted, and cross-examination indicated their invitations came after the charges against Mr. Richards arose in March 1948.

Reluctant to Appear

Rabbi Ravetch, under questioning by FCC counsel, said that for four or five years he had heard reports that KMPC was anti-semitic and anti-Democratic, and that this was the reason he was reluctant to appear on the *Prayer for Peace* program. He said he had tried to avoid testifying, and that "in no way does my appearance here constitute approval of the station."

Rabbi Joel L. DeKoven, however, testified he had not encountered anti-semitism at the station. He said he took the initiative in requesting broadcast time after arriving in Los Angeles in the fall of 1948 and appeared on KMPC several times, being treated "with respect and dignity." Rabbi Max J. Merritt, executive director of the Southern California Branch of the American Jewish League Against Communism, said he appeared on KMPC five times.

Joseph J. Cummings, publisher of *B'nai B'rith Messenger*, said he had heard no criticism of either Mr. Richards or KMPC prior to March 1948. When Mr. Cottone called attention to testimony of FCC witnesses and to anti-semitic documents attributed to Mr. Richards, the publisher said: "If these things were true I wouldn't have as good an opinion as I now have of the station. I would not consider its reputation good. I would accuse Mr. Richards of harboring anti-semitic feelings."

Favors Hearing

Harry Myers, managing director of events for Los Angeles County Council of the American Legion, testified that Legionnaires and Kiwanis Club members "decried efforts of the FCC not to allow the license" of KMPC. Under cross-examination he said that in the light of testimony he had heard "this morning," he thought the hearing should continue.

Several KMPC newsmen testified they had never been instructed about special treatment of news. One, Bob Kelley, charged that FCC investigators "twisted my arm"—not physically, but by asking "leading questions"—to get evidence unfavorable to the station.

KMPC News Editor James A. McCulla said he was assigned responsibility for news coverage of the FCC hearing and that no restrictions were imposed on him, no matter how unfavorable the news might be. He was given the assignment, he said, because Mr. Richards didn't feel KMPC had been giving the hearing sufficient coverage.

Mr. Cottone asked him to produce copies of newscripts and wire copy relating to the hearing and also to check KMPC recordings of newscasts.

Other witnesses testifying for KMPC and Mr. Richards:

Ben Koepke, Los Angeles Area Rent Control Administrator; Father Cornelius J. McCly of Blessed Sacrament Church; Chase W. Traweek, Southern California area general manager for Firestone Tire & Rubber Co. and with Mr. Richards, co-owner of a cattle ranch; Henry M. Bateman of Bateman, Eichler & Co., stock brokers; Robert I. Diller, public relations director, Welfare Federation of Los Angeles; Fred Nason, president of Beverly Hills Transfer & Storage Co.; James Bishop of Bishop & Assoc., public relations firm;

Monsignor Anthony J. Brouwers, director of the Society for the Propagation of Faith, Los Angeles Archdiocese; Joseph Taylor, KMPC custodian; Bill Hay, former announcer on "Amos 'n' Andy" show; Maurie Luxford, sportswear manufacturer and sportsman; Tom Frandsen, KMPC sales manager and former newscaster; Richard B. Borland, former commander, Los Angeles County Council of American Legion; Col. Frank E. Benedict, business consultant; John V. Forsyth, former KMPC newscaster; Gene Mann, managing director, Greek Theatre Productions;

Willis R. Harpel and William B. Ewing, KMPC announcer-newscasters; Herbert F. Wixson, head of a program packaging and syndicate service, who was assistant general manager and sales manager of KMPC for six years ending in December 1948; Col. James O. Brauer, director of the 11th Marine Corps District; Father Patrick J. Roche, assistant superintendent of Catholic Schools in Los Angeles; Robert A. Campbell, KMGM (FM) Los Angeles announcer, formerly with KMPC; Joe Micciche, Los Angeles County radio coordinator; Bill Lopez, superintendent of athletics, Los Angeles Senior High Schools.

'INSIDE' OIL

KVOO Airs Industry Story

A TWICE-WEEKLY semi-documentary program dramatizing the "inside" story of the oil industry currently is being aired by KVOO Tulsa, Okla., as a public service feature of vital national importance, the station reports.

The series, titled *Wheels of Oil*, also has given Gov. Roy J. Turner of Oklahoma, who qualifies as oilman, cattleman and song composer, an opportunity to turn actor. He portrayed himself in a narrative dealing with conservation and the Interstate Oil Compact Commission, of which he is chairman.

Aired Tuesday and Thursday at 6:30 p.m., the program is narrated by John Henry with Organist Bill Simon furnishing background music. Series was written by Ruth Sheldon Knowles, petroleum specialist and nationally known oil writer, and employs a cast of competent actors.



Principals in the KVOO oil series, (l to r) Mrs. Knowles, Gov. Turner and Mr. Henry, convene in the studios before the public service program goes on the air.

AM GRANTS

Three Recommended by FCC

GRANTS for new AM stations in Waycross, Ga.; Aberdeen, Miss., and Modesto, Calif., are recommended in initial decisions reported last week by FCC. Initial ruling to deny as in default application for a new outlet at Freeport, Tex., also was issued.

Hearing Examiner Jack P. Blume proposed to grant the application of Teletronics Inc. for 1 kw daytime on 570 kc at Waycross while Examiner Fanney N. Litvin proposed to grant the bid of Prairie Broadcasting Co. for 250 w fulltime on 1240 kc at Aberdeen and Examiner Leo Resnick proposed to grant the application of Stanislaus County Broadcasters for 1 kw fulltime on 970 kc directional at Modesto. Examiner Blume also proposed to deny in default the application of Brazoria County Broadcasting Co. for 250 w daytime on 1460 kc at Freeport.

Teletronics Inc. is 99% owned by Mrs. Virginia Price Bowen, Sea Island, Ga., who is president. Her daughter, Mrs. Virginia Bowen Holm, New Orleans, is vice president. Thelma V. Franklin, secretary of Dixie Brokerage Co., Atlanta, part-owned by Mrs. Bowen, is secretary-treasurer. Proposed manager is John R. Bartlett, licensee of WKMA Quitman.

Prairie Broadcasting is a partnership of Grady Imes, Ben F. Hilbun, T. A. Richardson and Joe Phillips.

Stanislaus County Broadcasters is equally owned by Ralph M. Brown, state assemblyman and attorney; Cecil Lynch, grape farmer, one-time program director of KTRB Modesto; G. A. M. Lynch, dairyman and farmer; and Harold Bowen, farmer.

Gartland, Reilly Named

WILLIAM C. GARTLAND, western field representative, and William F. Reilly, central field representative, have been named Western and Central Division managers of Thesaurus and Syndicated Sales, RCA Recorded Program Service.



TULSA TROUPE at NAB District 12 meeting (seated, l to r): J. Burr Gibbons, Gibbons Adv. Agency, Tulsa; Maria Helen Alvarez, KOTV Tulsa; George Field, World Broadcasting System; Don Watts, Watts-Payne Adv. Agency, Tulsa. Standing, Walt Varnum, RCA-Victor; Robert Wilson, Wilson Adv. Agency, Tulsa; Clarke Brown, John Blair & Co., Dallas; Fred McCabe, United Press (see story page 40).



CAUGHT BY CAMERAMAN at NAB District 12 convention (seated, l to r): William B. Quarton, WMT Cedar Rapids, Ia., NAB District 10 director; John Esau, KTUL Tulsa, NAB director-at-large, medium stations; Ralph W. Hardy, NAB; Jack Todd, KAKE Wichita, NAB District 12 director; Harold Wheelahan, WSMB New Orleans, NAB District 6 director. Standing, Pete White, White Adv. Agency, Tulsa; Robert B. Jones Jr., KRMG Tulsa; Tom P. McDermott, Tulsa Chamber of Commerce; John Devine, Standard Radio; Ralph Wentworth, BMI.



SEVEN PARTICIPANTS at NAB District 12 session (seated, l to r): Bill Davies, RCA Program Service; Hale Bondurant, KFBI Wichita; Frank Webb, KFH Wichita. Standing, Lawson Taylor, KFMJ Tulsa; Dick Campbell, KOME Tulsa; Peter King, SESAC; J. J. Bernard, KOMA Oklahoma City.

OREGON FIRM

FTC Charges Deception

CHARGE that a Portland, Ore., firm engaged in deceptive practices to obtain information concerning delinquent debtors, utilizing representations involving a radio program, is contained in a complaint filed last Monday by Federal Trade Commission.

The complaint, directed at the Dispatch Forwarding System and Federal Deposit System, Portland, challenged use of a letter and post card promising free gifts and representing that the debtor had been awarded a prize by the sponsor of a radio program.

According to the complaint letters were sent out under the signature of "Thomas Webster, producer of the new program, *Surprise*, in Los Angeles, Chicago and Washington, D. C.," informing debtors they had won cash and merchandise prizes and asking them to return appropriate cards with proper addresses. Program was aired on KLAC Los Angeles, according to FTC.

The representations were "false" and the information acquired by these methods was obtained "solely" for the purpose of being used in collecting allegedly delinquent accounts for clients, the complaint charged. Trade names used by the corporation were "merely disguises" for the true nature of the business, it added.

RCA planning comprehensive exhibit at Mid-Century Exposition, Dallas, Oct. 7-22. Radio and TV equipment will be featured.

CIVIL DEFENSE

Clay Requests Radio Aid

GEN. LUCIUS D. CLAY, onetime military governor of Germany and now chairman of civil defense of the State of New York, called upon broadcasters last week to keep the public informed on measures being taken to minimize damage in the event of atomic attack.

Speaking at the New York Radio Executives Club's first 1950-51 season luncheon, Gen. Clay said that if an attack was made against the U. S., radio would be called upon to carry the principal burden of communications. In an atom bombing, he pointed out, telephone facilities would probably be destroyed.

"The radio industry of America has always devoted particular attention to matters of public interest," he said. Radio already has "been of substantial help in informing the public on the progress of civil defense," he pointed out.

MONOPOLY FEARS

Truman Warns Govt. Heads

TOP OFFICIALS of National Security Resources Board, the Cabinet and key defense agencies have been asked by President Truman to consult periodically with Attorney General J. Howard McGrath and Federal Trade Commission in pursuance of a broad program designed to guard against development of monopolies in the expanding defense effort.

In a letter to heads of the groups involved, Mr. Truman expressed concern lest partial mobilization without certain protective actions "expose the American economy" to the threat of economic concentration. He asked that the danger be minimized by eliminating all possible factors to "suppress competition unduly."

AM Independents

(Continued from page 29)

comprising all stations and manufacturers of radio equipment but the annual meeting should be devoted to the entire industry on a mass plane without discussions on how to sell time or how to sell sets, and similar items. NAB is an estimable group and could well be the nucleus of such an industry-wide association, as suggested by Sol Taishoff. But independents of the completely unaffiliated variety still need their own organization because they will never be able to get assistance in business, engineering, representation, better purchasing prices, or other matters through NAB. There, the entrance price is how much do you sell and how much dues can you pay?"

In contrast, he forecast, dues for the independent association he envisions and in which he seeks no office, need be no more than $1 a year. It would be organized on a regional basis, so democratically constituted that every station would be heard from.

The stage is set, Mr. Bartzoff said, and he called upon all broadcasters in his category to unite.

"The self-appointed prophet of doom," he predicted, "who goes around announcing the early fall of radio, could well be interrupted in his program if independents get together. Radio has to be sold to the public and to the advertising agency and client. It won't be done on an industry-wide basis because the network station has its story, the newspaper-owned station offers newspaper promotion and inducements. The independent is left completely to its own devices. There are some wealthy independents. Unless they unite, they too will be among the poorer relatives in short order."

Now with ABC

Mary Margaret

Starting today, Monday, October 9, Mary Margaret McBride will broadcast on WJZ—exclusively in the New York area. Her program remains the same: the warm, cordial, informal atmosphere . . . the celebrated guests . . . the wonderful grace and charm and enthusiasm that make Mary Margaret McBride the *First Lady of Radio.*

ATTENTION: ALL ABC STATIONS!

Soon—for the first time—the Mary Margaret McBride show will be available for LOCAL sponsorship on *your* station . . . on ALL ABC stations from coast to coast. The program will be broadcast every weekday (at a time to be determined) over the entire ABC radio network. For advertisers in *your* area, here is the chance of a lifetime . . . the opportunity to sponsor the most beloved and believed woman in all advertising.

American Broadcasting Company

Mc Bride

WJZ 1-2 PM
MONDAY—FRIDAY



It takes a woman to sell a woman—and Mary Margaret McBride is the Number One saleswoman in the world. Six years ago, her fans jammed Madison Square Garden . . . last year they packed Yankee Stadium. Her fan mail tops a quarter of a million letters a year. "*Admission to the McBride program*," says the New Yorker, "is the commercial equivalent of admission to Groton . . . ! !"

ABC

AMA Campaign

(Continued from page 23)

structed to emphasize the AMA dogma in certain markets.

The basis upon which the number of spots in each market were chosen was the city population, not the station coverage area. Although power stations are being used, they were not selected primarily or because of their coverage. In a saturation plan, Seeds sought to get a quantity of stations in each market to achieve wide coverage as well as penetration.

First step in the timebuying process was charting of basic data, including the radio market, number of stations there, population in thousands and the one-time spot day and night cost on the highest-priced station. Population of the market determined the number of spots to be used.

Working on a minimum estimate of four nighttime and four daytime spots in each area, Seeds personnel devised a formula for population groups, ranking towns and allotting spots as follows:

5,000 pop and under	4 Daytime	4 Nighttime
5-9,999	4 Daytime	4 Nighttime
10-25,000	4 Daytime	4 Nighttime
25-50,000	5 Daytime	5 Nighttime
50-100,000	7 Daytime	7 Nighttime
100-300,000	10 Daytime	10 Nighttime
300,000-Over	15 Daytime	15 Nighttime

Basic allocations, figured on the most expensive cost per spot day and night, were then translated into the percentage of the budget for each market. Spots were then distributed among the stations. This blanket coverage left "no blank spots," in the opinion of Mr. Goldsmith, which is why he believes every radio home in the country will be reached.

Russel M. Seeds started the time study in July, and most of the buying was completed early in September. Some buying was still being done last week, however, as a few stations were slow in reporting availabilities and some did not have them when the agency first asked.

Mr. Goldsmith recommended additional pressure in the more concentrated population areas, believing more money should be spent in major markets because of the need for greater penetration and the number of stations fighting for the same audience.

Spot Schedules Heavy

For these reasons, AMA spot schedules are heavier in the top eight markets of the country. New York, for example, has more than 30 spots daily and 30 nightly. Commercials, all electrical transcriptions, are 15, 20, 30 and 60 seconds long.

Tie-ins by local and national advertisers are expected to exceed the total amount of time actually bought. Late last week some of the national advertisers committed to cooperate were Bristol-Meyers, Sinclair, Mennen and Rexall.

Now They Tell Her

MERLE MEYERS, Russel Seeds timebuyer who supervised buying of 30,000 spots in the current AMA campaign, arrived at work one morning recently haggard but relieved because the monumental job was finished. On her desk was an early edition of the *Sun-Times*, bearing a tabloid streamer headline which read: "PUT CURBS ON TIME BUYING." She knew that was a good idea all along.

Sachs

(Continued from page 27)

Mr. Sachs now has only one radio program. But he insists this is not due to the high cost of simulcasting *Amateur Hour*. As soon as he finds the right program, he'll be back in a late evening 15-minute slot such as that occupied across-the-board on WENR last year by his *Remember When*, starring M. C. Jack Stillwell. In 1948 this Sachs time period was filled by the *Skip Farrell Show*, featuring an *Amateur Hour* alumnus, and the previous five years by *But Not Forgotten*, featuring pianist Herbie Mintz.

Mr. Sachs is willing to spend a quarter-of-a-million dollars on radio-TV this year while spending less than $100,000 on other advertising media.

The domain which radio has built for Mr. Sachs now consists of a 187-ft. store front—much of it three stories high—on South Halsted St., including a separate bridal-formal shop; a two-story triangular-shaped store fronting on Diversey and Milwaukee Aves. on the city's north side; and a five-story service building near the south side establishment. Mr. Sachs also maintains a New York buying office with a permanent staff.

650 Employes

The company has 650 employes, all of whom get free insurance and hospitalization. Its 10 top executives are shareholders.

Mr. Sachs is active in the management of his company, but if he ever desires to step down, he has three children who could carry on. His eldest daughter, Mrs. Zenia Goodman, is an assistant state's attorney of Cook County (Chicago). She was one of the U. of Chicago's most brilliant graduates a few years ago. A second daughter is Mrs. Rhoda Mendelson, and son Morris B. Sachs Jr., 17, is a junior at the U. of Illinois. Mrs. Morris B. Sachs Sr. is the former Anna Baker of Chicago, who was in the millinery business when her husband courted her 34 years ago.

ABC Pacific Network *Flying Feet* moves to Sun., 8:30-9:00 a.m., PST time slot from Sat., 10:00-10:30 a.m.



WGR delivers a BIG PLUS beyond Buffalo

● Your radio advertising dollar buys MORE than a dollar's worth on WGR. You get record-breaking highs in WGR's prosperous Buffalo-area audiences PLUS coverage of scores of important upstate rural and farm markets. 5000 watts day and night on the dial's *best* wavelength does it!

WGR 550 *Broadcasting Corporation*

RAND BUILDING, BUFFALO 3, N.Y.
Buffalo's Columbia Network Station
National Representative, Free & Peters, Inc.

Leo J. ("Fitz") Fitzpatrick *I. R. ("Ike") Lounsberry*



BUSY AS A BEE ~~BEE~~ Boxcar!

Busiest thing around nowadays is your old friend, the freight car!

Busy carrying the things that America eats, wears and uses.

Busy carrying the raw materials to make these things.

Busy carrying the machinery, the munitions and the material that go to make our country strong.

Increased military movements — increased defense demands — increased buying — increased production all along the line — all these mean that each week 850,000 freight cars are loaded and sent on their way. That's enough to make a train stretching all the way from the Atlantic to the Pacific and back again!

The railroads have moved swiftly to meet the increased demand for freight cars. They have stepped up their car repair and rebuilding program. And they have ordered more than 100,000 *new* freight cars for earliest possible delivery.

Shippers are helping greatly by loading and unloading cars promptly and by operating shipping rooms and loading platforms six days a week instead of five — the equivalent of adding thousands of cars to the present supply!

It all adds up to the fact that the railroad freight car fleet is *busy* and *growing* . . . continuing to carry the overwhelming bulk of the goods for America's civilian economy and her national defense!

ASSOCIATION OF AMERICAN RAILROADS

WASHINGTON 6, D. C.

Listen to THE RAILROAD HOUR every Monday evening on NBC.

LAUDS RADIO

At District 12 Meeting

"WE LIKE radio as an advertising medium and we're finding more uses for it as we learn better how to use it," Nelson Finks, St. Louis, general advertising director of Southwestern Bell Telephone Co., told NAB District 12 members in the closing luncheon session of their Oct. 2-3 meeting in Tulsa.

Southwestern Bell, often called a "monopoly," advertises because "it's good business to advertise," and added that the *Telephone Hour* on NBC gets results.

"We also use spot radio," Mr. Finks said. "At first, we used spots to help in emergencies. We still do—and radio helps. Thanks for the fine treatment radio stations give us when we ask for help in emergencies.

"Here are examples. During the 1949 flood in Tulsa, 1,800 telephones were out of order. Radio spots told customers what happened and what we were doing to restore service. In the Kansas ice storm last year, many circuits were broken and many telephones were out of order. Radio spots told customers about damage and when we expected to make repairs.

"But then we began to find ways to use spot radio on a regular as well as emergency basis.

"Problems lead to advertising. Sales are the problem of the retail store. Service—not sales—is our problem. The first step is to analyze the problem fully, then decide how advertising can help solve it, what audience we want to reach and what media will reach it.

"Take the problem at Army camps, crowded with young men and women, who a few weeks before had been civilians. First time away from home for most of them. They wanted to call home, but their free time was in the evening, when the lines were crowded. We could not build enough new lines, for telephone materials had gone to war.

Studied Problem

"We studied the problem. Here's the answer we came up with. Ask civilians as a patriotic measure to postpone their calls to other than evening hours, except in cases of emergency.

"And how did we go about getting that message to our customers? — Mainly by using spot radio. We spent half a million dollars in five states we serve. You may remember—'Save 7 to 10 for Service Men.'

"Here's another problem — the Christmas toll. Too many calls to handle without delay and some don't get through at all. We studied the problem—decided we should explain the volume and delays so people would understand delays, thus, avoiding criticism. So we use radio to help tell that story."

Mr. Finks cited another problem —directory delivery time. "It's really twofold," he said. "Calls for information, and yellow page usage. Calls for information build up as directories get older, but the volume stays up after the new book is delivered. Our problem is to reduce volume of calls after the directory is delivered. Calls cost money.

"We're using radio spots. Results—in one city, there was a 13% reduction in one week, compared to 6% in the previous week.

"Another example — long distance calls by number go through twice as fast. Particularly important is toll dialing.

Radio Used

"We used radio to explain this to our customers over 13 stations located in eight cities with circuits to toll dial equipment in Kansas City. The results look good and we plan to resume the campaign this month and extend it later to other parts of the territory."

Mr. Finks disclosed Southwestern Bell's latest use of radio in Oklahoma has just begun—to tell people about the Greater Oklahoma telephone program.

"We spent $70 million for new construction since the war," he said, "and still have not caught up with the demand. We have 15,000 hold orders and 7,500 new applications a month. More dial service is wanted, more rural lines and more long distance circuits.

"We asked our engineers to plan a new construction program. It will cost $83,000,000 over four years. But we need new rates. Our earnings are too low to justify this huge expenditure—too low to raise the capital.

Plans Announced

"Yesterday, we announced plans for this construction program—on radio. We'll have two spots a day on some 40 stations in the state to tell people about the need for the program and the need for higher rates before we can go ahead."

Ninety-two NAB members attended the Tulsa meeting, presided over by Jack Todd, KAKE Wichita, NAB District 12 director. Three other NAB directors were on hand—John Esau, KTUL Tulsa, director-at-large, medium stations; William B. Quarton, manager of WMT Cedar Rapids, Ia.; and Harold Wheelahan, manager of WSMB New Orleans, District 6 director.

Harmony marked both sessions, with the exception of the resolutions committee, headed by Frank Webb, KFH Wichita, which broke a precedent by calling for a reversal of procedure to allow broadcasters to air their views on issues the first day, thus giving the committee a chance to draft resolutions for vote before the majority of members left for home.

The committee, including Allan Page, KSWO Lawton, Okla., and George Tarter, KCRC Enid, Okla., also took cognizance of the manpower loss to the armed services, calling on NAB to petition FCC to reinstate Rule 91-C; gave a "go ahead" sign to a greater BAB; asked BAB to delete its credit and localize promotional material, and called for station relations departments in NAB and BAB.

Skit Provided

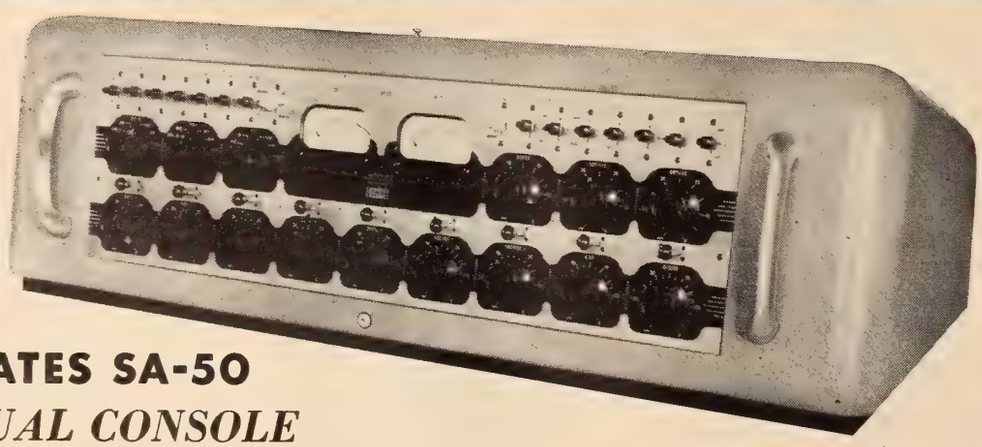
Mr. Esau set a district meeting precedent at the first day luncheon by providing an entertainment skit, using KTUL entertainers who burlesqued NAB with Perry Ward as m.c.

Ralph W. Hardy, NAB director of government relations, gave a presentation of NAB operations and plans for a membership drive, and reported on government relations. In the absence of Justin Miller, NAB president, Mr. Hardy reported on "NAB in the National Emergency."

Pinch hitting for Richard P. Doherty, unable to attend, Charles Tower, his assistant in the NAB Employe-Employer Relations Dept., outlined a profit program for radio stations, with emphasis on controlling operating costs. He also stressed the manpower problem with respect to the draft, advising station managers to examine their

(Continued on page 42)

Quality PLUS makes GATES a MUST



GATES SA-50
DUAL CONSOLE

There is always a ready circuit available if you choose the Gates SA-50 Dual Console for your aural or video needs. Without question the most complete console made today. For example: 4 high level amplifiers, 9 mixing channels, all preamplifiers are two stages and transformer in and out, complete input and output circuit selection of all amplifiers plus—dozens more of the extras found only in Gates equipment, the quality line in the broadcast field. We will gladly forward more detail on Gates SA-50 just for the asking. Oh yes, do you have a Gates audio catalog? Yours for the asking.

GATES RADIO COMPANY
QUINCY, ILL., U.S.A.

Warner Bldg., Washington, D. C.
2700 Polk Ave., Houston, Texas
Canadian Marconi Company, Montreal
Rocke International, New York City



make every bus a bandwagon for YOUR product . . .

Get spectacular sales results at low cost with *transit radio*

In market after market—for product after product—**transit radio** sells more merchandise at less cost! Want proof? Just call or write your nearest Transit Radio office for details on latest success stories. It's no accident—it's the result of these special advantages of this newest and fastest-growing advertising medium:

- counted, guaranteed audience (based on audited passenger-count of transit riders)
- en route to point of sale (pre-sold customers delivered right to your sales door)
- select your audience (housewife-shoppers, workers, men or women) when you pick your spots
- lowest cost per thousand of any mass medium
- best attention to your commercials (automatic step-up in volume, less competition for listener-attention)
- complete flexibility and adaptability to **your** advertising problem in any transit radio market.

TRANSIT RADIO IS AVAILABLE IN ALL THESE MARKETS...

(AND COMING SOON IN SCORES OF OTHERS):

Bradbury Heights, Md. (and suburbs of Wash., D. C.) WBUZ
Cincinnati, O., and Covington, Ky. WKRC-FM
Des Moines, Iowa KCBC-FM
Boston (North), Mass. WLYN-FM
WHAV-FM
Evansville, Ind. WMLL
Flint, Mich. WAJL-FM
Houston, Texas KPRC-FM
Huntington, W. Va. WPLH-FM
Jacksonville, Fla. WJHP-FM
Kansas City, Mo. KCMO-FM
Minneapolis-St. Paul, Minn. WMIN
Omaha, Nebr. KBON-FM
Pittsburgh, Pa., Suburbs WKJF
St. Louis, Mo. KXOK-FM
Tacoma, Wash. KTNT
Trenton, N. J. WTOA
Washington, D. C. WWDC-FM
Worcester, Mass. WGTR-FM

AN EXCITING NEW MEDIUM, CONSTANTLY GROWING...

Growing fast! New markets now ready for your fall-winter schedules include Kansas City, Boston, Minneapolis-St. Paul, Trenton—with many more coming soon!

IN KANSAS CITY, for example,

KCMO-FM now offers Transit Radio in 300 radio-equipped buses—the outstanding advertising buy in this big, rich market! Introductory rates are low—**get in now!**

Population: 687,552—all served by radio-equipped buses. Families: 241,600. Transit rides every weekday total 427,151; every Saturday, 366,419. You can **reach** and **sell** this counted, proven, guaranteed, responsive audience—easily, economically, effectively—with

transit radio

KANSAS CITY, MO. **KCMO-FM**

NATIONAL REPRESENTATIVES: **TRANSIT RADIO, INC.** NEW YORK: 250 PARK AVE., MURRAY HILL 8-3780. CHICAGO: 35 E. WACKER DR., FINANCIAL 6-4281. CINCINNATI: UNION TRUST BLDG., DUNBAR 7775. DALLAS: M & W TOWER BLDG., RIVERSIDE 5663.

Lauds Radio

(Continued from page 40)

staff closely with an eye to combining duties.

"The situation will be twice as acute in six months," he said. "You're not only going to lose technicians to the Armed Forces, but to other stations as well."

Lee Hart, BAB assistant director, made two appearances, pitching a strip film presentation and conducting a sales clinic.

Charles A. Batson, NAB director of television, conducted a TV seminar, introducing Helen Alvarez, vice president-general manager of KOTV(TV) Tulsa, who disclosed that her station operates 70 hours a week with 36 employes. Surprise was evinced that three gasoline stations advertise on KOTV as regular customers.

Mr. Quarton, member of the NAB board's BAB Committee, spoke on "A New and Greater Sales Program for Radio," which led to discussion on the merits of NAB and BAB in regard to smaller stations.

The need for a station relations department, both in the NAB and BAB, was emphasized by Grover Cobb, KVGB Great Bend, Kans., who prompted the resolution to that effect.

A warning note against radio rate cutting was expressed by Messrs. Todd and Quarton, both of whom told of being approached with such requests as a result of the ANA proposal. Both agreed that "this is the worst time in the world to start rate cutting in radio."

District 12 Registration

Bill Hoover, KADA Ada, Okla.; Brown Morris, KADA, Ada, Okla.; Jack Todd, KAKE Wichita, Kan.; Harold H. Newby, KAKE Wichita, Kan.; Rex M. Lester Jr., KBYE Okla. City; Bill M. Reynolds, KBYE Okla. City; George L. Tarter, KCRC Enid, Okla.; Milton B. Garber, KCRC Enid, Okla.; Kay W. Pyle, KFBI Wichita; Hale Bondurant, KFBI Wichita; Henry Mattison, KFBI Wichita; Clarence Sewell, KFBI Wichita; Jack Betz, KFMJ Tulsa; Lawson Taylor, KFMJ Tulsa; R. M. Seaton, KGGF Coffeyville, Kan.; Lucille Buford, KGKB Tyler, Tex.; Clarkes L. Unger Jr., KGLC Miami, Okla.; Frank V. Webb, KFH Wichita; Dale W. McCoy Jr., KGNO Dodge City, Kan.; Charline Anderson, KGNO Dodge City, Kan.; John M. Kennedy, KGLC Miami, Okla.; Ray Van Hooser, KNED McAlester, Okla.; Tol Dickenson, KNOR Norman, Okla.; Sturgis Wassam, KNOR Norman, Okla; Wm. S. Morgan, KNOR Norman, Okla.

Wally Weber, KBIX Muskogee, Okla.; George Collisson, KOCY Okla. City, Okla.; Raymond Ruff, KOMA Okla. City, Okla.; J. J. Bernard, KOMA Okla. City, Okla.; James L. Todd, KRDH Duncan, Okla.; Frank S. Lane, KRMG Tulsa, Okla.; R. B. Jones Jr., KRMG Tulsa, Okla.; Ray V. Jensen, KSAL Salina, Kan.; Pat Murphy, KSMI Seminole, Okla.; Betty Hughes, KSMI Ada, Okla.; Wm. S. Woodland, KSWM Joplin, Mo.; Allan Page, KSWO Lawton, Okla.; John Esau, KTUL Tulsa; George Ketcham, KTUL Tulsa; L. A. Bud Blust, KTUL Tulsa; Grover Cobb, KVGB Great Bend, Kan.; Sherwood Parks, KVGB Great Bend, Kan.; Phil Jackson, KWCO Chickasha, Okla.; Matt Bonebrake, KOCY Okla City; Chub Bellatti, KSPI Stillwater, Okla.; Lyle Fick, KWGB Goodland, Kan.; Jim Blair, KWGB Goodland, Kan.; Ken Stobaugh, KWGB Goodland, Kan.; Glenn Henson, KWGB Goodland, Kan.; Fred L. Conger, WREN Topeka, Kan. C. L. Casper, WBBZ Ponca City, Okla.; Harold Wheelahan, WSMB New Orleans; Robert J. Burton, BMI New York; Al Marlin, BMI New York; Ralph Wentworth, BMI New York; Bill Moulder, ASCAP St. Louis; Charles McDowell, ASCAP Dallas; Walt Varnum, RCA Kansas City; Harold Keown, Frederic W. Ziv Co., Tulsa; Peter J. S. King, SESAC, Inc. New York; David R. Milsten, SESAC Tulsa; Dave Rogers, RCA, Thesaurus, Chicago; Ray V. Hamilton-Blackburn-Hamilton Co., San Francisco; Hohn Devine, Standard Radio Okla. City; Dee Freiday, Gibbons Adv. Agcy., Tulsa; Pierre Weis, Lang-Worth, New York; George Field, World Bcstg. System New York; Charles H. Tower, NAB; Bob Shuffler, Earl Lipscomb Assoc., Dallas, Tex.; Al Stine, AP Kan. City; Austin Bealmear, AP Okla. City; Ralph W. Hardy, NAB; William T. Davies, THESAURUS Dallas; Charles A. Batson, NAB; Lee Hart, BAB; Maury Long, BROADCASTING, Washington, D. C.; Alvin M. King, Capitol Recording Inc.; Fred W. Albertson, Dow, Lohnes & Albertson, Washington; Wm. B. Quarton, WMT Waterloo, Ia.

FREEDOMS AWARDS

Radio Deadline Is Nov. 20

CLOSING date for nominations in the radio program category of the $100,000 general awards program of Freedoms Foundation has been extended to Nov. 20, according to Don Belding, Foote, Cone & Belding, foundation president. Eighteen classes of awards are included but they do not mention TV specifically.

Information on the awards can be obtained from Ken Wells, executive vice president of Freedoms Foundation Inc., Valley Forge, Pa. Presentation of awards will take place Feb. 22.

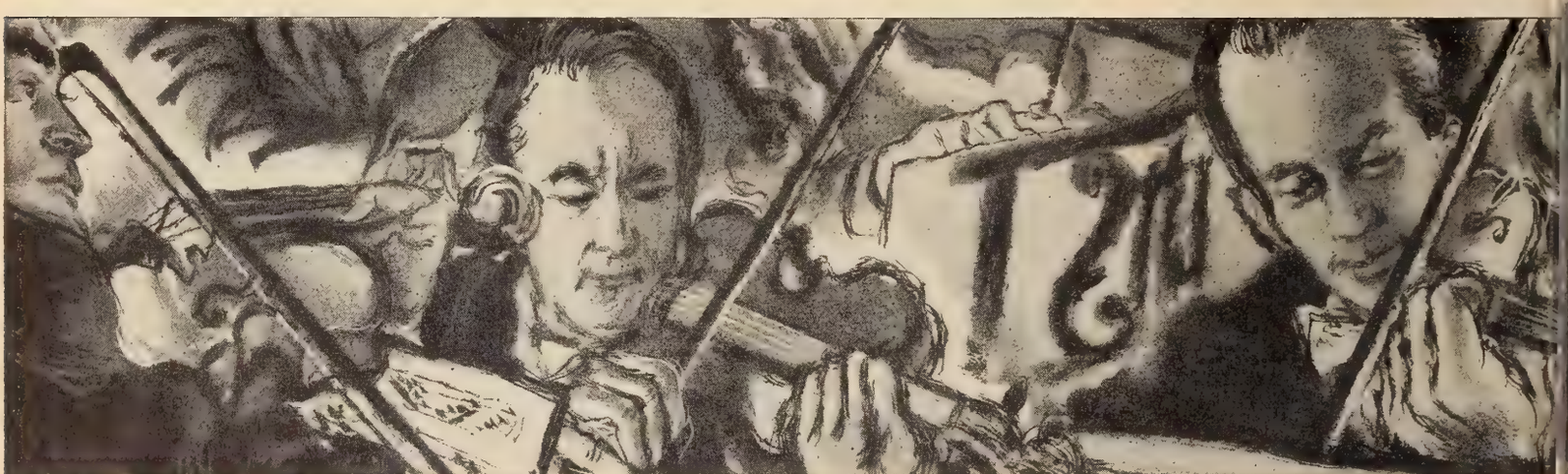
KVEC DISPUTE

NLRB Examiner Reports

CHARGE of "unfair labor practices" was leveled against KVEC San Luis Obispo, Calif., in an NLRB trial examiner's intermediate report-order released Oct. 1. Station, licensed to Valley Electric Co. with Christina M. Jacobson as president, is involved in a dispute with IBEW Local 202, which filed the original complaint Nov. 8, 1949.

Examiner William E. Spencer said that KVEC had refused to bargain collectively with the electrical workers; "discriminated" against a technical employe, Dwight Stephenson; and had "coerced" its employes in exercise of their rights. At the same time, he recommended that charges of "discrimination" against two other technicians, as charged in the complaint, be dismissed.

Station contended that operation of KVEC-FM was discontinued Jan. 1, 1950, because of "economic considerations," and that "efficient and economical operation" of the AM affiliate thus required the services of combination technicians-announcers. The general counsel asserted that the changeover was made for "discriminatory purposes." KVEC, however, gave its technicians the opportunity to take announcers' tests for the purpose of retaining them if they proved adequate.



PURE SOUND...

'ROANOKE SINGS'

WSLS Backs Young Musicians

WITH its aim the stimulation of an interest in a musical education among the youth of the area, WSLS Roanoke, Va., has for four years backed promotion of the "Young Roanoke Sings" chorus.

Made up of students in the high schools of Roanoke and surrounding area in the county, the chorus is heard each Saturday at 5:30 p.m. under the direction of Bill Saunders, WSLS program director. Although WSLS makes no charge for the service, any donation from listeners is accepted.

The donations, at the end of the year, are matched dollar-for-dollar by the station, the total amount comprising a music scholarship fund. Each fall, a committee representing organizations before which the chorus has performed serves as a board of judges. Each member of the chorus sings or plays for first or second prizes. Every competing student receives $25. First prize this year was $300 with two students tying for second award of $250. The scholarship can be used in any school of the winner's choice.

COMPLETE football schedule of Thomson (Ga.) High School to be aired on WTWA that city, sponsored by Johnson Motor Co. (Ford dealer).



As Mr. Saunders (l) looks on, Billy Gilmer (center) receives first place award from James H. Moore, WSLS executive vice president.

NARND SESSION

Vandenberg to Speak

GEN. HOYT VANDENBERG, chief of staff of the U. S. Air Force, will be one of the main speakers at the 1950 convention of the National Assn. of Radio News Directors, to be held at Hotel Sherman, Chicago, Nov. 16-18.

Also scheduled to speak are Lt.-Gen. Lauris Norstad, Air Force acting vice chief of staff, and Clifton Utley, NBC commentator. NARND's government liaison committee will report to the convention on conferences it has held with top government officials in Washington on questions of censorship and public information raised by the Korean war and other recent international crises.

GURNEY STATUS

May Take Defense Post

SEN. CHAN GURNEY (R-S. D.), who leaves the Senate after adjournment of the 81st Congress, conferred fortnight ago with President Truman and indicated he may take a post in the Defense Dept. sometime after the first of the year.

Sen. Gurney, one of the founders of WNAX Yankton, S. D., and manager of the station before he withdrew from the radio field in 1933, was beaten in the South Dakota Republican primaries by Rep. Francis Case, a former newspaper editor and publisher. He had sought his third six-year term.

The former radio executive said, after conferring with the Chief Executive, that they had discussed "my availability after the first of the year" and that while Mr. Truman had "nothing definite in mind," he "definitely expected" to take a defense position.

Sen. Gurney had been mentioned to succeed Stephen Early, deputy defense secretary, who is retiring to return to the Pullman Co. as vice president. Report was scotched Sept. 26 when the White House announced the appointment of Robert A. Lovett, a New York investment banker and former Undersecretary of State, to fill the post.

PLANE CRASH

MBS Sports Director Hurt

PAUL JONAS, MBS sports director, suffered slight burns and bruises when the private plane of John Galbreath, president of the Pittsburgh Pirates, carrying Mr. Jonas, Joe Williams, Scripps-Howard sports writer, and Lester Scott, owner of the New York Knickerbocker basketball team, crashed near Columbus, Ohio, Saturday night, Sept. 30.

The pilot of the plane died of burns when the plane caught on fire, but the three New York men were able to jump to safety.

Montgomery Story

RADIO and television career of Screen Actor Robert Montgomery and his crusade against the underworld are traced in a current article titled "Fightin' Bob—the Hollywood Crusader" appearing in the Oct. 4 *Saturday Evening Post.* Written by Pete Martin, the story describes Mr. Montgomery as "last season's No. 1 Hollywood convert to television" and cites his success on radio as ABC commentator and on video as producer of the hour-long TV drama, *Robert Montgomery Presents,* heard every other week on NBC-TV, 9:30-10:30 p.m. His radio series deals with crime, while the television show presents notable dramas.



There are few things in the whole realm of sound so majestic as the great, surging power of a symphony orchestra.

For here is color in sound . . . flashing, changing, whispering, roaring. Here, too, is challenge for those who would capture and keep the brilliant fullness of a symphony.

Sound, in its true entirety, is delicate. The memory of it must be entrusted to only the finest of recording equipment, skilfully designed to duplicate its fullness with the most dependable accuracy. And that means PRESTO.

Disk or tape, PRESTO recorders are built with performance first in mind. And yet, for such absolute quality, the cost is often less. When you need recording equipment, it's common sense and customary to look at PRESTO first.

PRESTO RECORDING CORPORATION

Paramus, New Jersey
In Canada: Walter P. Downs, Ltd.
Dominion Square Bldg., Montreal, Canada
Overseas: M. Simons & Son Co., Inc.
25 Warren Street, New York, N. Y.

ARBI SURVEYS
KJBS, KNBC Sign Contracts

KJBS and KNBC San Francisco have contracted for a series of surveys by Advertising Research Bureau Inc., Seattle, Joseph B. Ward, ARBI director of research, announced last week. Earlier ARBI surveys in Pacific Northwest markets have shown radio holding the edge over newspapers in sales volume per advertising dollar invested [BROADCASTING, May 1, June 5].

KJBS precipitated a nationwide trade discussion of audience survey methods with its advertisement in BROADCASTING some months ago, challenging C. E. Hooper and A. C. Nielsen to participate in an impartial evaluation of the accuracy of their findings. The ARBI survey, with its retail-point-of-sale technique, is expected to shed new light on the effectiveness of radio as a selling medium.

Several San Francisco department stores are expected to cooperate in the survey, and Mr. Ward told BROADCASTING that Macy's in San Francisco has already agreed to the plan.

NATIONAL NIELSEN-RATINGS* TOP RADIO PROGRAMS

(TOTAL U. S. AREA, INCLUDING SMALL-TOWN, FARM AND URBAN HOMES—and including TELEPHONE and NON-TELEPHONE HOMES)
EXTRA-WEEK AUGUST 27-SEPTEMBER 2, 1950

EVENING, ONCE-A-WEEK

Current Rank	Previous Rank	Program	Current Rating Homes %
1		Lux Radio Theatre (CBS)	16.0
2		My Fried Irma (CBS)	13.4
3	4	Life with Luigi (CBS)	13.3
4		Arthur Godfrey's Talent Scouts (CBS)	11.6
5	7	Satan's Waitin' (CBS)	11.5
6	12	Mr. Chameleon (CBS)	11.3
7	3	Mystery Theater (CBS)	11.0
8	8	Dr. Christian (CBS)	10.8
9	14	Mr. Keen (CBS)	10.8
10	1	Big Story (NBC)	10.6

Copyright 1950 by A. C. NIELSEN COMPANY

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 40,700,000—the 1950 estimate of Total United States Radio Homes.

(*) Homes reached during all or any part of the program, except for home listening only 1 to 5 minutes.

Copyright 1950 by A. C. NIELSEN COMPANY

KRNT . . .

THE STATION WITH THE
FABULOUS PERSONALITIES
AND THE
ASTRONOMICAL HOOPERS

HOOPERATING
HIGHER*

● MORNING
● AFTERNOON
● NIGHT

THAN ANY OTHER
STATION IN
DES MOINES

ANY KATZ MAN
WILL TELL YOU THE FULL
FABULOUS SALES
RESULTS STORY!

*C. E. Hooper Audience Index, City Zone — July-Aug. 1950

KRNT

DES MOINES — THE REGISTER AND TRIBUNE STATION
REPRESENTED BY THE KATZ AGENCY

DEFENSE COUNSEL
All-Industry Group Gets Under Way

APPOINTMENT of nine station executives will be made shortly by NAB President Justin Miller to complete the Broadcasters' Advisory Council formed last Monday at a dinner meeting held at the Waldorf-Astoria, New York.

Judge Miller reported in a letter to President Truman that the council had been formed, as originally requested of NAB by Dr. John R. Steelman, Assistant to the President. The council is to organize the industry so it will be "immediately available" in the event of need.

Serving on the council with Judge Miller are Robert C. Sprague, president of Radio-Television Mfrs. Assn.; Jack R. Poppele, WOR New York, president of Television Broadcasters Assn.; Richard B. Hull, president of National Assn. of Educational Broadcasters; Frank White, president of MBS; Joseph H. McConnell, president of NBC; Robert E. Kintner, president of ABC; Frank Stanton, president of CBS; Morimer W. Loewi, director of DuMont Television Network.

Charles R. Denny, NBC executive vice president, will act as alternate for Mr. McConnell and Chris J. Witting as alternate for Mr. Loewi.

To Be Expanded

Council membership will be expanded from time to time by majority vote if need arises in particular situations, Judge Miller said. At the first meeting the council agreed on a broad outline of organization and decided it should represent all segments of broadcasting as suggested by the NAB board last August when the plan was first approved.

Attending the New York dinner were Messrs. Miller, Sprague, Poppele, White, Denny, Witting along with Mark Woods, ABC vice chairman, and Earl Gammons, CBS Washington vice president.

RADIO STUDY
Set by Missouri Broadcasters

COMMITTEE to find out why some business groups in Missouri don't use radio, and then to tell him about the medium's power, was named Sept. 28 at a meeting of the Missouri Broadcasters Assn.

Head of the committee is E. K. Hartenbower, KCMO Kansas City.

Missouri broadcasters elected Mahlon R. Aldridge, KFRU Columbia, as president. He succeeds Wayne Cribb, KHMO Hannibal. Glenn Griswold, KFEQ St. Joseph, was elected vice president. G. Pearson Ward, KTTS Springfield, was elected secretary-treasurer.

Serving on the board with the above four are Karl Koerper, KMBC Kansas City; S. E. Sloan, WXLW St. Louis, and A. L. McCarthy, Poplar Bluff.

AIR CHECK SALES
Plan Copyright Protection

SALE of "air check transcriptions" of broadcasts and amateur wire and disc recordings for home use will be subjected to an intense elimination campaign to protect copyrights of musical composers, according to Arthur A. Hauser, president of Music Publishers Assn. of the United States.

"It's against the law to make such recordings without fulfilling the legal responsibilities to the copyright owners," Mr. Hauser explained. He added further that each music-publishing firm will deal with the problem individually rather than in the name of the association.

CALL DON COOKE FOR
COMPLETE
COVERAGE
WASHINGTON, D.C.
WEAM
MUTUAL
5000 WATTS



This is it in a nutshell!..



GraybaR

recommends the sensational ALTEC LANSING CORPORATION 21B microphone

. . . because it combines unparalleled technical qualities *plus* the advantages of inconspicuousness. It doesn't obscure the performer's countenance. Suspended over a radio or TV stage, it blends into the background. It can be hidden easily in stage props. Yet with all these advantages of the Altec 21B's minute size, you not only don't sacrifice technical quality—you actually gain a new order of perfection in performer-freedom, in fidelity, and in frequency response. Moreover, this miniature masterpiece is blast-proof, shockproof, omnidirectional . . . and, well, let your Graybar Representative tell you the rest!

For uses where the cardioid type of mike is desired, Graybar has the long-preferred Western Electric 639A and 639B. And the well known dynamic type 633A will continue to be made available through Graybar by Altec.

Graybar has everything you need in broadcast equipment . . . PLUS everything for wiring, ventilating, signaling, and lighting for your entire station and grounds! Whatever your requirements—to get the most suitable items most quickly, call your nearest Graybar Broadcast Equipment Representative. *Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, New York.* 5019

Distributor of *Western Electric* products

via GraybaR

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR

Graybar Brings You Broadcasting's Best . . .

Amplifiers (1,21)
Antenna Equipment (21)
Attenuators (7)
Cabinets (14)
Consoles (21)
Loudspeakers and Accessories (1,21,23)
Microphones, Stands and Accessories (1,12,13,16,21,23)
Monitors (11)
Recorders and Accessories (2,8,18,20)
Speech Input Equipment (21)
Test Equipment (1,7,11,22)
Towers (Vertical Radiators) (3)
Tower Lighting Equipment (6,10)
Transmission Line and Accessories (5)
Transmitters, Broadcast (21)
Tubes (10,15,21)
Turntables, Reproducers, and Accessories (8,18,21)
Wiring Supplies and Devices (4,9,10,12,17,19,23)

Manufactured By . . .

(1) Altec Lansing
(2) Ampex
(3) Blaw-Knox
(4) Bryant
(5) Communication Products
(6) Crouse-Hinds
(7) Daven
(8) Fairchild
(9) General Cable
(10) General Electric
(11) General Radio
(12) Hubbell
(13) Hugh Lyons
(14) Karp Metal
(15) Machlett
(16) Meletron
(17) National Electric Products
(18) Presto
(19) Triangle
(20) Webster Electric
(21) Western Electric
(22) Weston
(23) Whitney Blake

There are Graybar offices in over 100 principal cities. *These are the District Graybar Broadcast Equipment Representatives in 19 Key Cities.*

ATLANTA
E. W. Stone, Cypress 1751

BOSTON
J. P. Lynch, Kenmore 6-4567

CHICAGO
E. H. Taylor, Canal 6-4100

CINCINNATI
W. H. Hansher, Main 0600

CLEVELAND
W. S. Rockwell, Cherry 1-1360

DALLAS
C. C. Ross, Central 6454

DETROIT
P. L. Gundy, Temple 1-5500

HOUSTON
R. T. Asbury, Atwood 8-4571

JACKSONVILLE
W. C. Winfree, Jacksonville 6-7611

KANSAS CITY, MO.
R. B. Uhrig, Baltimore 1644

LOS ANGELES
R. B. Thompson, Angelus 3-7283

MINNEAPOLIS
W. G. Pree, Geneva 1621

NEW YORK
F. C. Sweeney, Watkins 4-3000

PHILADELPHIA
G. I. Jones, Walnut 2-5405

PITTSBURGH
R. F. Grossett, Allegheny 1-4100

RICHMOND
E. C. Toms, Richmond 7-3491

SAN FRANCISCO
K. G. Morrison, Market 1-5131

SEATTLE
D. I. Craig, Mutual 0123

ST. LOUIS
J. P. Lenkerd, Newstead

THE LATEST WCKY STORY

MORE PEOPLE ARE TUNING TO WCKY!
MORE ADVERTISERS ARE BUYING WCKY!

PULSE PROVES IT!

WCKY Share of Audience July-August 8 AM-8 PM Mon-Fri*

1950	1949
19.8%	19.1%

A 4% INCREASE IN SHARE OF AUDIENCE

MAIL PROVES IT!

WCKY received more order mail in July-August 1950 than at any time in its history for the same period.

1950	1949
79,942 orders	65,777 orders

A 22% INCREASE IN MAIL

WCKY IS ON THE AIR EVERYWHERE 24 HOURS A DAY SEVEN DAYS A WEEK

(*-Pulse Report)

INVEST YOUR AD DOLLAR WCKY'S-LY

ADVERTISERS KNOW IT!

WCKY'S ADVERTISING ACCOUNTS FOR FALL 1950 HAVE INCREASED 49% OVER FALL 1949.

More National Advertisers Like These Are Buying WCKY:

BULOVA WATCHES
CAMEL CIGARETTES
TENDERLEAF TEA
LUSTRE CREME
TAYSTEE BREAD
BORDENS INSTANT COFFEE
BC REMEDY
CELANESE
BROMO QUININE
AMN MEDICAL ASSN
BLUE STAR BLADES
MAXWELL HOUSE COFFEE
FATHER JOHNS
ANACIN
MUSTEROLE
GRENNAN CAKES
MUELLER MACARONI
SURF
BAYER ASPIRIN
FEENAMINT
RESISTAB
DRENE
TWA
PALMOLIVE SOAP
FOLGER COFFEE
SHULTON'S OLD SPICE
CHAP STICK
ROMAN CLEANSER
DR CALDWELL
CHASE & SANBORN COFFEE
CARTER PILLS
MGM PICTURES
COLGATE DENTAL CREAM
WONDER BREAD
SPUD CIGARETTES
LADIES HOME JOURNAL
ROBERT HALL CLOTHES
HADACOL
EX LAX
NEW YORK CENTRAL
DR PIERCE
CHEVROLET
IPANA
SWIFT ICE CREAM
SWISS COLONY WINE
HALO
BIRDSEYE FOODS
BLUEBONNET MARGARINE
LYDIA PINKHAM
MOTOROLA
SILVER DUST
PATRICIA STEVENS
VETO
STERA KLEEN
4 WAY COLD TABLETS
SWAMPROOT
BLACK DRAUGHT
AMERICAN CHICLE
AJAX
DOANS PILLS
PEPSICOLA

Now More Than Ever Before, WCKY Is Your Best Buy in Cincinnati

Call Collect: Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX: NY 1-1688

or

C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Ci. 281

L. B. Wilson

WCKY

CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER

editorial

Toward the Job Ahead

EVENTS OF the past few weeks demonstrate a new awareness by those identified with the leadership of the mass radio media of the problems that stem from a state of half-war, and all that it implies.

There are concurrent developments on both the talent and executive sides—one to thwart possible Communist influence in radio and television, and the other to cope with management and policy issues that may be encountered in our new defense economy. There are collateral moves to preserve minimum radio manpower, following generally the World War II pattern.

Whether the AFRA-motivated plan to set up a quadripartite clearing house without impinging upon individual liberties of performers is the right format is questionable, but it certainly connotes timely interest. Our own view is that the broadcaster cannot delegate the final responsibility. He is the licensee. It is his function to determine whether his employes —or for that matter anyone who gains access to his microphones or cameras—is loyal or disloyal. The screening may well include participation of AFRA, the Assn. of National Advertisers, the American Assn. of Advertising Agencies, and the NAB. But the licensee must pass final judgment.

On the management side, progress has been made toward formation of a Broadcasters' Advisory Council, comprising representatives of every segment of radio—including manufacturing. This project was stimulated by the NAB. President Justin Miller is the chairman. Participants, including the four networks, have brushed aside other policy differences with the NAB in recognition of the larger job ahead and of the need for unanimity where the national welfare is involved.

If the *Red Channels*' expose, suspect as certain of its listings may be, did nothing more than to force the various elements responsible for national network programming to unite in a move to meet a grave problem, it served an undeniably useful purpose.

Formation of the Advisory Council does not necessarily mean that all is serene in the relationship of all broadcasters and all networks with the NAB. It does demonstrate, however, that in a national crisis, wise leaders and patriotic businessmen can forget normal grievances and turn toward the job ahead.

Again & Again & Again

CANDIDATES under the Democratic banner are receiving a *Quick*-size booklet entitled "How to Use Radio and Television to Reach All the People." Several statements in this document, written by Kenneth D. Fry, Democratic National Committee radio director, reveal once again how strong the party faith in the eye and ear approach has become.

The radio section begins with the statement: "Radio can be the most powerful campaign weapon you've got. It can reach—and move—and influence—more people per dollar and per minute than any other single medium or method."

There, in a few succinct phrases, is the radio story. It is a true story and one which is convincing more executives with goods to sell every day. The fact that a great national party that polled more than 24 million votes in the last election is willing to pass along this story to its candidates is proof that it is solidly sold on radio—and television—effectiveness.

And where can you find a more convincing success story? The Democratic Party has been in control of the government for 17 years. Roosevelt was elected for four successive terms for a number of reasons, not the least of which was his heavy reliance on his ability to talk to the people man-to-man on the radio. President Truman has followed in his footsteps and many a senator, governor and representative as well as lesser political entities owe their office to the medium.

Looking for proof of radio's effectiveness? With the coming campaigns what better story than this? It offers, to quote Mr. Fry, "more people per dollar per minute than any other single medium or method."

Price of Freedom

THE VERY first effort of the Government to invoke the anti-trust laws against a newspaper because of unfair competition against radio could prove a boomerang that will strike all of the media of expression.

Last week we published the decree which the Department of Justice would have entered against the *Lorain* (Ohio) *Journal*, recently convicted of seeking to "destroy" WEOL taken in its entirety, would do violence to the First Amendment guaranteeing freedom of the press, from which radio derives its own free charter.

It is not unusual for the courts to invoke sanctions against one convicted of monopoly. But it seems to us to be impinging upon our fundamental freedoms to force publication of any advertising or news material by Governmental decree, and to deprive a citizen of his legal right to acquire lawful properties.

We think the FCC, in the first instance, was justified in denying the publishers of the *Lorain Journal* AM and FM stations on grounds of monopolistic practices. We applaud the learned decision of Federal Judge Freed in Cleveland in convicting them of unfair practices in seeking to destroy WEOL. But Judge Freed carefully delineated the scope of his decision, disposing of the contention that the First Amendment was in any wise involved. The newspaper refused business of advertisers who used WEOL, among other strictures.

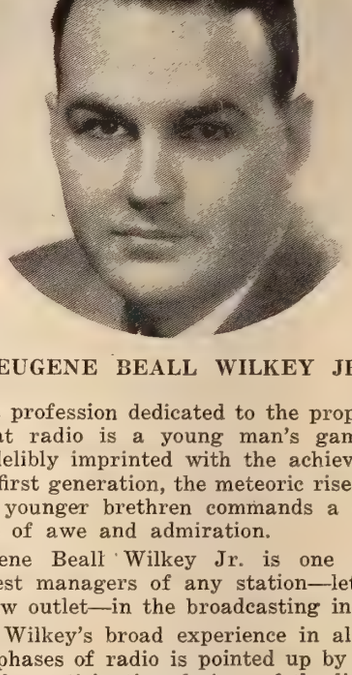
The proposed decree, which Judge Freed may now consider, would place under court jurisdiction almost every phase of the newspaper's business operations. It would forbid the newspaper from refusing to publish station logs; would make subject to the decree many advertising discounts or rebates, and invoke a half-dozen other penalties. Judge Freed, of course, may accept or modify the proposed judgment, or even reject it and write his own.

It is our view that, in the light of Judge Freed's erudite, crystal clear opinion, he will not accept without drastic modification, the Department's proposed decree. If perchance he should, we have no doubt that the nation's newspapers will join the *Lorain Journal* in an appeal to the U. S. Supreme Court.

The *Journal* was guilty of unfair trade behavior in the extreme. There are many cases of unfair competition against radio which probably are as bad. The Department of Justice has had upwards of 100 complaints from stations protesting that newspapers have refused to publish their logs.

But radio wants no part of "protection" against the press that would give any agency of the Government the right to dictate what may or may not be published or advertised. What is decreed for the newspaper inevitably must be extended to the radio. Radio and TV, after all, are electronic printing presses which "publish" with the speed of light.

our respects to:



EUGENE BEALL WILKEY JR.

IN a profession dedicated to the proposition that radio is a young man's game, but indelibly imprinted with the achievements of its first generation, the meteoric rise of one of its younger brethren commands a certain degree of awe and admiration.

Eugene Beall Wilkey Jr. is one of the youngest managers of any station—let alone a 50 kw outlet—in the broadcasting industry.

Mr. Wilkey's broad experience in all operating phases of radio is pointed up by a penchant for anticipating desires of the listening public and salesmanship *plus*. These factors have stood him in good stead in his swift ascendancy from assistant program director to general manager of WCCO Minneapolis-St. Paul, the 50 kw CBS Twin City outlet.

If Gene Wilkey were asked to spell out the

(Continued on page 76)

Static and Snow

By AWFREY QUINCY

COLOR influence: According to CLOSED CIRCUIT the next NAB convention is to be simultaneous, not sequential. Is compatibility too much to hope for?

When the World Series' "take" for broadcasting fees was a measly hundred thousand or so, it went without question to the pension fund. Now, an $800,000 melon arouses desires and claims by the players. Hap Chandler will have to decide whether to call it a delayed steal, a force play, or, ignoring the "infield fly" rule, he can permit the dough to be trapped, resulting in a double killing.

The President's United States civil defense report says that radio and television are vital to national security. Has anyone told the FCC?

A station rep gets written up in BROADCASTING, and, as a result, he's commissioned a colonel by Governor Thurmond. We don't know whether or not the sovereign state of South Carolina has a navy, but we would have preferred an Admiral's commission for the rep just to see one of those peaked hats come over the transom.

* * *

Speaking of film business, we understand that sentiment is gathering headway among exhibitors to raise admission prices, and we just can't understand it. What with rising taxes and increased costs we'd imagine that admission prices should come down. At least, that's the line somebody has been handing us!

WOV

"DAILY TRIPLE"

S YOUR BEST BET FOR SALES IMPACT, COVERAGE AND UNIT RATE—delivering a nighttime audience of 971,520 different people weekly."

The "Daily Triple" provides, in a single unit purchase, participation in WOV's 1280 CLUB, PRAIRIE STARS and RAMBLE IN ERIN PROGRAMS — one broadcast in each program daily . . . a total unduplicated audience of 971,520 PEOPLE at a cost of only 27 CENTS PER THOUSAND people reached.

Originators of *Audited Audiences*

WOV NEW YORK

5000 WATTS

THIS IS YOUR "DAILY TRIPLE"

Each program reaching a large, distinctive and different audience.



★ 1280 CLUB—with Bill Williams. 1½ hours of fun and music with America's greatest name bands to entertain you.



★ PRAIRIE STARS — with Rosalie Allen. Unchallenged queen of American Folk, Western, and Mountain Music. Elected America's No. 1 feminine disk jockey for 1950 —Western Life Poll.



★ A RAMBLE IN ERIN —with Pat Stanton. Authentic Irish music and folk songs, with celebrities and guest stars.

Rome Studios: Via del Bufalo 126

National Representative: JOHN E. PEARSON CO.

front office

ALBERT E. FOSTER, station manager WLAW Lawrence, Mass., resigns. IRVING E. ROGERS, president and treasurer Hildreth & Rogers Co., station owner-operator, temporarily assumes duties.

HARRY H. BURUM, Gerald F. Thomas Adv. Agency, Fresno, to manager newly opened sales service department KFRE same city.

WINSTON S. DUSTIN appointed vice president in charge of sales WNOE New Orleans. Has been in printing field for past two years after leaving WSM Nashville, where he served ten years, last two as commercial manager. Joins WNOE Oct. 15.



Mr. Dustin

GLENN D. GILLETT, senior partner Glenn D. Gillett & Assoc., Washington, consulting radio engineers, returns from six months' duty as civilian consultant to commanding general of U. S. forces in Austria. Worked on plans for improving broadcast facilities.

ROBERT BURNS WHITE, public service director ABC Central Division for seven years, to executive vice president in charge of Chicago office Progressive Broadcasting System, headquartered in Hollywood. WALLY BOSCO, radio-TV producer, to network as executive producer.

RICHARD MORENUS to KIHO Sioux Falls, S. D., as commercial manager, succeeding J. E. SWEET, resigned. Mr. Morenus was with NBC and CBC. W. W. (Bud) DOSS, WAIT Chicago, to sales staff KIHO.

BOB WALTER, program director WCBA Corning, N. Y., to station manager WVAM Altoona, Pa.

HERSCHELL GORDON LEWIS, commercial manager WRAC Racine, Wis., named manager replacing CARL ZIMMERMANN, recalled to active duty with U. S. Army.

JULIAN M. KAUFMAN, KGO-TV San Francisco, to assistant commercial manager KPHO-TV Phoenix.

LOUIS F. KROECK, Avery-Knodel, N. Y. sales staff, to sales for Edward Petry & Co., N. Y.

ALAN JOHNSTONE, radio sales representative KGO San Francisc appointed network sales representative. JACK GREGORY, Allied Ac Agencies, same city, appointed KGO-TV sales representative.

SHERRILL EDWARDS, commercial manager KEYL (TV) San Antoni resigns. He is engaging in consultant work in the television field.

SEYMOUR WHITELAW, Foster & Kleiser, S. F., to sales departmer KFRC same city.

GEORGE COMTE, announcing staff WTMJ-AM-TV Milwaukee, to assist ant to Manager R. G. Winnie. GEORGE NICOUD, assistant office mar ager *Milwaukee Journal*, stations' owner, to similar post.

MARCELLE MITCHELL, office manager William Esty Co., Hollywoo for seven years prior to recent closing of that office, to CBS Radi Sales, L. A. Replaces ELEANOR MARS, resigned.

Personals . . .

FAYE J. SMALLEY Jr., president and manager KGIL San Fernand recuperating at home following recent heart attack. . . . HARRY BUTCHER, president and manager KIST Santa Barbara, gave critica review of new Hanson Baldwin book, *Great Mistakes of the War*, in Sep 16 issue *Saturday Review of Literature.*

PRIZE PLAYHOUSE

Pulitzer Show Debuts

MARK WOODS, ABC vice chairman of the board, presided last Friday at a dinner preceding a celebration of the television premiere of *Pulitzer Prize Playhouse*, hour-long weekly dramatization over ABC-TV on Friday of prize-winning plays, novels and stories. Editors representing newspapers and syndicates of more than forty cities and notables of education and the arts attended in New York last week.

The dinner, under the joint auspices of the sponsor, Joseph Schlitz Brewing Co., and the Columbia University Graduate School of Journalism, which fosters the Pulitzer Prizes, was followed by a showing of the first program telecast, *You Can't Take It With You*, prize-winning Moss Hart-George Kaufman play; and a reception for the cast headed by co-stars Charles Coburn and Ella Raines.

Principal dinner speakers were Joseph Pulitzer Sr.; Edward V. Lahey, U.S. Brewers Foundation Inc., president; Erwin C. Uihlein, president of Jos. Schlitz Brewing Co., and Dean Carl W. Ackerman of the Columbia University Graduate School of Journalism.

Deadline Extended

DEADLINE for filing of comments and briefs on FCC's proposal to establish a new disaster communications service has been extended by the Commission until Oct. 15. Previous deadline was Sept. 15 [BROADCASTING, Sept. 18]. Extension was granted upon the request of the newly established Civil Defense Office of the National Security Resources Board, which indicated FCC's proposal is of primary interest to that office.

STRIKE AVERTED

At KMPC KFWB KLA

THREATENED STRIKE by ar nouncers of three Los Angeles in dependent stations, KMPC KFW KLAC, over wage demands [BROAD CASTING, Sept. 25] was averted las week when last minute contrac agreements were reached betwee AFRA and station management Although final agreements repre sented a compromise in origina wage demands of the union, Claud McCue, executive secretary o AFRA, expressed satisfaction a the settlement.

Wage increases, retroactive t Sept. 17, expiration date of the las contract, are as follows:

KMPC, from $90 to $95; KFWB, $87.5 to $93.50; KLAC, $87.85 to $90. Agree ment was also reached at KLAC tha announcers not be called on to d "platter-spinning" chores. All salarie are based on five-day, 40-hour week Contract covering period of a year, als clause that if the cost of living in creases 10 points in the next si months AFRA has the right to reope negotiations. Similar agreements al ready have been reached by 10 othe local independents.

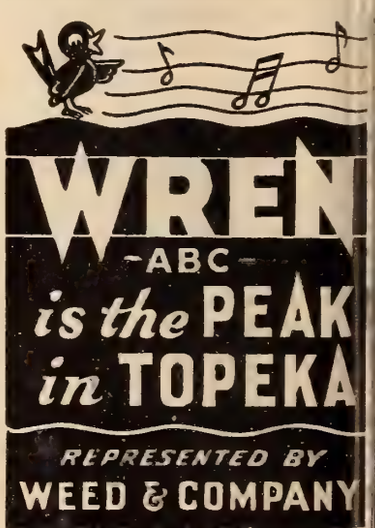


That's the final count — 12,441 slogans submitted in WSYR's Anti-Hoarding Slogan Contest.

A joint promotion of WSYR-AM and WSYR-TV, the contest ran two weeks—drew entries and interested comments from all over Central New York.

People in the rich Central New York market watch and listen to WSYR. It's a wonderful way to put your own promotion across.

WSYR ACUSE
AM • FM • TV
The Only Complete Broadcast Institution in Central New York
NBC Affiliate — Headley-Reed, National Representatives



On All Accounts

(Continued from page 10)

oved to Denver to take the post radio director for Marshall Robtson.

The Kranz "fresh approach" was sponsible for such unusual comercials as those produced for a altor in Denver. Walt created a ries of dramatic spots for the ncern animating its telephone mber—which in the form of a tle man with a high but pleasant ice was heard as the counselor no could help solve real estate oblems. The series was so ssful that the station carrying e broadcasts based a promotion mpaign on the results.

Another one-minute dramatic ot pointed up consequences which e business man might encounter he didn't have the protection fered by an agency client—a burar alarm company.

Walt's ability is not static on e typewriter. He also is a pian and has composed, played and ng a number of transcribed jines for the agency's clients. One the jingles is broadcast six times ily in Denver, twice daily in lorado Springs and twice daily Pueblo for the Weicker Transr & Storage Co., a firm made dio famous in the area by Walt. her singing commercials comsed by Walt have been used tensively for a cleanser and a y cleaning product and for a an's furnishing store.

Since there's no limit to the nount of ideas which can spring om Walt's nimble wit, his accomishments range a bit afield from dio advertising. He has aubred free-lance fiction — Walt's blished magazine stories total e; he has had two songs pubhed by BMI: "X Marks the ot," and "Shy Anne From Old eyenne."

At one time he used to fit in an casional job with local dance nds just for the "kicks," as alt describes the one-night ands. A father of two boys, Dick, and Howard, born seven months o, Walt now finds little leisure ne to join a band for the fun it—he's too busy thinking up mmercials—the kind that sell.

SIJ Studios

SIJ Gladewater, Tex., has moved studios in the new T. W. Lee ilding, according to Joe M. owell, manager. A formal openg of the new studios is planned r the near future. Mr. Yowell id the Lee building was built at cost of $1,000,000 with the studio rtion costing $100,000.



BAB PORTFOLIO

Wins in DMAA Contest

BAB's 1950 direct-mail portfolio has been selected as "Best of Industry" in the business service association category of the Direct Mail Advertising Assn.'s 1950 contest.

The award was made at the DMAA's 33rd annual conference, Oct. 4, at the Roosevelt Hotel, New York and given to BAB for its first year direct mail activities prepared by O'Brien & Dorrance Inc., New York, under direction of Maurice B. Mitchell, BAB's originator. The portfolio included introduction of promotion aids devised by BAB for NAB member stations and direct mail campaigns for NAB member stations for local printing and mailing.

The radio and television decision was given to CBS under supervision of Louis Hausman, vice president, while an outstanding campaign award was received by Allen F. Hurlbut, art director, NBC.

RADIO FEATURES

38 Buy Three Packages

THIRTY-EIGHT stations have bought three of the top syndicated packages offered by Radio Features, Chicago. Top among the three is *Tello-Test*, now aired on more than 250 stations.

Buyers include KPOA Honolulu, WKAM Warsaw, Ind., KTBS Shreveport, La., WWSO Springfield, Ohio, KIRK Kirksville, Mo., KOIL Omaha, WKNE Keene, N. H., WDOS Oneonta, N. Y., WWNC Asheville, N. C., WSTP Salisburg, N. C., WESB Bradford, Pa., WLBR Lebanon, Pa., WRNO Orangeburg, S. C., WTJS Jackson, Tenn., KSKY Dallas, WHIT Lampasas, Tex., KLVT Levelland, Tex., WWVA Wheeling, W. Va., WOMT Manitowoc, Wis., WNAM Neenah, Wis., KGCU Mandan, N. D., WWPA Williamsport, Pa., WFKY Frankfort, Ky., WABB Mobile, and WGN Chicago, last of which broadcasts the show twice daily now. Eight new buyers of the *Deems Taylor Concert* are KFMJ Tulsa, KASI Ames, KRUX Phoenix, WIGN Kokomo, WGAC Augusta, WWBZ Vineland, N. J., KGNC Amarillo, and WTAX Springfield. *Tune-Test*, new musical giveaway, has been sold to WWDC Washington, WDSU New Orleans, WSIX Nashville, WWSO Springfield and WFAS White Plains.

Richard C. Koster

RICHARD C. KOSTER, 31, director of public relations for the Federation for Railway Progress, died in Washington Sept. 29 after a long illness. Formerly in public relations capacities with WCAU and WFIL-TV Philadelphia, Mr. Koster joined the federation in 1949. He leaves his widow, Victoria; a son, Richard; his father, three brothers and four sisters.



USED BY MORE RADIO STATIONS THAN ALL OTHER TAPE RECORDERS COMBINED

GREATEST FLEXIBILITY

In the studios or out, a Magnecorder meets every need. Mount a Magnecorder in a rack or console cabinet for delayed studio or network broadcasts. For remotes, a Magnecorder is ready to go in its really *portable* cases.
Add to your Magnecord equipment as you need it — combine and carry Magnecorders to suit every purpose.

HIGH FIDELITY, LOW COST

Users are enthusiastic about the lifelike tone quality and low distortion of Magnecordings. Magnecord frequency response: 50-15 kc ± 2 db. Harmonic distortion less than 2%. Signal-noise ratio: 50 db. Meets N.A.B. standards. No other recorder offers such high fidelity at such a low price.

MORE FEATURES

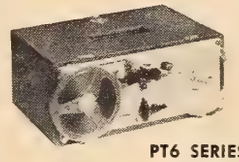
Your Magnecorder, new or old, can now have 3 heads (separate erase, record, and playback) to permit monitoring from tape. Three speeds (15"-7½"-3¾") — up to an hour on a 7" reel — available on both PT6 and PT63 equipment. Dual track heads also available if desired.



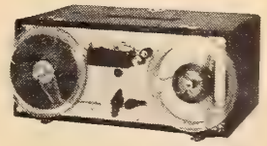
A Magnecorder is really *portable!*

MAGNECORDER

For every purpose . . . every purse!



PT6 SERIES
Most widely used professional tape recorder in the world.



PT63 SERIES
Three heads to erase, record, and monitor from the tape.



PT7 SERIES
A complete console for only $950.00. Outstanding features and flexibility. Models for portable or rack mount also available.

Write for NEW CATALOG

MAGNECORD, Inc., Dept. B10
360 N. Michigan Ave., Chicago 1, Ill.
Send me latest catalog of Magnecord equipment

Name.....

Company.....

Address.....

City.....Zone.....State.....

KVOO
OKLAHOMA'S GREATEST STATION FOR 25 YEARS

27% HIGHER!

In Oklahoma's richest concentrated market, there are 1,270,040 radio families.

The center of this vast, fertile market is Tulsa, the Oil Capital of the World, having more oil producing, refining, and marketing companies maintaining offices there than in any other city.

Indicative of the standard of living in this market is the fact that 90% of Tulsa's families enjoy telephone service! That's 27% higher than the national average (63%), and outstanding in the southwest region. By comparison, it is 21% higher than Houston, 14% higher than Dallas, and 9% higher than Oklahoma City.

ONLY KVOO
BLANKETS THIS RICH
CONCENTRATED MARKET!

According to 1949 BMB Station Audience Report, KVOO has:

411,380 daytime families
455,920 nighttime families.

See your nearest Edward Petry & Company office or call, wire or write KVOO direct for availabilities.

NBC AFFILIATE
50,000 WATTS

KVOO
BLANKETS OKLAHOMA'S NO. 1 MARKET

air-casters



CHARLOTTE F. STERN, former director of advertising and promotion, Dumont TV Network, returns to same post after two years' absence, during which she headed her own TV program sales organization.

RICHARD BLAKE, promotion department Time Inc., rejoins NBC as specialist in on-the-air promotion.

FRANK BIGNELL, program manager WTMJ Milwaukee, named traffic manager. **BRUCE WALLACE** to manager public service broadcasts and promotion for WTMJ-AM-TV.

DAVID M. CRANDALL, producer-director of studio telecasts KGO-TV San Francisco, to NBC-TV New York as director on *Colgate Hour*.

ZACK BETTIS, public relations director WFAA-TV Dallas, to continuity director WFAA-AM, succeeding **LOUIS BREAULT**, now in Army. **STAN RADOMINSKI** shifted from publicity to continuity. **LAVERNE LONGINO**, Baylor U. station KIYX, to WFAA continuity staff.

VIC ROBY, announcer *Rudy Vallee Show*, WOR New York, to NBC announcing staff.

RAY WHITEHOUSE, producer of CBC Montreal, to production staff of CBR Vancouver.

DANIEL CONNELL, CBS Hollywood and WHOT South Bend, Ind., to ABC Chicago continuity. **DON CARRELL**, promotion, to ABC continuity. **D. THOMAS MILLER** to research.

CANDY COLBERT, daughter of **Jean Colbert**, women's commentator WTIC Hartford, Conn., to WBNS Columbus, Ohio, as disc jockey.

PENELOPE BODEN, receptionist KCBS San Francisco, to record librarian.

CHARLEY WOODS, WOSC Fulton, N. Y., to WENE-AM-FM Endicott, N. Y., as staff announcer.

FRANK STANLEY, announcer of CBW Winnipeg, joins special Canadian UN military force.

TOM STEWART, for 15 years with WSM Nashville, most recently as director of publicity and promotion, to WSIX Nashville as director of programming, publicity, promotion and public relations.

JACK CRAINE, announcer CBX Edmonton, to production staff CBM Montreal.

BOBBE KENNER to KBOW Omaha traffic manager.

MIKE RICH, WHLI Hempstead, L. I., to announcing staff WAAT and WATV (TV) Newark.

GEORGE FISHER, KNX Hollywood newsman, named Columbia Pacific Network motion picture editor.

RALPH LEVY, CBS TV production staff, named network producer. Will produce and direct *George Burns and Gracie Allen Show* and produce *Alan Young Show* on CBS-TV. **RICHARD LINKROUM**, formerly producer of latter show, named director *Jack Benny* (TV) *Show*. **ALAN DINEHART** named director of Young show.

JACK OWENS starts two hour TV show, *Jack Owens' Brunch Bunch*, on KLAC-TV Los Angeles, Sun.

RICK CAMPBELL to announcing staff CHUM Toronto. **LEE STUBBS** rejoins CHUM as program director.

PERRY WOLFF, writer-producer WBBM Chicago, is author of seven war sonnets which have been published by The Attic Press, Richmond, Va.

JOSEPH STRADER transfers from traffic at WBBM Chicago to continuity editor, replacing **BOB HARTMAN**, resigned to move to L. A. **JIM PEYTON** named page captain at WBBM, replacing **AL MORGAN**, transferred to traffic.

GLENN CARLSON, NBC Hollywood guest relations staff, named program traffic supervisor in network sales and program traffic department. Replaces **BILL LOUDON**, recently inducted into Army.

JOE KNIGHT, disc jockey KRMG Tulsa, to duty with Army.

MARILYN MULLIN, YVONNE MARTIN to KCBS San Francisco as page girls.

JOHN J. MAHONEY, WILLIAM A. KENNEDY, JAMES F. X. MULLEN, students Fordham U. Dept. of Communication Arts radio division, to WRUV-FM Fordham U. staff.

LT. ROBERT B. MACKALL, program manager of WFMJ Youngstown, Ohio, to Fort Sam Houston, Tex., as public relations officer in charge of radio-TV.

BOB HEISS, announcer, m.c. WTMJ Milwaukee, to *The Man Next Door*, WTMJ-TV.

LIONEL POULTON, production department KDKA Pittsburgh, to Carnegie Tech as instructor of radio acting and production.

BILL CERRI, WGAT Utica, N. Y., to announcer WASH(FM) Washington.

ALICE FREER, wife of former Federal Trade Comr. **Robert Freer**, returns to WMAL Washington as women's commentator.

MALCOLM CLAIRE, WLS Chicago, to WQAM Miami, as m. c. *Mal Claire Show*.

BILL MASON, chief announcer KXL Portland, Ore., father of boy, Scot Roger, Sept. 22.

MELVIN T. MUNN, KRLD Dallas announcer, rejoins Republic National Bank, Dallas.

BOB CALLAHAN, "Young Man with a Song," KCBS San Francisco, to New York. Auditions being held to find replacement on musical show.

CARL J. REECE, announcer WJEH Dover, Ohio, father of boy.

GEORGE BISHOP, CJAD Montreal morning m.c., presented Montreal weather office staff citation as "Maestro of Metorological Muttery, Grade 3," for answering listeners' weather questions on show.

LAWRENCE WHITNEY, WGN Chicago public relations, father of girl Maurine Elizabeth, Sept. 25.

News . . .

IRVING HAMLIN to NBC Hollywood as news editor. Was publicity director KFWB Los Angeles.

JACK WHITE, newscaster WJR Detroit, named news editor. Succeeds **GEORGE CUSHING**, vice president who takes over administrative duties.

BILL KENNEALLY, director news and special events KFMV(FM) Los Angeles, to KNX Hollywood as staff newsman.

GEORGE WINTERS, WCKY Cincinnati newscaster and announcer, to active duty with Marine Corps.

ART ELMONN, freelance radio-TV announcer-actor in N.Y., to WGNR New Rochelle, N. Y., as newscaster-disc jockey.

DICK YOAKAM, night news editor WHO Des Moines, Iowa, to news director KCRG KCRK (FM) Cedar Rapids.

GORDON L. JONES, commentator of CBC International Service, Montreal, resigns to join Radio Hilversum, Netherlands, as English commentator.

DAVID VAILE, CBS newscaster, is narrator on recently released Paramount Pictures documentary, *The New Pioneers*.

SY LEVY, WTXL W. Springfield, Mass., to WREB Holyoke, Mass., as newscaster, disc jockey.

PACIFIC REGIONAL Network currently carrying broadcasts of Los Angeles Rams professional football games. Broadcasts coming direct to affiliates from point of origin through KFMV Hollywood.

MORE AUDIENCE — MORE MAIL
MORE ADVERTISERS

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

L.B. Wilson
WCKY
CINCINNATI
50,000 WATTS OF SELLING POWER

Strictly Business

(Continued from page 12)

mmander in the Navy during
e war.

John Richard Overall was born
years ago in Murfreesboro,
nn., the youngest of seven chil-
en. After attending the Mur-
eesboro public schools, he en-
ed Vanderbilt U. in 1920.
king a leading part in campus
ivities, he was elected vice pres-
nt of the Owl Club, junior hon-
ry society.

During his last two years in
lege, Jack worked parttime for
e American National Bank in
shville, continuing as a teller
llowing his graduation. One day,
ank Whitfield, district manager
the Portland Cement Assn., ap-
ared at his window and offered
k an opportunity with the as-
iation as field engineer—this
s his major course at Vander-
t.

The budding banker accepted,
new position carrying him to
ferent parts of the south, pro-
ting and improving the use of
nent. "That was really selling,"
k now observes.

Left Portland in 1929

n 1929, he left Portland to be-
ne sales engineer of Penn Dixie
ment Co. Two years later, the
ression, plus the election of
ford Pinchot as governor of
nsylvania, found him in the
ks of the unemployed. The
chot campaign ticket "strongly
ommended curtailment of the
ther use of concrete in road-
lding."

On July 1, 1931, Jack entered
io. Through a friend of George
Lelland, then executive vice
sident of NBC, he met and was
red a job by Roy Witmer, then
C sales manager.

At NBC he handled such well-
wn accounts as American To-
co and Cities Service, as well
shows with Walter Winchell,
A. Rolfe, Phil Cook, the late
yd Gibbons, *Amos 'n' Andy*, *The*
dbergs, etc. After the forma-
of Mutual in October of 1934,
k kept a close eye on its prog-
s and, on May 11, 1936, he
ived at 1440 Broadway.

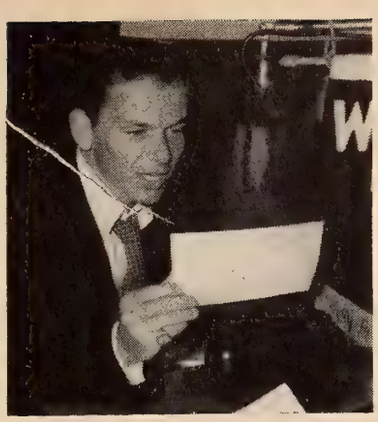
n his association with Mutual, he has seen the network grow from 12 to 512 stations. He has handled, or is handling, advertisers such as General Foods, Kellogg Co., Grove Labs, Ronson, Gulf Oil, Coca Cola, to name but a few.

Jack resides on Park Ave., New York. He is married to the former Florence Kimbrough. They have one child, John R. Jr., 3½.

He belongs to the Radio Executives Club, board of directors of the Vanderbilt Alumni Assn., Phi Kappa Sigma, Tennessee Society of New York, Semi-Colon Club and is vice president of the Vanderbilt Club of New York.

Always fond of athletics, he is an enthusiastic golfer and wishes he were better at it. He's classed as an expert fisherman and also goes in for bridge and poker.

His philosophy in selling: "Sell only something you believe in."



Mr. Sinatra mans WEEU mike and telephone on behalf of Salvation Army building fund. →

Shortwave Monument

MONUMENT commemorating the first shortwave radio message to span the Atlantic will be dedicated Oct. 21 at Greenwich, Conn., by The Radio Club of America Inc. Dedicatory speaker will be Dr. O. H. Caldwell, well-known editor, author and former FCC member. In conjunction with the dedication, the club is presenting an issue of its proceedings entitled "The Story of the First Message Sent Across the Atlantic in Short Wave by the Men Who Sent and Received It."

BUILDING FUND

Sinatra Spurs WEEU Drive

THANKS to the efforts of radio singer Frank Sinatra and a fireball promotional drive by WEEU Reading, Pa., the city's Salvation Army building fund piled up $44,687.66 in pledges and the station and actor-singer emerged with a generous portion of good will.

The station credited the success to the "effusive personality, inexhaustible effort and untiring strength" of Mr. Sinatra, who manned the WEEU mike and telephones from 11 p.m. Sept. 10 to 3:45 a.m. Sept. 11, chatted with contributors and spun discs. But the station itself pushed Mr. Sinatra's appearance with some 75 spots, 100 window displays and building signs, and over 250 station call reminders.

Idea was conceived originally as a half-hour venture by Nan Heckman, WEEU promotion director, and George Carroll, program director, and took shape when the old Salvation Army structure burned down.

FLORIDA DISPUTE

Write-in Candidate's Rights

A DISPUTE involving several Florida stations and an independent write-in candidate for the U. S. Senate—concerning the candidate's rights to time on the air under FCC's political broadcast rules—appeared last week to have been resolved at least partially in the candidate's favor.

Spokesmen for some of the stations said they had accepted Stetson Kennedy's request for broadcast time after being convinced that, under the Florida laws, he meets the state's qualifications for a write-in candidate. Others reportedly are selling time to no Senatorial candidates.

Mr. Kennedy said FCC had "assured" him he has the same broadcast rights as other candidates.

He was reported to have protested to FCC earlier that stations in Jacksonville, Tampa, and Miami had refused him time. Details of the complaint were not disclosed, but it was understood the Commission forwarded him copies of the pertinent rules and, following usual procedure, undertook to elicit details of the case.

Mr. Kennedy announced his write-in candidacy — opposing George Smathers, winner of the Democratic nomination, which is tantamount to election—in Jacksonville on Aug. 13. In his announcement speech he reportedly lambasted the Ku Klux Klan and suggested that Communist China be admitted to the United Nations.

Some of the stations which accepted campaign speeches of Mr. Kennedy accompanied the transcriptions with an announcement that they did not endorse the candidate but were presenting him in the interests of free speech and in accordance with FCC rules.

WHEN YOU BUY

k-nuz

YOU BUY A

top personality



"BUZZ" BERLIN

was voted most popular disc-jockey in Houston in a recent contest* conducted by a Houston newspaper.

In the same contest hillbilly was voted the best-liked music.

**Contest details on request.*

Paul Berlin appears on:
"K-NUZ Corral," 11 A. M. to 1 P. M. Monday thru Friday, and the "Paul Berlin Show," 4 P. M. to 5 P. M., Monday thru Friday. One quarter-hour segment is now available, Monday thru Friday.

Before you buy the Houston market, check the top Hooperated availabilities K-NUZ offers. You'll be dollars ahead in sales and savings.

CALL, WIRE OR WRITE
FORJOE: NAT. REP.
DAVE MORRIS, MGR.
CE-8801

k-nuz
(KAY-NEWS)
9th Floor Scanlan Bldg.
HOUSTON, TEXAS



The
No. 1
Station
in Penna's.
3rd Market

WILK
AM-FM (ABC)
Wilkes-Barre, Pa.

Soon . . .

5000
WATTS (Daytime)
1000 Night-time

★ ★ ★

Wilkes-Barre's
Best Radio
Buy!

★ More Power
★ More Listeners
★ More Sales

The Wilkes-Barre Metropolitan Area Is Exceeded in Population Only by Philadelphia and Pittsburgh

★

AVERY-KNODEL, INC.
Nat'l. Rep.
608 Fifth Ave., New York 20

P. S. Schedule WILK Now
at Present Low Rates

allied arts



WILLIAM L. SNYDER, former salesman Minnesota Mining & Manufacturing Co., and Chicago *Tribune* to Music Corp. of America Cleveland office as salesman MGM Radio Attractions. He will cover Ohio, West Virginia and Kentucky.

ROBERT S. RODWIN to news editor Telenews Productions Inc., N. Y., TV newsreel producers. Replaces **WILLIAM P. MONTAGUE Jr.,** resigned.

CLAUDE BARRERE to eastern representative for Hayes-Parnel Productions Inc., Hollywood film producer, now offering number of TV films to stations.

INGRAHAM READ, publisher Oakland *Post-Enquirer,* becomes vice president and Pacific Coast manager Maloney, Regan & Schmitt, advertising representative firm, S. F., effective Oct. 16.

F. KEITH TRANTOW to George R. Turpin & Assoc., promotional sales organization, Fort Worth, Tex., handling copy. **EARL C. NEIFER** to sales manager for firm.

SACRED RECORDS Inc. moves to 342 North La Brea, L. A. 36. Telephone: Webster 3-8241.

PROFESSIONAL MARKETING SERVICE, market counselling-research organization, established by Sidney N. Wagner, former market analyst Standard Brands and Schenley Distillers and director research Broadcast Music Inc.

MUSIC CORP. OF AMERICA, Chicago, signs TV Star **TONI GILMAN** to long-term exclusive management contract. Miss Gilman currently has her own show on WENR-TV (ABC) Chicago. **RAOUL KENT** handled negotiations for MCA.

STORECAST CORP. enters N. Y. and N. J. market. Among stores to receive services in area are 114 Acme Markets of American Stores Co. in northern N. J. Sponsors of broadcasts to Acme include Armour & Co., General Foods Corp., American Home Foods Inc., Swift & Co. and Beech-Nut Packing Co.

Equipment . . .

CLARENCE E. LINDSTROM, Philco manager distributor operations, to western sales manager, replacing **CLIFF S. BETTINGER,** retired.

JOSEPH H. MOSS Jr., sales manager DuMont Labs, Chicago, named manager distribution for Receiver Sales Div., DuMont Labs, N. Y.

ROBERT S. BELL, member of board of directors Packard-Bell Co., L. A. (radio-TV set manufacturer), elected executive vice president.

STANDARD Radio Transcription Service, Chicago, announces October release of 100 transcribed commercial jingles as no-cost "extra" to all subscriber stations.

BROADCAST MUSIC Inc. completes reciprocal agreement with Spanish Performing Rights Society (SGAE) for Spanish music.

CLAROSTAT Mfg. Co., Dover, N. H., data sheets on TV control and resister replacements available direct or via Clarostat distributors.

LOUIS G. COWAN Inc., N. Y., program production firm, establishes new division for program promotion-development under direction of **MANNY REINER,** formerly David Selznick Enterprises executive.

Technical . . .

CHARLES SEATSEMA, WGN-TV Chicago floor director, named cameraman.

CLIFFORD LOVE, transmitter engineer WJER Dover, Ohio, to active duty as corporal Marine Corps Reserve.

GARLAND JOHNSON, transmitter engineer WSVS-AM-FM Crewe, Va., joins RCA Service Co., Richmond, Va.

JIM HOBSON, KLAC-TV Hollywood cameraman, and Elsie Homes, actress, married Sept. 16.

Vern Hansen

FUNERAL services were held Wednesday on the U. of Wisconsin campus, Madison, for Vern Hansen, 39, WTOP-CBS Washington announcer and widely known radio personality, who was found dead in his Arlington, Va., home Sept. 30. Mr. Hansen, who was m. c. for WTOP's *You're the Top* participation quiz show, *Quizdown* and other programs, was born March 28, 1911, in Racine, Wis. A graduate of the U. of Wisconsin, where he served as announcer at WHA, university station, Mr. Hansen joined WGN Chicago in 1936 and WTOP in 1942. He took a year's leave to serve with OSS as film editor and narrator and rejoined WTOP in October 1943. Mr. Hansen is survived by his widow, Jane; his mother, Mrs. Niels U. Hansen; a brother, Alfred, and a sister, Mildred, all of Racine.

NBC CONVENTION

400 Scheduled to Attend

THREE-DAY annual convention of NBC and its affiliates, Oct. 18-20 at the Greenbrier Hotel, White Sulphur Springs, W. Va., will be attended by more than 400 broadcasters, NBC announced last week.

Niles Trammell, NBC chairman of the board, will open the business sessions, all of which will be closed to all but network and station personnel, on Oct. 18 at 10:30 a.m. Joseph H. McConnell, NBC president, will deliver the keynote address, to be followed by a report of Clair McCollough, president and general manager of the Steinman stations and chairman of the NBC stations planning and advisory committee.

Denny Address

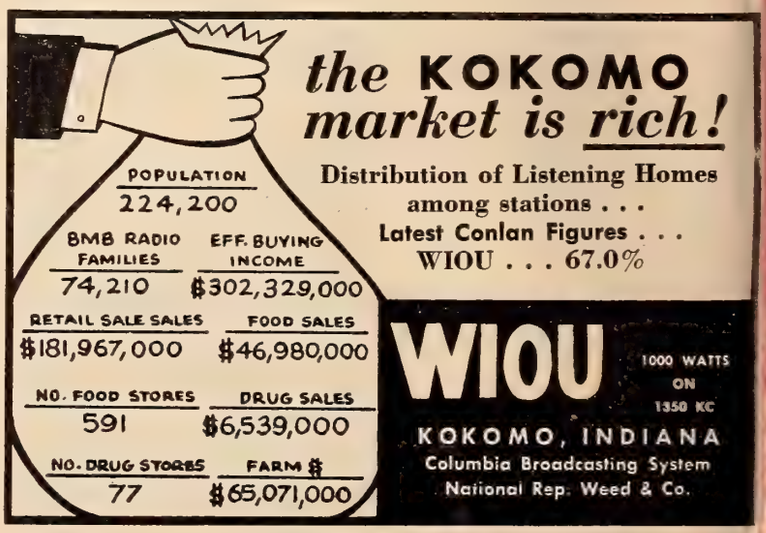
Further talks to be made on the first day of the meeting—devoted to radio — will include one by Charles R. Denny, executive vice president, who has been heading the radio network of NBC pending appointment of a vice president in charge of that department.

Sylvester L. (Pat) Weaver Jr., NBC vice president in charge of television, will deliver the principal address on Tuesday, a day set aside to discuss television. Mr. Weaver will be followed by several NBC-TV executives.

A meeting restricted to affiliated stations will be held Friday morning, Oct. 20, with Mr. McCollough in charge. That afternoon network executives will join the affiliates to discuss questions brought up at the morning meeting.

Michigan Meet

MICHIGAN AP Broadcasters Assn. will meet in Lansing Nov. 10, immediately preceding the convention of the Michigan Assn. of Broadcasters at Hotel Olds in Lansing. Lester W. Lindow, general manager of WFDF Flint, is president of the AP organiaztion. Delegates to both meetings will see the Michigan State-Minnesota football game at East Lansing Nov. 11.



OCTOBER 9, 1950

TELECASTING

A Service of BROADCASTING Newsweekly

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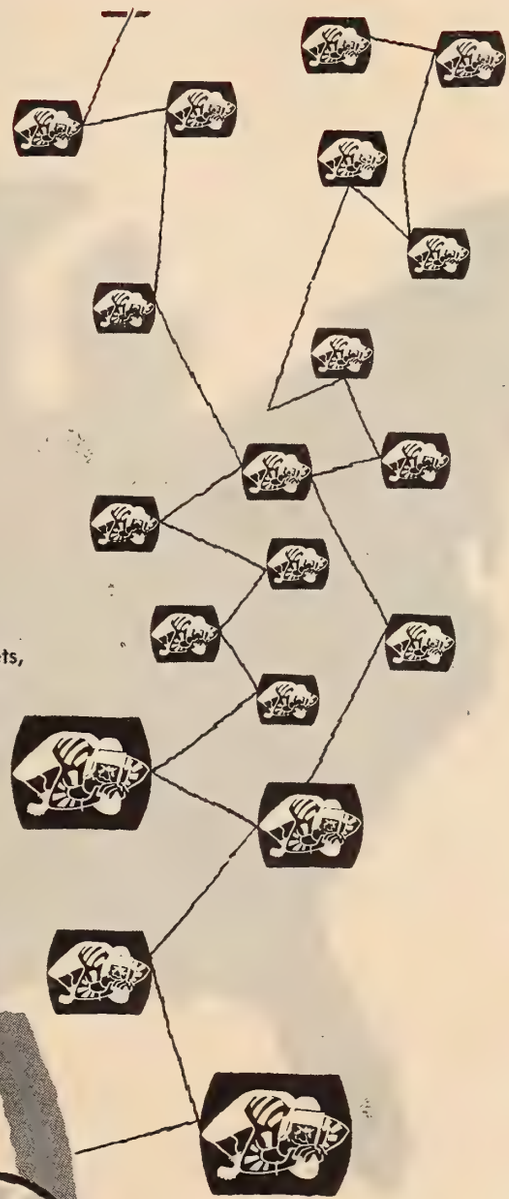
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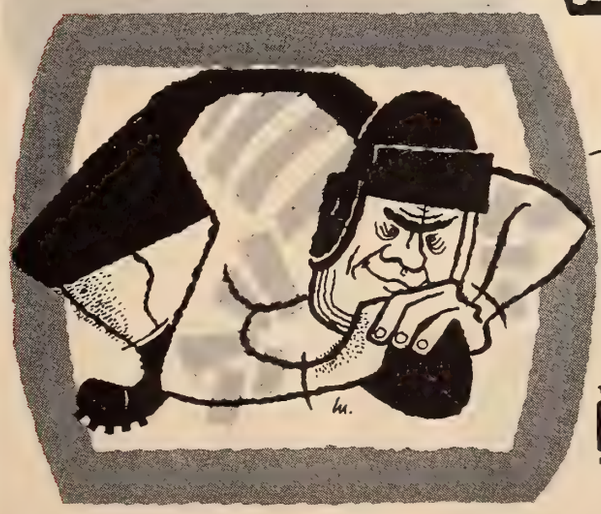
DU MONT CLEARS LARGEST LIVE NETWORK IN TV FOR CHEVROLET

For its Chevrolet-sponsored telecasts of the Notre Dame football games, Du Mont has cleared the largest live network in television — 44 major markets, inter-connected for the first time and covering 6.5 million TV families, 83% of all America's telesets!

Network or local — programs or spots — look to Du Mont to clear time and talent for any budget. And Du Mont — daytime or nighttime — continues the pioneering that brings you ever larger audiences at ever lower costs!



NEW YORK
PHILADELPHIA
BOSTON
BALTIMORE
WASHINGTON
PITTSBURGH
BUFFALO
ERIE
TOLEDO
ROCHESTER
DETROIT
ST. LOUIS
NORFOLK
CHICAGO
COLUMBUS
CINCINNATI
DAYTON
GRAND RAPIDS
SYRACUSE
JOHNSTOWN
CLEVELAND
MILWAUKEE
RICHMOND
SCHENECTADY
MEMPHIS
LOUISVILLE
OMAHA
INDIANAPOLIS
ROCK ISLAND
PROVIDENCE
AMES
MINNEAPOLIS
KANSAS CITY
UTICA
GREENSBORO
CHARLOTTE
JACKSONVILLE
KALAMAZOO
BIRMINGHAM
HUNTINGTON
NASHVILLE
BLOOMINGTON
ATLANTA
LANSING



61 Stations

TELEVISION DUMONT NETWORK

The Nation's Window on the World

A Division of the Allen B. Du Mont Laboratories, Inc.

515 Madison Avenue, New York 22, N. Y.

MUrray Hill 8-2600

Copyright 1950

A Service of Broadcasting Newsweekly

TELECASTING

National Press Bldg.
Washington 4, D. C.

OCTOBER 9, 1950

BROADCASTING, Telecasting
$7 annually, 25c weekly

COLOR DECISION IMMINENT

CBS System Approval Likely

(Digests of replies to bracket-sets plan, page 57)

FCC ACTION this week on the color television question appeared likely after an all-day exploratory conference of the Commissioners last Wednesday, with the odds seemingly favoring approval of the CBS system.

Whether manufacturers generally would accept such a decision and move promptly toward substantial production of CBS sets and station equipment was an open question. A court appeal seemed a more likely first result.

FCC has no compulsory authority over manufacturers and for the most part they have opposed the incompatible system, though they generally would be expected to manufacture in proportion to public demand.

In any event it appeared probable that a pro-CBS decision by the Commission would still leave CBS with a major promotion job on its hands.

FCC's Wednesday color conference canvassed the manufacturers' Sept. 29 replies [TELECASTING, Oct. 2]—and those that came in the mails Monday—to the FCC Color Report's proposal that they build "bracket sets" as the only alternative to immediate adoption of the CBS system. No manufacturer said he could meet FCC's apparent early-November deadline for starting to include "brackets."

Petition Not Considered

The conference did not consider a petition by RCA—filed that same day—asking FCC to review improvements in the RCA compatible system between Dec. 5 and Jan. 5, and to view experimental broadcasts of the RCA, CBS, CTI and other color systems until June 30, before making a final decision.

"By June 30," RCA said, "we will show that the laboratory apparatus which RCA has heretofore demonstrated has been brought to fruition in a commercial, fully compatible, all-electronic, high-definition system of color television available for immediate adoption of final standards."

The petition, filed by C. B. Jolliffe, executive vice president in charge of RCA Labs Division, noted that manufacturers' replies to the "brackets" proposal showed it to be "not practical."

"Since the majority of the Commission felt the most desirable course was to allow more time for the development of all color systems, subject only to a condition which has now been shown to be impractical, we submit the Commission should now allow that time," RCA declared.

The petition took its proposed dates from FCC's Color Report and Comr. Frieda B. Hennock's separate statement [BROADCASTING, Sept. 4]. The Dec. 5 to Jan. 5 period was specified in the Color Report as the time when the various systems meeting FCC's color "criteria" would be demonstrated if bracket standards were adopted and a final color decision delayed. The June 30 date was mentioned by Comr. Hennock as her preferred deadline for development of a satisfactory compatible system if bracket standards permit delay.

Paul V. Galvin, president of Motorola, meanwhile wired the Commissioners to urge that a hearing be held "to obtain complete and accurate information on bracket standards before taking any further action on color television." This move was suggested in view of manufacturers' inability to meet FCC's timetable for bracket standards, their lack of "sufficient technical data on bracket standards," and the "impact of the Commission decision on the public, the broadcasters and the television set manufacturers."

No Color Requirement Seen

It was not considered likely that FCC would accompany a color-now decision with a requirement that telecasters devote a specified number of hours to color broadcasting. The decision to go into color or to continue solely in monochrome would be left to individual station operators, observers believed.

Belief that the Commission would be inclined to give early authorization to the CBS system stemmed in large measure from the theory and language of the Color Report.

The Report held that the CBS system is the only system that is ready now, but that post-hearing developments and certain other questions present FCC with "the difficult choice" between authorizing CBS color immediately or reopening the hearing record.

"The answer as to which course of action to choose depends on whether a method exists for preventing the aggravation of the compatibility situation if a final decision is postponed," the Report said. "If there is no method to accomplish this, the Commission believes that a final decision should not be delayed and that the CBS color system should now be adopted."

Bracket standards were proposed as a means of permitting delay without aggravating the compatibility problem. Manufacturers said they were physically unable to meet FCC's apparent timetable.

The Color Report said "if the bracket standards cannot be made final without a hearing"—which

(Continued on page 68)

MEDIA EXPANSION

Donaldson Cites TV

GROWTH of television should bring wider use of other media, Ben R. Donaldson, Ford Motor Co. director of advertising, declared Friday at the Seventh Annual Advertising Conference held at Ohio State U., Columbus.

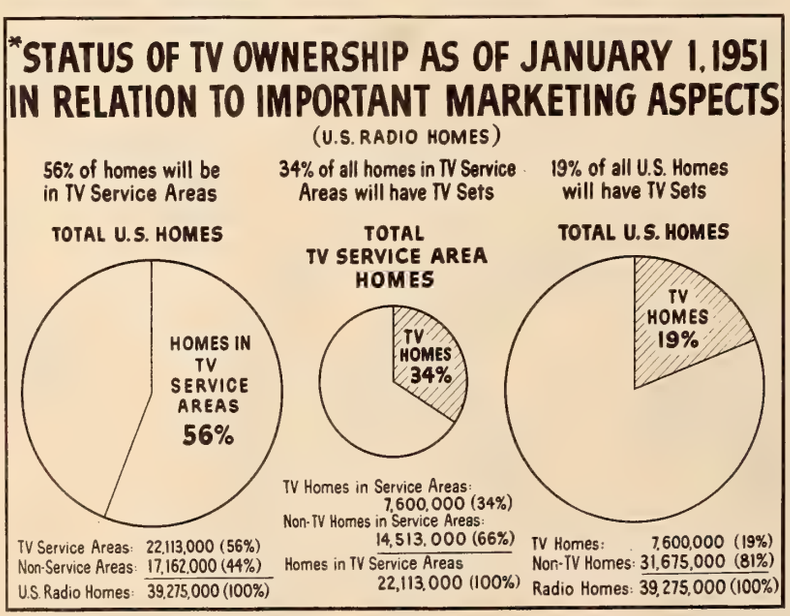
Discussing TV's progress and its impact on radio, Mr. Donaldson recalled that despite its "bright promise," television "cannot be expected to carry the full burden of any company's advertising. The addition of a new salesman, no matter how effective, has never made advisable the dismissal of all the rest of the staff.

"Actually, the growth of radio witnessed even wider use of other media. The same can be true in the case of television. In fact, it might be reasoned that the healthy competition which television is going to offer other media will spark advances in techniques and ways of using those other media more effectively."

Reviews TV Growth

Mr. Donaldson reviewed TV's progress from its early days to its present state. He offered charts showing the effect of TV on radio in New York City homes, using December 1949 statistics. He showed how the number of TV homes is increasing faster than the most optimistic persons had anticipated

(Continued on page 69)



* Mr. Donaldson noted that since preparation of this chart NBC has revised its estimate of homes owning TV sets in TV areas from 34% to 41%, and all U. S. homes from 19% to 23%.

Set Manufacturers' Replies to FCC Proposal for Production of 'Bracket Sets'

OLLOWING are digests of re-lies received by FCC last week om manufacturers who had not esponded earlier [BROADCASTING, ct. 2] to Sept. 1 Color TV Re-ort's proposal for production of racket sets" as the only alter-tive to immediate approval of the BS color system:

* * *

PHILCO Corp., Philadelphia
(By William Balderston, President)

HILCO Corp. and its subsidiary hilco Television Broadcasting orp. feel FCC's proposal to adopt racket standards without hearing contrary to public interest and as made "without full informa-on as to the factors involved," nd that the request to manufac-hrers exceeded FCC's lawful owers.

Philco is continuing an "inten-ve development program" in an ffort to produce adapters for pres-nt sets and to develop a program or inclusion of dual standards (as istinguished from bracket or var-ble standards, whose develop-ent is "far more difficult"). But "will not be technically or phys-ally possible to meet the sug-ested schedule proposed in the ommission's report." Philco annot agree to build all of its elevision receivers on the basis utlined by the Commission so as o be capable of operating within he proposed brackets," though it ill "continue to cooperate fully ith the Commission in its studies nd development work."

Bracket standards were not dis-ussed in the hearing and FCC's lan allowed no time for field-test-ng them. "We do not believe we ould offer a product to the pub-c before it has been thoroughly eld-tested under home-use condi-ons." Further, "design work on racket receivers or adapters can-ot proceed very far until the tandards for the color signals are recisely defined," and color stand-rds have not yet been set.

It has been FCC's established olicy to maintain adopted stand-rds "in order to protect the equip-ent which has been sold to the ublic." Yet the standards changes ow proposed by FCC, if adopted, will result in a black-and-white cture of inferior quality," and he cost of adapting present sets ill be even greater than esti-ated in the hearing. FCC "should ot break faith with the present et owners."

While FCC in the past has fol-wed a policy that, in setting tandards, the proposed system ust be "as good as can be ex-ected within any reasonable time the foreseeable future," the CBS ystem "admittedly" does not meet hat test.

"The adoption of the CBS system on the basis proposed without opportunity to file briefs or exceptions to a proposed decision is contrary to the public interest. The program set forth in the Report, if carried out, will cause irreparable injury to broadcasters, manufacturers, and present set owners."

* * *

MOTOROLA Inc., Chicago
(By Paul V. Galvin, President)

MOTOROLA is "thoroughly convinced that the time allotted for a manufacturer to incorporate bracket standards into his production is inadequate" and any formalization on such short notice as mid-November "would result in nothing except chaos."

Motorola recommends:

(1) Further time be allowed manufacturers to study technical aspects of bracket standards and determine whether they can build with high quality reasonably priced bracket-standards receivers; (2) Following date established for (1), an extended period should be allowed for detailed engineering and procurement required to put bracket-standards sets in hands of public; (3) In meantime, FCC should follow through with intention of starting Dec. 5 to study all developments in color since close of color hearings.

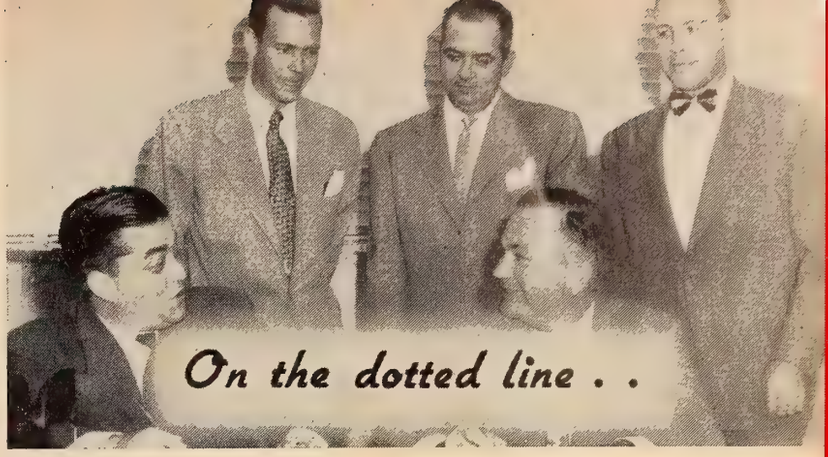
Matter has received "concentrated attention of our top management group as well as of our top technical people." Motorola could not deal with complex problem either hastily or lightly since it goes beyond specific decision about adoption of technical standards for color TV system. Question of bracket standards brings forth "an extremely delicate problem of transition . . . the time required to change our production from present sets to those capable of operating on bracket standards."

Problem of transition "revolves around the matter of compatibility. . . . I counsel the Commission to seriously consider all of the elements involved in stepping in the direction of bracket standards. Among these are the employment of hundreds of thousands of workers, the activities of thousands of dealers and their employes, and the interests of the public at large."

Integration of bracket standards into our manufacturing is not a "minor modification." Bracket standards covering the full range "require a complete chassis redesign."

Engineering memo accompanying Mr. Galvin's letter, prepared by E. B. Passow, Motorola television product manager, outlined technical details and timetable for two approaches to conversion problem. Dual standards conversion, termed "quickest type of job we could do" and providing for reception of

(Continued on page 59)



SETTING contract for Ironrite Inc. sponsorship of ABC's *Hollywood Screen Tests* are (l to r): Seated, Paul Mowrey, ABC program dir.; Richard Dabney, v. p., Ironrite; standing, Hugh Hole, radio-TV dir., Brooke, Smith, French & Dorrance; Gene Wyatt, ABC-TV sales; Richard Sierk, Ironrite.



JOHN A. MARGOLIS (center), president of the Margo Wine Co., Philadelphia, completes agreement to sponsor the *Film Playhouse*, hour-long television program on WPTZ (TV) Philadelphia. Watching are J. M. Korn (l), head of Korn Advertising, and Harold F. Pannepacker, WPTZ.

CLOSING the deal to present the Vienna Philharmonic Orchestra over WLWD (TV) Dayton are (l to r): William Tolle, general manager, Anderson Piano Co., sponsor; Lincoln Scheurle, television producer-director, Hugo Wagenseil & Assoc. agency; Helen Hall, Anderson's adv. director.



DISCUSSING plans for weekly *Inside Football* on WWJ-TV Detroit, sponsored for the second year by Goebel Brewing Co., Detroit, are (l to r) Edwin J. Anderson, Detroit Lions president; Coach Bo McMillin, and Van Patrick, WJR sportscaster

DAYTON (Ohio) Power & Light Co.'s sponsorship of 15-minute show on WHIO-TV Dayton is launched by (l to r) K. Fitzpatrick Jr., the firm's public relations director; Hugo Wagenseil, Hugo Wagenseil & Assoc., agency; K. C. Long, power company president.

CHICAGO National Bank signs for WGN-TV Chicago news telecast featuring Writer Austin Kiplinger (r) who will analyze and document news Monday-Friday, 6:30-6:45 p.m., CST. With Mr. Kiplinger are J. R. Pershall (l), Pershall Advertising Agency, and Lester Armour, chairman of the bank.

YEAR'S pact to continue *Telenews Daily* over WMAL-TV Washington is inked by Mrs. Carita Blum, president, Valley Forge Distributing Co., Washington. Looking on are (l to r): Sam Felker, firm's sales manager; Alvin Epstein, Alvin Epstein Agency; Bryson Rash, program's commentator.



AUDIENCE SURGE

Shown in Major TV Cities

SIGNIFICANT increases in combined radio-television audiences in the 15 top television cities were reported by the expanded Hooperating services in its pocketpiece last week.

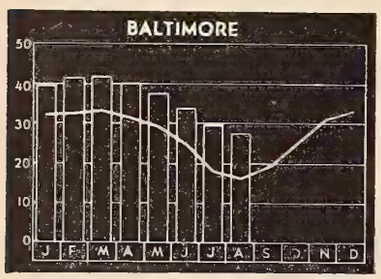
Comparison of audience-survey data for 1950 with that for 1948 indicated percentages of audience increase ranging from 19.5 in Cincinnati, lowest in increase of the top 15 cities, to 76.4 in Baltimore, the highest, it was reported. (See table 1, at right.)

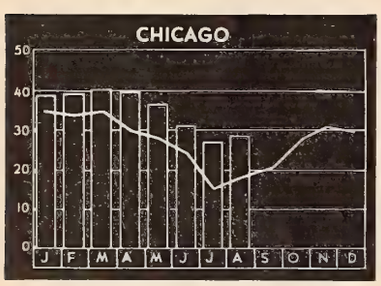
Despite the increased number of television sets in use, the average number of viewers per set is still almost 50% higher than the average number of listeners per radio set, the survey shows. Between 9-10 p.m., 3.4 viewers per TV set are reported, as compared with 2.31 listeners per radio set. (See table 2, at right.)

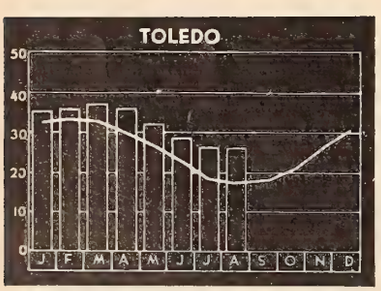
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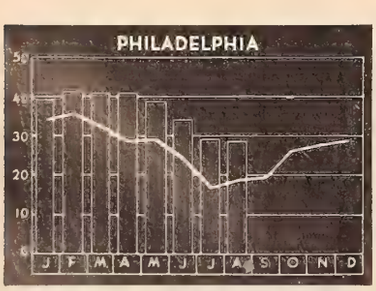
A 1948-1950 Comparison of Homes Using TV Sets

Horizontal line represents 1948; vertical bars represent 1950









However, radio advertisers in non-television areas generally have had their own type of "bonus audience," according to C. E. Hooper, president of Hooperatings, who spoke a fortnight ago in New York before the Radio-Television Workshop of the National Retail Dry Goods Assn.

"With each withdrawal of an important radio program," he said, there has accrued a swelling of the "bonus audience." In "radio-only" cities the tune-in has held up, he said. (See table 3, at right.) The bonus "results from the radio audience pie being cut into fewer but bigger pieces" for the high-quality radio shows remaining.

"Television does not exist nationally," he continued. "National statistics are without significance. It has grown at an unnatural and unprecedented pace where it *is* and is just about as real as are flying saucers where it *is not*."

Possibly indicative of the effect of high-quality TV networks shows is the reported difference in total broadcast audience increase as measured in areas having interconnected transmission facilities, and those having non-interconnected facilities. Birmingham, for example, a non-interconnected TV city, is reported as having only a slight total audience increase.

In this respect, Atlanta, which began interconnected transmission only recently, may be worth watching. However, Atlanta even with non-interconnected facilities, it should be noted, is reported as having a somewhat greater audience increase than Birmingham.

Table 1

FIRST FIFTEEN TV CITIES

City	Pre-TV Homes Using Sets July-Aug. 1948	Radio-TV Broadcast Audience July-Aug. 1950	% Increase 1950 over 1948
Balt.	16.1	28.4	76.4%
Chicago	17.9	28.8	60.9
Toledo	17.1	26.7	56.1
Phila.	18.8	29.1	54.8
Dayton	19.8	28.6	44.4
Wash.	20.4	29.3	43.6
Detroit	20.5	29.2	42.4
Providence	18.5	25.6	38.4
Columbus	19.9	27.4	37.7
Cleveland	25.7	34.4	33.9
Los Ang.	25.4	32.7	28.7
Milwauk.	26.6	32.8	23.3
Boston	23.0	28.1	22.2
New York	23.7	28.5	20.3
Cincinn.	26.1	31.2	19.5

* * *

Table 2

COMPOSITION OF AUDIENCE

		RADIO	TV
9:00-10:00 PM	Women	1.12	1.40
	Men	0.78	1.25
	Children	0.41	0.69
	Total	2.31	3.34

* * *

Table 3

Homes using sets, 6-10 p.m. Sunday Morning through Saturday Evening

Cities (Radio Only)	Winter-Spring, 1950	Winter-Spring, 1950
Portland	38.7	31.2
Denver	36.3	36.0

JOSEPH NELSON

Promoted by FCC

PROMOTION of Joseph E. Nelson to chief of its Television Branch, Broadcast Division, Office of the General Counsel, was announced last week by FCC. Formerly assistant chief of that branch, Mr. Nelson succeeds John E. McCoy, who resigned a fortnight ago to join Fort Industry Co. as staff attorney [BROADCASTING, Sept. 25].

Mr. Nelson has been a member of FCC's legal staff since 1946. Prior to that he was with the Trial Examining Division of the National Labor Relations Board and as chief counsel in the Rent Dept. of the Office of Price Administration. A native of New York, Mr. Nelson is 42. He attended New York U. and received his law degree from St. John's U., New York, in 1930.

MOVIE TV SYSTEM

Innovation Claimed

NEW THEATRE television system, claimed by General Precision Lab of Pleasantville, N. Y., the manufacturer, to operate at one-fifth the cost of other type systems, and to make possible full-screen television in small-town movie houses, was announced last week in Chicago.

The Video Film Theatre Television System, as it is known, uses 16mm film rather than 35mm film without loss of quality in picture or sound, it is claimed. Photographs of incoming telecasts may be made, developed and fed into the projectors within a space of 60 seconds, the announcement said.

Cadbury-Fry on TV

CADBURY-FRY Inc. (America), for its Fry's chocolate cream bar and Cadbury's Dairy Milk Chocolate bar, will sponsor Wednesday night half-hour of *Small Fry Club* on the DuMont TV network. Agency, Ellington & Co., New York.

TV SELLS THE SALESMEN

Schenley Holds Mass Sales Meet Via DuMont Closed Circuit

FIRST large-scale closed circuit use of television over the DuMont network for conducting simultaneous sales meetings in widely-separated cities for a private organization was reported last week. Schenley Distributors Inc. introduced its fall and winter sales program to salesmen and distributors in 18 cities with a professionally-produced telecast, "It's Great To Be With Schenley."

As approximately 4,000 Schenley representatives watched at meetings in hotels and clubs in various cities, the company's executives, speaking face-to-face, outlined a sales program and a fall newspaper and advertising campaign.

Television receivers were supplied by DuMont dealers.

The program was telecast from New York and received in Boston, Philadelphia, Baltimore, Washington, Pittsburgh, Cleveland, Buffalo, Chicago, Detroit, Milwaukee, St. Louis, Cincinnati, Syracuse, Schenectady, Utica, Rochester and Memphis.

A recording of the show is to be telecast later in cities with non-interconnected facilities, including San Francisco, Los Angeles, Jacksonville, Miami, Atlanta, Houston, Kansas City, Minneapolis, New Orleans, Dallas, San Antonio, Omaha, Indianapolis, Louisville, Albuquerque, Phoenix, New Haven, Providence and Rock Island.

Approximately 10,000 company representatives in 38 cities are expected to ultimately receive the telecast.

TELEFEX INC.

TV Background Firm Formed

TELEFEX Inc., headquartered at 5746 Sunset Blvd., Hollywood, has been organized to provide image backgrounds for television shows. Miss Donna Fargo, president-general manager, also heads the sales division.

Victor J. Schulman, identified as a San Diego merchant, is vice president with Mrs. Lois Landon secretary-treasurer. Marvin Epp, equipment designer in charge of its maintenance, is chief engineer. Dorcy Howard, formerly art director of KECA-TV Los Angeles, heads the art department. Joseph Paul is director of photography. Technicians include Ernest Lovett, Stanley Schwilla and Joseph Reilly. First client of Telefex is ABC.

Firm also has organized a subsidiary, Telefex Productions, to package and produce radio and TV shows. Its first, *Stop, Look & Listen*, a quiz featuring Art Baker, currently is sponsored on KECA-TV by Los Angeles Transport Indemnity Insurance Co. Charles Herbert heads the subsidiary.

Encyclopaedia On TV

ENCYCLOPAEDIA BRITANNICA, Chicago, began sponsorship of its first TV show yesterday (Sunday) with *The Tales of Captain Britt* on WNBQ (TV) Chicago. Series to run for 13 weeks, features Phil Lord as an old sea captain spinning yarns with the aid of slides from Britannica publications and clips from Encyclopaedia Britannica films. Reaction will determine future use of the medium.

Manufacturers' Replies

(Continued from page 57)

her present monochrome or CBS
or in black and white, would take
al of 6½ months. Least amount
time for full-range job or com-
te bracket standards, entailing
nplete redesigning, was given as
months. Procurement time of 12
eks was cited with note that be-
e Korean war it would have
en only eight or nine weeks.
Engineering log books were sup-
ed FCC to show months required
effect two typical "minor modifi-
ions" in technical design.

* * *

ENITH RADIO Corp., Chicago
y J. E. Brown, Asst. Vice Presi-
dent and Chief Engineer)

TH a "good possibility" that
dified bracket standards might
incorporated into new models due
go into large-scale production
t May 1, Zenith "will cooperate
h the Commission in accordance
h its expressed wishes," subject
these conditions:

. That the switch will not be
able of selecting any two fre-
ncies within the full bracket
ge, but "will select between the
st important of the sweep fre-
ncies the Commission has sug-
ted"—probably with one position
rating on present 525-line stand-
ls and the other on either CBS 405
es and 144 fields, or 441 lines and
fields.

. "That after further engineering
rk is completed we may decide not
incorporate in the set proper all
the needed components for the
tch, provided we find that by use
a small separate adapter a major
ing can be made in costs and
tical parts."

. That if the majority of the in-
stry has not indicated by Jan. 1
t they will incorporate such
itches in their sets, Zenith will
iew the matter and decide "whether
should or must change its plans."

Zenith estimated a switch capable
tuning only present and CBS
ndards would add $30 to $40 to
price and require 10% more
es, resisters and condensers. If
switch must also select three or
r other sweep rates, "the added
nplications and cost to the set
uld be prohibitive."
Increasing list price by $30 to $40
a severe penalty for the public
pay," possibly totaling $200 mil-
n dollars a year "for a feature
ich may never be used."
For only Zenith to add the switch
uld put the firm at a competitive
advantage, due to necessary in-
ase in list prices, in event some
er color system is later chosen.
that case, "our sets [would be]
n-competitive." Provision for
y conversion of sets to UHF,
uch less" expensive than the
posed bracket switch, already
s penalized Zenith "to a certain
ent" since UHF has not yet been
ened up.

* * *

IERSON RADIO & PHONO-
GRAPH Corp., New York
y Benjamin Abrams, President)

REAT as is our desire to con-
m to the Commission's re-



HELPING celebrate the dedication of the new Radio Television Center Building of WTAR-AM-FM-TV Norfolk, Va. [BROADCASTING, Sept. 18], at a cocktail party and buffet supper tendered by the stations are (l to r): Eddie Whitlock, manager of WRNL Richmond, Va.; H. A. Seville, manager, WCAV Norfolk; John W. Shultz, president, Virginia Assn. of Broadcasters, WMVA-AM-FM Martinsville, Va.; Eddie Edgar, sales manager, WGH Newport News, Va.; Jack Norfleet, manager, WSAP Portsmouth, Va.; Earl Harper, manager, WNOR Norfolk; Robert Moody, WRVC (FM) Norfolk and WRVA Richmond.

quest" on bracket standards, Emerson finds "it will be impossible to do so within the prescribed time limit," for these reasons:

"(1) Considerable development work is required to effect the necessary changes; (2) when such changes are effected, a period of field-testing is required; (3) a limited amount of tooling will be required after engineering is frozen; (4) production schedules must be matched with the minimum time cycles required for the procurement of materials under present conditions."

Emerson has made "good progress" on bracket standards engineering in addition to previous work on two-system standards. But "no less than 80% of our engineering talent has been diverted to work for the Armed Service" and pressure is being exerted for assignment of the entire Engineering Dept. to work on government contracts. Engineering reports show development work not yet completed on either bracket standards or separate adapters. Tooling time, following development work and field-testing, must be reckoned in months, not days. Bracket standards of course will require more components, of which there already is "considerable scarcity."

Nevertheless, Emerson expects to "have bracket standard receivers on the market at least as early as other manufacturers," and "is also prepared to manufacture color television receivers on any standards prescribed by the Commission. . . ."

* * *

HAZELTINE Corp.
Little Neck, L. I.
(By A. V. Loughren, Vice President in Charge of Research)

HAZELTINE "is doing everything it possibly can to expedite the development of information that could enable manufacturers to adopt the proposed bracket standards. It is not possible at this time to state categorically whether this can be achieved within the time specified by the Commission."

Preliminary reports were promptly issued to our licensees indicating what we believed to be essential steps to modify present receivers to bracket standards. Work is in progress to determine feasibility of actually adapting a number of sets currently available to such bracket standards.

Further studies have been initiated to determine the type and character of field tests that will be necessary to assure manufacturers that their equipment will perform satisfactorily in the hands of the public. As this work proceeds, Hazeltine will advise its licensees.

Hazeltine believes development should continue on all forms of color TV and proposes to continue its own research. Hazeltine engineers have great belief in future of "unique improvements," including principle of mixed highs, which they have already demonstrated.

"We are convinced beyond any question of doubt that when a color television system is finally accepted by the American public, it will be a composite of the inventions of many independent workers in the field rather than the results of a single inventor or a single group. This has certainly been the history of every complex electrical or mechanical device of which we have any knowledge, and we hope that the way will be left clear for the attainment of this goal in color television."

* * *

TELE-TONE Radio Corp.,
New York
(By S. W. Gross, President)

ALTHOUGH we have been attempting to equip our present sets with bracket switching and feel we will have accomplished the engineering portion of this in the next two or three weeks, due to procurement and other conditions it will take four months or more to get into production.

One matter troubles us, however. As we understand the Sept. 1 decision "there is a likelihood of some other color television system being approved on Dec. 5, which means that whatever work has been done on production of test equipment for bracket standards and whatever procurement of materials we have undertaken might be entirely valueless, should some other system be adopted." We are "extremely opposed" to making expenditures on bracket standards or on two position switching which might be entirely valueless under some system other than CBS "and consequently cause us to fail to recover the funds thus expended.

"We sincerely urge that the Commission, at the earliest possible date, adopt definite standards, either CBS or RCA or any other which they consider proper, and give ourselves and other members of the radio industry such lead time to finish our engineering, field tests, and material procurement so that the transition to production and merchandising can be made in the most orderly fashion and be the least harmful to components manufacturers, receiver manufacturers, distributors, dealers and the consumer public."

Our color engineering people have done some work on two position switching for sets made by us in 1949, but no work had been done prior to Sept. 1 decision for either our old models or presently running models.

* * *

CAPEHART-FARNSWORTH
Corp., Fort Wayne
(By Anthony Wright, Vice President in Charge of Engineering)

CANNOT conform with FCC request for conversion "of our product line to the CBS standards" because no CBS color signals are available for engineering work and certain technical difficulties have been encountered in obtaining pictures of geometric linearity and brightness on higher frequencies as well as reduced scanning efficiency due to return time of horizontal sweep. Company estimates it will take "from two to three months to do the initial investigation work required to produce a preliminary model of the receiver which incorporates all of the requirements indicated" by FCC's Report. On completion of this work "we should be able to make a final decision. We estimate that another three months will be required for the final product design and at least two months must be provided for procurement of the necessary components."

Engineering Dept. is "actively engaged in investigating a preliminary modification of its present chassis to include the two position switch." Because no CBS signals are available, "not much progress has been accomplished which can be reported."

* * *

HOFFMAN RADIO Corp.,
Los Angeles
(By H. L. Hoffman, President)

HOFFMAN "is happy to cooperate with the FCC to bring color television to the public" and will "to the best of our ability" install dual switch (monochrome and

(Continued on page 64)

Station
KRLD TV
DALLAS
Serves
THE LARGEST TELEVISION MARKET . .
Southwest
DALLAS
FT. WORTH
Combined Population
DALLAS and TARRANT
COUNTIES . . .
920,500
NOW there are
76,839
Television Homes
in KRLD-TV's
Effective
Coverage Area
The CBS Station
for DALLAS and
FORT WORTH
this is why
KRLD
AM-FM-TV
Channel 4
is your best buy
The TIMES HERALD Station
National Representatives
THE BRANHAM COMPANY

telestatus



TV's Effect on Eyes Studied

(Report 132)

IN MOST cases television is harmless to the eyes and it is indicated "there is no widespread belief among refractionists that television is contributing to changes in the static refraction of the eye, the status of muscle balance, or to the development of such disorders as glaucoma and cataract, or to any serious impairment of the function and structure of the eye."

These findings are reported following a recent poll among 2,125 refractionists by Ohio State U.'s Institute for Research In Vision.

In a questionnaire prepared by Dr. Glenn A. Fry and Dr. Arthur M. Culler, co-directors of the institute, the refractionists were asked: (1) What increase in eyecare is being brought about by television? (2) What visual differences are being found which can actually be traced to television? (3) What advice and help professional men can give and are giving to television viewers?

The questionnaires were circulated in Ohio, Indiana, Illinois, Michigan, Pennsylvania, West Virginia, Kentucky and Maryland, an area covered by 37 television stations. The project was financed by White-Haines Optical Co., Columbus, Ohio, distributor of ophthalmic supplies.

Dr. Fry and his associates drew their findings from 556 of the 763 replies received. Those which could not be used were from areas in which television sets are too few and reception too poor to permit anything more than a report of those facts; from respondents who felt the survey was too premature, and from medical specialists who did not feel qualified to answer because of the small amount of eye work they did.

Refractionists tabulated said 3.41% of their new patients attributed their visual problems to viewing television. They pointed out that hysteria about TV's effect on the eyes caused some of these visits, as well as failure of new viewers to acquire proper viewing habits. Refractionists also noted that most of the difficulties appeared shortly after a set was installed in a home, and tended to disappear with continued use.

Types of Patients

Persons over 60 years of age (wearers of multi-focal lenses in most cases) and viewers suffering from eyestrain made up the two types consulting refractionists, the survey showed.

The refractionists pointed out that it is difficult to determine whether eyestrain is a direct result of television viewing and noted that television adds three to five hours more work to the eyes each day. However, they suggested, it has made many people on the borderline of needing eye care aware for the first time of their susceptibility to eyestrain.

Asked whether they were prescribing special lenses to patients for TV viewing, 30% of the ophthalmologists and optometrists answering this question said it was necessary, in certain cases, to prescribe different lenses or tint not prescribed for general use.

Summing up its survey, the institute stressed the need for additional research "before anyone will have full knowledge of television's impact on eyesight."

* * *

Views on Programming Outlined by Meck

NETWORK VIDEO shows should be programmed "for maximum audience attention and not for competitive purposes," John Meck, president of John Meck Industries and Scott Radio Labs., said in Chicago last week. Charging that the "private rivalry of networks is retarding unnecessarily the growth of TV," Mr. Meck cautioned them not to "fight your battles at the expense of the public."

He cited numerous cases where networks telecast their best shows at competing times in the "struggle for audience domination," with the result that the public "is unable to see many good programs, and resents being forced to view bad ones at other times."

His examples of competitive shows, "deliberately timed to cut into opposing networks' audiences": *Studio One* on CBS, competing with

(Continued on page 62)

Weekly Television Summary — October 9, 1950, TELECASTING Survey

City	Outlets On Air	Number Sets
Albuquerque	KOB-TV	4,550
Ames	WOI-TV	16,295
Atlanta	WAGA-TV, WSB-TV	57,600
Baltimore	WAAM, WBAL-TV, WMAR-TV	207,729
Binghamton	WNBF-TV	20,400
Birmingham	WAFM-TV, WBRC-TV	21,200
Bloomington	WTTV	10,600
Boston	WBZ-TV, WNAC-TV	489,942
Buffalo	WBEN-TV	120,464
Charlotte	WBTV	28,783
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	627,881
Cincinnati	WCPO-TV, WKRC-TV WLWT	157,00
Cleveland	WEWS, WNBK, WXEL	287,498
Columbus	WBNS-TV, WLWC, WTVN	86,000
Dallas, Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	76,839
Davenport	WOC-TV	18,373
Quad Cities	include Davenport, Moline, Rock Island, East Moline	106,000
Dayton	WHIO-TV, WLWD	306,420
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	38,700
Erie	WICU	
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	76,839
Grand Rapids	WLAV-TV	47,846
Greensboro	WFMY-TV	25,000
Houston	KPRC-TV	41,394
Huntington-Charleston	WSAZ-TV	24,000
Indianapolis	WFBM-TV	80,0000
Jacksonville	WMBR-TV	19,000
Johnstown	WJAC-TV	30,175
Kalamazoo-Battle Creek	WKZO-TV	40,570
Kansas City	WDAF-TV	50,542
Lancaster*	WGAL-TV	58,884
Lansing	WJIM-TV	31,000
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH, KTLA, KTSL, KTTV	693,369
Louisville	WAVE-TV, WHAS-TV	45,708
Memphis	WMCT	49,278
Miami	WTVJ	36,400
Milwaukee	WTMJ-TV	145,557
Minn.-St. Paul	KSTP-TV, WTCN-TV	121,400
Nashville	WSM-TV	8,500
New Haven	WNHC-TV	102,300
New Orleans	WDSU-TV	34,348
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	1,555,000
Newark	WATV	Inc. in N. Y. estimate
Norfolk	WTAR-TV	29,365
Oklahoma City	WKY-TV	42,254
Omaha	KMTV, WOW-TV	36,671
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	595,000
Phoenix	KPHO-TV	16,900
Pittsburgh	WDTV	137,000
Portland, Ore.	.....	978
Providence	WJAR-TV	78,980
Richmond	WTVR	39,926
Rochester	WHAM-TV	48,631
Rock Island	WHBF-TV	18,373
Quad Cities	Include Davenport, Moline, Rock Island, East Moline	
Salt Lake City	KDYL-TV, KSL-TV	25,300
San Antonio	KEYL, WOAI-TV	28,760
San Diego	KFMB-TV	58,000
San Francisco	KGO-TV, KPIX, KRON-TV	85,345
Schenectady Albany-Troy	WRGB	99,500
Seattle	KING-TV	37,800
St. Louis	KSD-TV	165,500
Syracuse	WHEN, WSYR-TV	63,372
Toledo	WSPD-TV	55,000
Tulsa	KOTV	40,160
Utica-Rome	WKTV	22,100
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	174,485
Wilmington	WDEL-TV	42,777

* Lancaster and contiguous areas.

Total Markets on Air 63 — Stations on Air 107 — Sets in Use 7,846,349

Editor's Note: Source of set estimates are based on data available from dealers, distributors, TV Circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate.

Come into the kitchen

11:00 TO 11:30 A.M., MONDAY THROUGH FRIDAY

Here is another example of the pioneering spirit of "The Eyes of the South"— a food and home service program which quickly captured the interest of the Atlanta area's feminine TV audience. Participating availabilities are already scarce, for it is the big program opportunity for selling in the South. For information write direct or contact your nearby Petry man.

AFFILIATED WITH THE ATLANTA JOURNAL AND THE ATLANTA CONSTITUTION

wsb-tv



Telestatus

(Continued from page 60)

Robert Montgomery on NBC Monday night; CBS' *Toast of the Town* and NBC's *Comedy Theatre* (Fred Allen, Martin and Lewis, Eddie Cantor), Sunday evening; *Alan Young Show* on CBS with Jack Haley on NBC, Thursday night; *Ken Murray Show* on CBS with Jack Carter-Sid Caesar *Show of Shows* on NBC, Saturday evening.

There is no solution in having two sets in the home, Mr. Meck said, because competition is between shows appealing to the same members of the family. He said the second set is a help only when parents and children, for example, want to see different shows at the same time.

* * *

WKY-TV Oklahoma City Expands Programming

EXPANSION of telecasting time to at least 65 hours per week, with programming starting at 2 p.m., starts today (Oct. 9) on WKY-TV Oklahoma City. P. A. Sugg, station manager, said the increase represents an addition of 25 hours per week above the average air time for this past spring and summer.

* * *

ARB Releases Ratings For Three Cities

SEPTEMBER television program ratings for New York, Philadelphia and Chicago were released last week by American Research Bureau, Washington.

Leading programs for the week, Sept. 8-14, reported as follows:

NEW YORK

1.	Star Spangled Revue	56.4
2.	Talent Scouts	44.2
3.	Sat. Night Revue	37.1
4.	Philco TV Playhouse	36.6
5.	Comedy Hour	36.5
6.	Robert Montgomery	32.4
7.	Lights Out	32.2
8.	Garry Moore Show (Wed.)	31.0
9.	Toast of the Town	30.8
10.	Children's Hour	30.5

PHILADELPHIA

1.	Star Spangled Revue	55.3
2.	Philco TV Playhouse	50.9
3.	Private Eye	49.2
4.	Phils vs Boston (9/10)	49.2
5.	Children's Hour	47.5
6.	Talent Scouts	41.0
7.	Phils vs Boston (9/9)	40.6
8.	Toast of the Town	39.8
9.	Lights Out	38.0
10.	Mystery Hour (NBC)	37.8

CHICAGO

1.	Star Spangled Revue	59.5
2.	Break the Bank	40.3
3.	Talent Scouts	39.7
4.	Courtesy Hour	38.4
5.	Sat. Night Revue	38.1
6.	Orig. Amateur Hour	36.0
7.	Private Eye	35.3
8.	Detective's Wife	34.8
9.	Sachs Amateur Hour	34.7
10.	Don McNeill TV Club	34.4

* * *

WTMJ-TV Announces New Rate Card

EIGHTH rate card of WTMJ-TV Milwaukee, which took the air in December 1947, will go into effect Nov. 1. Class A time provides for one-minute spots at $100; five minute, $125; half hour, $300; full hour, $500, and live participations in *What's New*, $75.

KOREAN FILM

Available to TV Stations

A SIGNAL CORPS motion picture film depicting "The First 40 Days" of the Korean conflict is being made available to television networks and stations throughout the United States, the Defense Dept.'s radio-TV information section announced last Wednesday.

The dramatic documentaries, running 24½ minutes in length, will be released to TV stations through Army libraries in the six headquarter areas.

Film is a first-hand GI report of early Korean combat days and contains actual combat footage filmed by armed forces photographers in the area. Some sequences deal with accounts of General Dean during the retreat from Taejon. Film has been previewed before TV network representatives at the Pentagon and the National Press Club in Washington.

Stations may obtain prints by contacting libraries servicing the following areas:

For Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New Jersey and New York:
Address: Commanding General
First Army Headquarters
Governors Island
New York 4, N. Y.
Attn: Signal Officer

For Pennsylvania, Delaware, Maryland, Virginia, Ohio, West Virginia and Kentucky:
Address: Commanding General
Second Army
Fort George G. Meade, Maryland
Attn: Signal Officer

For North Carolina, South Carolina, Georgia, Florida, Alabama, Tennessee and Mississippi:
Address: Commanding General
Third Army
Fort McPherson, Georgia
Attn: Signal Officer

For Arkansas, Texas, Oklahoma, New Mexico, and Louisiana:
Address: Commanding General
Fourth Army
San Antonio, Texas
Attn: Signal Officer

For Illinois, Michigan, Wisconsin, Missouri, Kansas, Iowa, Nebraska, Minnesota, North Dakota, South Dakota, Wyoming, Colorado and Indiana:
Address: Commanding General
Fifth Army
Chicago, Illinois
Attn: Signal Officer

For Washington, Oregon, California, Idaho, Montana, Utah, Nevada and Arizona:
Address: Commanding General
Sixth Army
San Francisco, California
Attn: Signal Officer

KECA-TV CASE

NLRB Ends L. A. Hearings

DECISION on jurisdiction of television directors and assistant directors at KECA-TV Los Angeles now is pending with NLRB in Washington, following completion Oct. 4 of 15 days of local board hearings [BROADCASTING, Sept. 25]. An approximately 2,000 page transcript of the hearing was sent to Washington headquarters.

Hearings were initiated when Radio and Television Directors Guild, which has been negotiating a contract for TV directors at the ABC station, intervened following a petition to NLRB by Screen Directors Guild for jurisdiction over the same directors. A new element was introduced during the hearings by KECA-TV which entered a petition claiming that TV directors are in a supervisory capacity and hence, under the Taft-Hartley Law, not subject to NLRB ruling. If this contention is accepted by the NLRB, the case would be dismissed and choosing of a bargaining agent for the directors would be left to the network.

Approximately 15 directors and assistant directors are involved at the station, with both guilds claiming 100% membership.

Latter ruling will affect similar upcoming NLRB hearings for TV director jurisdiction at two other local TV stations—KTLA, scheduled for Oct. 18; KTTV, Oct. 24.

TELENEWS FILMS

INS Lists Nine Sales

NINE sales have been reported by INS-Telenews of its daily news film service, weekly newsreel review and *This Week in Sports*.

The daily news film service has been sold to WAFM-TV Birmingham, WSM-TV Nashville, WNBF-TV Binghamton, and WBKB (TV) Chicago. Buyers of the weekly newsreel review included WAFM-TV, WSM-TV and WHIO-TV Dayton, Ohio. The First National Bank of Minneapolis will sponsor *This Week in Sports* over WTCN-TV Minneapolis. The same show will be sponsored over WHIO-TV by the local Zenith distributor.

WOW-TV Programs

WOW-TV Omaha has announced it carried approximately 44 hours of live network programming during the first week following the opening of the New York-Omaha cable-microwave relay system last month [BROADCASTING, Oct. 2]. In addition, WOW-TV carried 22 hours of live studio and network kinescope recordings and films, bringing the total programming for the first week up to about 66 hours.

In next week's 200-page BROADCASTING . . .

"TWO EXCITING DECADES"

of Radio and Television pass in review

you'll read about those epoch-making years since 1931 . . .

if you grew up in radio this is your story . . .

if you're new to broadcasting this is the story of the men who built the business.

BROADCASTING TELECASTING'S 20TH YEAR BEGINS OCTOBER 16

EXTRA COPIES AT 50c EACH. ENCLOSE CHECK OR MONEY ORDER TO COVER HANDLING AND MAILING. ADDRESS: BROADCASTING, NATIONAL PRESS BUILDING, WASHINGTON 4, D. C.

Woman trying on a TV program -



Ever since Og first decorated cave walls, and Homer plucked his bloomin' lyre . . . TV is the greatest medium of entertainment information and education that ever wrinkled a low brow . . . no question about it! But TV isn't here to stay—unless it's a sales medium, too!

Getting people to want a program isn't enough. Getting people to want what the sponsor has to sell—is TV's real job.

WPIX is doing the job . . . demonstrating merchandise in detail, and in use . . . the way only a good salesman can. And WPIX is producing high level sales with low cost programs.

Take $2.98 raincoats, for instance. With 38 participations, and 45 half-sponsorships, WPIX has sold to date more than 50,000 coats —at a sales cost of about 35c per coat!

And raincoats aren't the only WPIX sales success . . . *Add* used cars, watches, vacuum cleaners, television sets, tableware, cosmetics, vacation trips—and a score of other items. Direct sales, with many orders coming to us direct!

With the largest and richest metropolitan market in the world . . . the market with the highest TV coverage—more than 1,500,000 sets among four million families—WPIX is not only an effective sales medium . . . but a test field where the national advertiser can learn to use TV properly and profitably . . . Ask any WPIX representative to show you his successful sales case histories . . . WPIX, the New York News station, 220 E. 42nd St., New York, MU 2-1234

WPIX - metropolitan showcase



Manufacturers' Replies

(Continued from page 59)

CBS) in production of receivers.

However, Hoffman cannot meet mid-November deadline. "When consideration is given to the engineering, tooling and procurement problems, the time element will be . . . closer to eight months." Full-range bracket switch is in basic research and development stage.

"We sincerely believe that none of the apparatus that has been submitted to the FCC and none of the systems that have been considered by the FCC are commercially feasible." Many conclusions of FCC on color are believed based on information derived from obsolete monochrome receivers.

Since Sept. 1 "our engineering personnel have examined the latest developments of CTI and studied the recent findings of General Electric, DuMont and RCA. We feel that there has been much progress made since the official closing of the hearings. We have personally inspected recent CTI developments in San Francisco and feel that they have made major strides forward in their new Uniplex system. . . ."

"In view of the foregoing, we think that it is highly essential that FCC re-examine these latest developments in order to establish a standard that gives the best framework for forward progress of the art." FCC to urged to "refrain from hasty action."

* * *

STEWART-WARNER Corp., Chicago
(By E. G. Fossum, Stewart-Warner Electric Div.)

BASED upon our interpretation that the FCC standards covering the bracket switch indicates a variable coverage of all frequencies between the present standard and the proposed standard, "we do not know at present how this can be accomplished." Thus "we cannot comply with request to produce television sets equipped with color switching device by mid-November of this year." Development of variable switch "is currently in progress and will continue."

* * *

SYLVANIA ELECTRIC PRODUCTS Inc., New York
(By Don G. Mitchell)

ON BASIS of engineering studies made to date, it's evident at least three months' intensive engineering effort will be required to design into existing sets the necessary switching arrangements and controls for dual standards. Another three months would be needed for procurement and incorporation of changes in production line sets. Increased retail cost seen as at least $30 per set.

Not prepared now to give an estimate of time or cost required to meet complete bracket standards "but this would be considerably more complicated and costly." Cost of modifying sets now in operation also would be considerably higher and sets would have to be returned to factory or central "service stations."

"It is our earnest hope that the Commission can find ways to extend the time of their requirements so that this matter may be worked out in a proper manner and which will be for the long term advantage of the country as a whole."

* * *

MAGNAVOX Co., Fort Wayne
(By Frank Freimann, Executive Vice President)

MAGNAVOX "is unable to meet such a request for production this year" since such a switching device "involves the complete redesign of present receivers."

"We do not have facilities for completing such a program in less than four or five months. After this engineering work is completed, we must then go through the process of procuring desired components before receivers can be put into production. At the present time manufacturers are quoting delivery dates of not less than three months and in many cases as much as six months on major components."

Cannot estimate time required to develop receiver capable of being tuned to some selected frequency within the bracket range. "Our engineers do not know how such a receiver can be built and new techniques must be developed to achieve this end."

* * *

TELE-KING Corp., New York
(By Louis I. Pokrass, Chairman of the Board)

IF THE COLOR system suggested by the FCC is adopted as standard, it is naturally agreeable to us to:

A. Either put bracket standards on all of our sets.

B. Or make it possible to adapt the sets for bracket standards at a later date.

Company believes it would require 20 to 30 weeks to secure necessary parts in view of shortages. Government electronics orders total $2½ billion for next 12-month period.

"It is our hope that some settlement be made of this highly controversial isue of color, and naturally, it is our desire that the decision be made to benefit the public, because we are simply the servants of those who use television sets."

* * *

MUNTZ TV Inc., Chicago
(By Earl W. Muntz, Executive Vice President)

"WE MUST decline your [FCC's] proposal" for following reasons: (a) Incorporation of bracket switch would increase consumer price to such an extent that only those in the wealthy class could obtain them and therefore the demand would be insufficient to warrant their construction; (b) Engineering facilities to perfect useable commercial system operating within bracket standards are not now available and would take considerable amount of time; (c) Systems which could possibly work under brackets would require some degradation in performance in comparison with present television sets.

* * *

SENTINEL RADIO Corp., Evanston, Ill.
(By Milton D. Block, President)

SENTINEL is willing to cooperate but believes it will take eight to ten months to provide re-designed receivers, which will cost $35 to $50 more with bracket changes.

However, we do not think "buyers of the proposed receivers should be penalized by paying for the added element which will have limited use in only a few areas in the foreseeable future, and because of the degradation of monochrome picture quality it produces." Further, existing receivers and those being currently produced should not be obsoleted because they are not equipped to receive bracket standards pictures, and adoption of such receivers to receive them for the most part would be impractical.

Suggest more time be taken for consideration of the problem as it seems quite possible that a satisfactory compatible color system will be developed in the "not too distant future."

* * *

TRANSVISION Inc., New Rochelle, N. Y.
(By Herbert Suesholtz, Secretary)

THE FCC proposals "ask too high a price for color TV" and hence "we are opposed to the standardization of bracket standards . . . and feel that the present standards, imperfect as they are, should be retained and serve as the basis for a compatible system at some later date when this appears practical."

TV industry, in the early stages of growth, "can be severely stunted or malformed if at this time some yoke is imposed which will permanently injure an otherwise healthy and powerful industry." Television is a public service and if, with the vast pool of technical people in this work, a compatible color system cannot be introduced without adversely affecting present owners, "we feel that no color system at all should be commercialized."

* * *

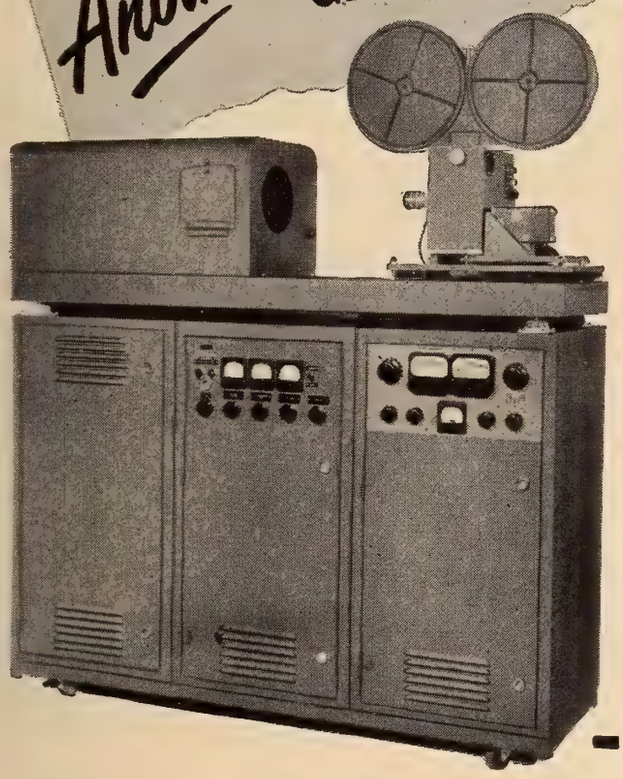
HAVENS & MARTIN (WTVR (TV) Richmond, Va.)

HAVENS & MARTIN "and the television audience in the Richmond area are naturally interested persons" with respect to bracket standards and hence request appearance in any hearing that may be held on proposal.

Elgin Watch Buys

ALL time signals on WOR-TV New York, 28 daytime and 2[illegible] night to be presented every hour have been acquired by Elgin Watch Co., it was announced last week. The 52-week contract was through J. Walter Thompson Co., New York.

Another exclusive GPL Development



New GPL VIDEO RECORDER

WITH

Electronic Shutter

Live Show Quality -Picture and Sound- on Delayed Telecasts

This new 16-mm Video Recorder makes possible, for the first time, delayed telecasts that are consistently as good as the original. GPL's exclusive new shutter — electronic instead of mechanical — is coupled with improvements in picture resolution, film gate design, and sound fidelity. The projected recording is markedly better than the picture obtainable on most receivers. Re-telecast with good equipment, the picture looks and sounds like a live show.

The GPL Video Recorder may be used with the GPL rapid processor to produce finished film, positive or negative, less than a minute after the program is received either over a closed circuit or from the air.

WRITE FOR RECORDINGS made on this equipment for study by studios, advertisers, agencies.

These Exclusive Features put the GPL Video Recorder In a Class by Itself

ELECTRONIC SHUTTER — Limits exposure of each film frame to 525-line scanning of tube, with accuracy better than 1% of one line. Stays in adjustment; does not require camera to be locked in synchronization with video signal.

GPL VIDEOGAM — A gray scale correction amplifier that provides better video pictures than normally possible. In addition, a special deflection yoke provides perfect focus across entire screen.

GPL FILM GATE — Permits over 30 minutes of continuous camera operation without film abrasion, emulsion pile-up and consequent difficulties.

HIGH FIDELITY SOUND is recorded simultaneously. Essentially flat recording to 7 kilocycles, with low harmonic and intermodulation distortion, gives results comparable to finest 35-mm sound.

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TV Field and Studio Equipment
Theatre TV Equipment

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General Precision Laboratory
INCORPORATED
PLEASANTVILLE NEW YORK

SHIPMENTS

RTMA Reports 3,107,000 For Seven Months

JULY SHIPMENTS of TV sets by member companies of the Radio-Television Mfrs. Assn. brought the seven-month total of shipments to 3,107,000 receivers, according to a county breakdown made available last week.

The RTMA breakdown for July and the year to date follows:

State and County	Sets Shipped July	Sets Shipped Year to Date
ALABAMA		
Jefferson	1,358	5,676
ARIZONA		
Maricopa	462	2,392
CALIFORNIA		
Alameda	3,515	19,149
Contra Costa	373	3,149
Los Angeles	80,901	247,193
Orange	1,485	11,599
Sacramento	113	935
San Bernardino	883	7,485
San Diego	3,368	18,905
San Francisco	2,928	18,260
San Joaquin	117	1,506
San Mateo	594	4,135
Santa Clara	956	6,088
Solano	258	1,588
CONNECTICUT		
Fairfield	1,921	15,725
Hartford	1,564	12,637
New Haven	2,921	21,034
New London	65	1,093
DELAWARE		
New Castle	1,490	10,079
DISTRICT OF COLUMBIA	4,741	48,944
FLORIDA		
Dade	1,227	8,129
Duval	588	2,606
Hillsborough	24	387
Pinellas	2	6
GEORGIA		
DeKalb	557	3,454
Fulton	5,493	25,587
ILLINOIS		
Cook	34,382	222,597
Fulton	9	206
Knox	95	257
Madison	802	4,350
McLean	17	265
Peoria	28	1,056
Rock Island	614	2,305
St. Clair	781	4,639
Tazewell	13	112
INDIANA		
Delaware	132	994
Lake	1,260	13,017
Madison	347	2,113
Marion	4,153	18,163
IOWA		
Clinton	39	234
Polk	234	3,456
Pottawattamie	139	987
Scott	696	1,516
KANSAS		
Wyandotte	731	2,418
KENTUCKY		
Campbell	223	3,080
Jefferson	2,717	12,802
Kenton	928	5,789
LOUISIANA		
Orleans	2,613	16,665
MARYLAND		
Baltimore City	7,490	45,339
Baltimore County	2,674	14,869
Montgomery	401	4,123
Prince Georges	117	1,309
MASSACHUSETTS		
Berkshire	538	3,188
Bristol	1,633	14,206
Essex	3,472	24,357
Hampden	364	1,744
Middlesex	5,940	37,579
Norfolk	1,891	12,672
Plymouth	518	4,773
Suffolk	10,201	72,316
Worcester	1,893	13,062
MICHIGAN		
Calhoun	228	1,829
Genesee	468	2,799
Ingham	236	3,949
Jackson	121	1,881
Kalamazoo	620	3,914
Kent	833	7,248
Macomb	512	4,030
Muskegon	126	1,313
Oakland	1,850	11,203
Saginaw	48	625
Washtenaw	447	2,895
Wayne	20,403	116,192
MINNESOTA		
Hennepin	3,342	24,609
Ramsey	1,880	11,807
MISSOURI		
Buchanan	117	482
Jackson	4,266	32,338
Madison	37	524
St. Louis	9,316	51,574
NEBRASKA		
Douglas	839	5,532
Lancaster	54	583
NEW JERSEY		
Atlantic	486	4,426
Bergen	1,934	16,485
Camden	1,713	10,757
Essex	7,182	48,557
Hudson	3,151	27,726
Mercer	1,446	9,489
Middlesex	1,722	10,061
Monmouth	1,184	9,311
Morris	696	4,628
Passaic	2,173	14,844
Union	2,316	16,135
NEW MEXICO		
Bernalillo	243	1,487
NEW YORK		
Albany	1,436	9,847
Bronx	2,130	19,620
Broome	228	2,911
Chautauqua	319	2,444
Erie	8,392	44,344
Kings	6,549	113,514
Monroe	5,153	30,089
Nassau	2,873	21,014
New York	12,791	116,101
Niagara	1,175	6,342
Onondaga	2,915	19,356
Oneida	1,195	9,110
Orange	484	3,606
Queens	8,883	49,891
Rensselaer	1,045	10,628
Richmond	720	6,395
Schenectady	1,227	6,956
Westchester	1,913	17,922
NORTH CAROLINA		
Alamance	15	432
Cabarrus	158	685
Durham	15	61
Forsyth	93	521
Gaston	197	873
Guilford	340	1,525
Mecklenburg	523	1,952
Rowan	76	372
OHIO		
Butler	1,041	7,247
Clark	739	4,555
Cuyahoga	8,072	76,966
Franklin	3,966	28,696
Hamilton	6,898	45,886
Lucas	2,860	16,509
Montgomery	4,103	29,085
Scioto	78	412
Summit	2,236	16,319
OKLAHOMA		
Muskogee	2	180
Oklahoma	904	4,735
Tulsa	514	2,782
OREGON		
Marion		
Multnomah		
Allegheny	6,662	56,081
Berks	1,427	9,695
Beaver	230	4,342
Blair	65	852
Cambria	796	4,828
Dauphin	562	3,042
Delaware	1,950	12,209
Erie	1,631	11,124
Fayette	705	4,003
Lackawanna	35	413
Lancaster	1,004	8,080
Lebanon	343	2,795
Lehigh	1,175	6,802
Montgomery	1,843	12,274
Northampton	700	4,709
Philadelphia	16,550	111,892
Washington	579	4,651
Westmoreland	1,060	6,592
York	815	5,275
RHODE ISLAND		
Providence	3,760	30,045
SOUTH CAROLINA		
York	111	363
TENNESSEE		
Davidson	588	764
Shelby	2,389	15,168
TEXAS		
Bexar	2,325	10,952
Dallas	3,585	19,701
Galveston	69	726
Harris	3,448	15,798
Tarrant	1,696	11,420
UTAH		
Salt Lake	906	7,279
Weber		183
VIRGINIA		
Arlington	586	4,786
Henrico	1,390	8,781
Norfolk	2,650	13,238
Pittsylvania	4	25
Warwick	308	1,846
WASHINGTON		
Clarke		325
King	1,039	7,016
Pierce	187	2,086
WEST VIRGINIA		
Cabell	638	2,220
Kanawha	137	782
WISCONSIN		
Milwaukee	4,424	36,615
Sub-Total	436,565	2,713,193
AREAS UNLISTED	58,435	393,807
GRAND TOTAL	495,000	3,107,000



Te-Ve



Drawn for TELECASTING by John Zeigler

"Hello, draft board? Don't call me, I'll call you!"

Fedderson Elected

DON FEDDERSON, vice president and general manager, KLAC-TV Los Angeles, has been elected president of the new Television Broadcasters of Southern California, group formed by the seven Los Angeles television stations. Named to other offices were Harrison M. Dunham, general manager, KTTV, vice president; Haan J. Tyler, general manager, KFI-TV, secretary-treasurer.

MOTION PICTURES

TV No Threat—Goldwyn

GOOD motion pictures have nothing to fear from television and "as long as you have a good product to sell, you have nothing to worry about," according to Hollywood Producer Sam Goldwyn.

Speaking before a television discussion panel at the U. of Denver a fortnight ago, the opinion was voiced by the producer in response to mention by General Manager Hugh B. Terry of KLZ Denver that there had been a coincidence of decline in motion pictures in the rising rate of TV. Mr. Goldwyn declared "the bad ones (pictures) will suffer."

Mr. Goldwyn declared: "As long as you make a good motion picture product you're all right. You have nothing to worry about." He also said that television will do away with bad pictures and the double feature, in response to question proposed by Mr. Terry, Campton Bell and Noel Jordan of U. of Denver and Alex Murphree, *Denver Post* drama critic.

"I think television is a great medium," Mr. Goldwyn concluded. "I advertise my pictures on television. In fact it's a great medium to advertise." The discussion panel was broadcast later on KLZ.

W. S. MAUGHAM

Signs CBS-TV Contract

W. SOMERSET MAUGHAM, British author, signed his first television contract last Thursday in New York at a news conference which calls for him to act as host-commentator on a network television series, *Teller of Tales*, sponsored by Tintair (Bymart Inc.).

Program starts Oct. 18 on 4 CBS-TV stations, Wednesday, 9:30 p.m., and will feature adaptations of Mr. Maugham's own short stories. Show is packaged by the John E. Gibbs Co. Cecil & Presbrey, New York, is the agency. Tintair also sponsors Frank Sinatra on a radio show soon to start on CBS.

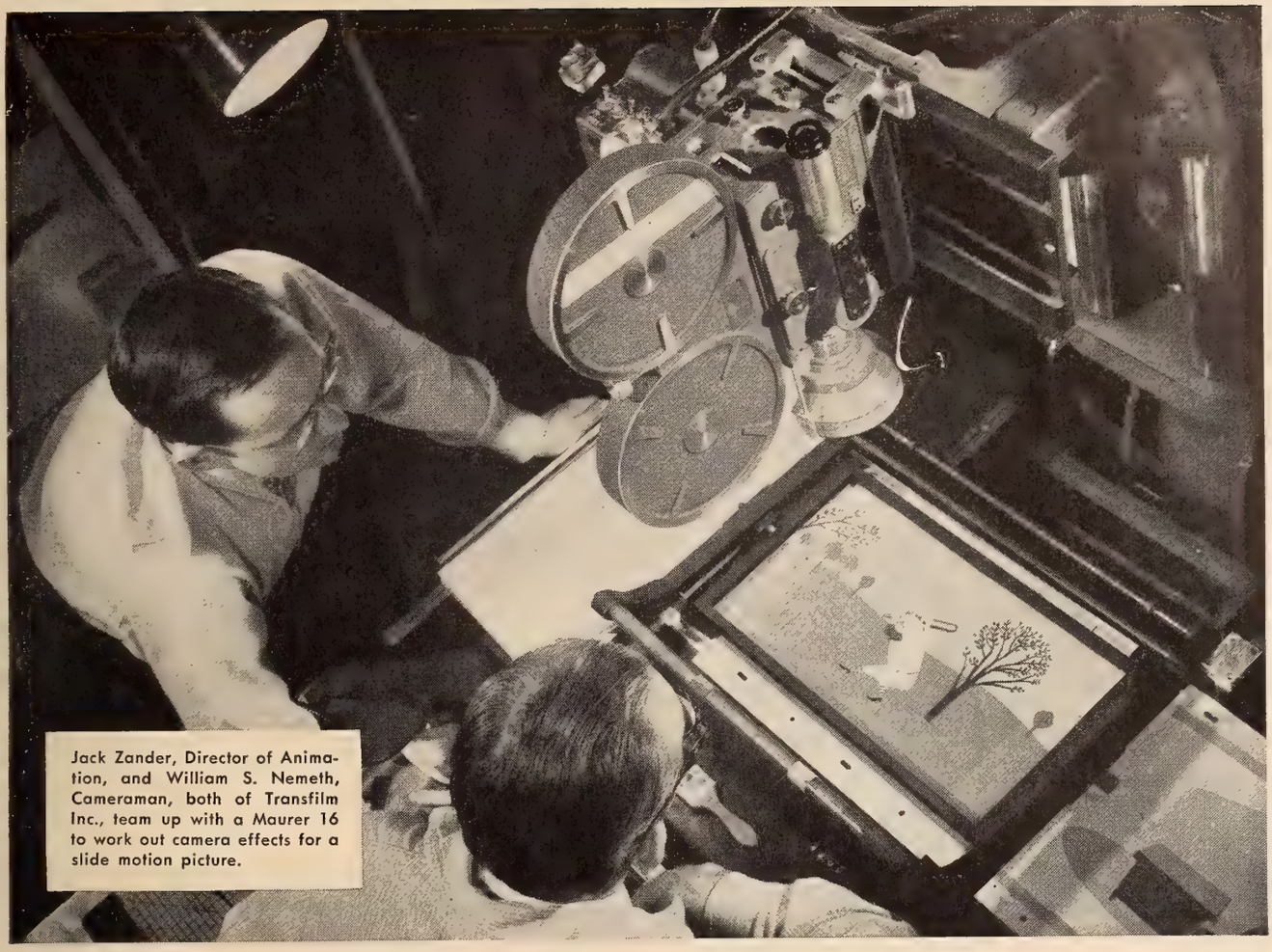
CBS-TV BUILDING

Gets New Facilities

CBS has estimated a production cost reduction of about 10 to 15% through the acquisition of a five-story former garage at 403-415 E. 76 St., New York, to be used for scenery and stage prop storage and rehearsal halls.

Saving will result, CBS believes, because it will be able to store complete sets to be used at any time in the future, rather than rent and build a set each time one is needed.

INSULINE Corp. of America has issued condensed 36-page catalog describing complete line of radio-TV components now being distributed by corporation.



Jack Zander, Director of Animation, and William S. Nemeth, Cameraman, both of Transfilm Inc., team up with a Maurer 16 to work out camera effects for a slide motion picture.

Where hair-line ACCURACY counts..

At Transfilm Incorporated, where animated motion pictures and slide films are produced in volume, hair-line *accuracy* is of utmost importance. Inevitably, this leading commercial film company selected Maurer as the 16 mm. camera that best supplies this vital quality.

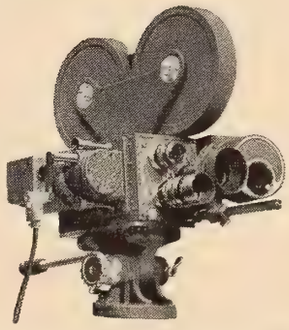
In Maurer **VERSATILITY** they found *accurate* registration of each individual frame, along with precise high-power focusing and large clear direct-through-the-lens viewing.

In Maurer **DEPENDABILITY** they found consistently *accurate* performance under all conditions, insured by years of rigorous testing by top industry technicians.

And in Maurer **EXCLUSIVE FEATURES,** such as the 235° dissolving shutter, they found fast *accurate* changes of exposure while shooting.

Because it meets so many varied needs, more and more producers like Transfilm are turning to the Maurer 16 mm. as the ideal camera for every phase of professional motion picture production.

For details on these and other *exclusive* Maurer features, write



The Maurer 16 mm., designed specifically for professional use, is equipped with precision high-power focusing and the finest view-finder made. Standard equipment includes: 235° dissolving shutter, automatic fade control, view-finder, sunshade and filter holder, one 400 foot gear-driven film magazine, a 60-cycle 115-volt synchronous motor, one 8-frame handcrank, power cable and a lightweight carrying case.

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16mm maurer

CABLE ADDRESS: JAMAURER

Color Decision Imminent

(Continued from page 56)

observers saw as a clue to FCC's possible reaction to Mr. Galvin's request—"or if assurances are not received from a sufficient number of manufacturers concerning their plans for incorporating bracket standards in their receivers, the Commission will not feel free to postpone a decision, for every day that passes would aggravate the compatibility problem. In that event, a final decision would be issued adopting the CBS color standards."

Meanwhile, Dr. E. W. Engstrom, vice president in charge of research, RCA Labs, and Dr. W. R. G. Baker, vice president of General Electric Co., which has announced a frequency-interlace color system since FCC's hearing closed, reiterated opposition to the adoption of an incompatible system.

Dr. Engstrom, in a speech Thursday in Minneapolis, said an FCC decision for an incompatible system would be "unjustifiable" and would "react unfavorably on the growth of color television."

Considers 'Today'

Speaking at an alumni dinner of the U. of Minnesota's Institute of Technology, at which he was also given an award for outstanding achievement for pioneering in television research, Dr. Engstrom said FCC's Sept. 1 Color Report "looks principally at 'today,' giving little thought for 'tomorrow.'"

He continued:

The public interest cannot be served by adopting an inferior, incompatible system now, simply to be doing something now. To do this on the speculation and hope that a permanent ceiling will not have been thus placed on the progress of color television, rather than to give the new and superior system on opportunity to prove its potentialities, is unjustifiable . . .

It is compatibility that makes it economically practical for the broadcaster and the sponsor to broadcast in color their choice programs in choice time as soon as standards for a compatible system are approved. . . . The choice of an incompatible, low-definition system means unnecessary expense to every receiver user and without compensating gain. What appears to be the choice of the FCC confronts the American people with a serious problem and somehow your views should be heard in this matter. . . .

Dr. Baker, in a statement Wednesday at Schenectady, said "I not only believe it is not necessary to adopt any color system now, but that in the face of military commitments it would be a definite and costly mistake to do so."

He said he was "still confident we will have satisfactory color television in the near future. By that I mean color receivers that the public will want to have in its homes, at a price the consumer is willing and able to pay. But it will not be tomorrow, nor next week, nor next month, and perhaps not next year."

GE's frequency-interlace color system, Dr. Baker said, has achieved considerable success in solving what has been one of color's major obstacles—that of putting "into the same frequency bandwidth used for black-and-white, three times as much information as is now sent in the black-and-white channel." He continued:

Color television, as hard hitting as it will be as an advertising medium, is in reality nothing more than a refinement of what is presently available. . . . Just how costly [adoption of a color system now] might prove is clear to all, I believe, when you realize that vital time for research, development, and perfection of electronic devices urgently needed for our military preparation would be lost if manufacturers are forced to spend thousands of engineering man-hours now in the development of new television receivers, transmitters, and studio equipment."

WOI-TV TIME

Airs 63 Hours Weekly

IOWA STATE A & M College's video station, WOI-TV Ames, is on the air with a 63-hour weekly schedule of network and local programming for an estimated 18,295 sets in the Des Moines-Ames area, Richard B. Hull, Iowa State College radio and television director, announced last week.

WOI-TV went on the air Sept. 30 with a nine-hour daily schedule, from 2 until 11 p.m. Although the station is carrying a heavy load of commercial network shows (about 80%), this "in no way alters our goals in the public service and educational fields," Mr. Hull said.

WOI-TV is continuing to evaluate and explore methods for using television for education "in a broad sense," Mr. Hull explained, outlining three specific areas: (1) "telecasting of the highest type educational, cultural and entertainment programs for rural and urban audiences, (2) using the station as a training ground for advanced students of programming and engineering, and (3) using it as an experimental station in cooperation with all departments of the college for production of quality farm, homemaking and public service shows."

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PHONEVISION TEST

Zenith Asks FCC For Delay

ZENITH RADIO CORP. has asked the FCC to postpone the starting date of the Phonevision test in Chicago one month, to Nov. 1, because the firm does not have "enough good film to conduct the test properly for 90 days." This was the first admission of Zenith and its president, Comdr. Eugene F. McDonald Jr., that the motion picture industry has blocked successfully Zenith's efforts to book top Hollywood films for Phonevision.

Comdr. McDonald said his second reason for seeking postponement was "an abrupt change in the situation," which occurred recently when Leonard H. Goldenson, president of United Paramount Theatres, released a letter to Spyros Skouras, president of 20th Century-Fox, recommending that movie films be made available for the test of dollar-in-the-slot television.

Mr. Goldenson, said the Zenith president, "was the first major theatre operator to publicly agree that there should be a real test of Phonevision in the interest of all."

Refuse Film

"Most" of the major motion picture companies had refused to rent Zenith film for the test, depriving "us of the type and variety of features we need to make it truly representative," Mr. McDonald said. The test, FCC-approved, was to have started in Chicago Oct. 1, with films going to 300 Phonevision-equipped houses selected as typical of the population by a research bureau at the U. of Chicago.

Television and telephone installations were completed before the Oct. 1 date, and test transmissions from the Zenith video transmitter atop the Field Bldg. were called "excellent" by the company president.

"Recent developments," in the opinion of Comdr. McDonald, "make it seem likely that by Nov. 1 we will have available a true cross section of Hollywood's feature productions."

In the letter Mr. Goldenson sent to Mr. Skouras and other motion picture producers, he said he disagreed as to the "feasibility and economic value" of Phonevision, but he hoped enough films would be available for the test "so that all who are interested in the matter will have the results for proper appraisal and evaluation."

Television, not Phonevision, is the theatre-owners "dangerous competition," said Comdr. McDonald in citing the "adamant opposition" heretofore shown by the owners. He said he had been told by people in the motion picture industry that refusal to rent films in many cases stemmed from opposition by theatre owners. However, "Mr. Goldenson's letter has changed this situation. He has let it be known that he, as head of one of the nation's leading theatre organizations, wants Zenith supplied with enough motion pictures to make this a real test."

Comdr. McDonald said "it is the public that should be permitted to judge whether they shall be able to see fine motion pictures by pay-at-home television. They cannot judge, and express their decision, unless they have the opportunity during this 90-day test to pay or not to pay to see representative films in their homes."

Zenith, therefore, has resumed negotiations "with some of the major producers."

RTMA Chairmen Named

CHAIRMEN of three committees were named last week by Robert D. Sprague, president of Radio-Television Mfrs. Assn. Harry A. Ehle, International Resistance Co., was named chairman of the Town Meetings Committee, handling training programs. A. K. Ward, RCA, was named chairman, and Sidney Harman, David Bogen Co., vice chairman of the School Equipment Committee. E. W. Merriman, Allen B. DuMont Labs, was named chairman and A. T. Alexander, Motorola Inc., vice chairman of the RTMA Service Committee.

KTLA STUDIOS

Leases Melvan Theatre

KTLA (TV) Hollywood has leased the 1,000-seat Melvan Theatre, corner of Melrose and Van Ness Aves., Hollywood, at a reported price of $2,500 for use of the physical properties, plus $625 rent monthly. The building, renamed KTLA Studio Theatre, is less than a block from the station's main studios and will be channelled directly through the station's master control.

Expanded stage and camera platforms have been installed, with a theatre projection booth and all equipment retained to serve as an additional film studio. Space adjacent to the projection booth is to be utilized as a control room. The station plans to move most of the audience participation shows into the theatre, with several new shows that will require a large audience planned for showing there.

NEW annex, adjacent to main building, housing workshop and storage space for sets and art materials, added at WAAM (TV) Baltimore.

ELECTRONIC EQUIPMENT • PARTS
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COILS (R.F.&A.F.) · CONTROLS · CRYSTALS · FILTERS · FUSES · HARDWARE · KNOBS · POTENTIOMTRS (sine-cosine)
RELAYS · RESISTORS · SHOCK MTS. · SOCKETS · SOLENOIDS · SPAGHETTI · SWITCHES · TRANSFMRS (servo-pulse) · IRON-CORE SLUGS
LARGE STOCK OF OTHER ITEMS
LET US QUOTE YOUR NEEDS
WRITE, WIRE PHONE
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Universal general corp. 324 CANAL ST. N. Y. C

SIRAGUSA HITS FCC

In Chicago Address

BECAUSE of FCC's recent ruling on color television in which it attempts to force the adoption by the industry of a non-compatible system, the American public would lose 95% of the present $3 billion it has invested in home TV receivers.

This was voiced Sept. 29 by Ross Siragusa, president of Admiral Corp., in an address before the National Assn. of Furniture Manufacturers at Chicago's Edgewater Beach Hotel [BROADCASTING, Oct. 2]. He declared that compatibility, which would enable the reception of black and white pictures from color telecasts, "was nowhere in the picture" when the FCC ruled in favor of the CBS system on Oct. 1.

Following its ruling, Mr. Siragusa said, the Commission, "with the subtlety of an order from the Kremlin," asked manufacturers to modify their sets, within 30 days, so that they would be compatible with the CBS system. Unless manufacturers did this, he said, the Commission said it would immediately adopt the CBS system as standard.

Both at the time of the FCC ruling and now there was no set in existence which would meet the Commission's requirements, he said. The Commission's move, he declared, was "as complicated and impractical as trying to convert the gasoline engines in 10 million automobiles now in service to charcoal burners."

Cost Prohibitive

Stating that while it could be done in the laboratory, to do it in the field would be both impractical from operating results and utterly prohibitive from the standpoint of cost," he observed. "It is my opinion," Mr. Siragusa continued, "that of the 10 million sets which will be in service by the end of the year, not 1% will ever be made compatible with the Columbia system. It will be better and cheaper for these initial supporters of the television industry to content themselves with black and white programs broadcast under present standards, or if they want color, junk their present sets and make heavy investments all over again. There is no such thing as invention by decree."

By the Commission's ruling, he said, viewers who wanted to receive only black and white television would be compelled to pay a substantial premium to continue to receive black and white from a color telecast.

He also criticized the FCC's delay in lifting the TV "freeze." Pointing out that the delay is depriving a large part of the country of television, he said the Commission has been considering the matter for more than two years and "if the gestation period goes on much longer, the public may demand a caesarean."

ATLAS FILM CORPORATION

ESTABLISHED 1913

CREATORS and PRODUCERS
of
TELEVISION COMMERCIALS

1111 SOUTH BOULEVARD
Oak Park, Illinois

CHICAGO: AUSTIN 7-8620

Film Report

APEX Electrical Mfg. Co., Cleveland, has prepared an advertising program featuring movie shorts and television films with 13 film playlets and six 20-second television films available to Apex dealers throughout the country. Entire cost of producing the films was paid by Apex. **Meldrum & Fewsmith**, Cleveland agency, prepared the material under direction of Frank S. Ryan, Apex advertising manager, and the films were produced by **Alexander Film Co.**, Colorado Springs, Col.

* * *

Johnny Yuhasz, independent motion picture producer-writer, starting video corporation to produce two dramatic program series. One, titled *Rogues Relics*, has mystery format. Actor **Clifton Webb** or **George Sanders** slated to handle leading role. Negotiations for sponsorship underway with three national firms reportedly interested in package.

* * *

Louis G. Snader, president of Snader Telescriptions, Hollywood, will release the first of a series of three to three and a half minute films for TV Nov. 1. He reports 960 open-end shows will be completed within the next year, at the rate of 20 a week. Films are available on 16 and 35mm prints, with sound, and feature such stars as Peggy Lee, Tex Ritter, The King Sisters, Mel Torme and the King Cole Trio.

FORTY television stations throughout country now carry KTTV (TV) Hollywood *Television Newsreel*, Cameraman Charles de Doria's films of Korean fighting, station reports. Cameraman has been filming battle almost since its begininng for KTTV syndication.



SEVEN past presidents of the Society of Television Engineers joined in celebration of STE's 10th anniversary at a recent banquet in Hollywood. L to r: Harry Lubcke, Don Lee Television; Cameron Pierce, KECA-TV Los Angeles; Phil Caldwell, ABC-TV; Ed Hayes, Hughes Aircraft; H. E. Blatterman and Curtis Mason, KFI-TV Los Angeles; Larry Borgeson, RCA.

Media Expansion

(Continued from page 56)

despite the high cost of sets. "Radio went through a similar rapid development, and in 25 years grew from nothing to acceptance today in more than 95% of all American homes," he recalled. TV's growth is much quicker, he added.

Television on a completely national scale should catch up with radio in the number of homes reached "not sometime in 1955 as originally predicted, but long before that—the latter part of 1953 might be a reasonable guess," according to Mr. Donaldson.

He cited figures based on a quiz of 213 sales managers to indicate that a dramatized program, appealing to both eye and ear, was eight times as effective as an oral message in getting over the same sales point.

Using estimates of Jan. 1, 1951, TV ownership, he showed figures (see chart) indicating that 56% of all American homes will lie within range of a TV station, with 34% of these homes actually owning TV sets or 19% of all U. S. homes.

Just a few days ago, he noted, NBC revised its estimates to indicate 41% instead of 34% of all homes in TV areas having TV sets next Jan. 1, or 23% instead of 19% of all U. S. homes.

In line with Assn. of National Advertisers' campaign to reduce radio rates because of TV, Mr. Donaldson said: "It is an established fact that the average television home uses its set to the virtual exclusion of its radio set." He showed figures on Ford Theatre telecast, with declining cost per home reached.

He concluded with the statement that "the growth of television is, in effect the growth of a mighty salesman—a saleman which can be used with most gratifying results."

HOME EQUIPMENT

TV Seen Standard by '60

TELEVISION sets will be among the standard home equipment wanted by the average family in 1960, according to Robert P. Gerholz, of Flint, Mich., president of the National Assn. of Real Estate Boards.

Mr. Gerholz made the prediction during the convention banquet of the Washington Assn. of Realtors in the Davenport Hotel, Spokane. He based his statement on the results of an NAREB survey in which replies from 1,000 realtors from cities in 47 states and from the District of Columbia were tabulated.

WITH ADVERTISERS WHO KNOW TV BEST, IT'S WLW-TELEVISION

Among the smartest buyers of local advertising media, are retail food advertisers. That's why it's a real endorsement of WLW-Television's productivity to have outstanding food chains in each of its three cities buying across-the-board daytime programs . . . Parkview and Alber's Markets in Cincinnati, Liberal Markets in Dayton and Big Bear Markets in Columbus.

That's the case . . . and that's the reason you should contact the nearest WLW sales office about availabilities on

WLW-TELEVISION

—with more viewers than any station in Cincinnati, Dayton or Columbus.

WLW-T CINCINNATI WLW-D DAYTON WLW-C COLUMBUS

Crosley Broadcasting Corporation

now color tv for industry!



THE DU MONT TA-164A CLOSED CIRCUIT INDUSTRIAL COLOR TV SYSTEM



Now available! The Du Mont tried-and-proved industrial color television system in a complete, packaged, ready-to-operate form. Designed specifically for industrial applications, the new Du Mont TA-164A Industrial Color TV System provides bandwidth of 18 mc. and picture resolution of 525 lines. Full high-fidelity color from light pastels to deep colors.

Engineered to provide dependable day-in day-out service required by industry, research, medicine, merchandising and countless other fields. Compact, lightweight, portable units are joined by interconnecting cables utilizing the famous Du Mont "Jiffy" connectors assuring complete flexibility and the Du Mont kind of dependability. May be plugged into power line anywhere. Operates on 110-volt 60-cycle AC.

▶ DETAILS ON REQUEST



DUMONT

First with the Finest in Television

ALLEN B. DU MONT LABORATORIES, INC.
Television Transmitter Division, Clifton, N. J.

MPTE MEET

List Lake Placid Speakers

OGRAM topics listed for the thcoming 68th semi-annual con- tion of the Society of Motion ture and Television Engineers ROADCASTING, Sept. 25] include gineering advances in magnetic ording, sound, film registration l color photography. The conven- n will be held Oct. 16-20 at the ke Placid Club, Lake Placid, Y.

Speakers at the Oct. 18 morning sion will include: Loren L. Ry- , Paramount Pictures Corp., llywood; L. T. Goldsmith, PTE chairman; G. R. Crane, G. Frayne and E. W. Templin, of Westrex Corp., Hollywood; H. Ranger, Rangertone Inc., wark, N. J.; M. Rettinger, RCA tor Division, Hollywood.

ubjects to be covered at the . 19 afternoon and evening ses- ns include papers on film regis- tion and photography and color. following speakers are listed: dward Smith, Reeves Sound Studios, York; A. E. Murray, Bausch & mb Optical Co., Rochester, N. Y.; L. Carrington, Altec Corp., Holly- d; W. V. Wolfe and W. F. Kelley, earch Council Inc., Hollywood; R. P. a, Producers' Service Corp., Holly- d; G. J. Badgley and W. R. Fraser, al Photographic Center, Washing- J. A. Norling, Loucks & Norling dios Inc., New York; G. C. Misoner, co, Binghamton, N. Y.; Karl Freund, to Research Corp., Burbank, Calif.

ocial events planned for the -day meeting include a cocktail r followed by the annual ban- t, dancing and entertainment in Agora Theatre and sightseeing s. Reservations are still being en directly by the Lake Placid o, according to William Kunz- an, convention vice president.

stralian Video

S for the erection of Austra- first television station have n called for by the Australian adcasting Control Board. Ex- mental in nature, the outlet is be built in Sydney. Although under the present regulations, government monopoly, amend- ts to the Broadcast Control Act expected to enable commercial ions to telecast.

WIDE BLANKET COVERAGE,
CONCENTRATED AUDIENCE,
BEST PROGRAM FACILITIES,
AND NOW—
5000 WATT OUTPUT!
JOS. WEED & CO.
350 Madison Ave., New York,
Can Tell You More About
CHNS
LIFAX NOVA SCOTIA

TV'S NEWS 'SENSE'

Stymied by Economic Factors, Study Finds

TELEVISION has not yet developed its own dimension for news, partly because station operators have been unable to bridge the gap between presentations which appeal to advertisers and current economic considerations.

Some TV stations, in fact, have no news staffs at all and others report they maintain only skeleton crews.

These findings are among the conclusions reached in a survey completed at the U. of Missouri School of Journalism by Associate Professor Edward C. Lambert. The study was based on 61 returns received from questionnaires sent to 101 TV stations in operation as of March 1.

Results of Study

"One of the most surprising results of the study," Prof. Lambert stated, "was the revelation that 19 of the stations have no news staffs at all. Eleven stations, or 22%, reported a news staff of only one man (or his fulltime equivalent). The average TV newsroom, however, has two fulltime men and one halftime employe."

Over half of the stations in the news field now employ joint utilization of newsmen in AM, TV and FM operations, as 64% of the answering stations are affiliated with either an AM or FM outlet, he noted.

Station executives returning completed questionnaires were about evenly divided as to whether economy was "severely limiting" their news expansion, according to the survey. Forty-four percent said they were plagued by financial considerations; 41% reported no economic limitations; and 15% did not answer the question.

Those citing a "financial pinch" feel that the economic problem is the "worst hurdle," and that "there would be only small problems to face in giving really effective TV news coverage if the cost factor could be economically solved."

Most of the respondents, Prof. Lambert reported, have indicated they would like to offer "more substantial fare" but are "at a loss as to how it can be done in a manner that is both appealing to the viewers and yet inexpensive enough to attract sponsors." Only a few expressed doubt as to the value of TV news presentation.

Prof. Lambert quoted Con O'Dea, news and special events director, ABC Central Division, in summing up what he called a "general attitude."

"I do not believe that anyone, as yet, has solved the problem of presenting news on TV. The man who can solve that problem will become a rich man over night."

Philip Lasky, vice president and general manager of KPIX (TV) San Francisco, felt that "television will no doubt develop its 'news sense' as it grows, and as inexpensive techniques are developed . . . it is likely that the public will come to depend on this new medium for its news information."

The Lambert study reported further that only two of the stations which filed replies carry no news programs. The breakdown: 18 (30%) offer two per day; 15 (25%), one per day; 11 (18%) three daily; 4 (8%) four daily. Other individual stations schedule between five and nine each day.

Prof. Lambert, who conducts an advanced course in TV, qualified his findings with the reminder that stations reporting no newsrooms either use commercial newsreels or take network news shows. In fact, he found that 60% of reporting stations said they use commercial reels, presenting combined newscasts with addition of stills or motion pictures.

Over half (54%) of the nation's TV stations, according to the survey, apparently do not feel that on-the-spot telecasts will supplant film coverage of disasters and other unforeseen events, at least within the next five years. But the majority (60%) do utilize remote pickups for coverage of major events on a planned basis.

Little Conformity

Additionally, there is little conformity as yet as to type of news presentations, Prof. Lambert found, pointing to one finding that there is almost no type of news program that does not require some sort of aural explanation. He cited these statistics:

33% of news announcers present news with their scripts visible; 28% adlib news; 18% use a script out of range, and 15% use only notes. Live interviews are used by 54%, while 18% prefer filmed interviews.

Other findings uncovered by the Lambert survey:

16% of newsmen now employed in TV stations were hired directly from journalism schools; 42% were formerly employed by radio news departments and 24% by newspapers; 9% in photography; 3% in newsreels and dramatics.

KFBI Farm Day

KFBI Wichita, Kan., and its farm director, Lester Weatherwax, brought state and local recognition to the outlet's recently sponsored "Farm Soil Conservation Day" when more than 2,000 farmers visited a farm to see productive miracles, through conservation, about which Mr. Weatherwax had been telling them. Speakers at the event included Governor Frank Carlson; Hale Bondurant, KFBI manager, and Dr. H. H. Bennett, chief of U. S. Soil Conservation Service. The Bennett talk was transcribed and portions of it later used on ABC's *American Farmer* program.



TRIBUNE TOWER OAKLAND, CALIFORNIA
Represented Nationally by Burn-Smith

EXCESS PROFIT

Radio-TV Ask Tax Relief For 'Base Period'

EXCESS PROFIT problem which tax experts on Capitol Hill are studying is that of business firms, such as radio and television station licensees, who operated on the red side of the profit ledger during most of the so-called "base period."

Question already has been posed by some broadcasters as to their status. During World War II, the base period of earnings took in the years 1936-1939 and presumably the new excess profits tax law will take into account the years 1947-1949. However, the latter years make up the period when many radio and TV stations, particularly TV, were struggling to get on a sound economic basis.

Thus, broadcasters argue: What happens when such a "low profit" or "no profit" percentage base is compared with perhaps a "high profit" percentage base says in 1949? Will the balancing of figures lower the entire base percentage figure?

Tax experts with the Joint Committee on Internal Revenue & Taxation in Washington have an answer (tentative and subject to change in the working out of details).

They say that the Internal Revenue Code of 1939 (Sec. 722), as amended by the Internal Revenue Act of 1942 (for excess profits), contained a "relief provision." This provision applied to business firms getting started during the so-called "base period." If the firm increased its business or contracted for increased capacity during the period, it was permitted to average its base period on a modified "highest figure."

Such a provision, according to the tax staff, is contemplated for inclusion in the new excess profits recommendation.

That report is expected to be ready for study by the House Ways & Means Committee and the Senate Finance Committee by Nov. 27 when Congress is scheduled to reconvene. The new bill would be retroactive to July 1 or Oct. 1, 1950.

A resolution to that effect was included in the "interim" tax bill (HR 8920) which passed Congress last month [BROADCASTING, Sept. 4]. It has been signed by the President.

Would Add $4.5 Billion

Designed to add some $4.5 billion in revenue to help pay for U. S. defense, including the Korean situation, the bill also contained provisions to levy a 10% federal excise tax on TV sets on the manufacturing level.

Other features: Imposes tax on profit making business enterprises of certain educational institutions (including their commercial radio-TV stations); boosts corporation income taxes from which the government would gain some $1.5 billion a year; permits certain special tax incentives as encouragement to industry retooling for defense production; increases income taxes; sidetracks proposed tax on cooperatives.

If the present plan on the excess profit is followed it may mean that a "lame duck" Congress will be writing tax legislation—which is an unusual procedure but safer politically.

WERD

Atlanta

860 Kcs **1,000 Watts**

THE shortest route to the hearts and ears of 200,000 Negroes in the Greater Atlanta Trading Area

According to the Hooper Radio Audience Index for June, 8 A.M. to 12 Noon . . .

Network Station A	26.0%
INDEPENDENT WERD	17.5%
Network Station B	16.0%
Network Station C	13.0%

WERD, America's first and only Negro owned radio station, offers *YOU* the lowest "cost per thousand" in the ATLANTA AREA...

NATIONAL REPRESENTATIVE:

Interstate United Newspapers, Inc.

NEW YORK • CHICAGO • DETROIT

BURNETT EXPANDS

Dodge To Radio-TV Staff

LEO BURNETT Co., Chicago, expands its already extensive radio and TV operations with the addition of Frank Dodge as production manager in radio and TV in the New York office. Mr. Dodge, formerly of NBC and CBS, worked most recently as production coordinator on Arthur Godfrey's staff.

Ed Keil has been transferred from the radio and TV department in Chicago to the same department in New York. William McIlvain continues to handle broadcasting facilities and business matters in New York. In the Los Angeles branch, Wallace Ruggles and Alene Butcher have been hired to assist Broadcasting Manager Wendell Williams.



HERALDING WEBC Duluth's "bright new approach" to Duluth and Superior listeners with new program innovations, WEBC's new staff personalities, Rance Valentine (l) and Mark Sheeler, picket the studios on behalf of "Old Man Gloom."

MILLIONAIRE CLUB

WKY Staffer Starts Plan

TAKING his cue from a recent article in *True* magazine, Sportscaster Jim Hughes of WKY Oklahoma City has started to enlist members in his own "700 Millionaire Club." The article claimed that 700 Oklahoma millionaires support the U. of Oklahoma football players.

Deciding to go the magazine one better, Mr. Hughes also is making room for Oklahoma A. & M. in forming his club. Fearing that the A. & M. team may become choked up with jealousy at the sight of the Sooners floating in oil wealth, he wants the Aggies to have an equal number of "millionaire" backers, too.

Mr. Hughes has invited football fans to send in letters, accompanied by 25 cents, naming the football player they believe is most entitled to his own oil well. Aggie fans are to nominate Aggie players, O. U. fans are to nominate Sooners. The A. & M. player and the O. U. player receiving the most nominations in the first 700 letters from each school's backers, will receive oil wells of their own—trophies with gilded oil derricks.

L. A. CHARITIES

Unified Drive Opens Oct. 18

OPENING CAMPAIGN of Radio-Television-Recording Charities Inc., Los Angeles, non-profit organization formed to combine all charity demands in radio, television and allied fields into one unified drive, will be launched officially Oct. 18, it was announced last week at a special news conference.

Charities covered by the organization include American Cancer Society, American Heart Assn., Community Chest of Los Angeles area, American Red Cross, March of Dimes, Sister Kenny Foundation, YMCA of Los Angeles area. Additional charities will be added from time to time.

Patterned after the Motion Picture Permanent Charities Committee which has functioned successfully for the past several years in the Los Angeles area, the group will cover those in the following industries: Radio, television, recording and allied fields, artists' managers, business agents, radio and TV schools and audience survey companies, advertising agencies and unions.

Group has its headquarters at 1549 N. Vine St. Burt Zinn is executive director. Officers are Sidney N. Strotz, recently resigned as NBC administrative vice president, president; Larry Shea, president, Artists & Products Services, vice president; Donn Tatum, vice president and legal counsel, Don Lee network, secretary; Wayne Tiss, vice president in charge Hollywood office, BBDO, treasurer.

Charles S. Drane

CHARLES SISSON DRANE, 61, vice president in charge of advertising of Plough Inc., Memphis manufacturer and international distributor of drug products and cosmetics, died Sept. 25 in Battle Creek Sanitarium, Battle Creek, Mich., after a long illness. He had been connected with Plough Inc. for 20 years. He is survived by his widow and four sisters.

MORE than 30 stations of Quaker network will air campaign speeches originating at key station, WFIL Philadelphia. Network is state wide.

Joseph Hershey McGillvra INC.

for

"TOPS IN SPOTS"

Contact our nearest office

Chicago	185 N. Wabash Avenue
Atlanta	Rhodes-Haverty Building
Baltimore	2104 N. Charles Street
San Francisco	68 Post Street
Los Angeles	684 S. Lafayette Park Pl.
New York	366 Madison Avenue *Executive Office*

RADIO STATION REPRESENTATIVES • AM • FM • TV

ANADA MEET

WAB Discusses Surveys

ECOMMENDATIONS on sales d coincidental survey policies re made at the three day annual eting, Sept. 28-30, of Canada's stern Assn. of Broadcasters at Hotel Palliser, Calgary. Direcs from the WAB will place the ommendations before the annual eting of the Canadian Assn. of oadcasters at Quebec next Febary.

The WAB recommended, after discussion, that the Bureau of oadcast Measurement, Toron- take over the supervision and ministration of coincidental telone surveys. These are now ndled by private organizations, d BBM is an organization set by the broadcasters, advertisagencies and advertisers.

WAB also asked the CAB sales risory committee to study the t and most practical methods of intaining fair practices and ndards throughout the industry. s resulted from a discussion on per inquiry system of some io advertisers.

t was also suggested that a ies of programs be produced to listeners the importance of vately-owned broadcasting stans, and the work they do for ir communities.

Western Canadian broadcast stan technicians and engineers are have their own annual meetings ceforth, it was unanimously ided during the final day sesns of the WAB annual meet, with stations expected to nce the annual gatherings so t engineers could exchange ws on operation and developnts.

. A. Rawlinson, president of BI Prince Albert, Sask., was ted president. He is also a dtor of the Canadian Assn. of adcasters. WAB directors ted were F. H. Elphicke, WX Vancouver; H. G. Love, CN Calgary, and Wm. Speers, RC Winnipeg.

A resolution from the City of Winnipeg was presented to the WAB meeting, thanking the broadcasters for their generous services during this year's Winnipeg and Manitoba floods and for the $985,000 raised by the radio stations for the Manitoba Flood Relief Campaign.

Low Power FM

FURTHER assist to noncommercial, educational FM radio was offered by FCC fortnight ago in reporting proposed rules to allow remote operation of FM transmitters of 10 w power or less. FCC indicated the present requirement that a licensed operator be present at the transmitter may preclude many institutions from entering the educational radio field. The Commission concluded, however, that since the 10 w transmitter operations are very efficient and of such low voltage remote operation under certain conditions should be permitted. Comment on the FCC's proposal must be filed by Nov. 3 and replies thereto by Nov. 13.

Statement of The Ownership, Management, Circulation, etc., Required by the Acts of Congress of August 24, 1912, as amended by Acts of March 3, 1933, and July 2, 1946

Of BROADCASTING-TELECASTING, published weekly, at Washington, D. C., for October 9, 1950.

District of Columbia—ss.

Before me, a notary public in and for the District aforesaid, personally appeared Maurice H. Long, who having been duly sworn according to law, deposes and says that he is the business manager of BROADCASTING-TELECASTING and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, circulation, etc. of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Act of March 3, 1933, and July 2, 1946, embodied in section 537, Postal Laws and Regulations:

1. That the names and addresses of the publisher, editor, managing editor, and business manager are:

Publisher and Editor—SOL TAISHOFF, Washington, D. C.
Managing Editor—ART KING, Washington, D. C.
Business Manager—MAURICE H. LONG, Washington, D. C.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.)

Broadcasting Publications, Inc., Washington, D. C.; Sol Taishoff, Washington, D. C.; Betty Tash Taishoff, Washington, D. C.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages or other securities are: (If there are none, so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bonafide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers, during the twelve months preceding the date shown above is 15,355.

MAURICE H. LONG.

Sworn to and subscribed before me this 4th day of October, 1950.

MINNIE JACOBS,
(Seal) *Notary Public.*
(My commission expires November 14, 1951.)



HUGH M. P. Higgins (center), recently appointed director of Broadcast Advertising Bureau, chats with his luncheon guests, Lewis H. Avery (l), president of Avery-Knodel Inc., station representative firm, and Frank E. Pellegrin, vice president, Transit Radio Inc. Messrs. Avery and Pellegrin are onetime directors of BAB's predecessor, the Broadcast Advertising Dept. of NAB.

MULTIPLEX FM

Rules Change Asked

MULTIPLEX Development Corp., New York, which has reported successful testing of multiplex FM operations using the facilities of the former WGYN (FM) New York [BROADCASTING, Aug. 14, Sept. 25], has petitioned FCC to amend its rules to allow multiplexing of aural and other programs in addition to the presently authorized limited facsimile multiplexing.

Since a rule-making proceeding would be involved, it is believed the Commission may be inclined to review the entire FM field relating to transitcasting, storecasting etc. and the various proposals now before FCC. Muzak Corp. petitioned FCC for authorization of its subscription FM plan a fortnight ago [BROADCASTING, Sept. 11, 18].

Multiplex requests authorization of unlimited multiplexing by FM stations of facsimile and various aural services with standards calling for no degradation of the regular FM program below 15,000 cycles. Great potential aid to civil defense was cited as well as frequency conservation and new revenue for FM outlets. Petition was filed by Seymour Krieger and Norman Jorgensen, Washington radio counsel.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

How Many & How Much?

1949 BMB Daytime	BMB Radio Families	Prelim. Reports 1950 U. S. Census	1949 Retail Sales
50-100% 19 Counties	101,680	517,587	279,752
25-100% 27 Counties	157,110	814,186	452,784
10-100% 36 Counties	216,220	1,115,996	610,207
1949 BMB Nighttime			
50-100% 10 Counties	72,050	360,853	232,657
25-100% 22 Counties	128,350	654,711	373,006
10-100% 31 Counties	188,540	972,052	538,598

*RETAIL SALES FIGURES, "800" OMITTED ARE FROM SM 1950 "SURVEY OF BUYING POWER"

WDBJ
CBS • 5000 WATTS • 960 KC
Owned and Operated by the TIMES-WORLD CORPORATION
ROANOKE, VA.
FREE & PETERS, INC. National Representatives

WDRC
CONNECTICUT'S PIONEER BROADCASTER
STILL FIRST . . . 28 YEARS LATER!
WDRC is proud of its current Hooper figures . . . equally proud to be Connecticut's first AM Station (1922) and first FM Station (1939). For availabilities, write Wm. Malo, Commercial Manager, WDRC, 750 Main St., Hartford, Conn.



AS NBC's *Cavalcade of America* celebrates the start of its 16th year on the air, W. A. Hart (center), advertising director, The duPont Co. (sponsor), passes the cake following the "John Yankee" broadcast, to (l to r): Basil Rathbone, star of "John Yankee"; Arthur Pryor Jr., BBDO head of radio and television; Harold L. Blackburn, BBDO account executive, and Maurice Collette, head of the duPont account for BBDO.

FREEDOM WEEK

Montgomery Opens Crusade

CRUSADE for Freedom Week in New York City opened last week with a broadcast over 14 city radio stations of a call for enrollees, in the drive against Communist propaganda, by Robert Montgomery, radio commentator and screen star, and the broadcast of a special recording of the ringing of the 10-ton Freedom Bell which symbolizes the Crusade.

Objectives of the campaign, which is nation-wide, are to secure millions of American signatures on Freedom Scrolls, and to raise funds for expansion of Radio Free Europe, whose daily broadcasts are now aimed at counteracting Communist propaganda behind the Iron Curtain. The New York City Crusade for Freedom will continue until United Nations' Day, Oct. 24, when for the first time the Freedom Bell will be rung from the city hall of Berlin. Special programs over seven New York radio stations are planned. General Lucius D. Clay, former U. S. military governor in Germany, heads the Crusade.



LEGION AWARDS

Auxiliary Cites 3 Shows

THREE network programs have been named to receive the American Legion Auxiliary's 1950 radio awards which will be presented during the 30th annual Legion convention in Los Angeles.

Announced by Mrs. William Kashman of Hartford, Conn., national radio chairman of the auxiliary, the awards will go to *Cavalcade of America*, sponsored Tuesday on NBC by E. I. du Pont de Nemours & Co.; *Lux Radio Theatre*, presented Monday over CBS by Lever Bros., and *The Telephone Hour*, presented Monday over NBC by the Bell Telephone System.

INAUGURATION of series of educational broadcasts over WBUR (FM) Boston U.'s outlet, helped by presence of 350 Massachusetts educators, Sept. 29.

WBT OBJECTIONS

NLRB Recommendations Hit

OBJECTIONS to a trial examiner's recommendations that WBT Charlotte, N. C., reinstate 9 of 10 technicians it dismissed last year during the heat of its dispute with IBEW Local 1229—and to other preliminary findings—have been filed with the National Labor Relations Board by legal counsel for Jefferson Standard Broadcasting Co., licensee of the station.

The exceptions to recommendations of Examiner Alba Martin [BROADCASTING, Sept. 4, Aug. 28], it was understood, sharply protested:

(1) All reinstatements on grounds the employes had made "false and improper" references to the company.
(2) Finding that station had "refused to bargain" after April 30, 1950.
(3) Charge that the company "restrained and coerced" the technicians by giving them "unsatisfactory" endorsements in its communications with FCC.

Referred to Handbills

The WBT brief, filed Sept. 22, apparently referred in part to handbills allegedly distributed by the technicians, which described WBTV (TV) video operations as "second-class" and which contained other adverse comments. Charles Crutchfield, vice president and general manager of WBT-AM-FM and WBTV, previously had charged that the employes had done their "best to tear down and bankrupt our business."

In its brief, filed by the law firm of Prince & Blakeney, the company claimed that it dismissed the men "for cause"; that the trial examiner "erred" in charging it with "unfair labor practices" for discharging them; that it had not "refused" to bargain with the union since April 30, 1950, and that the original complaint was "vague and indefinite" and should have been dismissed.

WBT said it was not obliged to bargain with IBEW after April 30 on grounds that the union had lost its majority status for proper representation.

With respect to Sterling Hicks, IBEW Local business manager and station technician, who was convicted of a "misdemeanor" involving charges of conspiracy to dynamite the station's transmitting tower, the station maintained it had "good grounds" for giving him an "unsatisfactory" technical endorsement. Furthermore, the station questioned whether Mr. Martin should have ruled on the Hicks phase since it had not been included in the original complaint.

Mr. Martin did not recommend reinstatement for Mr. Hicks, unless his conviction should be reversed, but suggested the station review his technical qualifications and so advise the FCC as to its endorsement.

KNUZ Aids SPCA

TO help the local SPCA Shelter find homes for "orphaned dogs," KNUZ Houston, in cooperation with the National Biscuit Co., has devoted over 10 hours weekly as a public service. Indicating phenomenal response by listeners, KNUX reported finding homes for over 100 dogs since Sept. 1, the date the feature began.

STEWART TO FCC

In Organization, Methods

ERIC G. STEWART, formerly with the Bureau of the Budget, has been named by FCC as planning officer in charge of the Organization and Methods Division. He succeeds Charles Koblentz, who resigned to join the management consulting firm of Booz, Allen & Hamilton [CLOSED CIRCUT, July 31]. Mr. Koblentz, before leaving FCC, supervised pre-organization surveys which lead to creation of the Common Carrier and Safety-Special Services bureaus.

Three other appointments also have been announced by FCC: Robert W. Cox, budget officer, has been promoted to assistant executive officer, while Richard Solan, personnel assistant, has been promoted to administrative assistant to the executive officer, W. K. Holl. Sydney L. O'Guin, acting chief, named chief of the Atlanta field office of the Commission's Common Carrier Bureau.

MORE AUDIENCE — MORE MAIL
MORE ADVERTISERS

•

➔ *See Centerspread This Issue* ←

•

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

programs promotion premiums

TURATION ● ● ●
HAM Rochester, N. Y., sponsor- all-out campaign including air, wspaper and direct mail. Twenty wspapers ads and direct mail- s were built around station's al and network newscasts. Pic- es of newscasters were used. iling went to 30,000 telephone nes, with additional distribution ained through Welcome Wagon stesses.

RE PREVENTION WEEK ●
WDC Washington, Oct. 9-14, will adcast all fire alarms reported District area. When fire com- ny is called out fire alarm head- arters will report to station and e details. Programs will be in- rupted by sound of fire siren; nouncer will then give location general area of fire, also will ng out that week is Fire Pre- ntion Week.

N TURNOUT ● ● ●
LW Cincinnati's Ruth Lyons k her *Morning Matinee* and *ty Club* shows to Columbus for al "Ruth Lyons Day." Shows simulcast over WLWC (TV) umbus, WLWD (TV) Dayton WLWT (TV) Cincinnati. *tinee* show was held in down- vn theatre, for which reportedly r 15,000 listeners sought tickets. *ty Club* originated in WLWC dios. Police-escorted downtown alcade and visits to hospitals npleted day. Similar trip to yton scheduled for Oct. 13.

CCO 'SCOOP' ● ● ●
CCO Minneapolis, Sept. 25, ough alertness of Ralph Mof- t, disc jockey, scored local news at." Mr. Moffatt noticed am- ances while on his way to rk, and called WCCO news de- rtment. Following ambulances, arles Sarjeant and Newscaster k Huston found school bus ich had been forced off highway collision with car while en route ball game. Six children had been spitalized. On-the-scene report was radioed to station from mobile unit and used on Cedric Adams *Nighttime News* show.

EGG TIMER ● ● ●
WIBW Topeka, Kan., sends trade lime green card with three-minute egg timer attached by brads. Card reads, in part, "WIBW turns time into greater sales for you!" Similarities between dependability of timer and station's programming are brought out. Card is attached by which additionel timers, station's availabilities or Dr. Whan's survey of Kansas radio listening may be ordered.

PAPER'S SHOW ● ● ●
KNBC San Francisco, *Mapping the News*, Sun., 12:10-12:30 p.m. Discussion and analysis of week's news, sponsored by San Francisco *Chronicle*. Show is handled by two members of *Chronicle* editorial staff, Gene Forbes and Ed Radenzel. References to maps in *Chronicle* tie up two media.

POSTCARD CAMPAIGN ● ●
WCOP Boston conducting eight-week postcard campaign, lasting through October. Photograph postcards, showing WCOP artists at work, sent to trade. Back of each postcard carries simulated handwritten message from star pictured on front, urging reader to make use of station's popularity.

NEW LOCATION ● ● ●
WTAG Worcester, Mass., *Julie 'n' Johnny*. Morning chatter show now aired from Town Room of Hotel Sheraton in Worcester. Listeners who write for tickets are seated in special roped-off section, and interviewed. Others occupy remainder of room's 200 seats. Hotel's guests are invited to take part in program by cards left in rooms.

SIMPLE ADDITION ● ● ●
MBS sends trade large paper-bound book containing grey, yellow and white illustration of "Mister Plus" from its current campaign. Network's symbol is seen in various costumes and situations pointing up coverage, low cost, flexibility, etc. Letter from Robert A. Schmid, vice president, typed in form of plus sign, accompanies book.



CENTENNIAL celebration of Manchester, Iowa, gave Tait Cummins (r), sports director WMT Cedar Rapids, an opportunity to use this covered wagon. Wagon had been won by WMT in a CBS March of Dimes contest two years ago. Banner read, "Follow the Iowa Hawkeyes with Iowa's Favorite Sportscaster Tait Cummins."

HISTORICAL INTERVIEW ●
HOG Panama Sept. 22 interviewed two direct descendants of Capt. Bligh and Fletcher Christian, famed characters of "Mutiny on the Bounty." Manager Len Worcester brought together Capt. Roger Bligh, stationed in Canal Zone, and Mrs. Verna Christian of Pitcairn Island who was visiting zone for medical treatment. Capt. Bligh presented Mrs. Christian with copies of "Mutiny" and "Pitcairn Island," neither of which she had ever read.

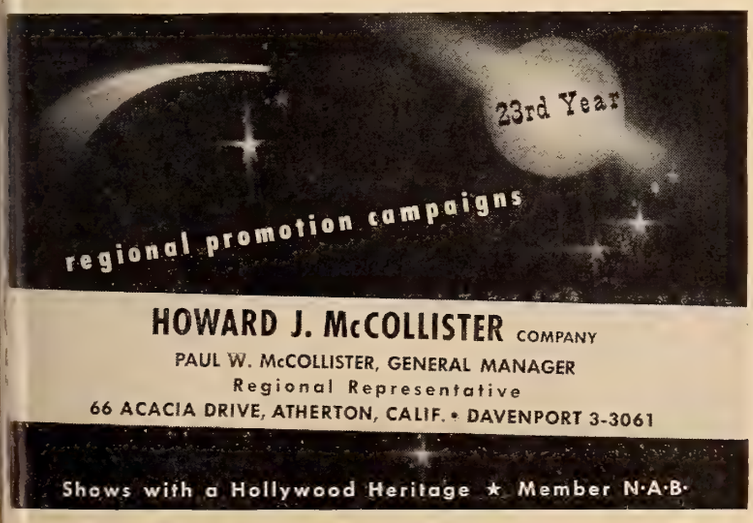
KDKA CAPSULE ● ● ●
KDKA Pittsburgh mails trade small folder bearing picture of its antenna on cover. Inside, under banner, "Welcome to KDKA," are: (1) Capsule history of KDKA, giving highlights of important years from 1916-1922, and (2) sketch of behind the scene work that goes into airing 19½ hours of programming daily.

REMOTE REMOTES ● ● ●
WTMA-AM-FM Charleston, S. C. Stations went separate ways to give listeners choice football play-by-plays recently. WTMA-AM journeyed to Miami, Fla., some 650 miles away, to cover game between Citadel of Charleston, and U. of Miami. WTMA-FM aired, at same time, game between Summerville and Beaufort high schools in Beaufort, 140 miles from stations' transmitter.

KSL LOCOMOTIVE ● ● ●
KSL Salt Lake City sends trade buff and black folder with picture of locomotive, labeled "KSL," and engineer holding station's microphone, on cover. Caption reads, "Get Aboard!" Inside, with appropriate illustrations, states that 1 million people wait "at the station (KSL)." Market data and coverage facts are quoted.

LEGIONNAIRE REPORTS ●
KSTP-TV Minneapolis, Sun., 10:15-10:30 p.m. Bob Conn, Commander of 5th district of American Legion in Minneapolis, reports on Korean war, drawing on background of two years in Korea during last war. As well as giving well integrated reports on current progress, Mr. Conn inserts items of interest concerning customs and habits of Koreans.

WAER (FM) Syracuse U., educational outlet, increases power to 1 kw.





Respects

(Continued from page 48)

turning point in his radio career, he might well say: "I left home for New York and ended up in Minneapolis"—a statement overly-simplified but literally true.

The WCCO executive was born in Chattanooga, Tenn., June 21, 1917. His father was employed in the wood box manufacturing business in Chattanooga where the son attended high school.

Young Wilkey cultivated an embryo's interest in the radio art while still in college. He was instrumental in organizing a radio unit of six members "four (of whom) are engaged in the radio business today. Two are network announcers and the other is with a clear channel station in the south."

At the U. of Chattanooga, Mr. Wilkey also supplemented his activities with teaching at a military prep school. When illness struck him down for a year, he turned to radio for his recreation and found himself interested in the medium.

Upon recovery he returned to the university and continued his studies, receiving a B.A. degree. During those college days, Mr. Wilkey dabbled at various jobs enabling him to continue his education. These assorted duties ranged from selling women's shoes to driving a delivery truck for a Chattanooga florist.

But such uninspired duties were not for Gene Wilkey, who turned to WDOD Chattanooga, a CBS affiliate, for employment as general handyman. "It was a job and not a position," Mr. Wilkey muses, recalling those post-college days. "In fact, there are more jobs than positions in every station I have seen." Successively, he was night telephone operator, assistant producer, and "extra" announcer. He left WDOD in 1944 while station program director.

A. E. Joscelyn, CBS operations manager on the West Coast, was responsible for one of Columbia's patented famous "fast transfers." Mr. Wilkey was scheduled to join CBS New York's production department when "Jos," then manager of WCCO, just happened along on the scene at the CBS personnel department in Manhattan.

To Minneapolis

When he perused Mr. Wilkey's personnel records, Mr. Joscelyn decided then and there that the Tennessean was just the man WCCO was looking for. Thus Mr. Wilkey went to Minneapolis as assistant program director.

That "steal" on the parent CBS network marked the turning point of a career that was to assure Mr. Wilkey a firm place in the hearts of the Minneapolis populace and trade.

Thereafter he served as production manager and program director, assuming broader responsibilities until, in 1948, he was named WCCO's assistant general manager. His duties mounted with his appointment as general sales manager of the station the following year. When Wendell B. Campbell ascended to the post of western sales manager for CBS in Chicago last Feb. 16, young Mr. Wilkey stepped in as general manager.

It was perhaps inevitable that Mr. Wilkey, who served under Mr. Joscelyn and, later, Merle Jones, should assume the general managership of the CBS-owned Minneapolis station—perhaps just as inevitable as the fact that Mr. Jones rejoined Mr. Joscelyn on the West Coast as director of KNX Los Angeles—as part of the network's realignment early this year.

Post-War Readjustments

Those six short years marking his rise to the managership of WCCO, his associates emphasize, were replete with personnel and sales problems growing out of the war and the post-war adjustment period. But Mr. Wilkey set out on a policy of developing outstanding radio names, among them Cedric Adams, who developed under the Wilkey aegis from a local newscaster to a radio and television star heard coast-to-coast five days weekly.

Bob DeHaven, Larry Haeg and George Grim, other WCCO personalities, also became household names through the Northwest's bread-basket of the nation. Recent additions include Stew McPherson and Ralph Moffatt, who were coaxed over from Europe.

Under his guidance, WCCO personalities became stronger, clients increased, and the station's formula, "Good Neighbor to the Northwest," expanded with all-out participation in such community activities as the March of Dimes, Minnesota State Fair and the Minneapolis Aquatennial radio shows, fed coast-to-coast each summer.

Mr. Wilkey also had a significant hand, under the management of Mr. Jones, in formation of a series of human relations programs (*Neither Free Nor Equal, As the Twig is Bent*) in which CBS has specialized. He worked with Sig Mickelson and Ralph Backl, now with CBS in New York.

The WCCO executive's record in the programming and sales fields should qualify him to know whereof he speaks when expressing convictions on the future of radio. When confronted by alarmists and TV enthusiasts, Mr. Wilkey lets it be known that "radio . . . good radio . . . will not suffer materially from the so-called inroads of television." He feels good radio will become bigger and better, but quickly adds that the foundation of "good radio" is good programming and smart selling which utilize all the force that radio can muster.

To that end Mr. Wilkey has contributed much to WCCO's strong annual summer sales pitches ("Sell 'em While They're Hot," etc.), designed to counteract that occupational radio bogey, the hiatus, when some advertisers prefer to sit it out advertising-wise.

Aside from his responsibility of maintaining WCCO among the top in Twin City broadcasting circles, Mr. Wilkey also serves as general chairman of the Hennepin County chapter of the National Foundation for Infantile Paralysis, and as radio chairman of the county chapter of the American Red Cross. He also serves on the board of directors of the Minneapolis Aquatennial Assn., and as a member of the Rotary Club, Minneapolis Athletic Club and Minneapolis Club.

His principal hobby according to his friends, is his job, but Mr. Wilkey does manage to do some fishing or play an occasional round of golf.

One other proof of Mr. Wilkey's sales talents—on April 5, 1947 he married his secretary, the former Emelee Kremer of Minneapolis.

When asked about his future plans, the Tennessean usually smiles and, recalling his Chattanooga experience, replies: "To avoid teaching school."

Selling Guests

WITH the cream of women commentators in town for the District 10 Assn. of Women Broadcasters meeting, Sept. 23, Betty Wells, KRNT Des Moines, proved an opportunist. She invited to her program Doris Murphy of KMA Shenandoah, Iowa, and KMTV (TV) Omaha, District 10 chairman; Mary Louise Marshall, WOC-AM-TV Davenport, Iowa state chairman; Martha Bohlsen, WOW-AM-TV Omaha, Nebraska state chairman, and Sandra Lea, WHB Kansas City, Mo., Missouri state chairman. Then to prove their selling powers, Miss Wells had each of her guests give a commercial on the air.

ANDERSON NAMED

Radio News Club President

DAVID ANDERSON, NBC Hollywood newscaster, has been elected president of the Radio News Club of Southern California. He succeeds Al Gordon, KFWB Los Angeles news editor.

Bob Garred, ABC newscaster, and Betty Penny, freelance news writer, were named vice president and secretary treasurer, respectively of RNC. Besides Mr. Gordon, new board members include Chet Huntley, CBS news analyst; Hank Weaver, ABC newscaster, and Al Downs, assistant manager, NBC Western Division news and special events department.

WTIC Hartford carried direct telephone-recorded report on total eclipse of moon, Sept. 25, from Observatory at Yale U.



MAJOR LEAGUE BASEBALL
Rings the Bell for
LIBERTY!

Millions of people listen to major league baseball over Liberty Broadcasting System . . . and major league baseball has made Liberty the largest baseball network in the history of radio!

LIBERTY BROADCASTING SYSTEM
Dallas, Texas

IF YOUR AM-TV-FM STATION NEEDS
promotional ideas sold to produce cash revenue of from $200 to $1,000 per week, Wire, Call or Write

Edgar L. Bill — Merle V. Watson
Julian Mantell, Sales Manager

NATIONAL RADIO PERSONALITIES
Peoria, Illinois — — Phone 6-4607

★ We originated sponsored Radio Personalities Picture Albums in 1938, many new program features, and have more sales records and years of experience in selling for over 300 Radio and Television Stations from Coast to Coast than any similar organization in America.

ACIFIC AAAA

adio-TV Oct. 8-11 Agenda

O TOP agency executives will uss the role of radio and tele- on in relation to the problem of West Coast advertisers can and their horizons to keep pace h West Coast industry, at the ual meeting of the Pacific ncil of American Assn. of Ad- ising Agencies which opened erday (Sunday) at the Hotel Coronado, Coronado, Calif, and run through Tuesday.

. C. Cornelius, executive vice sident in charge of western es, BBDO, Minneapolis, will up "Problems Regarding Ra- and Television Rating Serv- " at one of the main sessions. another, Richard E. Francis, president and manager of the llywood office, Campbell-Ewald will discuss "What's the Latest arding Television on the West st?"

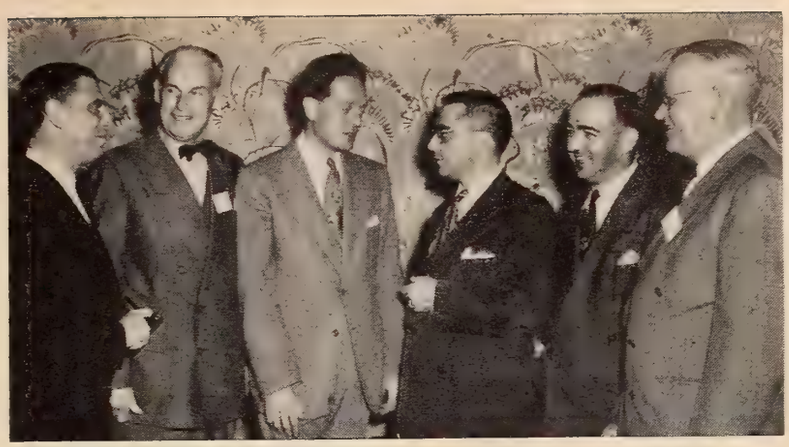
ther speakers include:

nomas D'Arcy Brophy, chairman, yon & Eckhardt, New York; ence B. Goshorn, chairman of d, Benton & Bowles, New York; fax Cone, chairman of board, e, Cone & Belding, Chicago, and onal AAAA chairman; Thomas on, vice president and account utive, BBDO, Los Angeles; Louis rockway, executive vice president, ng & Rubicam, New York; Frank Graf, A. C. Nielsen Co., San ncisco.

nnovation at this year's con- ion is the inviting of adver- rs to sessions. Approximately -400 agency and advertising ple are expected to attend the day meet.

sene Named

RVIN ROSENE, salesman for ND Chicago who has been ac- in the Midwest Baseball Net- k controlled and originated by station, has been named gen- manager of KIOA Des Moines. OA was taken over Oct. 1 by ph L. Atlass, general manager WIND, and several associates.



NEW officers of the New Jersey Broadcasters' Assn. getting together after their election at the annual meeting Sept. 29 at Asbury Park, N. J. [BROADCASTING, Oct. 2], are (l to r): Fred Weber, WFPG Atlantic City, member of executive committee; Ranulf Compton, WKDN Camden, vice president; Maurice B. Mitchell, new general manager of Associated Program Service, who addressed convention on radio sales; Carl Mark, WTTM Trenton, president; Harry Goodwin, WNJR Newark, member of executive committee; Thomas B. Tighe, WJLK Asbury Park, secretary-treasurer.

BETTER ADS *AAAA Central Council Theme At Meeting in Chicago*

ADVERTISING AGENCIES' "number 1" job this year is to create better ads, and this goal was taken as the theme of the annual Central Council Meeting of the American Assn. of Advertising Agencies (AAAA) in Chicago last week.

An estimated 250 advertising executives met at the Drake Hotel Thursday and Friday to hear nationally-known agency men back up the theme of the sessions. Central Council meetings scheduled for all day Friday were preceded by a closed management meeting Thursday afternoon and evening, when AAAA President Fred Gamble moderated panel groups discussing general management problems of the industry.

Panelists included Fairfax Cone, chairman of the national board; Louis N. Brockway, vice chairman, executive vice president, Young & Rubicam; John P. Cunningham, J. Davis Danforth, Winthrop Hoyt, Abbott Kimball, George Weber, Earle Ludgin, Albert W. Scherer, John L. McQuigg, Ralph L. Wolfe and Wesley Ecoff.

Henry Haupt, Central Council chairman, vice president at the Chicago office of BBDO, arranged for speakers to appear at the Friday clinics. They, with their topics, were: Mr. Gamble, "The State of the Industry"; Mr. Cunningham, executive vice president of Cunningham & Walsh, New York, "The Headwork, Footwork and Penwork of Copywriting," and Julian L. Watkins, executive at J. Walter Thompson, New York, "Inspiring Copy Makes Great Advertisements."

A morning television session concerned production problems, reduction of costs, and video research. Members of the panel were Clarence Goshorn, chairman, president, Benton & Bowles; Mr. Brockway, Hugh Davis, executive vice president, Foote, Cone & Belding; Mr. Hoyt, R. J. Scott, president, Schwimmer & Scott, and J. L. Stolzoff, vice president, Cramer-Krasselt.

Clifton Utley, NBC radio and TV news commentator from Chicago, discussed "The World Situation" at the Friday luncheon, after which Sam Gale, vice president and director of advertising and public service for General Mills, spoke on "Someone's Listening" at the afternoon session.

Other speakers—Ted Patrick, editor of *Holiday* magazine, "An Editor Looks at Advertising"; Andrew Armstrong, Leo Burnett agency, Chicago, "New Trends in Art"; John Caples, vice president of BBDO, New York, "Best Pulling Ads"; Mr. Brockway, ethics as a factor in the creation of better advertising.

Mr. Cone, board chairman of Foote, Cone & Belding, concluded the day's activities with his explanation of why "Copy Is Still Our No. 1 Job."

WFJL NEWSMAN
To Interview World Figures

CHICAGOAN Charles F. Sebastian, president of the Chicago News Broadcasters Assn. and news director of WFJL (FM) in that city, began his biggest assignment Friday. He flew from Chicago to Los Angeles on the first lap of a 30,000-mile radio news gathering tour which will take him around the world for interviews with Gen. Douglas MacArthur, Emperor Hirohito, Pope Pius, Nehru, Clement Atlee, Winston Churchill and Chiang Kai Shek, among other international figures.

Mr. Sebastian's tour-of-duty as a radio reporter for WFJL was assigned by Bishop Bernard J. Sheil, D.D., who is president of the noncommercial broadcast station. His assignment: To establish a closer bond between the fighting man and the home front.

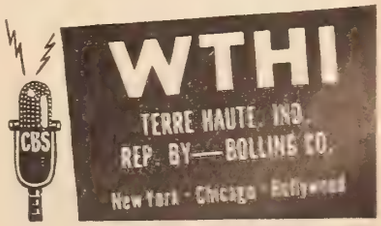
His means to that end will be tape-recorded interviews with soldiers and civilians in Korea, pictures of soldiers which will be sent to them and their families, newspaper accounts distributed locally, and motion pictures of schools, pupils and teachers, which will be compiled later into educational films for distribution to U. S. schools.

The taped reports will be air mailed back here for broadcast on WFJL. He will continue his show, *Editor's Comment.*

F. Y. I.
(for your information)...



Cities grow 'out' not 'up.' . . . Not reflected in population figures are the hundreds upon hundreds of new dwellings and miles of long-standing factory and residential areas unannexed by the City of Terre Haute, so it's a city of over 100,000 people, with 298,700 in the area, all potential listeners to WTHI, CBS plus top-flight local programming.



THE OLD SEA-HORSE SAYS:

Have *YOU* checked the WVMI—Area?

Only WVMI can offer "So Much For So Little"—May we tell you more?

WVMI BILOXI MISSISSIPPI

Serving the Entire Mississippi Gulf Coast

1000 WATTS • 570 KILOCYCLES



DISTRICT 10 DELEGATES at NAB meeting in St. Louis [BROADCASTING, Oct. 2] are (l to r): Seated, S. H. McGovern, KSO Des Moines; Fred Albertson, Dow, Lowhes & Albertson; NAB President Justin Miller; Ralph Evans, WHO Des Moines-WOC Davenport; Art Poppenberg, INS. Back row, George Smith, KFOR Lincoln, Neb.; Ernie Saunders, WOC Davenport; George Kercher, Edward Petry & Co.; Paul Clark, RCA; Carl Haverlin, BMI; Bill Newens, KOIL Omaha.

* * *

BMB FUTURE

Flaherty Queries NAB At Dist. 10

WHAT'S HAPPENED to the Broadcast Measurement Bureau? Eugene T. Flaherty, general manager of KSCJ Sioux City, raised the question toward the end of NAB's District 10 convention Sept. 29 in St. Louis. Other members and non-members of NAB in attendance at the final district sessions in the Chase Hotel also seemed anxious to know if the association intends to preserve BMB.

Mr. Flaherty addressed his query to Charles C. Caley, member of the NAB board's five-man BAB committee, following Mr. Caley's endorsement of an enlarged and strengthened Broadcast Advertising Bureau [BROADCASTING, Oct. 2].

"Would it be possible for the new BAB to embrace BMB, which is needed to round out the association's sales promotion activities, and which advertisers and agencies alike have sought for so long?" he asked.

As others echoed the question, Mr. Caley replied that the NAB board has given much thought to the continuance of BMB and hopes some day to re-establish the bureau as a separate adjunct of NAB. He asserted, however, that the association has no plans to incorporate the measurement service within the sales agency.

Threat Pointed Up

The increasing threat of multiple sponsorships was pointed up by Lyle De Moss, WOW Omaha, who told of a group of three food processors who are now advertising a cereal-coffee-tomato juice package on the air, known as a "hot-quick breakfast."

"This seems like a hot-quick way for these three advertisers to keep from spending more money in radio," said Mr. De Moss. "Soon we'll be having beer-and-pretzels, as well as ham-and-cheese, in the same announcements."

E. K. Hartenbower, KCMO Kansas City, asked if stations desiring to join BAB would feel required to keep up NAB memberships, especially since BAB is to be set up separate and apart from the parent association.

District Director William B. Quarton expressed the hope that NAB memberships would not suffer due to BAB's proposed divorcement from the association. He detailed the wide range of services which NAB offers outside the sales field and predicted these activities would increase in effectiveness once BAB starts functioning under its own power. Mr. Quarton stressed the importance of the association divorcing BAB "so that the sales bureau may attract many members in interests outside broadcasting."

BAB's Place

When Ralph Evans, WOC Davenport, asked whether super-BAB discussions would be included in the agenda at future NAB district and national meetings, he was assured by Mr. Caley that BAB "will have its place at our conventions more than ever before."

An added feature during the final day's sessions was the luncheon talk of Col. Cornelius P. Van Ness, USMC, assigned to the St. Louis area. Discussing the national emergency, Col. Van Ness termed radio "the greatest of media," and recalled that the military "has made great use of it thanks to the generosity of you broadcasters." He stressed the importance of "broadcasters never again succumbing to the smile of the (Russian) bear."

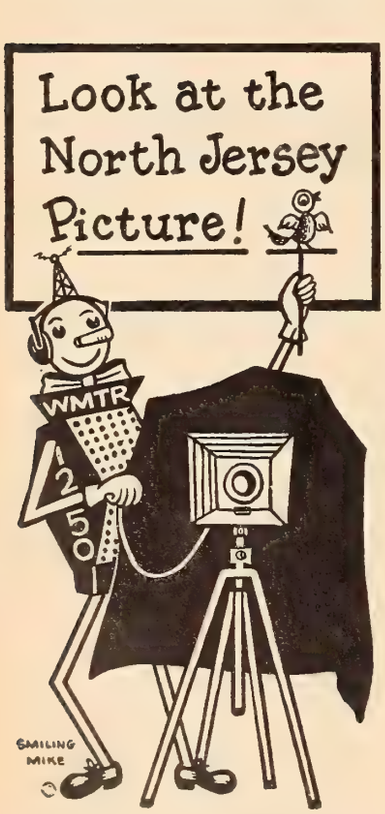
The District's resolution urging the industry to ask for "special relief" under the proposed excess profits tax law [BROADCASTING, Oct. 2] was inspired by a letter written to delegates by Ray E. Dady, vice president of KWK St. Louis. The letter noted that the American broadcaster, "with an almost unparalleled willingness to make sacrifices on behalf of public service, to abandon 'business and profits as usual' whenever the national welfare is concerned should be one of the last to ask for special consideration from the lawmakers of the United States."

Levy Seen Severe

"However, in the interest of fairness in taxation," it continued "this letter advances the thought that any excess profits levy which may be written into law during the next Congress, is likely to be a severely penalizing, if not confiscatory, enactment unless broadcasters give voice to their unique problem and urge the Congress to provide unique relief."

Predicting that earnings in 1947, 1948, and 1949 "will be averaged out and used as the base earning period," Mr. Dady's letter asked, "What other major industry has lived through the post-war years with two revolutionary technological developments—FM and TV—either one or both of which might make unprofitable the continued operation of one's existing productive plant; huge capital risks; building consumer FM and TV demand from scratch."

ASTATIC Corp., Conneaut, Ohio, produces CAC-J crystal cartridge for high quality performance of LP records.



Smiling Mike announces the appointment of Devney and Company
535 Fifth Avenue, New York
as National Representatives

WMTR
NOW 1000 WATTS
MORRISTOWN, N. J.





ITY PREVAILED as this group was caught at NAB District 10 convention lo r): Seated, Chet Thomas, KXOK St. Louis; Robert Convey, KWK St. is; William B. Quarton, WMT Cedar Rapids, district director; George bach, KSD St. Louis; William Ware, KSTL St. Louis. Back row, Woody ods, WHO Des Moines; Charles Church, KMBC Kansas City; Harry Burke, KFAB Omaha; Karl Koerper, KMBC Kansas City.



EIGHT-MAN SEGMENT of NAB District 10 delegation at St. Louis (l to r): Seated, Mahlon Aldridge, KFRU Columbia, Mo.; Sam Bennett, Arthur Church Jr., KMBC Kansas City; E. K. Hartenbower, KCMO Kansas City. Standing, Frank Fogarty, Lyle DeMoss, WOW Omaha; John Schilling, WHB Kansas City; Mike Carmichael, KWK St. Louis.

TH DISTRICT Registration List

ckerly, Gene, KCOW Alliance, Neb.; ertson, Fred W., Dow, Lohnes & Al- son, Washington; Aldridge, Mahlon, U Columbia, Mo.; Alexander, n, KODY North Platte, Neb.; Bates, er S., Associated Program Serv- New York; Batson, Charles A., Washington; Bennett, Sam H., St. Louis; Barrington, Bruce, OK St. Louis; Blackburn, J. W., kburn-Hamilton Co., Washington; n, Ed., KVFD Fort Dodge; Budde, F., KWK St. Louis; Burbach, ge M., KSD & KSD-TV St. Louis; te, Harry, KFAD Omaha; Brown, er H., KXOK St. Louis; Burton, ert J., BMI, New York; Burns, erta, KBOE Oskaloosa; Cary, Tom, S St. Joseph; Cate, Bill H., KBOA nett, Mo.; Church, Arthur B. Jr., BC Kansas City; Church, Charles Jr., KMBC Kansas City; Clark, RCA Chicago; Collins, James F., IO Flat River, Mo.; Cribb, Wayne KHMO Hannibal; Croker, W., C Decorah, Ia.; Currier, Merrill C., RO Cairo, Ill.; Daly, John J., IO Carthage, Mo.; Davis, Don, B Kansas City; De Bow, John, D Quincy, Ill.; Dennis, Ed, WHB sas City; De Moss, Lyle, WOW ha; Devine, John, Standard Ra- Chicago; Doherty, R. P., NAB, nington.

ans, R. W., KCMO and KCMO- Kansas City; Evans, Ralph, WHO OC, Davenport; Flaherty, Gene, J Sioux City; Fogarty, Frank P., W Omaha; Foster, Ralph D., KWTO ngfield; Franz, J. Noland, KMBC- M, Kansas City; Fulton, Harold W., Des Moines; Goldenberg, Henry, B Kansas City; Goodding, Ken, S St. Joseph; Gordon, Ken, KDTH uque; Haerle, John M., Gates o Co., Quincy, Ill.; Hagenah, Gus, dard Radio, Chicago; Hamlin, Edward W., KSD KSD-TV St. Louis; Hardy, Ralph W., NAB, Washington; Harrison, Austin, KSWM Joplin, Mo.; Hart, Miss Lee, BAB, New York; Hartenbower, E. K., KCMO Kansas City; Hatchett, Wayne J., KJFJ Webster City, Ia.; Haverlin, Carl, BMI, New York; Hetherington, Chris, John Blair & Co., St. Louis; Hetherington, R. M., WIL St. Louis; Higby, Harold W., KWBB Boone, Ia.; Hilliard, L. L., KOLT Scottsbluff, Neb.; Hirsch, Oscar C. and Ralph L., KFVS Cape Girardeau, Mo.; Huber, E. J. (Mike), KTRI Sioux City; Jacobson, W. S., KROS Clinton, Ia.; Kasten, Dick J., KSTL St. Louis; Keefe, Howard M., Jos. Hershey McGillvra, Chicago; Kercher, George A., Edward Petry & Co.; St. Louis; Kerrigan, Jack, WHO Des Moines; King, Alvin M., Capitol Records, Chicago; Koerper, Karl, KMBC Kansas City; Lenwell, Leroy W., KBRL McCook, Neb.; Loers, Lloyd D., WTAD Quincy; Long, Maury, BROADCASTING, Washington.

Marlin, A. W., BMI, New York; Masterson, Bert, United Press, Chicago; Mathews, Frank, Wichita; McCarthy, A. L., KWOC Poplar Bluff, Mo.; McGovern, S. H., KSO Des Moines; McKenney, L. C., KDMO Carthage, Mo.; Meadows, Dan, RCA, Chicago; Millen, Paul E., KWCR Cedar Rapids; Miller, Justin, NAB, Washington; Miller, L. A. "Jiggs", KEHD Omaha; Milligan, Merritt, WTAD Quincy; Muschany, Elmer G. KXOK St. Louis; Neathery, Robert, KWPM West Plains, Mo.; Newens, William, KOIL Omaha; Nickles, Robert W., KFAL Fulton, Mo.; Pagliara, Nick, WIL St. Louis; Parker, Kenneth M., SESAC, New York; Poppenberg, Art, INS New York; Quarton, Wm. B., WMT Cedar Rapids; Rasmussen, Lee Gordon, KJFJ Webster City, Ia.; Reilly, Bill, RCA Thesaurus, Chicago; Rogers, Dave., RCA Thesaurus, Chicago; Rose, R. L., KWOS Jefferson City; Sammons, Elizabeth, KSCJ Sioux City; Sanders, Ernie, WOC & WOC-TV, Davenport; Schilling, John T., WHB Kansas City; Sharpe, Virgil, KOIL Omaha; Sheperd, KNCM Moberly, Mo.; Sloan, S. E. "Art", KXLW St. Louis.

Smith, George X, KFOR Lincoln; Springgate, V. N., KXOK St. Louis; Stufflebam, R. L., KSTL St. Louis; Teich, Walt, KROS, Clinton, Ia.; Thomas, C. P. (Chet), KXOK St. Louis; Thompson, Bill, BROADCASTING, Chicago; Tinnea, John W., KWK St. Louis; Van Nostrand, Lew, WMT Cedar Rapids; Varnum, Walt, RCA Kansas City; Vick, John O., KOEL Oelwein, Ia.; Volger, George, KWPC Muscatine, Ia.; Ward, G. Pearson, KTTS Springfield; Ware, Les, KXLW St. Louis; Ware, William E., KSTL St. Louis; Weis, Pierre, Lang-Worth, New York; Wheeler, Edward A., WEAW Evanston, Ill.; Williams, C. Earl, KFNF Shenandoah, Ia.; Wodlinger, Mark, WOC & WOC-TV Davenport; Woods, W. W., WHO Des Moines; Yeldell, Guy, KSD & KSD-TV St. Louis; Young, H. C., KSIM Sikeston, Mo.; Zehr, H. J., KWK St. Louis.

MEDIA CLINIC

Agenda Set for Chicago Meet

FIVE Chicago radio and television executives will outline methods of the broadcast media Oct. 25 and Nov. 1 to enrollees in the media clinic of the 1950 Advertising Workshop, co-sponsored by the Chicago Federated Advertising Club and the Women's Advertising Club.

Radio will be discussed Oct. 25 by Louis J. Nelson, media director, Wade Advertising, who will answer "Is Timebuying Scientific?" and James L. Stirton, general manager and sales manager of ABC's Central Division, on "Radio Network and Spot Sales." Three speakers will talk of television. They, with their subjects, are Russell W. Tolg, television director, BBDO, "Television Timebuying"; George Harvey, sales manager, WGN-TV, "The Latest Developments in Television," and Norman C. Lindquist, television director, Atlas Film Corp., "Television Production."

Six other clinic sessions will consider creative advertising, sales promotion, advertising art, production, research and direct mail.

MISSISSIPPI Broadcasters Assn. presenting trophy to player chosen as "most outstanding" in Miss. annual high school all star game.

WMOD STARTS

Moundsville Daytimer on Air

WMOD Moundsville, W. Va., owned and operated by Radio Moundsville, went on the air Oct. 1. Owner and general manager is James D. Sinyard.

In addition to Mr. Sinyard, personnel includes: Bob Clark, program director; Harry Hechesky, commercial manager; Jerry Boles, chief engineer, and Bill Hawley, chief announcer. WMOD is licensed for 1 kw daytime on 1470 kc.

SERVICE

Twenty-four years of faithful service to American agriculture makes WIBW the most-listened-to-station in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

In Washington
PEOPLE'S DRUG STORES
one of America's great chains chooses
WWDC
EXCLUSIVELY!
24 Newscasts daily

WWDC is the greatest radio buy in Washington. See your Forjoe man today.

September 28 Applications . . .

ACCEPTED FOR FILING

License for CP

WREB Holyoke, Mass.—License to cover CP new AM station.

KFTV Paris, Tex.—Same.

License Renewal

Applications for license renewal filed by following: KGST Fresno, Calif.; KVVC Ventura, Calif.; WAMS Wilmington, Del.; WKWF Key West, Fla.; WTTS Bloomington, Ind.; WFEA Manchester, N. H.; WHOM Jersey City, N. J.; KILO Grand Forks, N. D.; KTIL Tillamook, Ore.; WPAW Pawtucket, R. I.; WBOW-FM Terre Haute, Ind.; WSTP-FM Salisbury, N. C.; WHBL-FM Sheboygan, Wis.

AM—1370 kc

KBUC Corona, Calif.—CP increase D power from 500 w to 1 kw.

AM—1010 kc

KSMN Mason City, Iowa—CP increase power from 1 kw to 10 kw.

Modification of CP

WBT-FM Charlotte, N. C.—Mod. CP new FM station for extension of completion date.

KAKC-FM Tulsa, Okla.—Same.

WISC-FM Madison, Wis.—Same.

WAUX (FM) Waukesha, Wis.—Same.

WSM-TV Nashville, Tenn.—Mod. CP new TV station for extension of completion date from 10-6-50 to 4-6-51.

TV—Change Power

WABD (TV) New York—CP change trans. site from 515 Madison Ave. to Empire State Bldg., N. Y., and change ERP from 14.25 kw vis., 9.45 kw aur. to 5.6 kw vis., 3.09 kw aur.

TENDERED FOR FILING

AM—1600 kc

WSFL Springfield, Mass.—CP change 5 kw D DA to 5 kw-D, 1 kw-N DA-DN.

Modification of CP

WGHN Grand Haven, Mich.—Mod. CP change site to Village of Spring Lake, Mich.

APPLICATIONS RETURNED

WTNT Tallahassee, Fla.—RETURNED application for transfer of control from B. K. Roberts to Frank W. Hazelton.

WGIG Brunswick, Ga.—RETURNED application for license renewal.

KEIO Pocatello, Ida.—Same.

October 2 Decisions . . .

ACTION ON MOTIONS

By Commissioner Jones

George E. Cameron Jr., Tulsa, Okla.—Granted extension of time to Oct. 10, to file opposition to motion to reopen hearing in proceeding re its application and that of Kenyon Brown, Tulsa.

Royal Bcstg. Corp., New Orleans; FCC General Counsel—Granted extension of time to Oct. 23 to file exceptions to initial decision issued in Doc. 9348 et al.

By Examiner J. D. Bond

National Bcstg. Co.—Granted continuance of hearing in proceeding re application of South Central Bcstg. Corp. (WIKY), Evansville, Ind., from Oct. 2 to Oct. 11.

By Examiner Leo Resnick

WAGA Atlanta, Ga.—Granted continuance of hearing scheduled Oct. 9 in proceeding re its application; ordered hearing shall commence Dec. 8 in Washington, D. C.

By Examiner Elizabeth C. Smith

WTCH Shawano, Wis.—Granted indefinite continuance of hearing now scheduled for Oct. 6 in Washington, in proceeding re its application; hearing continued until further order.

By Examiner H. B. Hutchison

WMNB North Adams, Mass.—Granted leave to amend application to substitute new engineering report relative to prospective coverage and interference conditions for engineering report now associated with application, and for removal of application, as amended, from hearing docket.

By Commissioner Walker

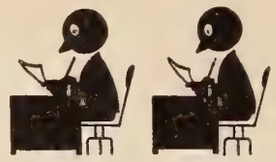
KPAB Laredo, Tex.—Ordered that further hearing in matter of revocation of license of KPAB is scheduled to be held Oct. 27 at Washington.

KFKU
Lawrence, Kansas
USES
Magnecorder
Used By More Radio Stations Than All Other Professional Tape Recorders



NEW PT63-A
Unit Construction permits portable or rack mount operation. 3 separate heads to monitor from the tape! Prevents recording errors! New 3 head unit also available to convert present PT6 Magnecorder.
WRITE Magnecord INC.
360 N. Michigan Ave.
Chicago 1, Ill.

FCC actions



SEPTEMBER 28 TO OCTOBER 5

CP-construction permit	**ant.-antenna**	**cond.-conditional**
DA-directional antenna	**D-day**	**LS-local sunset**
ERP-effective radiated power	**N-night**	**mod.-modification**
STL-studio-transmitter link	**aur.-aural**	**trans.-transmitter**
synch. amp.-synchronous amplifier	**vis.-visual**	**unl.-unlimited hours**
STA-special temporary authorization		**CG-conditional grant**

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

October 2 Applications . . .

ACCEPTED FOR FILING

License Renewal

License renewal applications were filed by following: KPRO Riverside, Calif.; WMMW Meriden, Conn.; WLAQ Rome, Ga.; WPWA Chester, Pa.; WJLN (FM) Birmingham, Ala.; WJPR-FM Greenville, Miss.; WRUN-FM Utica, N. Y.; WDNC-FM Durham, N. C.; WCED-FM DuBois, Pa.; KLTI-FM Longview, Tex.

Modification of CP

KPQ Wenatchee, Wash.—Mod. CP change frequency etc. for extension of completion date.

WCOH-FM Newnan, Ga.—Mod. CP new FM station for extension of completion date.

Reinstatement of CP

KUGN-FM Eugene, Ore.—Request to reinstate CP which expired 8-7-50.

October 4 Decisions . . .

BY THE SECRETARY

KFMX Council Bluffs, Iowa—Granted license new FM station; 96.1 mc, 9.3 kw, 230 ft.

KRIC-FM Beaumont, Tex.—Granted license new FM station; 99.5 mc, 14 kw, Ch. 258, 360 ft.

KTRH-FM Houston, Tex.—Granted license new FM station; 101.1 mc, 29.5 kw, Ch. 266, 470 ft.

WERE-FM Cleveland — Granted license covering changes in FM station; Ch. 253, 98.5 mc, 11.5 kw, 620 ft.

WRFM Hattiesburg, Miss.—Granted license new FM station 97.9 mc, 2 kw, 310 ft.

WERD Atlanta, Ga.—Granted CP install new trans. and change main studio location.

WHJC Baltimore Junior College, Baltimore—Granted CP new noncommercial FM station, 88.1 mc; Ch. 201, 10 w.

Don Lee Bcstg. System, Hollywood—Granted mod. CP KM2XCV for extension of completion date to 5-4-51.

KTLA (TV) Hollywood—Granted mod. CP for extension of completion date to 2-1-51 subject to express cond. that it is without prejudice to any action Commission may take with respect to any outstanding authorizations or applications of grantee in light of decision of Supreme Court in US v. Paramount Pictures, Inc. et al, 334 U.S. 131.

KFXD-AM-FM Nampa, Ida.—Granted involuntary transfer of control of licensee corporation from Frank E. Hurt, deceased, to E. E. Coleman, executor of estate.

Frontier Bcstg. Co., Cheyenne, Wyo.—Granted CP and license for new remote pickup KA-7680.

WUSV U. of Scranton, Scranton, Pa.—Granted license new noncommercial educational FM station; 88.1 mc, Ch. 201, 10 w.

WGBI Scranton, Pa.—Granted license change type trans., trans. location, and changes in ground system.

KBTA Near Batesville, Ark.—Granted license new standard station 1340 kc 250 w unl.

Pioneer Bcstg. Co., Crockett, Tex.—Granted CP new remote pickup KA-7681.

The Fort Industry Co., Area Detroit, Mich.—Granted CP new exp. TV relay KA-7677 broadcast station.

KTSL Hollywood—Granted mod. CP covering request for further facilities including ant. specifications of exp. TV station KM2XBD, as authorized in CP for changes (9.3 kw vis; 6 kw aur.; 980 ft. vis; 1185 ft. aur.).

KSL-TV Salt Lake City — Granted mod. CP for extension of completion date to 4-15-51.

WVSC Somerset, Pa.—Granted mod. CP for extension of completion date to 2-1-51 (cond.).

WCAZ Carthage, Ill.—Granted involuntary transfer of control of licensee corporation from Robert E. Compton, deceased, to Chicago Title and Trust Co., executor and trustee of estate.

WJON St. Cloud, Minn.—Granted license new standard station 1240 kc 250 w unl.

KSCJ Sioux City, Iowa—Granted license install new trans.

KWKH Shreveport, La.—Same.

WOAI San Antonio, Tex.—Same.

WLBR Lebanon, Pa.—Granted license change hours etc.

WMRO Aurora, Ill.—Granted license change studio location.

KVLF Alpine, Tex.—Granted mod. license change main studio location.

KCBC Des Moines, Iowa—Same.

KSAM Huntsville, Tex.—Granted CP install new trans.

WSFL Springfield, Mass.—Granted CP changes in trans.

WHB Harrisburg, Pa.—Granted mod. CP for extension of completion date to 4-2-51.

WPRA Mayaguez, P. R.—Granted mod. CP for extension of completion date to 11-18-50 (cond.).

ACTIONS ON MOTIONS

By Commissioner Walker

FCC Acting General Counsel—Granted correction of transcript of oral argument of Sept. 15 in proceeding re application for license to cover CP for standard station WMAW Milwaukee.

By Examiner H. B. Hutchison

WGKV Charleston, W. Va.—Granted order authorizing taking of deposition of certain witnesses in proceeding re its application; it is further ordered that Kanawha Valley Bcstg. Co. is authorized to take deposition of Arthur B. Koontz who will testify respecting arrangements which have been made for option on land for proposed transmitter site of WGKV.

By Examiner Fanney N. Litvin

KRMD Shreveport, La., and Lakewood Bcstg. Co., Dallas, Tex.—Ordered date for hearing in this proceeding be changed to Nov. 20, in Washington.

KROY Sacramento, KYA San Francisco, and KVSM San Mateo, Calif.—Ordered hearing in this matter, now scheduled Oct. 30 in Washington, be continued to Jan. 8, 1951.

Radio Corp. of Toledo, Toledo, Ohio—Granted leave to amend application to correct certain calculations of parameters of proposed day and night patterns and to revise certain maximum expected operating values for proposed nighttime operation.

KID Idaho Falls, Ida.—Granted continuance of hearing in proceeding re its application from Oct. 16 to Oct. 30 in Washington.

By Commission en banc

Burbank Bcstrs. Inc. and Leslie S. Bowden, Trustee in Bankruptcy—Granted petition for early oral argument in matter of revocation of license of KWIK Burbank, Calif.; oral argument scheduled for Oct. 9.

October 4 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WCEN Mt. Pleasant, Mich.—Mod. CP change power etc. to change from 1 kw D to 1 kw unl. DA-N AMENDED to change from 1 kw to 500 w-N 1 kw-D change DA (1150 kc).

KACE Dallas, Tex.—Mod. CP new AM station for extension of completion date.

WJBW-FM New Orleans—Mod. CP new FM station for extension of completion date.

License Renewal

License renewal applications filed by following stations: WMBR Jacksonville, Fla.; WLXW Carlisle, Pa.; KNAI Victoria, Tex.; KUOA-FM Siloam Springs, Ark.; KLX-FM Oakland, Calif.; WTAX-FM Springfield, Ill.; WKJG-FM Fort Wayne, Ind.; WFML (FM) Washington, La.; KGLO-FM Mason City, Iowa; WKBZ-FM Muskegon, Mich.; WGCM-FM Gulfport, Miss.; WJDX-FM Jackson, Miss.; WCLI-FM Corning, N. Y.; WFBG-FM Altoona, Pa.; WTJS-FM Jackson, Tenn.; KIXL-FM Dallas, Tex.

FM—Changes

WFMW-FM Madisonville, Ky.—Change ERP, ant. height etc.

License for CP

WKSU-FM Kent, Ohio—License to cover CP new noncommercial FM station at Kent State U.

TENDERED FOR FILING

AM—1150 kc

KTLN Denver—CP change from 990 kc to 1150 kc.

Modification of CP

WWSC Glens Falls, N. Y.—Mod. CP increase N power from 500 w to 1 kw (1410 kc).

APPLICATIONS RETURNED

WSFL Springfield, Mass.—CP change from 5 kw D DA to 1 kw-N 5 kw-D unl. DA-DN, on 1600 kc.

(Continued on page 87)

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
STerling 3626

COMMERCIAL RADIO
Monitoring Company
PRECISION FREQUENCY MEASUREMENTS
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71% OF ALL AM-FM-TV BROADCASTERS USE ANDREW TRANSMISSION LINES AND FITTINGS
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26 Years' Experience in Radio Engineering
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Warner Bldg., Wash., D. C.
National 6513

Craven, Lohnes & Culver
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*Member AFCCE**

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Washington 6, D. C.
REpublic 7236

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Dallas, Texas Seattle, Wash.
1728 Wood St. 4742 W. Ruffner
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927 15th St., N. W. REpublic 3883
WASHINGTON, D. C.

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00 W. ABRAM ST. AR 4-8721
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Radio Engineering Consultant
Executive 5851 1833 M STREET, N. W.
Executive 1230 WASHINGTON 6, D. C.

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road — RIverside 7-2153
Riverside, Ill.
(A Chicago suburb)

ADLER ENGINEERING CO.
TELEVISION AND BROADCAST FACILITIES
DESIGN AND CONSTRUCTION
18 Grand St., New Rochelle, N. Y.
New Rochelle 6-1620

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PRODUCTION UNIT NPA Structure Shaping Up

SKELETON structure of the newly-created National Production Authority is beginning to assimilate some form within the Commerce Dept., but there are indications that consideration of electronics and broadcast matters on the operational level is far afield from active realization.

While a plan to set up an electronics division, or at least a small unit, is under study by top-flight officials of NPA, it is conceded that lack of personnel may seriously hamper concentrated jurisdiction over communications problems, and that operation is nowhere near actuality.

The department is expected to hire a number of additional employes within the next few weeks, but officials stressed that, even then, NPA may have to "cut corners" to measure up to the prodigious task set up for it by the President's order.

Demands on the broadcasting and communications industries, along with those made on other industry groups, will be explored, however, by two key divisions—Program Determination and Industry Operations—at the policy level.

Electronics Head

Heading up electronics matters on the subordinate strata, for the time being at least, is Don Parris of the department's General Products Division which, along with other units, was transferred to the new NPA.

If the plan materializes to set up an Electronics Product Division as a sub-head of NPA—on a par with General Products—Mr. Parris presumably will head it up. An electronics specialist, Mr. Parris serves as a U. S. government delegate to the International Radio Consultative Committee Study Group 11 authorized under the International Telecommunications Union. He also has been active in the department's export control activities.

Mr. Parris is thoroughly conversant with the current problems inherent in reaching a worldwide agreement on standardization of television line and frame rates, as well as the policies of various countries with respect to import of U. S. radio receiving equipment. He serves as a permanent delegate to the study group for the Commerce Dept.

It is understood that the plan envisions jurisdiction over production, allocation, priorities and other factors in the electronics field on the operational level.

The electronics unit, as part of the Industry Operations Division, would fall under H. B. McCoy as assistant administrator. Mr. McCoy has been director of the Office of Industry and Commerce since last June when the office was established within the Bureau of Foreign and Domestic Commerce. He also is assistant director of NPA, reporting to Administrator William H. Harrison.

McCoy's Job

As assistant administrator, he and his staff will administer NPA limitation, conservation and allocations orders and (1) schedule production and delivery of critical components and end products when necessary; (2) direct utilization of facilities to maintain schedules; (3) take spot action to expedite production, and (4) advise procurement agencies on placement of defense orders.

The Program Determination Division, a parallel organization, would concern itself with policy and administration problems, also dealing with electronics matters.

Still another group is the Advisory Committee on Priorities Administration, to include Mr. Harrison as chairman and representatives from 10 government agencies, among them the State, Defense, Labor and Treasury Depts. While FCC is not specifically mentioned, the order is broad enough to include possible participation, since communications is not represented by any of the other agencies set forth [BROADCASTING, Sept. 18].

In addition, National Security Resources Board, which is charged with responsibility for overall mobilization including use of communications, would be permitted to designate an observer to attend all meetings of the Priorities group. Latter would serve in an advisory capacity with respect to "policy and program matters affecting the interests" of the represented agencies.

More specifically it would (1) "consider all factors relevant to the determination of the direct and indirect military, civilian and foreign requirements for essential and critical raw materials and industrial products; (2) recommend programs for the production and allocation of such materials and products; and (3) review proposed orders and regulations. . . ."

The skeleton plan also calls for sub-groups dealing with civilian and labor requirements, as well as field operations. Also planned under a proposed deputy administrator, not yet named, who would function under Mr. Harrison, would be legal, administrative and information offices, as well as an appeals board. W. Howard Chase, public relations director on leave of absence from General Foods Corp., currently is serving as information consultant to Commerce Secretary Charles Sawyer.

Knowles Named

Meanwhile, Mr. Harrison has announced the appointment of Nathaniel Knowles as staff assistant in the field of NPA planning and controls. Mr. Knowles, who served with the old War Production Board and before 1940 with Bell Telephone Co. of Pennsylvania, has been director of ECA's Statistics and Reports Div. since 1948.

Fate of the suggested End Products Division, which is slated to control supplies of finished goods on the basis of critical needs, is uncertain. The plan is still on the NPA drawing board.

NPA authorities stressed that activities relating to electronics and other industries probably would not crystallize until the Defense Dept. has reported its military needs for component parts and finished products.

Marvin Hobbs, chief of the Munitions Board's communications section, already has indicated that large volumes of orders for electronics shipments are in the drafting stage and will be announced in the near future.

To assure adequate defense production, NPA Sept. 30 announced creation of a broad priorities system, giving military orders first call on civilian production of goods and services. Rating regulations will be invoked at the outset for defense and atomic energy procurement.

The new order will, in effect, insure immediate attention by electronics manufacturers and their suppliers with respect to fulfilment of military orders. Materials, products and components used in the end item would be involved under the regulation.

"The defense program is expanding," Mr. Harrison noted in making the announcement. "Many materials and products are in short supply. The purpose of the priorities system . . . is to assure that defense production has the right of way."

The whole complex problem of electronics orders and requirements, running the gamut of government to manufacturer, encompasses participation by the military, Munitions Board, NSRB, the Electronics Industry Advisory Committee (comprising members of Radio-Television Mfrs. Assn.), and, of course, the Commerce Dept. Demand and supply conceivably will entail discussions, from time to time, among industry and top-flight government representatives (the military, Munitions and Resources boards, Commerce Dept.).

RTMA is expected to work in close conjunction with the Commerce Dept.

The Signal Corps Advisory Council (made up of industry and Army



FRED HOLT (l), newscaster for WCKY Cincinnati, points to a map of Korea, as his colleague, Don Paevey, studies the latest news on the Far East situation. Between them, the two do 15 newscasts a day and are also on the air with news headlines 11 times each day.

Your Nearest AVERY-KNODEL *office has all the facts on*

WIBA MADISON, WIS.

They'll show the Hoopers, Conlans, BMB's and other pertinent data to prove that WIBA has dominated the Madison area for more than 25 years.

BADGER BROADCASTING COMPANY

5000 Watts on 1310 . . . NBC



ps representatives) also dove-s into the electronics production ture.

The Electronics Industry Advis- group has designated 11 sub-mittees to look into problems rounding component parts sup-, and will report to the Muni-ns Board periodically. Originally eduled to meet Oct. 17, industry l government officials now plan convene again late in November. Once the board has in its hands EIAC report, it will confer with mmerce Dept. and NSRB officials evaluate military and civilian ds in terms of availability of h items as tubes, transformers, l condensers, a Munitions Board cial explained last week.

Meanwhile, there is speculation t NPA will issue shortly a new ulation giving military out- priority on critical materials, l setting forth civilian priorities der a sliding scale of essential ivities. Another plan reportedly ng readied envisions addition of er commodities to the present of 32 scarce items under NPA's entory control power.

UME CITED

By Losing Applicant

MPLAINT against FCC Hear- Examiner Jack P. Blume has n filed with the Commission by etna and Lower Coast Broad-ting Corp., loser in initial rul- made by the examiner to nt WJMR New Orleans switch m 250 w daytime on 990 kc to w fulltime on 1450 kc.

Filed by New Orleans attorney urice B. Gatlin, petition re-sted FCC to reject the initial ision on the ground that Ex-iner Blume "was so inefficient, mpetent and so obviously biased t his 'decision' can in fact be of help to the Commission in de-ng the issues here involved." ition also attacked as unethical "slanderous" Mr. Blume's find-s that Gretna and Lower Coast s "careless, inept and unbusi-s-like."

Meanwhile last week Acting FCC neral Counsel Harry Plotkin fitioned the Commission to strike tions of the complaint as "sham l scandalous."

'RED CHANNELS'

Defended By Rep. Harrison

IN DEFENSE of *Red Channels*, the anti-Communist booklet receiving wide reading and cause of heated dispute in radio-television circles, Rep. Burr P. Harrison (D-Va.) has stated, "No individual is called a Communist in this book.

"The record is offered for evaluation by the general public. The basis for each association attributed to an individual is given," continued Rep. Harrison in his statement appearing in the Sept. 23 *Congressional Record.*

While it was understandable that *Red Channels* "should provoke bitter attacks from the Communist Party organs and leftist newspapers generally," Rep. Harrison said, "it is difficult to comprehend . . . the joinder in this hue and cry on the part of conservative newspapers."

The congressman declared that there was no intent of "blacklisting" or to "police the airwaves" by the book's publishers. Rep. Harrison then entered a statement by Ted C. Kirkpatrick, managing editor, *Counterattack* (anti-Communist newsletter which published *Red Channels*).

According to Mr. Kirpatrick's statement, "no individual has the right to 'absolve' or convict anyone in or out of radio of pro-Communist leanings." The public, he said, has the right to decide the issues. But the policy of the newsletter, he said, "is to help and induce individuals involved in the conspiracy to break with it." If any person, who has "innocently or otherwise aided the Communist cause" wants to set the "record straight," the publication "will gladly aid that person in every way possible."

"*Red Channels* was not published to classify anyone. It is as its subtitle indicates, a report of Communist influence in radio and TV," Mr. Kirkpatrick said in his denial of "blacklist" or alleged attempt "to police the airwaves" [BROADCASTING, Sept. 18].

EQUIPMENT and Service Co., Dallas, Tex., announces lightweight outlet box which provides five interruption-proof all-weather outlets from one inlet.

MANPOWER

Defense Office Is Set Up

CREATION of a Defense Manpower Office patterned after the World War II Manpower Commission was announced Sept. 29 by Secretary of Labor Maurice Tobin. The new office is expected to develop plans and policies for meeting needs of defense industries and "essential" civilian employment touching on the electronics manufacturing and radio broadcast fields.

An executive director will be named by Secretary Tobin to head up the agency which was authorized by President Truman's Sept. 9 order giving him jurisdiction over the civilian manpower program for the defense effort.

The announcement followed revelations by radio station operators in NAB Districts 9 and 11 that they are losing an increasing number of employes to military service and that a manpower shortage has begun to develop (BROADCASTING, Oct. 2, Sept. 25).

The Labor Dept. already has set up a list of "critical occupations" for use of the Defense Dept. in expanding the armed forces. The breakdown covers professional and related occupations, and those adjudged to be "skilled," and includes electrical engineers. The Commerce Dept. has placed "radio broadcasting" (AM-TV networks, stations, manufacturers of military equipment, telecommunications firms) in the category of "essential industries" [BROADCASTING, Aug. 7].

Secretary Tobin set up (1) an inter-departmental committee on defense manpower comprising heads of government departments and agencies with interests in civilian manpower; (2) a management-labor advisory group; (3) a women's advisory committee.

Secretary Tobin will call for recommendations from advisors on what critical defense occupations should be exempt from the military draft, and for statistical studies necessary to "assemble and analyze information on labor productivity, employment, labor requirements for defense, and other essential activities, and manpower resources."

The labor secretary also urged use of the federal-state Public Employment Service to help meet defense and civilian production needs and to plan for expanding and mobilizing the civilian labor force.

CKNW Kit

CKNW New Westminster, B. C., has issued a kit to its advertisers and prospects containing a regional industrial index of British Columbia. The index is accompanied by three radio audience survey reports by Penn McLeod & Assoc. Ltd., Vancouver and Toronto, and a fourth by Elliott-Haynes Ltd., Toronto.

Indian Show

CLAIMING a "first" in its schedule, WBRD Ft. Lauderdale, Fla., has launched a public service program devoted exclusively to the Seminole Indians. Every Friday morning from 11 to 11:15 a.m., Rev. Sam Tommie of the Seminole reservation at nearby Dania presents news to the Indians in their native language—Micuksookie. Following each broadcast of *The Seminole Speaks*, a brief English translation is given for other listeners.

PACKAGE MERGE

PRB, Gainsborough Join

PRB Inc. (Pickford, Rogers, Boyd) and Gainsborough Assoc. Inc., New York, both radio and TV package firms, have merged forces to build a coast-to-coast production company.

With offices in both New York and Hollywood, the two packagers will produce shows originating in those talent centers. However, each company remains autonomous, having issued no new stock or exchanged any stock between each other.

KSWM
JOPLIN, MO.
REACHES 446,600* PERSONS WHO SPEND... $285,550,000 ANNUALLY IN TOTAL RETAIL SALES!



CBS

* The small map above shows airline miles to nearest metropolitan centers, assuring unduplicated CBS service to the KSWM audience.

Now in its *fifth year* of service, KSWM is an integral part of all community affairs and activities.

KSWM
CBS in
JOPLIN, MO.
Nationally Represented by William G. Rambeau Co.

Austin A. Harrison, Pres.

MORE AUDIENCE — MORE MAIL
MORE ADVERTISERS

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

L.B. Wilson
WCKY
CINCINNATI
50,000 WATTS OF SELLING POWER

CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Manager wanted for 250 watt AM and FM network station, newspaper owned, in very prosperous midwest city and market; only station in city; newspaper gives fullest support and selling is on clean competitive basis; applicant must either have proven record of selling or be able to convince us that he can sell radio and also assume complete management; salary plus percentage of profits; will consider selling interest to right man; tell all about yourself in first letter including age, experience, salary requirements, habits, family and send photo and references; you need not hesitate to answer this ad and your reply will be held in strictest confidence. Box 530G, BROADCASTING.

Wanted—Manager not interested in titles and glory, but good pay for sober, business approach with well rounded radio experience, capable of selling. Box 575G, BROADCASTING.

Opportunity for sales organization manager, WNEW type operation, independent station experience, car necessary. 1000 watt fulltime up-state New York station going 5000. Write full qualifications. Box 576F, BROADCASTING.

Station manager, newspaper owned MBS outlet, 15,000 Nebraska town. Prefer good commercial man, fully experienced. Will share profits with man who proves himself. Permanent. Box 601G, BROADCASTING.

Experienced radio man to take charge production, programming, etc., do some selling, local fulltime station in growing east coast community of 15,000. Opportunity to buy interest requiring 5-6 thousand. Will stand full investigation. Reply fully in confidence. Box 603G, BROADCASTING.

Profitable fulltime independent, major market in Massachusetts seeking commercial manager. Successful selling experience vital. Liberal salary plus overwrite. Our staff knows of this advertisement. Box 615G, BROADCASTING.

Opportunity to invest in and manage 250 watt station midwest town 15,000. Present owner has other business interests. Good deal for right man. Box 625G, BROADCASTING.

Salesmen

Texas ABC station desires aggressive, experienced salesman. Permanent. Equitable compensation. Box 476G, BROADCASTING.

Wanted: Experienced time salesman for an eastern non-competitive market. Salary plus incentive arrangement. Please furnish details of experience. Box 511G, BROADCASTING.

24-hour-a-day, independent station, in market of 600,000, with second highest Hooper rating in area, desires experienced, conscientious, hard working, radio time salesman. Will pay good drawing account against 15% commission. Car necessary. Rush complete resume and late snapshot, if available, to Box 513G, BROADCASTING.

Progressive local station wants aggressive salesman. Permanent to right man. Must have car. Salary and commission. East coast. Immediate. Give full details and picture. Box 604G, BROADCASTING.

Regional salesman, knowing his own territory and traveling it regularly to represent highly saleable open-end properties of growing transcription producer. Good commissions; no advance, no draw. We do not demand exclusivity. Send experience, references, photo, list other properties now handled. Box 609G ,BROADCASTING.

Established FM station adding AM. Need salesman, announcers, combination men. Send full particulars, experience, disc, photo first letter. Give phone number. If we like you, we may call you. WCFC, 305 Reservior Road, Beckley, W. Va.

Help Wanted (Cont'd)

Sales promotion position open. Must understand distribution pattern and merchandising. Display advertising and direct mail experience helpful. Air mail details and photo to Promotion Manager, WNAX, Yankton, S. D.

Illinois 1000 watter seeks hard working salesman. Draw, 15-20%, protected territory. WSMI, Litchfield, Illinois.

Salesman with car to sell radio time for L. I. radio station. L. I. resident only. Salary, write details to Box 219, Hempstead, L. I.

Announcers

Network affiliate Rocky Mountain area has opening for announcer-copywriter. Send transcription and full details with first letter. Box 909F, BROADCASTING.

Anouncer, capable of producing own musical-personality show for regional network of stations in south. Must be sober, industrious, dependable. Will pay comfortable salary to start, with increases commensurate with ability. Box 606G, BROADCASTING.

Experienced announcer-engineer wanted by Minnesota radio station. Must be able to do good job on news. Car necessary. Good salary for good man. Box 623G, BROADCASTING.

Announcer, small market fulltime network affiliate, detail completely experience, ability with news, sports, DJ and salary expected. Box 634G, BROADCASTING.

Announcer: Staff work, including news, record shows, some sports. Some experience preferred. $40 per week to start. Write Box 639G, BROADCASTING.

Morning man. Straight, friendly style. must be strong on news. Permanent. Top organization. Eastern major network station, medium sized market. Send disc, background. Box 645G, BROADCASTING.

Needed immediately by Virginia network affiliate, thoroughly experienced announcer-engineer with first class ticket. Must be good announcer and have car. Permanent interview. $75.00 for forty hours. Box 651G, BROADCASTING.

Announcer with ticket. One year experience announcing. Start $225 raise in six months. Phone or wire J. B. McNutt, KBUD, Athens, Texas.

Announcer-engineer needed immediately. Must have had two or more years experience announcing and handling all types programs. Average-to good-combo men not wanted, as this job is open only to top talent. Pay is in full accord. Must show stability and a good record of service which will stand inspection from the station where you are now employed. Air mail qualifications including draft or reserve status to KNCM, Moberly, Missouri.

Immediate opening for licensed combination man, heavy on announcing. Give full particulars. KSUN, Bisbee, Arizona.

Wanted: Experienced announcer for fulltime network station. Prefer top-flight man capable of doing play-by-play football, news, ad-lib. Permanent situation with good pay and excellent working conditions. Give draft status. Address Kermit Ashby, KVOP, Plainview, Texas.

Immediate opening for combination man. New station. Perfect working conditions. Call or wire Buddy McLain, WBIP, Booneville, Miss.

Combination announcer-engineer, send history, picture, disc, minimum starting salary, references, draft status. H. R. Winsor, WBYS, Canton, Illinois.

Announcer-operator wanted. State details, salary requirements etc. first letter. Personal interview necessary. WKTY, La Crosse, Wisconsin.

Help Wanted (Cont'd)

Hill Billy DJ, engineer, will pay high salary if you have first phone and the personality to run a top hill billy DJ show, in one of south's richest rural markets. Rush disc, tape or wire; background details; WKUL, Cullman, Ala.

Wanted for Washington, D. C. market, combination announcer. Control board operation essential with emphasis on good selling delivery. Must have experience. Phone or write for audition Carl Lindbergh, WPIK, Alexandria, Virginia.

Wanted immediately. Announcer, combination man, program director. Jobs waiting. Bert Arnold, Keene Road, Clearwater, Florida.

Technical

Men with at least 8 years combined electrician and radio experience to install and maintain custom built audio devices. Must want to travel throughout any area in the United States continually. Excellent salary plus expenses. Transportation provided. Must have automobile drivers license. Send personal snapshot with record of experiences and references. Box 764D, BROADCASTING.

Need experienced engineer or combination announcer-engineer. Send information, draft status, past experience. KNED, McAlester, Okla.

Wanted-First phone engineer, combination desired, not necessary. Experience unnecessary. Phone E. B. Evans, 760 collect, Wooster, Ohio. Future for the right man.

Production-Programming, others

Program director 5 kw midwest network, experienced, aggressive, capable. Box 621G, BROADCASTING.

Program director must do air time. Announcer must be able to operate control board. Prefer draft exempt men. Box 644G, BROADCASTING.

Woman continuity editor, some air work. Prefer experience but consider all applicants. Air mail photo, details. J. B. McNutt, KBUD, Athens, Texas.

Opening now for copy man. Some announcing. Small station, congenial staff, WAYB, Waynesboro, Virginia.

Punch writer. Well paying position open for young man who can make commercial copy stand up and sell! Send sample copy, qualifications, photo and salary expected to Program Director, Station WFDF, Flint, Michigan.

Situations Wanted

Managerial

Managing director, long experience, available for revitalizing station operations not now profitable. Knows every phase of station management from A to Z. Good judge of personnel. Will accept remuneration on percentage of increased profits, a straight fee, or a combination of both. Only interested in 1 kw, or more, fulltime. Box 132G, BROADCASTING.

Manager, program director, salesmanager. Highest industry references and requisites. Can cover all phases station operations and produce going concern. College degrees; average age, 30. Can assume control of new CP or turn losing station into profitable operation. Sound, long range policy. Large and small market experience. Expert low cost operation. Desire to relinquish control of present station. No fly-by-night investors need apply. We are reliable, sound radio businessmen. Box 497G, BROADCASTING.

Manager over 18 years experience net and independent stations. Box 560G, BROADCASTING.

Manager. 18 years experience, capable of holding all positions, knows all departments thoroughly. Excellent sales record, completely experienced in business management. Member of several civic organizations. 1st class license. Family man. Complete details in first letter. Box 607G, BROADCASTING.

Manager, emphasis on sales, desires contact with owner whose station is operating in the red. Owner must be willing to pay a percentage of profits. Highest quality references, proven background of developing money making community service stations. Box 612G, BROADCASTING.

Situations Wanted (Cont'd)

????? Are you looking for a progressive young man with proven ideas, proven ability, in radio since 1943, from 100-5000, indie net, to manage your 250 watt station or do a good program director's job for your 1 kw station in midwest? If you are, the smartest thing you'll ever do is to answer this ad. Box 613G, BROADCASTING.

All in one from manager to DJ, including first phone license. 4½ years experience, specialize in special events. Have copyrighted give away show. Southwest preferred for $90.00 a week. For details dial Box 620G, BROADCASTING.

Sales manager, not a desk executive. Does most of the selling himself. Many years selling experience with independent and network stations. Family man well over draft age. Now in Ohio. Available at once. Box 627G, BROADCASTING.

Salesmen

Experienced salesman, married, hard working. Preferably south. Excellent references. Box 559G, BROADCASTING.

Manpower shortage? Why be half safe? play it smart. There's no station in America that's not looking for a good salesman. Write immediately and I'll shoot you my history. You've probably been thinking about this for a long time. So why not today? Box 649G, BROADCASTING.

Announcers

Sportscaster, currently working baseball and football in the southeast. Three years experience in calling college basketball and hockey. Looking for basketball and/or hockey work. Preferably in the northeast. College graduate and draft exempt. Box 563G, BROADCASTING.

Announcer, control board operator. Competent, conscientious, reliable, willing settle small community. Details and disc available. Box 567G, BROADCASTING.

Announcer. Excellent background. Five years experience. Now working metropolitan 5 kw station. Specialty, news and sports. The best references. Box 570G, BROADCASTING.

Announcer, veteran, 28, reliable, conscientious. Recent graduate leading radio school. Box 586G, BROADCASTING.

Draft exempt announcer, newscaster. Long on training and talent. Short on experience. Hard worker. Family man. Age 31. Now on west coast. Prefer west coast or Ohio. Disc, pictures available. Box 596G, BROADCASTING.

Announcer, single, 24, vet, will travel. Specialize in personality disc jockey shows and sports, also do general staff work. College background and intensive course, School of Radio Technique, New York. Have audition discs and photo. Box 598G, BROADCASTING.

Announcer - copywriter, experienced. Veteran, college graduate, capable all phases. Available immediately. Box 599G, BROADCASTING.

Staff announcer, experienced, married, vet, 29, draft exempt. Experienced in all phases, good utility man, operate console, presently employed, travel anywhere. Details on request. Box 608G, BROADCASTING.

Experienced combination man available immediately. Desire permanent position. Married, car. Box 610G, BROADCASTING.

Announcer, single, 24, graduate of leading radio school, trained in all phases. Newscasting, sports and narrative speech. Desires experience. Photo and disc on request. Box 611G, BROADCASTING.

News, special events man. Four years commercial experience. Degree, married. Crisp authoritative delivery. $70 minimum. Box 616G, BROADCASTING.

General announcer, copywriter, strong on news, commercials, DJ, special events. Thoroughly trained, college man, married, veteran, draft exempt. Box 622G, BROADCASTING.

Announcer, control board operator, married, conscientious, familiar all phases control board operation and announcing, light experience, willing settle small community. disc and resume available on request. Box 629G, BROADCASTING.

Situations Wanted (Cont'd)

r October 15th this experience can yours: Three years every phase station announcing; newscaster e years model center; over a year s editor, plus a year directing pro- ns. Family man, conscientious, con- al. A solid bulwark your staff iting right proposition. Refer- es, details on request. Box 624G, DADCASTING.

ouncer, young, experienced, strong commercials, news, music, no li- e, control operator seeks small sta- Start 40-45. Box 632G, BROAD- TING.

ouncer, experience plus training. s, interviews, DJ shows; general ouncing. Single, 21, references. available. Prefer midwest. Box . BROADCASTING.

ouncer-operator; first phone, ex- enced all phases announcing. Can e copy. Available immediately. 637G, BROADCASTING.

rts announcer, experienced play- play baseball, boxing, basketball. replies considered. First class li- e. Box 638G, BROADCASTING.

ft exempt. Age 26. Training and erience in newscasting, DJ shows, -on-the-street, play-by-play, base- Negro. Box 640G, BROADCAST- .

ressive young man with training ts announcing position. Good dic- specialize in disc, news. Disc or onal audition will prove. Box . BROADCASTING.

liberty. Experienced announcer prefers a midwest location. Box . BROADCASTING.

ouncer, draft exempt, experience training. General announcing, sportscasts, interviews, writing and ramming. College education. Ref- ces, disc available. Box 643G, DADCASTING.

work play-by-play man and sports mentator. Available soon. Now em- ed. Money secondary, year-round -by-play essential. Midwest or west preferred. College graduate. thlete. Box 646G, BROADCAST- .

l voice, strong personality, young essive all-round announcer, 2 s experience AM-FM commercial non-commercial, B.A. Radio N. Y. References, discs, photo available. er New England area. Bob Gay- 93 Avon Avenue, Newark, N. J.

ouncer. Strong on news, commer- , DJ. Operate console. Two years ge, veteran, married, will travel. endable, hard worker. Prefer small station. Disc, photo, details avail- Stan Perri, 918 W. Buena, Chi- 13, Ill.

ram manager, staff and topflight ge football and basketball, double baseball announcer seeks same ion in metropolitan sports area. ied, family, 27, college. George pr, 200 S. 2nd, Effingham, Ill. ne 1098.

-sports announcer, play-by-play rience. Can write sports, 2 years mercial announcing. Contact Mike n, 370 Columbus Ave., NYC, phone 7-2617.

ouncer, ten year man, four years Pennsylvania Penn game broad- 1 year straight man on audience . News speciality for 8 years, plete experience. Available Octo- 15. Box 652G, BROADCASTING.

Technical

f engineer, twenty years broad nical experience including con- tion of two stations. Presently engineer of one kw. Family. Box BROADCASTING.

neer, 32 months transmitter, re- s, tape recordings. Army radar rience. Graduate RCA Institute, C. Presently employed. Box 473G, ADCASTING.

neer, license, degree, 12 years ex- nce. Box 528G, BROADCASTING.

g man with 1st phone, seeking neering position, no experience but tious, willing to learn. Northeast rred. Box 533G, BROADCASTING.

f engineer invites correspondence established broadcaster. Long table experience in all phases neering includes multi element tionals. Draft proof. Ready for Top references. Box 545G, ADCASTING.

neer, 3 years experience. Pres- chief of 250 watt station. Doing o work, 29 years, married, one . have car. Box 546G, BROAD- TING.

Situations Wanted (Cont'd)

Engineer, experienced, first phone, FM trans and control remotes, recording, own car. Box 585G, BROADCASTING.

Unmarried veteran, 23, trained in AM, FM, TV broadcasting. 1st class license, AM. Experience. Work anywhere. Available immediately. Box 597G, BROADCASTING.

Engineer, first phone, 1 year radio service experience. Married, midwest preferred. Box 600G, BROADCASTING.

Wanted: Lifetime job. Engineer, single, 26. Experience: 3 years AM-FM studios, xmtrs, transit radio, storecasting, tape and disc recording. Box 631G, BROADCASTING.

Am 4F, single and over 25. Want chance to become first class engineer. Have had some practical experience, am taking correspondence course from Capitol Radio Engineering Institute. Am willing to start on low salary. Will go anywhere. Box 648G, BROADCASTING.

First class ticket. Tech school grad. Want experience, vet, V. Daley, 280 E. Burnside Ave., NYC.

Engineer with some previous experience desires position. Single. Desire to locate in middlewest. Will consider any inquiry. Available immediately. Arnold J. Divis, Schuyler, Nebraska. R#3, phone 17F 310.

Broadcast position wanted: Young man, 26, ex Navy radio operator. Hold first phone and telegraph license. Active ham. Travel anywhere U. S. Charles Glock, 137-35 Springfield Blvd., Springfield Gardens, New York.

Veteran, first phone license, leading school graduate, experience wanted. Robert Gori, 2158 Crotona Avenue, Bronx, N. Y.

Chief engineer, 15 years in radio, 6 as chief, powers to 5 kw, complete construction experience, personnel supervision, age 26, family. Prefer southwest coast, consider other than chief if power high and chances of advancement good. Excellent references. Available approximately 30 days. Quintin Prochaska, KDIX, Dickinson, N. Dak. Phone 172.

Vet, 1st phone. Graduate 2 leading schools desires experience. William Rogel, 1275 Grant Ave., New York, N. Y.

First phone, experienced transmitter operator. Want position with future. Jim Turner, 6609 Avenue T, Brooklyn, N. Y.

Production-Programming, others

Continuity writer. Capable of intelligent, crisp commercial copy, desires position with small progressive organization. Young, conscientious, dependable. Preferably no announcing. Box 479G, BROADCASTING.

Program director, 10 years radio. Excellent references. Will answer all replies fully. Box 556G, BROADCASTING.

Woman's program director; formerly with northwest CBS affiliate, available immediately. Proven sales-building personality. Background, more than ten years radio, major networks, vocalist, actress, script writer. Scrapbook, transcription available. Box 595G, BROADCASTING.

Experienced continuity writer, women's commentator, single, 25, can be an asset to your station. Presently employed. College graduate. Radio school graduate. Veteran. Reference from present employer. Box 602G, BROADCASTING.

Versatile staff announcer, all phases, four years commercial experience. Married, degree, 25. Available two weeks. Box 617G, BROADCASTING.

Practically a walking encyclopaedia of TV and advertising information now and eager for varied job with opportunity to increase that knowledge. Intelligence, diligence, superb education, all packaged in attractive exterior. NYC only. Box 630G, BROADCASTING.

Television program and production head, currently running AM and TV operation major market. Can take complete charge of new station or improve your present operation. Seventeen years radio, TV. Local and network experience. Good salary expected. Complete background and references on request. Reply Box 647G, BROADCASTING.

Situations Wanted (Cont'd)

Program director-announcer. Head complete programming department (music, announcing staff, continuity, production). Hard worker, dependable, draft exempt. Excellent references. Available immediately. Minimum salary $60. Sam McClaughary, 8521 S. Loomis Blvd., Chicago. Phone Triangle 4-1459.

Television

Technical

Attention TV chief-engineers: If you prefer to train your own personnel, try me. 26, single, 3 years all phases AM-FM studio and transmitters. Willing and able to learn from bottom up. Box 633G, BROADCASTING • *TELECASTING.*

Production-Programming, others

We're offering our eye teeth to get into television, but we'd rather give our talent instead (it's more valuable). Frankly, we're a couple of young writers experienced in all phases of radio, newspaper, theatre and eager for video. Can you see us? Box 628G, BROADCASTING • *TELECASTING.*

For Sale

Stations

$25,000 buys 35% or majority stockholding in a fulltime high power AM plus FM independent station. Currently in black on expanding gross. Give financial qualifications in first letter. Possibility for active or inactive investment. Box 387G, BROADCASTING.

Equipment, etc.

For sale—GE BT-3-A 3 kw FM transmitter, GE BM-1-A modulation monitor, GE BA-5-A limiting amplifier, GE BY4-A four bay FM antenna, 400 foot CP 1⅝ inch coax, model 46 Communications Products dry air pump. Box 541G, BROADCASTING.

General Electric BT-9-A studio to transmitter link complete with receiver and two parabolic antennas frequency 940.5 mc. Box 542G, BROADCASTING.

For Sale, 179 foot, non-insulated Blaw-Knox self supporting tower, knocked down ready for immediate shipment, $1,250.00, J. J. Phillips & Son, San Antonio, Texas, 124 E. Lachappelle Street.

Complete 250 watt WE transmitting installation in excellent condition, including tower: WE D97008 antenna coupling unit, WE 310B transmitter, 732-AS7 General Radio distortion and noise meter, 214 foot Blaw-Knox self-supporting tower (dismantled), lights, lighting choke, 2 audio racks, WE speaker, jack strip, jacks, VU meter, 485C General Radio frequency monitor, 681B General Radio frequency deviation meter, 731B General Radio modulation monitor, 733-AS8 General Radio oscillator. Immediate shipment. First $5000.000 takes package, FOB Tulsa. Call or wire KOME, Tulsa, Oklahoma.

Make offer FM WE 506B-2 complete, spares, 10 kw transmitter. New, never uncrated. H. Edwin Kennedy, WILM, Wilmington, Delaware.

Federal FM transmitter #191A, 1 kw with matching control room equipment. Console, two turntables, power supply, GE frequency and modulation monitor, 200 ft. Blaw-Knox tower with bay square loop antenna. No reasonable offer refused. WMBS-FM, Uniontown, Pa.

For sale, three TV support towers, 500 ft. and 350 ft. heavy duty guyed towers guaranteed to support any type TV antenna, J. J. Phillips & Son, San Antonio, Texas.

Have several used guyed Wincharger towers will sell erected. Tower Construction Co., 107 Fourth St., Sioux City, Iowa. Phone 5-6761.

Wanted to Buy

Equipment, etc.

Wanted: 250 w AM transmitter, cash or exchange 250 w FM RCA transmitter and monitor; above also for sale. Box 441G, BROADCASTING.

Wanted: Gates BC-1E-KW transmitter. Will pay good reasonable price. Write or wire Box 558G, BROADCASTING.

Wanted, three used 215 foot galvanized towers including guys, base insulators and associated components. Box 614G, BROADCASTING.

Wanted to Buy (Cont'd)

Wanted: 16" overhead recording mechanism and cutter. State type, age, electrical specifications, price. Address: KMOD, Modesto, Calif.

Wanted: One five-eights inch co-ax cable new or used; FM antenna; FM frequency modulation monitor. WKEU, Griffin, Ga.

Wanted: Radio tower base insulators to support light structures, prefer Lapp #14855, or what have you, wire or write, J. J. Phillips, phone Fannin 4616, 124 E. Lachappelle Street, San Antonio 4, Texas.

Help Wanted

Managerial

RADIO STATION MANAGER

with proven record in the field, prefer a "commercial man" with experience at selling local station to local business men. Must be strong in all phases of radio with emphasis on selling. Excellent opportunity. We are a young, but established 250 watt daylight station located in Cambridge, Mass. right in the middle of the fifth largest radio audience in the country. We have a beautiful spot on the dial (740 kc) and a technical coverage equal to stations of much higher power. We have an FM affiliate and excellent growth potential.

We are looking for a young aggressive general and promotion manager who has had excellent experience and is looking for a challenge. Write stating age, qualifications, salary requirements, etc. Box 650G, BROADCASTING.

Announcers

NEWSWRITER-ANNOUNCER

•

Experienced combination newswriter-announcer needed by 50,000 watt midwest radio station. Excellent opportunity. Send background, picture and disc to

•

BOX 544G, BROADCASTING

Television

Salesmen

TV Salesman

eastern network market. Send detailed application, background, qualifications, picture, etc. to Box 619G, BROADCASTING.

Production-Programming, others

WANTED . . . eastern market TV station. Must be experienced in directing studio shows. Ability to handle men and cooperate with other department heads. Box 618G, BROADCASTING.

Program Director

(Continued on next page)

Situation Wanted

Announcers

If you want a disc jockey with an informal touch . . .

READ THIS LETTER

Mr. Norm Riley will conclude his employment with this station at his own wish October 1, 1950 after a period of three years during which time he made quite a name for himself with his program—PENTHOUSE PARTY.

Mr. Riley is a man of unusual gifts with a natural radio talent. He is primarily a showman, capable of creating new ideas and conscientious enough to work them out. His departure creates a vacancy we will find very difficult to fill and we can recommend him to any employer whose organization can utilize the characteristics outlined.

Yours sincerely,
Radio Station CJCH
E. Finlay MacDonald
Manager

P.S. Was voted Canada's Number 1 Disc Jockey 3 months ago in nationalwide poll of 97 newspapers. Has wide experience in promotional work and script writing. Oh, yes, Riley is an American citizen.

BOX 626G, BROADCASTING

Attention progressive stations and agencies. After two year absence . . . Stanley Vainrib . . . former star NBC coast-to-coast network program "Dr. I.Q." announces his return to radio-TV. Subject of nationwide publicity campaign can add prestige and business to your organization. Ten years varied experience all phases radio-TV as announcer, newscaster, DJ, MC and PD. Desire permanent association with stable organization in talent and/or executive capacity. Prefer New York or California, but will consider other localities. Age: 31, married, two children, vet, now service exempt. College education. Best references. For personal interview call or write Stan Vainrib, 2820 Avenue "S", Ensley Highlands, Birmingham 8, Alabama. Telephone: Birmingham 6-5310.

For Sale

Stations

RADIO STATION FOR SALE

250 watt independent, New England. Only station in city. Small, but important market. Write Box 605G, BROADCASTING.

Equipment, etc.

IMMEDIATE SALE

Two Dumont type TA-124-B image orthicon dual camera chains. • One set brand new and never uncrated. One set slightly used for demonstrations only. Box 635G, BROADCASTING • TELECASTING.

For Sale (Cont'd)

FOR SALE

Because of change to new facilities, WGRC 250 watt transmitting plant will be sold complete.

Equipment includes:

RCA ET-4250-A transmitter; associated speech and monitoring equipment; one 229 ft. Truscon self-supporting, insulated tower.

Detailed list of equipment on request; then make us an offer.

Contact Perry W. Esten,
Chief Engineer
Radio Station WGRC
Louisville, Kentucky

MOBIL TV UNIT

Attention TV stations: Here's your chance to buy an ACF-Brill bus, completely equipped for use as a mobil TV unit, at a reasonable price. Unit adapted from 1946 32-passenger, air-conditioned, cross-country bus. Roof platform reached by trap door. Excellent tires and mechanical condition. Driven less than 25,000 miles since completed in April, 1948, by WLW-Television. Have two other mobil units so this one is no longer needed. No technical equipment included. Call or write J. R. McDonald, WLW, Cincinnati 2. Phone CHerry 1822.

Miscellaneous

RADIO ACCOUNTING SERVICES

COMPLETE OPERATIONS COVERAGE

Includes all required FCC and income tax information and reports.

•

J. R. Hoffman & Associates
1319 F St., N.W., Suite 505
Washington, D. C.

EXecutive 9788

WKJG LABOR

NABET Files Complaint

COMPLAINT against WKJG Fort Wayne, Ind., has been filed with FCC by George Maher, executive secretary of the National Assn. of Broadcast Engineers and Technicians. He charged WKJG failed to report a pending labor suit in a transfer application filed with FCC in August 1949.

The NABET petition contended WKJG's licensee, Northeastern Broadcasting Co., incorrectly told FCC there was no "suit or proceeding" which might be affected by the transfer. The petition explained that in January 1949 the National Labor Relations Board reported a complaint charging the station with unfair labor practices and that subsequently a trial examiner found Northwestern guilty of the charges and required the station to "desist therefrom and take certain affirmative action."

NABET told FCC that in March 1950 the examiner's ruling was upheld by NLRB and the station was ordered to comply. NABET charged, however, that WKJG has "failed and refused to comply with said decision." WKJG is assigned 5 kw on 1380 kc.

HIGH FREQUENCY

Meet Set for Jan. 10-12

THE SECOND High Frequency Measurements Conference — sponsored jointly by the American Institute of Electrical Engineers, the Institute of Radio Engineers, and the National Bureau of Standards —has been scheduled to be held in Washington next Jan. 10-12.

Most of the papers to be presented during the sessions will deal with measurements in the high-frequency through the extremely-high-frequency regions, authorities reported, but "some interesting video measuring techniques" also will be disclosed. It will be "the first scientific gathering of national scope to be brought to Washington in 1951 in celebration of the semi-centennial of the National Bureau of Standards," spokesmen said.

SALUTE TO GRAY

To Highlight NCAB Meet

RADIO salute to Gordon Gray, former Secretary of the Army, well known broadcaster, and now president of North Carolina U., will highlight the annual convention of the North Carolina Assn. of Broadcasters, according to Robert M. Wallace, WOHS Shelby, NCAB president. The convention will be held Oct. 23-24 at Southern Pines.

Mr. Gray, president of WSJS-AM-FM Winston-Salem, N. C., will be honored with a state-wide broadcast from 10:30 to 11 p.m. Oct. 24, originating at the Mid Pines Club in Southern Pines, scene of the convention. The tribute will be rendered by Judge Justin Miller, president of NAB.

With every radio station in the state expected to broadcast the program simultaneously, it is also planned to link together all FM outlets.

Featured speaker at the annual banquet Oct. 23 will be Joseph H. McConnell, president of NBC and a native of Davidson, N. C. On Tuesday morning, Oct. 24, a symposium will be held on "Radio Audience Measurement." Participants will include: Dr. Sidney Roslow, director of The Pulse Inc.; C. E. Hooper, president of C. E. Hooper Inc., and Charles A. Wolcutt, vice president of A. C. Nielsen Co. Moderator will be Dr. Kenneth Baker, director of research for NAB.

KAB SESSION

Fall Meet Oct. 18-19

HIGHLIGHTED by election of officers, the semi-annual meeting of the Kentucky Assn. of Broadcasters will be held Oct. 18-19 at Coach & Four Inn, Hopkinsville.

Arrangements for the session are in charge of F. E. Lackey, WHOP Hopkinsville, KAB president. Other KAB officers are: J. Porter Smith, WGRC Louisville, first vice president; Charles C. Warren, WCMI Ashland, second vice president; Hugh O. Potter, WOMI Owensboro, secretary-treasurer.

Rep. Sadowski Defeated

REP. GEORGE G. SADOWSKI (D-Mich.), acting chairman of the House Interstate Commerce Communications subcommittee during most of the 81st Congress, failed by 156 votes in his bid for renomination during state primaries, official vote canvass has revealed. Rep. Sadowski, who was striken with a heart ailment this summer, had served seven terms representing Michigan's first district on Capitol Hill. His defeat removes the second communications chairman from the committee scene in the past month. Rep. Alfred Bulwinkle (D-N. C.), titular subcommittee head, passed away Aug. 31.

Do You Want to Live in the Pacific Northwest, in the West or in the Southwest?

During the past few weeks representatives of the Blackburn-Hamilton Company have attended all the District Meetings of the National Association of Broadcasters. We have had an opportunity during these meetings to inspect, appraise, and discuss various stations with owners who have listed their properties with us. Below are some of the higher priced facilities. Watch this space for various priced properties in other sections of the United States as these meetings continue.

Pacific Northwest
$280,000.00
- High Powered—Fulltime
- Long Established
- Newly Equipped
- Major Market
- Money Maker
- Valuable Real Estate
- Audience Ratings High
- Priced To Sell
- Favorable Terms

West
$340,000.00
- Los Angeles County
- TV Proof
- Independent
- Regional
- Built By Pioneer
- Current Yield—25%
- $140,000.00 Escrow
- Terms on Balance

Southwest
$135,000.00
- Texas
- Fulltime Regional
- Excellent Plant
- Booming Market
- Enjoyable Living
- County Pop. 112,500
- 10 Year Increase—28%
- Grossing—$120,000.00
- Netting over $20,000.00

Contact The Nearest Office Of The Exclusive Representatives

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
Washington Bldg.
STerling 4341

CHICAGO
Harold R. Murphy
333 North Michigan
RAndolph 6-4550

SAN FRANCISCO
Ray V. Hamilton
235 Montgomery St.
EXbrook 2-5672

FCC Actions

(Continued from page 80)

pplications Returned:

Southwestern Pub. Co., Las Vegas, v.—RETURNED application for CP w TV station.

ctober 5 Applications . . .

ACCEPTED FOR FILING

AM—1150 kc

KTLN Denver—CP change from 990 to 1150 kc.

AM—1350 kc

Prairie Bcstg. Co., Beaver Dam, Wis. CP new AM station 1600 kc 1 kw D MENDED to request 1350 kc 500 w D.

License for CP

KPRS Olathe, Kan.—License to cover increase power.

WKCT Bowling Green, Ky.—License cover CP change frequency etc.

WTOB Winston-Salem, N. C.—Same.

WSB-FM Atlanta—License to cover new FM station.

WLAG-FM La Grange, Ga.—License cover CP as reinstated new FM ation.

License Renewal

License renewal applications filed by llowing: KOKO La Junta, Col.; SOY-FM Decatur, Ill.; WPAT-FM aterson, N. J.; WRR-FM Dallas, Tex.; LOG-FM Logan, W. Va.; WFHR-FM isconsin Rapids, Wis.; KGO-FM San ancisco; WWPB-FM Miami; WFMU M) Crawfordsville, Ind.; WRSW M) Warsaw, Ind.; WXYZ-FM Detroit; HKY-FM Hickory, N. C.; KCRC-FM id, Okla.; WGAL-FM Lancaster, Pa.; KST-FM New Castle, Pa.; WPJB M) Providence, R. I.

Modification of CP

Following new stations requested ex- nsion of completion dates: WOKO lbany; KWBB Wichita, Kan.; WCHF ew Orleans; WHMP Northampton, lass.; WRBL-FM Columbus, Ga.; AMS-FM Wilmington, Del.; WHO- M Des Moines; WGAL-FM Lancaster, a.; KRFM (FM) Fresno, Calif.; WTTV V) Bloomington, Ind.; WKZO-TV alamazoo, Mich.

WWSC Glens Falls, N. Y.—Mod. CP ange frequency etc. for extension completion date.

WCBS-TV New York—Mod. CP au- orizing changes in existing station request change in trans. site from hrysler Bldg. to Empire State Bldg., RP from 13.7 kw vis., 10 kw aur. to 5 kw vis., 6.5 kw aur.; ant. height 1,290.25 ft. above average terrain.

WWSC Glens Falls, N. Y.—Mod. CP uthorizing change frequency etc. to crease N power from 500 w to 1 kw 410 kc).

TENDERED FOR FILING

AM—1440 kc

WSFA Montgomery, Ala.—CP change power from 1 kw to 5 kw.

AM—990 kc

KTRM Beaumont, Tex.—CP increase power from 1 kw to 5 kw, change A-D.

Modification of License

KWEM West Memphis, Ark.—Mod. cense change hours from D to specified 990 kc).

APPLICATION DISMISSED

Robert N. Pinkerton, Brownsville, ex.—DISMISSED application for au- ority to transmit programs to XEO tamoros, Mexico.

IRWAN NAMED

Is WINS Business Mgr.

ENRY G. KIRWAN, of Peat, arwick & Co., has been named usiness manager of WINS New ork, succeeding K. T. Murphy, ecently appointed controller of ne Crosley Broadcasting Corp., incinnati.

Joe Tery, WFLN(FM) Phila- elphia, succeeds John Bradford as INS program director. William tark, of George Hollingbery Inc. ew York, has been named to the INS sales staff.

FCC roundup

New Grants, Transfers, Changes, Applications



Box Score

SUMMARY TO OCTOBER 5

Summary of Authorizations, Stations On the Air, Applications

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,189	2,151	174		280	137
FM Stations	677	511	203	1*	10	6
TV Stations	107	52	57		357	171

* On the air.

* * *

Docket Actions . . .

WIBK Knoxville, Tenn.—Granted extension of temporary authority to operate to Dec. 29, provided station may make application for further extension upon showing it is proceeding diligently with its appeal (See story this issue). Granted Sept. 29.

INITIAL DECISIONS

Stanislaus County Bcstrs. Inc., Modesto, Calif.—Announced initial decision by Hearing Examiner Leo Resnick to grant new AM station on 970 kc with 1 kw fulltime, directional (See story this issue). Decision Sept. 29.

Teletronics Inc., Waycross, Ga.—Announced initial decision by Hearing Examiner Jack P. Blume to grant new AM station on 570 kc with 1 kw daytime; conditions (See story this issue). Decision Oct. 3.

Brazoria County Bcstg. Co., Freeport, Tex.—Announced initial decision by Hearing Examiner Jack P. Blume to deny as in default application for new AM station on 1460 kc with 250 w daytime (See story this issue). Decision Oct. 3.

Prairie Bcstg. Co., Aberdeen, Miss.—Announced initial decision by Hearing Examiner Fanney N. Litvin to grant new AM station on 1240 kc with 250 w fulltime; conditions (See story this issue). Decision Oct. 2.

Non-Docket Actions . . .

FM GRANT

Mt. Vernon, Ohio—Mt. Vernon Bcstg. Co., granted new Class B FM station Channel 229 (93.7 mc), ERP 3.2 kw, ant. 310 ft. above average terrain. FCC allocated Channel 229 to Mt. Vernon. Principals: Dana T. Burns, professor of speech at Baldwin-Wallace College, Berea, Ohio, president 24%; Maria C. Burns, associate professor there, treasurer 24%; Clarence A. Gillilan, transmitter supervisor WJW Cleveland, vice president 1.2%. Other minor stockholders. Applicant denied AM outlet there in comparative hearing decision issued last February [BROADCASTING, Feb. 6]. Granted Sept. 27.

Deletions . . .

ONE FM permit reported deleted by FCC last week. Total deletions to date since Jan. 1: AM 32; FM 94; TV 3.

WDAR-FM Savannah, Ga.—CP, Sept. 26. WDAR Inc. told FCC through careful survey it found FM station had "absolutely no listeners."

WATO Oak Ridge, Tenn.—Cancelled CP for 1450 kc, dismissed license application and granted authority to resume operation Oct. 1 under regular license for 1490 kc, 250 w fulltime. Action Sept. 26.

New Applications . . .

AM APPLICATIONS

Metairie, La.—Dr. Sireno E. Bowers Jr., 990 kc, 250 w daytime; estimated cost $11,912. Applicant is New Orleans physician. Requests facilities of WJMR New Orleans should WJMR win final grant to switch to 250 w fulltime on 1450 kc [BROADCASTING, Sept. 18]. Filed Oct. 2.

Monroe, Wis.—Green County Bcstg. Co., 1260 kc, 500 w daytime; estimated cost $15,900. Equal owners: Kenneth W. Stuart, Willard R. Schuetze, Edwin W. Schuetze and Doran Zwygart, all local businessmen. Filed Oct. 2.

Clovis, N. M.—Big Spring Bcstg. Co., 1240 kc, 250 w fulltime; estimated cost $4,000. Applicant is operator KBST Big Spring, Tex. Filed Oct. 4.

Sheffield, Ala.—Daylight Bcstg. Co., 1380 kc, 1 kw daytime; estimated cost $18,268. Applicant is one-third owned by Richard B. Biddle, manager WJRD Tuscaloosa, Ala., and includes seven other local businessmen. Filed Oct. 5.

Palm Springs, Calif.—Desert Radio and Telecasting Co., 1230 kc, 250 w fulltime; estimated cost $12,937. Partnership: Jobe L. Hamman, owner local plumbing firm, 51%; George W. Berger, Hollywood consulting engineer, 29%, and Melvin Sullivan, electrical contractor and radio technician, 20%. Filed Oct. 4.

TRANSFER APPLICATIONS

KODY North Platte, Neb.—Assignment of license for $98,000 from Radio Station WOW Inc. to Radio Station KODY, partnership of John Alexander, KODY manager since 1943, 16.6%; George B. Dent Jr., attorney, 41.7%, and Townsend E. Dent, physician, 41.7%. Seller is licensee WOW Omaha. KODY is assigned 250 w on 1240 kc. Filed Oct. 2.

WOAI-AM-TV San Antonio, Tex.—Involuntary transfer of control from G. A. C. Halff, deceased, to Hugh A. L. Halff, executor. Filed Oct. 4.

WPGH Pittsburgh—Acquisition of control by George M. Harton, president and owner of 8,820 sh of firm's total 18,000 sh, through purchase of 600 sh held by F. Garrett Richter for $600 and 8,500 sh from William Zeuger at 50¢ per sh. WPGH assigned 1 kw daytime on 1080 kc. Filed Oct. 4.

WCLD Cleveland, Miss.—Transfer of control through sale by Cy M. Bahakel of his 51% interest to C. W. Capps and Lowry Tims, minor stockholders, and Melvin C. Lee, manager. Consideration $4,158 plus release of Mr. Bahakel of certain station obligations. WCLD assigned 250 w on 1490 kc. Filed Oct. 5.

KDET Center, Tex.—Transfer of control through sale by Tom Potter of his 50% interest to Tom E. Foster, president and 49% owner; Tolbert Edward Foster, business manager and program director; Robert Jackson Bell, commercial manager, and Tom A. McLachlan, chief engineer. Tom Foster buys 10% from Mr. Potter for $1,800 and 1% holding of W. H. Smith for $200, thus becoming 60% owner; Tolbert Foster buys 25% from Mr. Potter for $9,570; Mr. Bell 10% for $3,828; Mr. McLachlan 5% for $1,914. KDET assigned 1 kw daytime on 930 kc. Filed Oct. 5.

KPAT Pampa, Tex.—Assignment of construction permit from Hugh DeWitt Landis and Ross B. McAlister d/b as Radio Station KICA for $5,000, cost to date, to J. C. Daniels, local Lincoln-Mercury dealer. KPAT assigned 250 w on 1230 kc. Filed Oct. 5.

WROM Rome, Ga.—Assignment of license to Coosa Valley Radio Station, new partnership including Charles E. Doss, program director, who buys 20% interest from J. W. Tromerhauser for $5,000. Dean Covington retains 60% interest and Edward McKay retains 20% holding. WROM assigned 1 kw daytime on 710 kc. Filed Sept. 26.

KLWN Lawrence, Kan.—Assignment of permit from Loula Mae Harrison, executrix of estate of L. C. Harrison tr/as Lawrence Bcstg. Co. for $3,000 to Lawrence Bcstrs. Inc., new firm of following: Edwin A. Abels, owner-publisher Lawrence Outlook, president 15.15%; A. P. (Duke) D'Ambra, commercial photographer, vice president 18.18%; Arden Booth, former general manager KDAN Oroville, Calif., and program director WREN Topeka, general manager-secretary 9.09%; John Skie Jr., treasurer 3.03%; H. M. Booth, director 15.15%. Seven other stockholders. KLWN assigned 500 w D on 1320 kc. Filed Sept. 26.

WADE Wadesboro, N. C.—Assignment of license from Anson Radio and Bcstg. Co. to Robert Phillip Lyon and Risden A. Lyon d/b as R. P. Lyon & Son. Dissolution of corporation. No ownership change. WADE assigned 1 kw daytime on 1210 kc. Filed Sept. 26.

WLBG Laurens, S. C.—Involuntary transfer of control through transfer of 50% interest from John Wells Todd, deceased, to J. W. Todd III and Richard Todd, executors. WLBG assigned 250 w daytime on 860 kc. Filed Sept. 26.

KSEL Lubbock, Tex.—Relinquishment of control through sale of 6% interest each by Hoyt Houck, Robert D. Houck and Walter G. Russell for total consideration of $10,000 to B. C. Garnett and Betty K. S. Garnett. Each of sellers retains 24% interest. Clyde H. Smith retains 10% interest. Houcks relinquish control. KSEL assigned 1 kw day, 500 w night on 950 kc. Filed Sept. 26.

KVAS Astoria, Ore.—Assignment of license to Clatsop Video Bcstrs., new partnership of same name but with change in partners. Leroy E. Parsons, 80% owner, sells 24.5% to Elmer W. Littlehales, production manager, for $6,112, and 4.5% to James W. Spencer, salesman-announcer, for $843. Mr. Spencer also buys 20% interest of Richard F. Denbo, who retires, for $3,750. KVAS assigned 250 w D on 1050 kc. Filed Sept. 25.

KENI Anchorage and KFAR Fairbanks, Alaska—Transfer of control from A. E. Lathrop, deceased, to Sydney C. Raynor, Edward F. Medley, Harry J. Hill and Miriam L. Dickey, executors (See story BROADCASTING, Sept. 25). Filed Sept. 22.

KBYE Oklahoma City — Transfer of control through sale by James M. Collins of his 6,498 sh for $30,000 to licensee, State Bcstg. Co., thereby increasing relative holdings of other stockholders. Kenyon Brown is 33% owner and Frank J. Lynch 25.66% owner. KBYE assigned 1 kw daytime on 890 kc. Filed Sept. 18.

KCRV Caruthersville, Mo.—Acquisition of control through sale by Sanford J. Willis of 10% interest for $5,000, 3% to William R. Smith, presently 30% owner, and 7% to Emmett F. Smith, presently 12% owner. KCRV assigned 1 kw daytime on 1370 kc. Filed Sept. 18.

WMRA Myrtle Beach, S. C.—Assignment of license from Myrtle Beach Bcstg. Co. to Elizabeth Evans for $25,000. Mrs. Evans is wife of William C. Evans, former licensee of WDOV Dover, Del., and now licensee KMMO Marshall, Mo. WMRA assigned 250 w on 1450 kc. Filed Sept. 18.

KVMV Twin Falls, Idaho—Transfer of control through sale by John H. and Helen M. Sole of 119 sh (57%) for $20,262 to D. Spencer Grow (59 sh), part owner KEXO Grand Junction, Col., and Arch L. Madsen (60 sh), part owner and managing director KOVO Provo, Utah, and minor owner KSUB Cedar City, Utah. Mr. Sole recalled to Army. KVMV assigned 250 w on 1450 kc. Filed Sept. 15.

MORE AUDIENCE — MORE MAIL
MORE ADVERTISERS

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See Centerspread This Issue

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ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

FM's Pulse Beat

(Continued from page 25)

sales premise that it can deliver listeners, a sales approach every agency and advertising executive understands. Now the problem is to acquire more listeners and establish their presence.

When all the pros and cons of FM vs. AM—and television, too—are lined up there still stands out one figure that can't be ignored. It's simply this:

There are 6,000,000 FM radios in U. S. homes (some claim as many as 7,000,000).

Had it not been for television's simultaneous birth, FM might have captured the public's fancy with its high-fidelity and static-free claims, many of its friends insist. Certainly the glamor of visual radio has held the postwar spotlight in the populous parts of the nation, with FM unable to stir violent public response to its claims.

Two key questions arise in an effort to evaluate the FM situations. First what is FM's actual audience and financial status today? Second, what are its hopes for the future?

Few FM Facts

Both questions are stumpers The first is tough because few facts have ever been collected from FM stations. The second is even tougher because it enters the realm of prophecy and those who have engaged in past FM prognosticating are chastened individuals.

The quickest way to appraise FM, therefore, is to wring out the claims of some of its enthusiasts and blend them with actual facts of business life.

Today's FM industry consists of 686 operating stations, of which 115 are FM-only; a dozen loosely organized networks that take advantage of the FM signal's inherent advantages by picking up each other off-the-air, and a group of FM-only or AM-FM stations that augment their income from transit, functional and storecasting sidelines.

Some of the approximate 575 FM stations operated in conjunction with AM carry the AM outlet's entire program schedule. Others carry just part of the AM schedule because they operate fewer hours. Still others are programmed jointly part of the time and separately part of the time. Some carry completely different programming, though these aren't too numerous aside from the transit-functional-store operations.

Finally there are many FM stations whose AM affiliates are daytime-only, providing the limited-hour AM's with nighttime service via FM.

FM's protagonists, now quite modest in their claims, take the view that until recently FM was an island of depression in a field of plenty, but now things are improving rapidly, to quote Everett L. Dillard, WASH (FM) Washington, one of a hardy group of FM pioneers. WASH now has over 50 advertisers buying time in a city having 14 AM, 13 FM and four television stations.

Another FM—only operation—WEAW (FM) Evanston, Ill.—has 102 sponsors, according to Edward A. Wheeler, its operator. He adds these claims: Better rural coverage than 90% of AM; FM homes include 63% more families in the well-to-do income group; Chicago has 290,000 FM homes; FM listeners use their sets an average of 106 minutes a day; 42% of Evanston families own FM; satisfied sponsors, including two with 3½-year records.

Tucked away in that list of claims is the 42% FM ownership figure for Evanston, one of Chicago's better suburbs. That is one of the medium's better concentrations but by no means the best and by no means an isolated case.

Farther to the south, Central Illinois has at least as high concentration, according to an AM-FM operator, Merrill Lindsay, of WSOY Decatur. As a 250 w AM outlet WSOY can serve only a restricted area at night on its local channel. The FM signal, with its happy indifference to whereabouts of the sun, goes out 70 miles and greatly extends nighttime service, says Mr. Lindsay. He adds that Central Illinois, after four years of FM service, now has "around 50% FM set ownership," and the station's greatly improved BMB night rating can be credited to FM.

Putting it into the plain language every businessman understands, WSOY has added "substantially" to its annual income as a result of FM, according to Mr. Lindsay. Furthermore the 70-mile coverage in daytime has been an important factor.

Card Rates Up

Quick checks with a number of typical AM-FM operators show that in several cases the card rate has been raised on the basis of FM coverage.

The increased audience provided by FM is typified in the case of another FM pioneer, Cecil D. Mastin, WNBF-AM-FM-TV Binghamton, N. Y. Last spring Mr. Mastin was losing interest in his FM station. After a series of announcements apprising FM listeners of this fact, he found he had 625 quick replies, mostly from points 25 to 50 miles away where listeners said they had no satisfactory AM service at any time.

Of the 627, 431 said they used FM exclusively day and night; 65 used FM at night; 179 complained of AM "hash"; 63 wanted CBS service; 43 had recently bought sets; 9 urged discontinuance of AM.

Elliott M. Sanger, head of WQXR-AM-FM, *New York Times* operation, points out that a Pulse survey shows 22.2% of New York homes had FM sets last July compared to 19.9% last April and 6.8% in July 1948. That's an increase from 210,800 to 688,200 sets in two years. Furthermore, sets-in-use survey shows 48.8% in the Pulse report.

In Philadelphia, according to Raymond S. Green, of WFLN, an FM-only station, Pulse found 30,000 sets and 90,000 listeners for the station last July compared to 10,000 sets and 30,000 listeners a year ago.

In Washington, according to a survey cited by Mr. Dillard, number of FM sets increased from 51,282, or 13.2% of families, a year ago to 78,000, or 20%, last May—all within two-thirds of a year.

And just last Friday American Research Bureau's independent survey showed 114,000 FM homes in the Washington metropolitan area as of Oct. 1. Part (12%) of this 46% increase since May, however, is due to the fact that the base has been shifted to 1950 U. S. Census data.

Mr. Dillard adds slyly that he has figures showing WASH with as many listeners in the evening as four AM stations combined. At the moment WASH is carrying the World Series, and during the season carried the Washington Senators play-by-play.

Farther to the South such FM stalwarts as Josh Horne, of WCEC (AM) and WFMA (FM) Rocky Mount, N. C., are profiting by the fact that North Carolina has about a hundred AM stations and natural peculiarities that make FM a blessing to large segments of the audience. North Carolina is an FM stronghold and station officials say that dealers clear their shelves of FM sets every time they manage to get a consignment.

Westerward in Tennessee, S. A. Wilson, of WOPI-AM-FM Bristol, told an August FM meeting at NAB Washington headquarters he had raised rates 30% on national accounts because of FM and 20% on local accounts. "I keep my operations separate and we have been making money for two years," he said.

WVKO (FM) Columbus, Ohio claims 100,000 sets in an area extending some 50 miles out. WHFB-AM-FM Benton Harbor, Mich., found in a school survey last June that 37% of students had FM in their homes.

Robert J. Dean, KOTA-AM-FM Rapid City, S. D., said about 20% of homes in the area have FM.

In New England FM ownership "is probably heavier than in many parts of the country," according to Craig Lawrence, WCOP-AM-FM Boston, who recently issued a new rate card specifying rates for simultaneous AM-FM broadcasting. He said audience comment and mail response have been gaining, not only in the Metropolitan Boston area but also in Maine, Rhode Island and New Hampshire.

"We are seeing definite evidences now of listenership to WCOP programs via FM, particularly in the areas beyond our AM signal coverage," he said. In our opinion it is today worth the additional operating expense in that respect." The entire 19-hour AM schedule is duplicated on FM.

Many of the FM-only stations, catering especially to semi-classical and classical music lovers, have loyal followings who buy program schedules. At WFLN (FM) Philadelphia, WMCP (FM) Baltimore and many others, the paid subscription lists run into the thousands.

The WXRT Story

Robert O. Miller, WXRT (FM) Chicago, said the station's program magazine has 10,000 paid subscribers.

WXRT would be in the black right now if it hadn't been required to move its transmitter location, according to Mr. Miller. He is one of the many FM-only operators who are convinced FM's future lies in providing exclusive programming not available elsewhere.

The foregoing examples of FM circulation indicate that in a number of areas the FM medium is substantial if not often profitable. To the FM booster they indicate a thriving young medium that doesn't yet know its own strength and certainly isn't appreciated by those who buy time.

From a network standpoint, FM presents a spotty but active picture. WQXR-FM has a hookup in the East, and is offering good music programs and news over a wide area through affiliates that pick the signal off the air. WQXR and Rural Radio Network, with 10 affiliates, have a joint operation that started last July 1.

There are a number of other hookups, too. WASH is key station of Continental Network, operating out of Washington. Hookups are found in several southern areas, Indiana, Wisconsin, Oklahoma and the Far West, to mention a few.

Networking costs are trivial, aside from selling. They are grad-

SET PRODUCTION

FM Receivers Increase

TOTAL production of FM-only, FM-AM and FM-TV sets for seven months of 1950 was 867,246 receivers, with about 20% of aural home radios and 10% of TV sets having FM circuits, according to estimates by Ed Sellers, director of the NAB FM Dept., based on production of Radio-Television Mfrs. Assn. members.

In the 12 months of 1949 a total of 1,360,396 FM sets came off RTMA-member's production lines, he reported, or 701,705 sets in seven months of 1949. RTMA is estimated to include over three-fourths of industry production. Last year 20% of TV sets had FM-band tuning switches, with the decline ascribed for the most part to U. S. tax rulings. An FM-RTMA luncheon Oct. 10 at the Roosevelt Hotel, New York, will explore FM station complaints that set makers are not turning out enough FM sets to meet the demand.

ally picking up business, but rogress is not rapid. This is ypical of all FM operations.

The receiving set problem drives Mers wild. Even with 6,000,000 or 7,000,000) FM sets in the coun-y, manufacturers aren't turning ut enough to meet the demand, ac-ording to Ed Sellers, NAB FM irector.

But FM stations aren't going to ake this lying down, and a new ve-man FM industry committee ill meet in a few days with high fficials of Radio-Television Mfrs. ssn. to see what can be done.

Set makers argue an FM re-eiver is hard to make because of s precision factors, and it can't e sold at a high price in any uantity. Moreover, with a little ore work, bigger box and picture be a manufacturer can turn out highly profitable TV set that etails at many times the price to buying public that is wild about elevision.

FM Campaign

The industry committee is headed y Morris Novik, New York radio onsultant and director of the CIO M station group. If manufac-rers won't step up their FM out-ut, FM stations threaten to start arrages of announcements that A set without FM is only one-half modern radio" or "If you buy a ew radio or TV set without FM, ou are buying an obsolete set."

The committee is also concerned ecause only a fraction, probably ss than 20% of TV sets include witches that tune the FM-station and (88-108 mc) despite the fact hat the band lies between TV hannels 6 and 7.

Those complaints against set akers dominated the Aug. 7 FM eeting at NAB headquarters [BROADCASTING, Aug. 14]. FM sta-ions are digesting a report of the eeting transmitted by Ben trouse, WWDC-AM-FM Washing-on, who is chairman of the NAB's M Committee.

Another complaint centered round difficulty of getting affilia-ions with the nationwide AM net-orks. A touchy subject with both arties, the question may get an iring one of these days at the FCC udging by occasional twitchings mong investigation-minded mem-ers of the regulatory body. Right ow the Commission is ensnarled n television allocating, however.

FM adjuncts of AM stations are ermitted by networks to carry heir service via duplication but thers can't get anywhere when ney try to tie into the big hook-ps. What's more, it isn't easy to ell time opposite some of the pop-ular network programs.

Mr. Lindsay wraps up FM's problems this way, "The biggest obstacle to FM sales is the fact that timebuyers live in the big cities. Big cities have TV. FM offers little to the big cities because they already have excellent AM coverage. By and large, big cities have so much AM service that FM offers no extra program service.

"We built our FM audience on the basis of programming they couldn't get regularly elsewhere. It's the only way I know of to goose people into spending money for an FM set. People won't buy an FM set for better tone quality, or to minimize static; they may eventually buy for those reasons, of course, but we couldn't wait that long. If our FM programs had been available on AM we would have had a tough time selling FM sets fast. Today our merchants still seem to sell all the FM receivers they can get from the factories."

When such FM stalwarts as WTMJ-FM Milwaukee, WMIT (FM) Winston-Salem and WMAR-FM Baltimore gave up the ghost earlier this year the cry was heard on all sides that poor FM was breathing its last. FM's boosters, however, said many of the deceased stations were costly experimental operations and others had been started in the first place either because of FCC nagging or fear that AM would last only a few years while FM was getting under way.

Hanna Opinion

A veteran AM-FM operator, Michael R. Hanna, of WHCU Ithaca, who manages the 11-station Rural Radio Network, told the assembled FM operators last August, "It is ridiculous to assume that the closing of a relative handful of FM stations across the country symbolizes the failure of FM. FM has not failed. Some broadcasters have failed to realize its possibilities."

So, where is FM headed?

A careful scanning of available audience and commercial data leads inevitably to two facts no observer can ignore:

1—FM is holding its audience—a loyal audience—and in many cases the audience is increasing.

2—FM is holding its sponsors surprisingly well—so well that even managers are afraid to believe their own accountants. And the response of sponsors is increasing, it should be noted.

This cursory cross-section of some of the scant factual material dealing with FM as an entertainment and advertising medium merely highspots the industry's current status. It does not touch the growing list of success stories that satisfied sponsors are telling.

But it lines up for review several sets of facts that FM's adherents insist will provide a thumping negative answer to the question, "Is FM a dead duck?"

They ought to know!



R. G. WINNIE (r), station manager of WTMJ-AM-TV Milwaukee, and his two newly named assistants, George Nicoud (l) and George Comte, inspect progress of the new television addition to Radio City, the stations' new home. Mr. Comte has been on the announcing staff and Mr. Nicoud has been assistant office manager for *The Milwaukee Journal*, owner of the outlets.

LBS on Air

(Continued from page 25)

college football games carried nationwide on Saturday evenings, LBS reports.

Following New York Yankee games on Sunday, Liberty brings listeners the play-by-play of a West Coast professional football game.

James H. Foster, executive vice president and general manager of Liberty, reports that the network is originating six newscasts daily from Washington. Arthur MacArthur and George Campbell, with a staff of reporters, cover the Washington and world-wide scene for the network. News commentators also are heard every afternoon, Monday through Friday.

Weather News

Liberty also covers the weather picture with Monday through Friday broadcasts from the U. S. Weather Bureau in Washington. Following a roundup of the national weather picture, cut-in time is made available for local reports.

Happenings in and around Hollywood are reported by Omar Garrison during a morning program. In addition to inside news from the film capital, he interviews radio and film stars. New York is covered by Eloise McElhone in a daily program.

Early morning programming features the Liberty Minstrels from Dallas. Harry Lavan produces the show which has such well-known stars as Jimmy Jeffries, Honey Boy and Jam Up, along with a 16 piece orchestra.

When asked by BROADCASTING how the Liberty Broadcasting System looks after programming for less than a week on a nation-wide basis, Barton R. McLendon, LBS chairman of the board, said he is well pleased with the way in which Liberty programs have been accepted by the managers of its affiliated stations and the listening public. He emphasized, however, that the network has not stopped growing station-wise or program-wise. "More stations are being added every day," he said, "and plans are in the making for more and better programs over the network."

Mr. Foster explained that at present LBS is divided into areas, headed by regional managers. Stations in the central and southwest zones are handled from the home office in Dallas. Most of this work is in charge of James Kirksmith, vice president in charge of station relations. Tom Carr, vice president in charge of the southern area, has offices in Atlanta. Ben Paschell is vice president in charge of the West Coast. Operating from the network's Washington offices, Vice President Johnny Dunnagan is in charge of eastern and northern operations.

Parsons Named

GEOFFREY PARSONS Jr., former editor of the European edition of the New York *Herald Tribune*, has been named information advisor to the deputy U. S. representative in the North Atlantic Council, the State Dept. has announced. Mr. Parsons also will be a member of the International Information Section for the North Atlantic Treaty Organization, recently organized by council deputies.

Why buy 2 or more... do 1 big sales job on "RADIO BALTIMORE"

Contact EDWARD PETRY CO.

WBAL

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by BMI Canada

BLUE CANADIAN ROCKIES

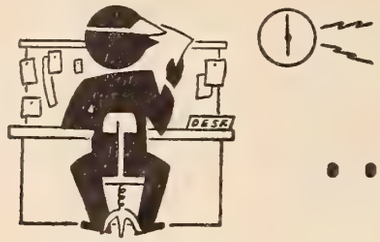
On Records: Russ Morgan—Dec. 27216; Gene Autry—Col. 38906; Cliffie Stone—Cap. 1167; Buddy Reynolds—Aragon 179; Bill Long & The Ranch Girls—Lon. 16043; Don Wright—Quality (MGM)*; Tex Bloye—Gavotte*.

* Soon to be released.

BROADCAST MUSIC INC. 580 FIFTH AVENUE NEW YORK 19, N. Y.

NEW YORK • CHICAGO • HOLLYWOOD

BMI



...at deadline

FCC TV Plan

(Continued from page 4)

FCC action came two weeks after FCC revealed it was considering similar proposal suggested by DuMont in connection with negotiations for allocation of coaxial-cable time among networks [TELECASTING, Sept. 25]. If proposed rules are adopted, they would effectively settle complaints filed by both DuMont and ABC against cable allocation plan finally adopted by AT&T [TELECASTING, Oct. 2].

FCC noted that of 40 interconnected communities on Sept. 30, 37 had fewer stations than there are networks. Situation will improve with freeze lifting, FCC said, but added:

. . . any unbalanced competitive condition among television networks arising out of, or aggravated by, the present scarcity of broadcast facilities may have a serious and deleterious effect upon the long-range development of the art by hampering the growth of sound networks capable of meeting the public's needs in the future.

Based on "informal survey" for one week in May, FCC said it found one network—NBC-TV—"furnished more network programs to the 17 one-station communities studied than did the other three networks combined." Survey also showed NBC dominant in two and three-station markets, though to lesser degree. Even so, FCC said:

. . . out of a total of 18 stations [in 3-station markets], 10 carried only one network during the afternoon and seven did so in the evening. Since six stations in six different cities carried the same network referred to above for about 99% of their evening network time during the week, and since three stations in three separate cities carried another network almost exclusively, the other two networks were competing for one station in three of the cities. . . .

Survey was based largely on newspaper logs and affiliation contracts, and FCC invited correction of any inaccurate or misleading statements in either its notice or accompanying summary charts. These showed, for one week in May:

Seventeen stations in one-station communities—Between 6-11 p.m., NBC got 49.4% of total time; CBS 14.7%; ABC 8.4%; DuMont 3.7%, remaining time (23.8%) being devoted to non-network programs. Of total time devoted to network shows in the 6-11 p.m. segment, NBC got 64.8%; CBS 19.3%; ABC 11%; DuMont 4.8%. Between 1-6 p.m., NBC accounted for 26% of total broadcast time; CBS 7.8%; ABC 4%; DuMont none; non-network 37.8%. Of time devoted to network shows, NBC 68.8%; CBS 20.7%; ABC 10.5%.

Six stations in two-station communities—Between 6-11 p.m., NBC accounted for 28% of total hours; CBS 18.4%; DuMont 9.4%; ABC 6%, remaining time (36.5%) being non-network. Of time devoted to network shows, NBC was credited with 45.4%; CBS 29.7%; DuMont 15.3%; ABC 9.7%. In 1-6 p.m. period, NBC 9.5% of total hours, CBS 5.3%, ABC 2.6%, and DuMont 2.1%, remaining 80.5% going to non-network shows. Network time in 1-6 p.m. segment divided as follows: NBC 48.8%; CBS 27.3%; ABC 13.2%; DuMont 10.7%.

Eighteen stations in three station communities—Between 6-11 p.m., NBC was credited with 21.9% of total hours; CBS 18.4%; ABC 13.6%; DuMont 8.8%, with remaining 37.4% devoted to non-network shows. Of network-only time in that period: NBC 34.9%; CBS 29.4%; ABC 21.6%; DuMont 14%. Between 1-6 p.m., percentage of total broadcast hours: NBC 6.9%; CBS 6.1%; DuMont 2%; ABC 1.4%, with remaining 83.6% non-network. In this period network hours divided thus: NBC 42%; CBS 37.4%; DuMont 12.2%; and ABC 8.4%.

AT&T, whose cable-time allocations were protested by DuMont and ABC, meanwhile issued statement Friday asserting that differences between networks are not caused by lack of network circuits, and that its part is only to provide circuits. Company expressed hope that TV networks will soon settle their differences.

RULE-MAKING PROCEEDING SET ON REBROADCASTING

RULE-MAKING proceeding to clarify meaning of "originating station" as used in its AM, FM and TV network rules—to strengthen policy against exclusivity—announced by FCC Friday. Firm policy on rebroadcasting by U. S. stations of foreign originations also sought.

Stemming from petition for declaratory ruling on rebroadcasting conflict filed by WJIM-TV Lansing, Mich. [TELECASTING, July 17], rule-making hearing would seek to determine if Sec. 325 (a) of Communications Act "was intended to endow network affiliate with power to prevent rebroadcasting of any network program in a substantially different area from that served by the affiliate." FCC said "if such power does exist it would appear to conflict" with Secs. 3.102, 3.232, 3.632 and other rules banning restrictive practices by network affiliates. Comments sought by Nov. 13 with deadline for replies Nov. 24.

WWJ-TV Detroit charged WJIM-TV violated Sec. 3.691 of rules requiring permission of originating station for rebroadcasts. WJIM-TV, in seeking declaratory ruling, contended it had NBC-TV permission to rebroadcast from WWJ-TV and latter's refusal was invalid since it did not originate programs and Lansing and Detroit are 70 miles apart.

FCC notice also indicated rules presently are silent on rebroadcasting of foreign originations while specific on rebroadcasting of U. S. originations, hence need for further implementation of Sec. 325 (a) of Act in this area.

TV PRODUCTION PROBLEMS COVERED AT AAAA MEET

AGENCIES should hold reins on TV production but get most manpower outside because of costs, panelists at radio-TV session, Central Council, American Assn. of Advertising Agencies, agreed Friday morning (see earlier story page 77). Speakers, introduced by Moderator Clarence Goshorn, president, Benton & Bowles, were: Hugh Davis, executive vice president, Foote, Cone & Belding, who said agency cannot supply all necessary manpower for production of TV shows or commercials and "come out even." Jerry Stolzoff, vice president, Cramer-Krasselt, felt agencies "getting far away from their basic functions" if go too heavily into TV production proper. Louis Brockway, executive vice president, Young & Rubicam, said more video schedules will be bought like magazine space, 13 yearly, for example, because of high costs. Jack Scott, president, Schwimmer & Scott, felt trend will continue for smaller agency handling sectional and local accounts and show to do own production.

RADIO SALES NAMES TWO

APPOINTMENT of Hugh J. Stump as AM sales manager and Lamont L. Thompson as TV sales manager of San Francisco office of CBS Radio Sales, announced Friday.

RED SKELTON's new contract with MGM gives comedian right to do television shows after October 1951. He is first MGM name star accorded such permission.

Closed Circuit

(Continued from page 4)

through its SPAC committee, had been matter of network compensation to TV affiliates.

WITHIN hours of FCC's announcement on equalization of network-TV time, there were repercussions from telecasters, as well as networks. Even though proposed rule would be temporary, curbstone opinion was that proposal would constitute improper invasion of programming operation of stations, through direct application to networks, which are not licensees. It would restrict ability of stations to provide audience with best programs obtainable, it was commented, and would constitute another instance of "back door" regulations.

GENERAL FOODS will buy 3:30-4 p.m. period on NBC-TV to present its Louis G. Cowan Inc., package program featuring Bert Parks starting early in November. Young & Rubicam, New York, is agency.

COLOR "drum" may replace color wheel in CBS color TV system, if current project works out. CBS is working on revolving drum arrangment as possible means of removing disc's limitation on picture size, considered by FCC's Color TV Report to be one of principal question-marks in CBS system. It's also reported CBS hopes, if FCC gives its system go-ahead, to have some color sets on market by Christmas, and may buy or back going manufacturing plant if necessary.

COPYRIGHTS in Italian music field are being carefully guarded and licenses are being offered at disproportionately high figures in some quarters, according to recent experience of one folk-music station. "If you don't have absolute clearance, don't play it," was belated admonition to industry by manager concerned.

NEWSPAPER STATION ISSUE AIRED BY NAB DIST. 3

SOFT-PEDALING of some NAB activities because of fear that newspaper stations will be offended was criticized at NAB District 3 meeting, which opened Friday at Bedford Springs Hotel, Bedford, Pa. George D. Coleman, WGBI Scranton, Pa., district director, presided at session, attended by 125 broadcasters.

George J. Kapel, WDYK Cumberland, Md., raised newspaper point. NAB President Justin Miller and Ralph W. Hardy, director of government affairs, explained this type of criticism was behind separation of BAB from NAB structure. They promised NAB would maintain its integrity although it might cost memberships and recalled that NAB had lost some important stations because of energetic BAB salesmanship under ex-director Maurice B. Mitchell, now with Associated Program Service.

Clair McCollough, WGAL Lancaster, Pa., said BAB provided best answer to whole situation, and predicted proposed super-BAB would successfully meet competition of Bureau of Advertising, American Newspaper Publishers Assn.

Mr. Kapel said BAB was most important single thing ever done for small stations.

Friday's speakers included Judge Miller; Sidney M. Kaye, BMI vice chairman and general counsel; Mr. Hardy, and Richard P. Doherty, NAB director of employe-employer relations.

BOTHWELL NAMES KENYON

W. EARL BOTHWELL INC., New York, announced that Alden H. Kenyon, former president of James A. Coveny Co., will succeed late W. Earl Bothwell as president and Frank A. Kearney will become executive vice president.

THE KANSAS CITY MARKET

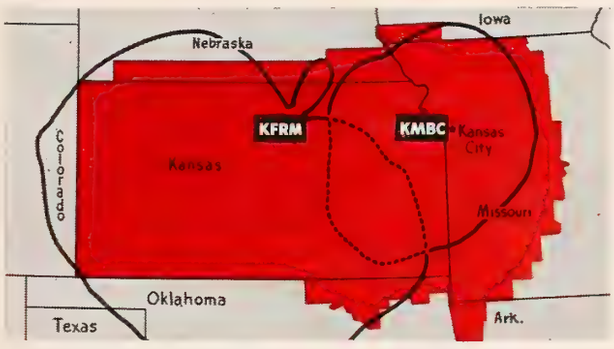
Does Not Run in Circles!



It's a Rectangle...

and Only The KMBC-KFRM Team

Covers It Effectively and Economically



Daytime half-millivolt contours shown in black.

The KMBC-KFRM Team's leadership in the Kansas City Primary Trade territory has been proved conclusively in Conlan's recent coincidental survey of 146,000 calls.

With a full-time Farm department, plus complete news, sports, educational and women's features, and the largest and finest talent staff in the Midwest, it's not surprising that The Team leads the parade!

For better results buy The KMBC-KFRM Team in the Heart of America. Call KMBC-KFRM, or any Free & Peters "Colonel" for full information.



The KMBC-KFRM Team

6TH OLDEST CBS AFFILIATE — PROGRAMMED BY KMBC

radio stations everywhere





but only one...

WSM
NASHVILLE

Basic NBC Affiliate

Want to make a sales touch down in the Central South? It's simple. Just send in Triple-Threat WSM and watch the way your sales message drives straight through to the pocket books of one of America's fastest growing regions. WSM has the power (*50,000 Cleared Channel Watts*) the talent (*over 200 strong*) and the production experience (*now originating 17 network shows weekly*) to put any product over the Central South goal line. Want case histories? Ask Irving Waugh or Any Petry Man.

CLEAR CHANNEL
50,000 WATTS

IRVING WAUGH
Commercial Manager

EDWARD PETRY & CO.
National Representative

OCTOBER 16, 1950

BROADCASTING TELECASTING

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20TH year
The Newsweekly of Radio and Television.
$7.00 Annually
25 cents weekly

BROADCASTING
Vol. 1 No. 1 PUBLISHED IN WASHINGTON, D. C., OCTOBER 15, 1931 • $3.00 the Year 15c the Copy
THE NEWS MAGAZINE OF THE FIFTH ESTATE

STATION WOR ★ NEWARK, N.J.

★ **Operates on the most favorable WAVE LENGTH**
has full time and is recognized as the standard of consistent program quality and clear dependable reception.

★ **Enjoys Audience ACCEPTANCE**
of more than ten years. Constantly growing in numbers, achieved by adherence to the highest policies and finest ethics of broadcasting.

★ **Offers Intensive COVERAGE**
in New Jersey, New York, Massachusetts, Pennsylvania and Rhode Island.

BAMBERGER BROADCASTING SERVICE . INC.
NEWARK . NEW JERSEY
New York Office: 1440 BROADWAY • New York City

THIS IS THE FIRST of hundreds of advertisements that WOR has run on the covers of BROADCASTING Magazine during the past 19 years.

It is an original indication of WOR's faith in *all* advertising and was one of the station's first steps in its strong and continuing support of the total radio industry.

This advertisement and others that have carried the WOR call letters are, we feel, greatly responsible for WOR's position today as the station that sells more for more people to more people than any other station in the United States.



Just a recruit!

So you think you're an old sea-dog adding another hash mark. Well, Broadcasting, when you've put in 28 years in radio . . . twice 10 doesn't look like much. Long before you tied your first square knot the U.S.S. WHAS had finished its shakedown cruise and joined the fleet.

But—all kidding aside, you're 4.0 Sol. You've made the fo'castle a better place to live and you've passed along the scuttlebutt like a CPO. Lay alongside anytime you're in Louisville. We'll have a cup of jamoke together.

WHAS
Now in our 29th year as flagship, serving and selling the Kentuckiana area.

BROADCASTING
Now proudly displaying its fifth hash mark for 20 years honorable service to the industry.

MANPOWER WITH PROVEN EXPERIENCE



11 Years Radio Station Representatives
New York and Chicago
Manager Radio Station WTOL
Advertising Agency Account Executive

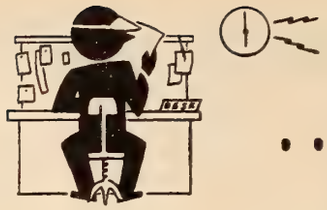
HEADLEY-REED COMPANY

Radio and Television Station Representatives

NEW YORK · CHICAGO · DETROIT ATLANTA · SAN FRANCISCO · HOLLYWOOD · NEW ORLEANS

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BROADCASTING TELECASTING ...at deadline



Closed Circuit

BEFORE week is out RCA will appeal FCC final decision adopting color standards. It's expected it will go to Federal District Court in New York, and will seek injunctive relief on grounds of irreparable injury.

FINAL report on KJBS San Francisco proposal for showdown of audience rating techniques to be made in mid-November by Dr. Kenneth H. Baker, chairman of impartial committee evaluating idea. Baker report, with suggested studies, to be ready in time for first board meeting of new Broadcast Audience Measurement, BMB successor.

SHORTLY TO BE finalized is expansion of H-R Representatives Inc., which will take over national representation of fast-moving Transit Radio Inc. Frank E. Pellegrin, sales vice president of Transit in New York, and Carlin French, Transit manager in Chicago, will become stockholder vice presidents of H-R Representatives, joining President Frank M. Headley, Executive Vice President Dwight S. Reed and Secretary Paul Weeks.

CARL BYOIR & Assoc., public relations firm, retained by RCA for color-TV fight. CBS public relations counsel is Ben H. Sonnenberg.

PORTENTS of better days for FM: WHO Des Moines about to program FM separately part of time and issue separate rate card. Major network reportedly has offered affiliation to major market FM-only station.

YOU CAN HEAR rumblings of Congressional investigation of FCC because of color decision almost anywhere around Washington. Prior to its adoption of CBS color last Wednesday, FCC was beseiged from high political places, to defer decision or reopen hearings, to which it returned 5-2 vote (see story page 23).

ONE FCC school, it's known, favors consideration of color as condition precedent to renewals of licenses or original grants, following pattern of Blue Book as between commercial and sustaining. Fixed percentage approach, spawned in Law Bureau, derives legal base from rules on minimum hours of operation for all classes of stations.

FCC COMR. ROBERT F. JONES, who has completed 2½ years of his seven-year appointment, in past few months has rejected several offers from private industry—all outside radio-TV fields.

IN SOME FCC quarters, thawing TV freeze is now regarded as academic. It's argued that even if freeze were lifted promptly, few new stations could go on air because of serious equipment shortages. Iconoscopes, used in TV cameras, are particularly scarce with military absorbing part of limited output, it's said.

Upcoming

Oct. 16: NAB Business Trends Conference, Waldorf-Astoria, New York.
Oct. 16: FCC Television hearings, general issues, Dept. of Commerce Auditorium, Washington.
Oct. 16-18: Assn. of Independent Metropolitan Stations, Lennox Hotel, St. Louis.
Oct. 18-21: NBC Annual Affiliates Meeting, Greenbrier Hotel, White Sulphur Springs, W. Va.
(Other Upcomings on page 12)

Bulletins

RUTHRAUFF & RYAN querying stations for clearance on three-minute radio commercial for undisclosed client. Program, slated for Christmas marketing, will be extensive and probably include 75 markets.

NAB DISTRICT 2 VOTES DISASTER NETWORK PLAN

PROPOSAL for creation of disaster network in New York and New Jersey approved Friday afternoon by NAB District 2 at Albany meeting (early story page 26). Plan submitted by Gen. Lucius D. Clay, chairman of New York State Civil Defense Commission, in letter to William B. Fay, WHAM Rochester, District 2 director.

At least fourth of small market stations indicated in a survey they plan to raise rates in near future.

NBC O&O MEETING

NBC owned and operated stations will hold meeting of their own at Greenbrier Hotel, White Sulphur Springs, W. Va., at end of affiliates convention this week. Main convention begins Oct. 18 and ends Oct. 20. O&O meeting begins Oct. 20, runs through Sunday. James M. Gaines, NBC vice president in charge of owned and operated stations, will preside.

BOARD DEFERS REPORT

DEADLINE for President Truman's Temporary Communications Policy Board's report and recommendations on U. S. frequency uses and communications policies has been moved from Oct. 31 to Feb. 17 with President's approval, it was announced Friday. Headed by former FCC Comr. Irvin Stewart, board met last week, will convene again Oct. 24-25.

SOUTHERN PINES MERGER

MERGER of two daytime 1 kw outlets in Southern Pines, N. C. (pop. 4,500), reported in transfer bids. WEEB, MBS outlet on 1360 kc owned by J. S. Younts and Grace Lines, buys WSTS, independent on 990 kc, from Frank L. Baber for $25,000. Mr. Baber and W. E. Horner, publisher, Sanford, N. C. *Herald*, buying WWGP Sanford (1050 kc, 1 kw day) for $40,950 from Anna Louise Gregory (50%) and W. W. and Gerald C. Primm (each 25%). Application to be filed today (Monday). Transactions handled by Blackburn-Hamilton Inc.

Business Briefly

PHARMACO SPOTS ● Pharmaco Inc., Newark (Feen-A-Mint), planning radio spot campaign, 32 weeks, starting this month on West Coast. Agency, Duane Jones, New York.

SURF ADDING ● Lever Brothers adding to spot schedule for Surf in California and Florida. Agency, N. W. Ayer & Son, New York.

RADIO SET PRODUCTION DOUBLE 1949 RATE

PRODUCTION of radio sets in September (five-week month) doubled that of September 1949, reaching 1,317,295, judging by estimates for entire industry made Friday by Radio-Television Mfrs. Assn. Output of RTMA-only manufacturers for same month year ago was 532,468 radios. All-industry figures not compiled last year.

Television production by entire industry in September totaled 831,837 sets, easily an all-time record and comparing with 224,532 TV sets turned out in September 1949 by RTMA-only manufacturers.

'COMPATIBLE' COLOR SYSTEM FORESEEN BY SPRAGUE

"VERY SLOW growth indeed" for color "as presently selected by FCC" seen by "most informed persons" in industry, Robert C. Sprague, Radio-Television Mfrs. Assn. president, said Friday.

Vast majority of engineers and scientists believe compatible commercial color system will be available within "reasonable" time, he said, pointing to recent "enormous strides."

REEVES TO J-W-T BOARD

GEORGE C. REEVES, vice president of J. Walter Thompson and head of the Chicago creative staff, named to board of directors. Four Chicago staff members have been elected vice presidents. They are J. Mark Hale, Norton O'Meara, Clarence S. Lund and Burke Herrick, all account executives.

BARRETT DRIVE PROPOSED

McCANN-ERICKSON, New York, has recommended spot radio campaign to Allied Chemical & Dye Corp. (Barrett roofing), in southern markets. Firm currently uses only WAPI Birmingham, three times weekly.

AGENCIES CHANGE BUYERS

TOME CARSON, former timebuyer with Dancer-Fitzgerald-Sample, New York, joining Foote, Cone & Belding. Fred Cusick, with William Esty & Co., joins DF&S Oct. 23 as timebuyer. Dick McKeever, in media department of William Esty, moves up to spot radio and television buying succeeding Mr. Cusick.

'BIG STORY' TO BE WEEKLY

PALL MALL's television show *The Big Story* currently heard alternate weeks on NBC-TV scheduled to go weekly beginning in March. Agency is SSC&B, New York.



What Makes KRLD-TV "TICK"

Programing for Everybody

KRLD-TV leads the sports parade with TWO FULL HOURS OF FOOTBALL EACH SUNDAY AFTERNOON . . . plus a galaxy of other top stars and events.

All SMU games with Head Coach H. N. Rusty Russell . . . all Detroit Lions games . . . DALLAS and HIGHLAND PARK HIGH SCHOOL games direct from the playing field. Pre-game commentators include "Rusty" Russell . . . Jimmie Stewart, "Jimmie Dudley, Game of the Week," Harry Wismer and others. Wrestling direct from Dallas Sportatorium and the matches from the International Amphitheatre, Chicago; the Big Fights from Madison Square Garden. . . "Greatest Fights of the Century."

BIG-NAME STARS AND SHOWS from CBS and other outstanding sources include . . . Arthur Godfrey and His Friends, Horace Heidt's Youth Opportunity Show, Fred Waring and His Pennsylvanians, Ed Sullivan, "Toast of the Town," Ken Murray, "KRLD-TV Playhouse," Perry Como, Faye Emerson, "Airflyte Theatre," "Ford Theatre," Clifton Fadiman, Abe Burrows, Gene Autry, Morton Downey, "What's My Line."

Women's interest shows present "Variety Fair" with Gerry Johnson, "Package from Green's (Dress Maker's Salon), Martha McDonald Kitchen, Look Your Best, Fun With Food, Mrs. Herbert Emery's Book Reviews.

Owners and Operators of

KRLD

50,000 WATTS
FULL TIME

BIG . . . *in the heart of Texas*



The BIGGEST TELEVISION MARKET *South of St. Louis and East of Los Angeles*

Over 75,000 TV RECEIVING SETS IN DALLAS *and* FORT WORTH

KRLD-TV's *Primary Coverage Area*

Dallas and surrounding counties combine to compose the Southwest's largest Market Area with more than a MILLION POPULATION within KRLD-TV's primary coverage pattern. Within the 100-mile radius reside more than TWO MILLION, largely urban persons, with top buying power. Retail sales for Dallas and Tarrant counties alone add up to the staggering total of $1,191,536,000. Television receiving sets in the area are mounting with accelerated speed. According to Broadcasting-Telecasting's last published report there were 72,000 sets in KRLD-TV's effective coverage area, with the present rate of increase at 5,000 or more per month.

KRLD-TV is the CBS STATION for DALLAS and FORT WORTH

This is why

KRLD-TV

Channel 4

is your best buy

The TIMES HERALD *Station*

The BRANHAM COMPANY—Exclusive Representatives

GET THE STORY...

How just one announcement brought . . .

10,000 REQUESTS FOR "CISCO KID" MASKS



Holsum Bakery reports "Cisco Kid" is a terrific bread salesman! A single offer of "Cisco Kid" masks stampeded the kids. Although these masks were to be distributed by dealers, the following day, impatient youngsters stopped Holsum trucks that same evening—demanding masks! Next day, the entire supply of 10,000 masks was distributed! The station reports: "Could have used 40,000!"

All over the country, the "Cisco Kid" is breaking sales records for many different products and services. Write, wire, or phone for details.

SENSATIONAL PROMOTION CAMPAIGN — from buttons to guns—is breaking traffic records!

This amazingly successful ½-hour Western adventure program is available: 1-2-3 times per week. Transcribed for local and regional sponsorship.



FREDERIC W. ZIV COMPANY
Radio Productions
1520 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK HOLLYWOOD

Here's the Sensational
LOW-PRICED WESTERN
That Should Be On Your Station!

BROADCASTING
TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Weekly by Broadcasting Publications, Inc
Executive, Editorial, Advertising and Circulation Offices:
870 National Press Bldg.
Washington 4, D. C. Telephone ME 1022

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WASHINGTON HEADQUARTERS

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CIRCULATION AND READERS' SERVICE: JOHN P. COSGROVE, *Manager;* Elaine Haskell, Grace Motta, Lillian Oliver, Allen Riley, Warren Sheets.

NEW YORK BUREAU 488 Madison Ave., Zone 22, *PLaza 5-8355;* EDITORIAL: Edwin H. James, *New York Editor;* Florence Small, *Agency Editor;* Pete Dickerson, *Assistant to New York Editor;* Gretchen Groff, Martha Koppel.

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, *ELgin 0775;* James Montagnes.

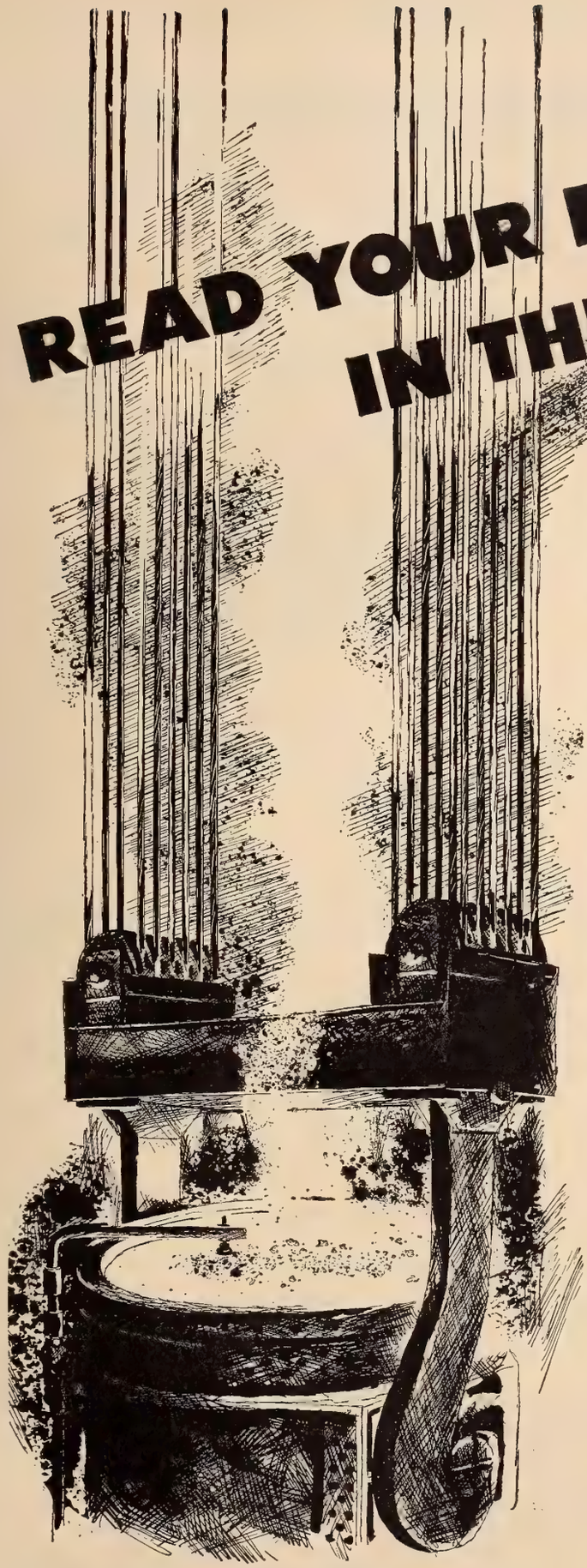
BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING •—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.

•Reg. U. S. Patent Office

Copyright 1950 by Broadcasting Publications, Inc.

Subscription Price: $7.00 Per Year, 25c Per Copy

READ YOUR FUTURE IN THIS BIG CUP



This is a ladle of molten steel. It is a handy thing to have around in peace or war... a slight change of formula and the steel that would have been your car is ready to become a tank, or a gun or a ship.

This ladle is in an American steel mill, but an Iron Curtain ladle would look much the same. We have more steel mills in America than there are anywhere else, but the difference between the U.S. and the Reds is not in equipment. It is in ideas.

Communists, socialists and even our own "social-planners" miss the whole secret of real industrial production. Yet, the smallest businessman in the tiniest factory in America knows how it is done... Hustle is the word. Turn Americans loose to compete and they roll up production totals that stagger the world. The steel business is an example. Competition has made it big and strong and husky... handy to have around right now, because it can outproduce Russia and her satellites 3 to 1.

COMPARISON OF STEEL CAPACITY

U.S.

100,000,000 NET TONS

Iron Curtain countries

33,000,000 NET TONS

AMERICA'S STEEL INDUSTRY

Greatest Industrial Triumph of Free Men

More than 200 companies make up the free and independent steel industry of America.

AMERICAN IRON AND STEEL INSTITUTE • 350 FIFTH AVENUE, NEW YORK 1, N. Y.

How's the Weather

IN PITTSBURGH . . . AND



Just for fun, look *now* at the "Weather in Other Cities" section of your newspaper. How are those varying conditions affecting consumers' buying impulses . . . and the "sell" you put into your commercials?

As many leading agencies know, "Spot Radio may be more trouble and work, but it's a lot more effective." May we tell you the steps F&P takes to *reduce* the trouble and increase the effectiveness?

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives

Since 1932

NEW YORK CHICAGO

ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO

PEORIA . . . AND SAN ANTONIO?

EAST, SOUTHEAST

WBZ-WBZA	Boston-Springfield	NBC	50,000
WGR	Buffalo	CBS	5,000
WMCA	New York	IND.	5,000
KYW	Philadelphia	NBC	50,000
KDKA	Pittsburgh	NBC	50,000
WFBL	Syracuse	CBS	5,000
WCSC	Charleston, S. C.	CBS	5,000
WIS	Columbia, S. C.	NBC	5,000
WGH	Norfolk	ABC	5,000
WPTF	Raleigh	NBC	50,000
WDBJ	Roanoke	CBS	5,000

MIDWEST, SOUTHWEST

WHO	Des Moines	NBC	50,000
WOC	Davenport	NBC	5,000
WDSM	Duluth-Superior	ABC	5,000
WDAY	Fargo	NBC	5,000
WOWO	Fort Wayne	NBC	10,000
WISH	Indianapolis	ABC	5,000
KMBC-KFRM	Kansas City	CBS	5,000
WAVE	Louisville	NBC	5,000
WTCN	Minneapolis-St. Paul	ABC	5,000
KFAB	Omaha	CBS	50,000
WMBD	Peoria	CBS	5,000
KSD	St. Louis	NBC	5,000
KFDM	Beaumont	ABC	5,000
KRIS	Corpus Christi	NBC	1,000
WBAP	Ft. Worth-Dallas	NBC-ABC	50,000
KXYZ	Houston	ABC	5,000
KTSA	San Antonio	CBS	5,000

MOUNTAIN AND WEST

KOB	Albuquerque	NBC	50,000
KDSH	Boise	CBS	5,000
KVOD	Denver	ABC	5,000
KGMB-KHBC	Honolulu-Hilo	CBS	5,000
KEX	Portland, Ore.	ABC	50,000
KIRO	Seattle	CBS	50,000



"Come on in - - the company's fine!" Look over this partial list of our clients and you'll see why you, too, should investigate our low cost coverage.

Anacin
Chevrolet
General Elec. Supply Co.
Johnson's Wax
Kirby Vacuum Cleaners
Loew's Theatres
RCA Victor
RKO Palace
Sealtest Milk
Sears Roebuck
TWA
Yellow Cab

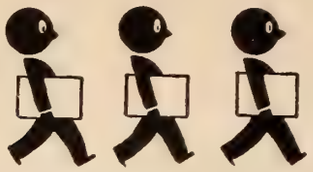
night and day it's WDOK

LOW COST COVERAGE

serving Ohio's 1st market 24-hours a day

WDOK Cleveland 1260 kc. 5000 w.

Represented by Everett-McKinney



agency

MARY POLOSON named timebuyer at Henri, Hurst & McDonald, Chicago. Was assistant in department. Succeeded by LAURA EGGLESTON, C. E. Hooper, N. Y.

EMERSON FOOTE, president Foote, Cone & Belding, N. Y., resigns. Has been inactive due to illness since last spring. DON BELDING, president West Coast office, will continue to oversee N. Y. operations as he has done during Mr. Foote's leave of absence. FAIRFAX M. CONE, chairman of board, will continue to operate Chicago office.

WILLIAM J. WATTS, Cecil & Presbrey, N. Y., to media department Sullivan, Stauffer, Colwell & Bayles, N. Y.

MARY O'BRIEN, spacebuyer, David S. Hillman Inc., L. A., named radio-TV timebuyer replacing LEONA D'AMBRY, resigned.

THURMAN L. BARNARD, vice president and director Compton Adv., N. Y., elected executive vice president. With agency since December 1945.

FREDERICK C. ADAMS, Allied Chemical & Dye Corp.; RICHARD D. FARRELL, Transradio Inc., and JOHN M. POOLE, Phila. freelance copy-



on all accounts

IN 1930 a successful Wall Street broker advised Dan Rivkin's relatives to get him out of radio advertising at once, it was nothing but "a novelty that would disappear in a few months . . . a ridiculous thing . . . a racket . . . people wouldn't stand for advertising messages invading the privacy of their homes." Dan Rivkin didn't take the advice.

Dan was born in Hartford, Conn., Aug. 2, 1899. He served in the first World War, enlisting at the age of 17. He returned from overseas in 1919 and entered the mail order field where he remained for 10 years, with a brief sortie in real estate. In 1929 the Dan Rivkin Advertising Agency was formed in Philadelphia.



DAN

The agency is unique in that it boasts of its "smallness" in an age that has become accustomed to "the largest of its kind" braggadocio. Dan operates from one small office without any staff. Outside artists and script writers are used as needed. This low overhead enables a successful operation for clients with limited budgets. Frequently clients are surprised by Dan Rivkin's recommendation that they decrease rather than increase their budget.

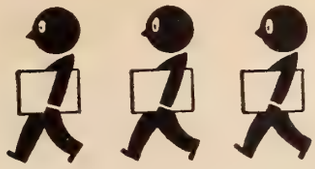
About half of all the Rivkin accounts are radio advertisers—several using radio exclusively with great success. These accounts are primarily local and include Berg Brothers Clothing, Ford Optical Co., John Kohler Clothing, Richards Clothes, Royal Shoe Stores, Schulte Optical Co., and Spiro's Ladies Apparel. The commercials, mostly transcribed announcements, usually are one-minute or twenty-second spots. "In spite of television, radio continues to click for these clients," according to Dan.

During World War II Dan had a share in the voluntary war efforts of individual agencies. Immediately after Pearl Harbor, advertising men throughout the country were approached by Washington officials to put out much needed war effort publicity until such time as the government was better organized to produce its own. Dan stepped forward at once and with the cooperation of clients who gave free air time, supplied broadcasts of patriotic messages and discussions.

No amazing success stories appear in Dan's history in the advertising field. He does not offer his clients a "message" that will sweep

(Continued on page 52)

beat



writer, to Kenyon & Eckhardt, N. Y., in copy department.

TAYLOR STRAWN, California Novel-Art, S. F., to research department Foote, Cone & Belding, S. F.

JOSEPH J. TOMASSI, Woodard & Fris, Albany, N. Y., to executive staff American Assn. of Adv. Agencies, N. Y., to assist **Kenneth Godfrey,** senior executive in charge media operations and research. Replaces **WILLIAM McNAMEE,** to active duty with Navy.

MARIANN ANDERSON, KRON-TV San Francisco program department, to L. C. Cole Co., S. F.

E. TAYLOR WERTHEIM, vice president Yates, Wertheim & Babcock, N. Y., forms new agency, Wertheim & Breig, N. Y. and Phila., with **JEAN H. BREIG,** manager Phila. office.

LAWRENCE E. KELLEY to West-Marquis Inc., Long Beach, Calif., as account executive.

DUANE BOGIE to Foote, Cone & Belding, Chicago, as producer of video shows and commercials from director WNBQ (TV) same city.

JACK L. BRUMBACK, radio-TV network representative for ABC in S. F., to Goldthwaite-Smith Adv., S. F.

JOHN S. CROSBIE, general manager Canadian Advertising Agency, Montreal, to senior executive J. Walter Thompson Co., Toronto.

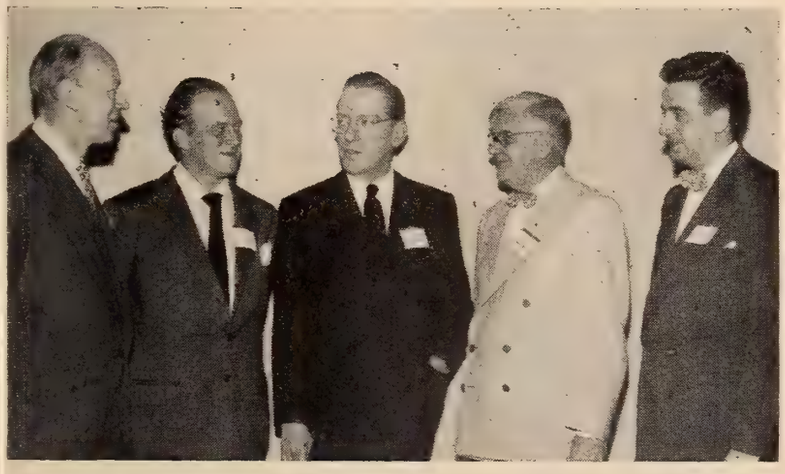
AVIS PHILBROOK, time and spacebuyer, W. Earl Bothwell Inc., Hollywood, to Biow Co., same city, in similar capacity.

M. E. (Bob) HARRISON, account executive Adolph L. Bloch Adv., Portland, Ore., to Mac Wilkins, Cole & Weber, same city, as production manager. **PHYLLIS KOHLMEIR** to assistant in production department.

MARY GRINNAN transfers from production staff, Brisacher, Wheeler & Staff, L. A., to media director replacing **LEE TODD,** resigned.

JAMES A. McGARRY, assistant to president of BBDO, N. Y., named chairman radio committee 1950-51 N. Y. campaign of Arthritis & Rheumatism Foundation.

EARLE J. DUMONT, Walter McCreery Inc., Beverly Hills, Calif., to U. S. Anderson Co. Adv., L. A., which moves to larger offices at 7321 Beverly Blvd. Phone: Webster 7296.



CATCHING up on 1950's advertising scene at the recent Central Council meeting of the American Assn. of Advertising Agencies in Chicago are (l to r): Louis N. Brockway, executive vice president, Young & Rubicam, New York; Hugh Davis, executive vice president, and Fairfax Cone, board chairman, Foote, Cone & Belding, Chicago; Clarence Goshorn, board chairman, Benton & Bowles, New York, and Jerry Stolzoff, vice president, Cramer-Krasselt, Milwaukee. All of those pictured, except Mr. Cone, appeared on a TV panel conducted by Mr. Goshorn.

2 *Great Shows Starting Today—*

"Hollywood Matinee"



Monday thru Friday – 2 to 3 PM

A full-length feature film each afternoon for the housewife, offering suspense, thrilling love stories, delightful comedy, tuneful musicals. One minute participations available to advertisers between the "acts." The same show—the same films—that have proved a sensation in afternoon programming in other major markets!

Plus

"The Modern Woman"



Ruth Crane

—a smart, highly viewable half hour for the housewife. Tips on how to save money, time, work and worry . . . demonstrations of latest techniques in homemaking, new devices, fashion, top personalities in current affairs. **Advertisers' products to be completely demonstrated** by one of tv's most successful sales personalities—Ruth Crane, assisted by popular Jackson Weaver.

Monday thru Friday — 3 to 3:30 PM

Call ABC Spot Sales for availabilities

Congratulations to BROADCASTING on twenty years of constructive service to the broadcasting industry!

WMAL **WMAL-TV** WMAL-FM

THE EVENING STAR STATIONS

WASHINGTON, D. C.

upcoming

NAB District Meetings

Oct. 26-27: Dist. 6, Roosevelt Hotel, New Orleans.

Nov. 2-3: Dist. 4, Williamsburg Inn and Lodge, Williamsburg, Va.

Nov. 9-10: Dist. 5, Ansley Hotel, Atlanta.

Oct. 16-20: Society of Motion Picture and Television Engineers annual convention, Lake Placid Club, Lake Placid, N. Y.

Oct. 17-18: NAB Board BAB Committee, BAB Hdqrs., New York.

Oct. 18-19: Kentucky Broadcasters Assn., Chesmotel Lodge, Hopkinsville, Ky.

Oct. 18-20: Board of Directors, Canadian Assn. of Broadcasters, Mount Royal Hotel, Montreal.

Oct. 22-24: 10th District convention, Advertising Federation of America, Amarillo, Tex.

Oct. 23-24: NAB AM Radio Committee, NAB Hdqrs., Washington.

Oct. 23-24: North Carolina Assn. of Broadcasters, Mid-Pines Club, Southern Pines, N. C.

Oct. 26-28: Audio Engineering Society Audio Fair, Hotel New Yorker, New York.

Oct. 29-31: National Assn. of Educational Broadcasters Convention, U. of Kentucky, Lexington.

Oct. 29-Nov. 4: National Radio & Television Week.

Oct. 30-Nov. 1: Radio-Television Mfrs. Assn. and Institute of Radio Engineers, Hotel Syracuse, Syracuse, N. Y.

Oct. 31-Nov. 1: AAAA Eastern Conference, Roosevelt Hotel, New York.

Nov. 3-4: Institute of Radio Engineers Kansas City Section, second annual Regional Papers Conference, President Hotel, Kansas City, Mo.

Nov. 9-10: Ohio Assn. of Broadcasters meeting, Columbus.

Nov. 10: Michigan AP Broadcasters Assn. meeting, Lansing.

Nov. 10-11: Michigan Assn. of Broadcasters, Hotel Olds, Lansing.

Nov. 15: House Ways & Means Committee Hearing on Excess Profits Tax, New House Office Bldg., Washington.

Nov. 15-17: NAB Board, NAB Hdqrs., Washington.

Nov. 15-25: Inter-American Assn. of Broadcasters Second General Assembly, Sao Paulo, Brazil.

Nov. 16: AAAA Michigan council meeting, Hotel Statler, Detroit.

Nov. 16-18: National Assn. of Radio News Directors Convention, Hotel Sherman, Chicago.

Nov. 27: Congress resumes.



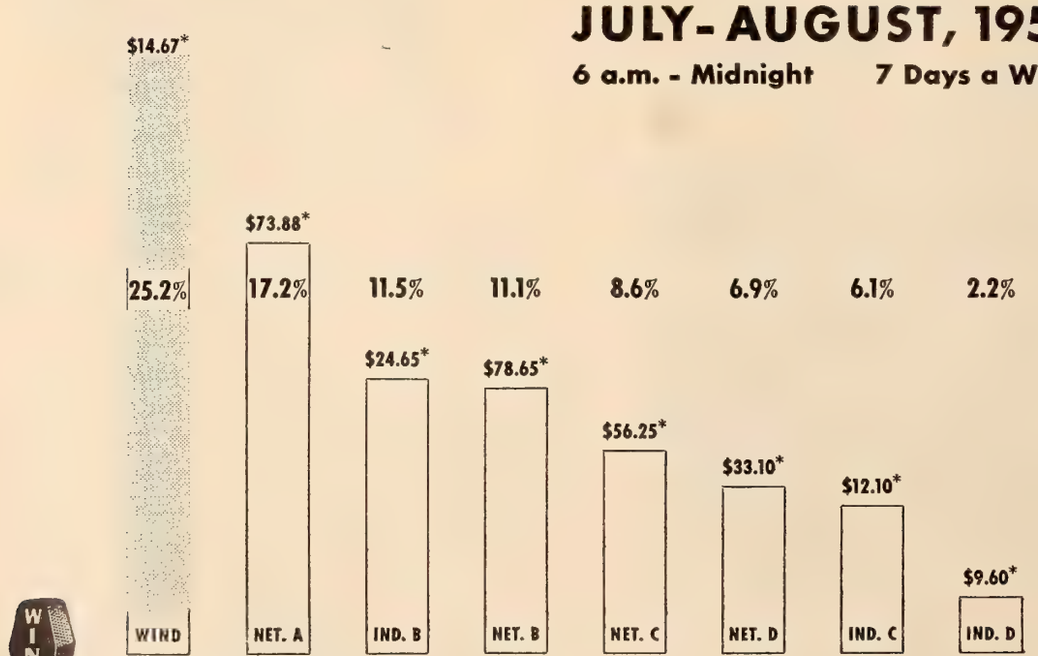
SENTINEL of radio and television as potential means of warning and aiding the American people in the event of atomic attack was aired at the Radio Executives Club luncheon in the Waldorf-Astoria Hotel Oct. 5. Gen. Lucius D. Clay, chairman of New York State Civil Defense Commission, delivered the key address before prominent network officials. L. to r: Seated, Comdr. Mortimer W. Loewi, director, DuMont TV Network; Gen. Clay; Robert Saudek, ABC vice president and president of REC; Frank White, MBS president. Standing, John Karol, sales manager of CBS and past president of REC; Seymour Siegel, director, WNYC New York; Ralph Weil, general manager, WOV New York, REC vice president; William S. Hedges, NBC vice president; Mark Woods, ABC vice chairman of the board; Edgar Kobak, part owner of WTWA Thomson, Ga.; Joseph H. Ream, CBS executive vice president.

John Jefferson Injured

JOHN JEFFERSON, CBS correspondent, has been listed as injured in a plane crash Oct. 12 in Japan. The Air Force reported that the plane crashed while attempting a pre-dawn landing at an air base in southern Japan.

W-I-N-D FIRST IN CHICAGO
OUT-OF-HOME AUDIENCE

JULY-AUGUST, 1950
6 a.m. - Midnight 7 Days a Week



*Average Minimum Cost of Announcements

SOURCES: Pulse of Chicago Out-of-Home Survey and Standard Rate and Data

SALES DEPARTMENT • 400 N. MICHIGAN AVE. • CHICAGO 11, ILLINOIS • WHitehall 4-2170

KATZ AGENCY, INC.
REPRESENTATIVES

WTCH Helps Shawano Evening Leader Reach The Northeastern Wisconsin Market

WTCH serves more than 150,000 families in northeastern Wisconsin. It is a 1000 watt daytime station operated in conjunction with the Shawano Evening Leader, Shawano, Wisconsin. The 240 foot Truscon Tower with 52 x 48 Truscon Ground Screen assures an excellent signal.

"We are very well satisfied with our Truscon Radio Tower" says WTCH Manager, D. W. Hodgins. "Recently the tower withstood 80-mile-an-hour winds with no damage and no loss of operation. It has also withstood heavy sleet storms and other adverse weather conditions which we in northern Wisconsin experience, especially in the winter."



Another TRUSCON TOWER OF STRENGTH 240 FT. HIGH



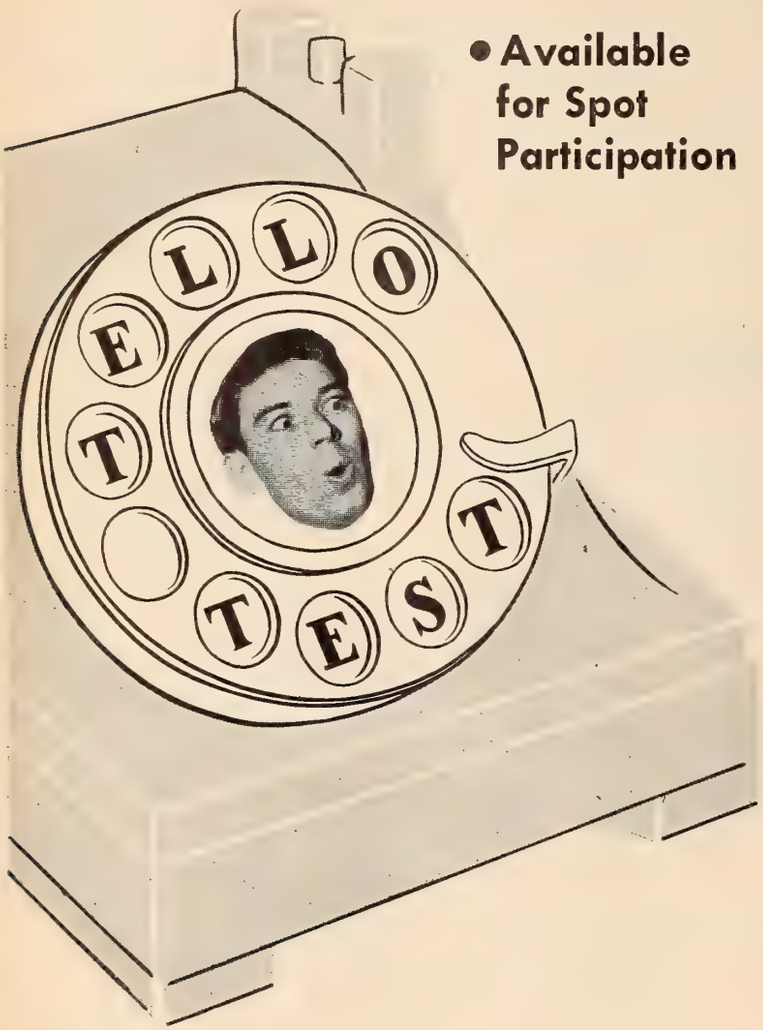
Truscon Radio Towers have a world-wide reputation for "staying in business" under all types of topographical and meteorological conditions. Each installation is engineered to the particular requirements of the job.

Whether you're planning in terms of AM, FM, or TV, call or write your nearest Truscon district office. Capable technicians will work with you in selecting location and type of tower—guyed or self-supporting, uniform or tapered cross-section, tall or small—which best will serve you and your audience.

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation

TRUSCON SELF-SUPPORTING AND UNIFORM CROSS SECTION GUYED TOWERS
TRUSCON COPPER MESH GROUND SCREEN

DIAL THIS NUMBER TO REACH THE RICH, NEW ORLEANS MARKET!



• Available for Spot Participation

• There's certainly nothing "phone-y" about the results sponsors get from this radio "number". Every afternoon for 25 minutes, versatile OLLIE CAIN asks the questions—correct answers by the listeners earn valuable prizes. Better get details right away!

• Write, wire or phone your JOHN BLAIR Man!

AM TV FM WDSU NEW ORLEANS

new business



SINCLAIR REFINING Co. (Super Power Sinclair gasoline), using local TV, local radio programs and spot announcements to supplement its fall campaign. Company has bought radio programs in 17 markets while 3,575 spot announcements are being used in 19 cities. TV spots are sponsored in Washington, Phila., Chicago and Detroit. Agency: Morey, Humm & Johnstone Inc., N. Y.

FLINCO Inc., Salt Lake City (motor oils, gasoline, tires, etc.), appoints Ross Jurney & Assoc. to direct advertising. **Wilby M. Durham**, account executive, buying quarter-hour strips on Intermountain Network stations.

TELEVISION INSTALLATION SERVICE Assn. (service companies), names Marvin Gordon & Assoc., Chicago, to direct advertising and promotion. Plans for all media being formulated.

CLUETT, PEABODY & Co., N. Y. (Arrow menswear), planning TV spots in 10 key cities to begin after first of year. Agency: Young & Rubicam, N. Y.

TEXSUN CITRUS EXCHANGE, Weslaco, Tex., names Tracy-Locke Co., Dallas, to direct advertising. Radio may be used.

PHILIP MORRIS, (cigarettes), expanding TV spots from 23 markets to 42 markets starting this month. Spots are one-minute films and station breaks. Agency: Biow Co., N. Y.

SMOKED FISH Co., S. F., appoints Ad Fried, Oakland. TV will be used.

ASHER Bros., N. Y. (Scotty Pops candy), names Manhattan Adv. to direct TV and other advertising.

EGGO FOOD PRODUCTS, San Jose, appoints Benet Hanau & Assoc., same city. Radio will be used.

Network Accounts . . .

P. LORILLARD & Co. (Old Gold cigarettes) to sponsor second segment *Queen for a Day*, MBS, 11:45-12 p.m., EST, Mon.-Fri., effective Jan. 1. Agency: Lennen & Mitchell, N. Y.

PABST SALES CO., Chicago (Pabst beer, ale), sponsoring International Boxing Commission bouts on CBS, Wed., 10 p.m., in addition to sponsorship IBC matches over CBS-TV. Agency: Warwick & Legler, N. Y.

ROMA WINE Co., S. F., signs for sponsorship *Party Time at Club Roma*, half-hour variety TV program, on approximately 30 NBC-TV stations. Show, produced and emceed by Ben Alexander, is first network TV show to be created in S. F. Willat & Diner, S. F., will film program for distribution by NBC-TV, N. Y. Agency: Foote, Cone & Belding, S. F.

Adpeople . . .

HARVEY M. BOND, advertising manager Helbros Watch Co., N. Y., to Benrus Watch Co., N. Y., as advertising manager.

HERBERT C. CLARIDGE, vice president Salada Tea Co., Boston, elected president Tea Assn. of U.S.A., succeeding retired ROBERT B. SMALLWOOD, president Lipton Tea Co., who became chairman of Tea Council.

ROBERT R. MATHEWS, vice president of American Express Co., to General Foods in new position of assistant director of advertising. WILLARD P. BROWN Jr., assistant to HOWARD CHAPIN, director of advertising, becomes assistant to CHARLES G. MORTIMER Jr., vice president in charge of marketing. RICHARD WHIDDEN, assistant to division manager personnel department, becomes assistant to Mr. Chapin.

Westinghouse WOWO in Fort Wayne now brings NBC Network Programs to its ever-growing audience

Effective October 15, WOWO carries a gala line-up of star-studded NBC Network shows.. maintaining, at the same time, the traditional Westinghouse local programming that has put WOWO way out front in ratings for both Fort Wayne itself and a 49-county BMB area.

For a better-than-ever buy in coverage of this rich market, consult WOWO or Free & Peters!

WESTINGHOUSE RADIO STATIONS Inc

KYW • KDKA • WBZ • WBZA • KEX • WOWO • WBZ-TV

National Representatives, Free and Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales



Ludlam's Lodge

We call it "Sportsmen's Lodge," a regular niche on the sportsmen's listening post at 5:00 each Saturday afternoon. It's an authoritative program of hunting, fishing, resort and travel information reported by WRC's Outdoor Editor, Kennedy Ludlam.

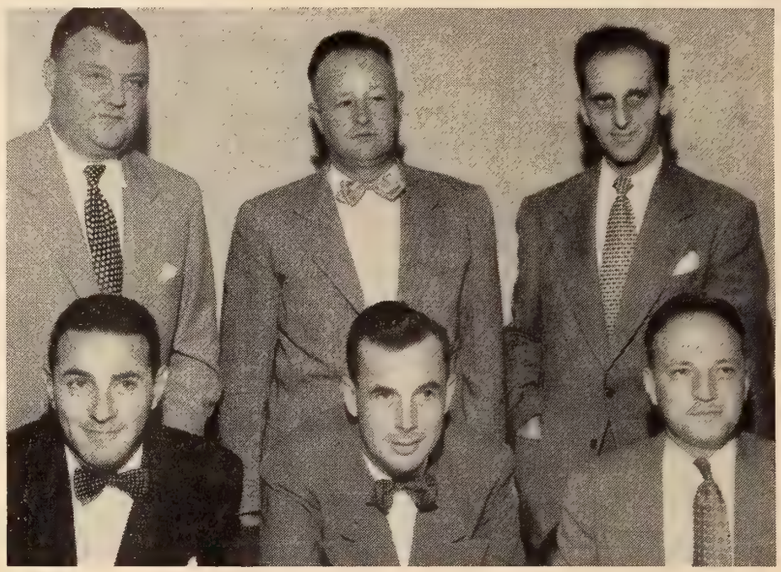
Ken Ludlam's easy, wisely paced half hour includes late hunting and fishing news, supported by last minute long distance 'phone reports — they're standard outdoor bulletins for all outdoor men and women.

"Sportsmen's Lodge" may well become your sales avenue to this busy and wealthy sports market. Call WRC or National Spot Sales.

5:00 - 5:30 PM
EVERY SATURDAY

FIRST in WASHINGTON
WRC NBC
5,000 Watts - 980 KC
Represented by NBC SPOT SALES

feature of the week



Working on plans are (l to r): Seated, Norman Sharfman, Sharfman Jewelers; Mr. Brown; A. H. Elliott, W. T. Grant Co.; standing, Fred Christmas, Kennedy's Men's Store; Sherwin T. Borden, Sears & Roebuck, and Mr. Krueger.

* * *

IT MAY be free advertising for some non-advertisers, but WTAG Worcester's new year-round retailer-public service campaign is rock-ribbed business-wise.

When the station management restudied the local market scene this fall, it noted that many shoppers leave the hometown to seek "buys" elsewhere—usually in Boston, 40 miles away and for some in the WTAG area, only 20 miles distant. An estimated half-million people live in the retail area.

The station's answer is a round-the-clock, round-the-calendar promotion with an estimated 8,000 spots to be aired during the year. It's aimed at those Worcester County residents who feel that selection and quality of "big city"

(Continued on page 34)

strictly business



EDDY ALLEN

TRYING to *sell* something new in the *selling* field is a hard nut to crack. That's the problem licked by Budget Pack Inc., Los Angeles, armed with radio in one pocket and Eddy Allen, general manager of its sales department, in the other.

Ever since Eddy joined the firm as a salesman in 1933, Budget Pack has been aggressive, waging one battle after another to promote its cellophane package as the commodity most likely to sell goods from the grocer's shelf. When radio entered the picture during World War II, Budget Pack had a new and different problem—that of replenishing an already scarce material in the grocery store.

It was one of those moments in radio history when the medium *outsold* its usefulness.

As the man who helped engineer Budget Pack's sales success, Eddy Allen also is an individual with a personal history which could match Horatio Alger in the best of tradition.

Born in New York City, Eddy

(Continued on page 34)

once upon a time . . .

a fellow wrote a song . . . it went something like this . . .

"The longest way round is the sweetest way home"

That's alright for certain cases . . . (we know about the birds and the bees, too)

but . . .

in radio, it's a little different.

To get the most out of your advertising dollar, the shortest and quickest way into the prospective buyers' home is, by far, the "sweetest" way to the advertiser.

In the *rich* Wyoming Valley Market WBRE is a sure bet to do the best job for you.

It is definitely
the
FIRST station
in Pennsylvania's
FOURTH
largest marketing area.

NBC AFFILIATE
A M **WBRE** F M
WILKES-BARRE, PENNA.

SOLD ON BILL MAYER . . . both listeners and Watkins Furniture Company of Cleveland! Watkins says that Mayer's sincere presentation has helped in direct sales and in doing an institutional job of selling their stores. Watkins has just signed Bill to a new daily quarter-hour period in addition to their two-year-old morning segment. This is the result of sales results through WGAR.



PROMOTION ON THE RIGHT TRACK! More than 800 persons boarded a WGAR-sponsored special train to the Ohio State Fair at Columbus. They were entertained en route by WGAR personalities and were given conducted tours to the exhibits. When those who attended think of good times . . . they think now of WGAR. Wise timebuyers do likewise!

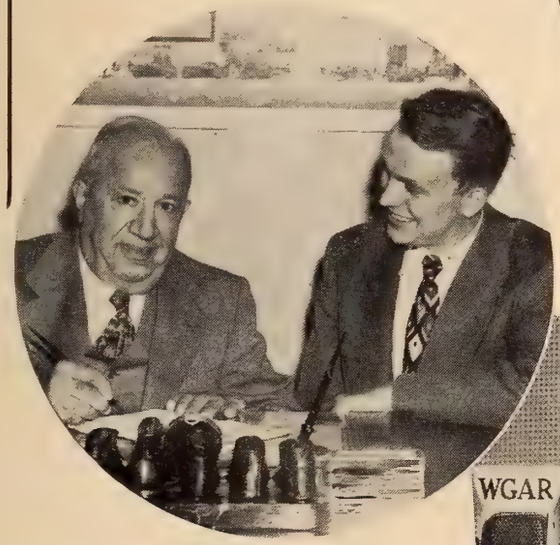


in Northern Ohio..

WGAR

the SPOT for SPOT RADIO

Write for helpful radio presentation: "A Six Billion Dollar Picture".



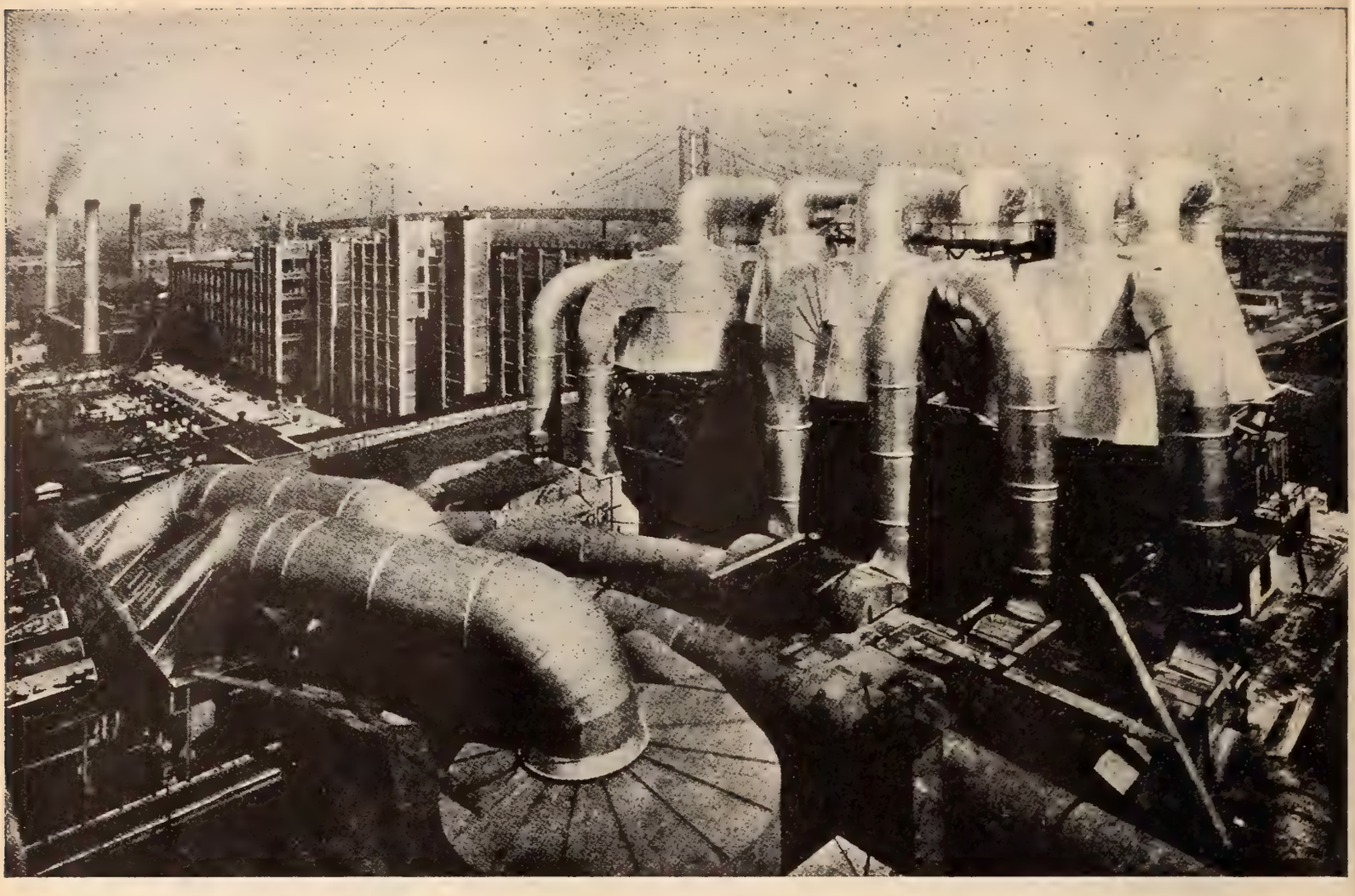
MAX ROSENBLUM . . . "daddy of the sandlots" . . . organized the Cleveland Baseball Federation which provides sports equipment and medical aid for the city's youngsters. His proteges have reached the top in many fields. He is founder of Rosenblum's . . . a department store now in its 40th year . . . and one of WGAR's oldest advertisers. Pictured here is Ted Boynton of WGAR and Mr. Rosenblum signing his *16th yearly renewal!*



SWING SHIFT IS BACK... and more and more listeners are shifting to Morgan's Musical Inn . . . where genial proprietor, Hal Morgan, does the unusual. This late evening show is now available for sponsorship. For sales results, ask about the Hal Morgan Show on WGAR and *get into the swing!*

RADIO . . . *AMERICA'S GREATEST ADVERTISING MEDIUM*

WGAR . . . Cleveland . . . 50,000 watts . . . CBS • Represented Nationally by Edward Petry & Company



The meaning of "RADIO HEADQUARTERS"

THE activities of the RCA Victor organization are not confined to the manufacture and sale of radio receivers, but are diversified in every branch of the radio broadcasting and radio entertainment field. Aside from the fact that more millions of listeners are today enjoying their radio programs and their phonograph selections through the medium of equipment bearing the famous RCA seal and the familiar Victor trademark than through any other medium, the RCA Victor organization has developed and has furnished the nation with the finest in Broadcast Transmitters, Power Radiotrons, and associated equipment to originate the programs which create and sustain "listener interest."

Add to this the fact that the world's greatest library of recorded selections has been compiled and is being maintained by this same organization, both for broadcasting and for home entertainment purposes,—that this same organization has produced recording equipment for the home, is equipping the nation's schools, hotels, apartments, hospitals, and other institutions with Centralized Radio Systems, and is cautiously leading the way to practical Television minus ballyhoo in the best equipped radio research laboratory and with the best engineering talent available,—and you will begin to grasp an idea of the magnitude of the industry which is concentrated at

RCA Victor Company, *Inc.*

ENGINEERING PRODUCTS DIVISION
Camden, N. J.



The one company that has everything for every broadcaster

AM
FM
TV

● There's an RCA Broadcast Equipment Specialist ready to aid you with your problems. Get in touch with him at the RCA office nearest you.

NEW YORK 20, NEW YORK
36 West 49th Street
Telephone: Circle 6-4030

CLEVELAND 15, OHIO
718 Keith Building
Telephone: Cherry 1-3450

CHICAGO 11, ILLINOIS
666 N. Lake Shore Drive
Telephone: Delaware 7-0700

ATLANTA 3, GEORGIA
522-533 Forsyth Building
Forsyth and Luckie Sts., N. W.
Telephone: Walnut 5946

DALLAS 1, TEXAS
1907-11 McKinney Avenue
Telephone: Riverside 1371, 72, 73

HOLLYWOOD 28, CALIFORNIA
1560 N. Vine Street
Telephone: Hollywood 9-2154

SAN FRANCISCO 3, CALIFORNIA
1355 Market Street
Telephone: Hemlock 1-8300

KANSAS CITY 8, MISSOURI
221 West 18th Street
Telephone: Victor 6410

WASHINGTON 6, D. C.
1625 K St., N. W.
Telephone: District 1260



BROADCAST EQUIPMENT
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal



You get a lot for a little*



IN BALTIMORE

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY

* MORE FAMILIES-PER-DOLLAR THAN ANY OTHER RADIO OR TV STATION IN BALTIMORE

BROADCASTING
TELECASTING

Vol. 39, No. 16 WASHINGTON, D. C., OCTOBER 16, 1950 $7.00 A YEAR—25c A COPY

RADIO (and TV) Are 'Audible Journalism' . . . . Truman

PRESIDENT TRUMAN, just prior to his departure for his Pacific rendezvous with Gen. Douglas MacArthur, reiterated his faith in a free American radio, on equal footing with the press.

In a letter to BROADCASTING-TELECASTING on the occasion of the beginning of its 20th year of publication, the Chief Executive described both radio and television as the media that constitute "audible journalism." The letter, to Sol Taishoff, editor and publisher, urged the continued espousal of "free, competitive radio institutions in the established American tradition."

[Full text of letter is reproduced as the frontispiece of "Two Exciting Decades" special section of this issue which begins on page 59].

It was the second time since his assumption of the Presidency more than five years ago, that Mr. Truman paid tribute to radio. Like his radio-minded predecessor, Franklin D. Roosevelt, he underscored radio's importance to the national welfare and its indispensability to our free democratic institutions.

Hoover Lauds Radio

Former President Herbert Hoover, the only living ex-Chief Executive, also commended radio for its progress as "a mighty entertainment and moral force" in a letter to BROADCASTING-TELECASTING commemorating the anniversary. He was President when BROADCASTING was founded in 1931, and he too recognized in those days that our American Plan "has preserved free speech in this country." [Mr. Hoover's letter is reproduced on page 63].

From others in public life and in industry BROADCASTING-TELECASTING received letters ushering the magazine into its third decade. They appear in the "Two Exciting Decades" section, which also presents a running story, with contemporary art, of broadcasting events since 1931.

In his Oct. 11 letter, written just prior to enplaning for Missouri and thence to the Pacific, Mr. Truman recalled that five years ago he had written BROADCASTING-TELECASTING, admonishing that radio, with the press, "must give inspired leadership and lend its facilities to making more intimate and workable the relationship between the people and government." Then he said those observations are "just as valid today as we resist the enemies of democracy and liberty."



WITHIN MINUTES after President Truman signed a letter saluting "audible journalism" and BROADCASTING-TELECASTING as it begins its 20th year, he was waving goodbye from National Airport. He left Washington Wednesday on the first leg of a flight to mid-Pacific to meet with Gen. MacArthur.

* * *

The letter of July 3, 1945, was prompted by radio's 25th anniversary.

"American radio is in good hands," the Chief Executive then wrote. ". . . The American system has worked and must keep working. Regulation by natural forces of competition, even with obvious concomitant shortcomings, is to be preferred over rigid governmental regulation of a medium that by its very nature must be maintained as free as the press."

Roosevelt Cites Faith

On June 17, 1935—two years after he entered the White House to become the first Chief Executive to use radio as the means of bringing government to the people via the "Fireside Chat" — President Roosevelt pronounced his faith in American radio. In a letter to BROADCASTING preceding the 13th annual NAB convention, he said:

Radio continues to play an increasingly important role in our daily life. Radio broadcasting has contributed much to the cause of national recovery.

I have previously expressed my very great faith in the American system of broadcasting. Recent events have increased rather than diminished that faith. Censorship has not and cannot invade the ether lanes. It is not the American way.

A year later—on June 16, 1936—Mr. Roosevelt first indicated his approval of radio on a parity with the press. This letter, wishing broadcasters a successful 14th an-

(Continued on page 32)

NBC POLISHES AGENDA For Stations Meet

NBC EXECUTIVES last week put the finishing touches on an agenda they hope will dazzle the some 400 representatives of affiliated radio and television stations convening this week for the network's annual convention at the Greenbrier Hotel, White Sulphur Springs, W. Va.

There will be plenty to talk about and plenty to see.

Among other surprises that network chieftains have been trying to save for unveiling before the affiliates are at least two top executive appointments.

In his speech to the stations Joseph H. McConnell, NBC president, is expected to announce the elevation of William F. Brooks, vice president in charge of news, special events and international relations, to the staff-level post of vice president in charge of public relations [CLOSED CIRCUIT, Oct. 9].

Mr. McConnell also reportedly is prepared to announce a successor to Easton C. Woolley, NBC director of AM station relations, who resigned several weeks ago to join KDYL-AM-FM-TV Salt Lake City as executive vice president and board member.

Carleton D. Smith, director of television operations, was authoritatively reported to have been picked for the radio station relations job.

Mr. Smith moved to New York headquarters as television operations chief several years ago after

(Continued on page 22)

NBC Polishes Agenda

(Continued from page 21)

serving in the network's Washington offices.

There was speculation that Mr. McConnell would also announce the appointment of John Herbert, former Hearst magazine and newspaper executive who joined NBC as assistant to the president recently, as chief of radio network sales, replacing Harry C. Kopf, vice president in charge of radio network sales, who reportedly is slated to head KNBC San Francisco, NBC owned - and - operated station.

John K. Elwood's retirement as general manager of KNBC has already been announced.

Tentative agenda of the three-day meeting is:

Wednesday, Oct. 18: Welcoming address by Niles Trammell, NBC chairman of the board; remarks by President McConnell; report of the Stations Planning & Advisory Committee by Chairman Clair McCollough, president and general manager of the Steinman stations; report on AM by Charles R. Denny, NBC executive vice president; report on AM sales by Harry C. Kopf, NBC vice president in charge of radio network sales; report on radio programs by Charles C. Barry, vice president in charge of radio programs. Mr. Brooks, in his present capacity as chief of the department, will report on news.

TV Sessions Set

Thursday will be devoted to television. The session will begin with an address by Sylvester L. (Pat) Weaver Jr., vice president in charge of television, and will include a report on production by Frederic W. Wile, director of television production; report on facilities by Mr. Smith; report on sales by George H. Frey, director of television sales, and a report on the economics of television by Edward D. Madden, vice president.

Much of the television discussion is certain to be devoted to the recent FCC proposed rule to govern the amount of time TV stations may take from any one network [BROADCASTING, Oct. 9]. It is considered likely that plans developed by NBC and its TV affiliates at the Greenbrier meeting will form the basis of its action against the FCC's proposed rule.

The network already has announced it will vigorously oppose such a rule, and it undoubtedly will endeavor at the Greenbrier meeting to line up station support for its position.

The Friday morning session will be confined to affiliates, with Mr. McCollough presiding. After lunch Friday NBC executives will join the station men for discussion of points brought up at the morning session.

A full schedule of entertainment has been arranged. Norman Blackburn, television production chief in Hollywood, has been at New York headquarters lining up talent for what is intended to be the biggest show NBC ever presented at an affiliates convention.

Last year when NBC affiliates met at the Greenbrier, the only entertainment imported for the occasion performed at a banquet on the last night of the three-day meeting. This year there will be a production every night.

Stars To Entertain

The full lineup of the stars who will appear this week was not available as this story went to press, but it was known that Mr. Blackburn would fly the chorus line from New York's plush Copacabana to the Greenbrier to take the affiliates' minds off other figures.

Dinah Shore reportedly was set to entertain, and a host of stars under contract to the network are expected to be on hand.

About 500 NBC executives and representatives of NBC stations are expected to attend.

* * *



Mr. West Mr. McConnell Mr. McCollough Mr. Brooks Mr. Smith



Drawn for BROADCASTING by Sid Hix

"Well, that's one car where they weren't listening to their radio!"

CBS STOCK

Color Okay Spurts Prices

CBS PRICES on the New York Stock Exchange have spurted since reports first were circulated that the CBS color system might be picked by the FCC.

The week of Aug. 21 CBS A and B stock were fluctuating around the 28½ mark. On Aug. 29, day after reports were published speculating that CBS might get the nod [CLOSED CIRCUIT, Aug. 28] the CBS Class A shares closed 1½ points above their closing price of the day before, and Class B shares were up 2. The stock has risen steadily since that time.

On Oct. 11, the day the FCC decision setting CBS standards came out, CBS Class A went up as high as 40 and closed at 38½. Class B closed up 2½ at 38½. In the same period a general rise in stock prices has occurred, but CBS prices have risen a maximum of 11½ points, far outdistancing the average.

SDX MEET

Radio to Grace Nov. 9-11 Miami Beach Sessions

RADIO flavor will be added to this year's Sigma Delta Chi national convention slated for Nov. 9-11 at Miami Beach, Fla. Delegates to the honorary journalism fraternity meeting will hear an array of speakers from the journalism, diplomatic and military fields.

A professional program will highlight a panel moderated by Louis S. Lyons, curator of Harvard U.'s Neiman Foundation. John Crosby, New York *Herald-Tribune* radio-TV critic, heads the list of panel speakers which includes Robert Ruark, United Features Syndicate, and Inez Robb, INS. A press panel, moderated by John S. Knight, editor and publisher, Knight Newspapers (WIND Chicago, WQAM Miami), will include Frank Starzel, AP general manager; Fairfax Cone of Foote, Cone & Belding, New York, and a fourth member to be announced later.

The U. of Miami's radio department plans to tape record the Lyons panel talks, using the material later for clinical work in radio-TV classes.

Lee Hills, managing editor, *The Miami Herald*, is chairman of the convention committee. SDX President Carl Kesler will preside at business sessions.

Key speaker at a banquet winding up the convention on Armistice Day, Nov. 11, will be Pakistan's Foreign Minister Sir Mohammad Zafrulla Khan, leader of Pakistan's delegation to the UN Security Council. Introducing him will be Rep. George Smathers (D-Fla.), U. S. Senator-elect.

Other speakers include: Lt. Gen. Alfred M. Gruenther, Deputy Chief of Staff for plans; Ralph McGill, editor, *Atlanta* (Ga.) *Constitution*, and McGregor Smith, president, Florida Power & Light Co. On Nov. 10 delegates will be guests at a buffet supper at the Coral Gables Country Club and will attend Miami-Louisville football game at Miami's Orange Bowl. Convention headquarters will be at Miami Beach's newest luxury hotel, the Sans Souci, with special rates prevailing during the three-day conclave. Host chapters are Greater Miami Professional and U. of Miami Undergraduates.

WPIX SPORTS

Chevrolet Opens Series

STARTING gun for the 210 sports events to be telecast over WPIX (TV) New York, from Madison Square Garden, was fired yesterday (Sunday) at 8:25 p.m., with the Gene Autry Rodeo, under the sponsorship of the Chevrolet Dealers Assn. of New York, New Jersey and Connecticut.

Chevrolet has paid one half of the $500,000 bill for the series which will last until the end of March, and is joined in sponsorship by Webster Tobacco Co., (Webster cigars) and Standard Brands (Instant Chase & Sanborn Coffee) who each have contracted for a quarter of the gross billing, for 60 events.

Following the rodeo, the WPIX TV cameras will focus on the complete home schedules of the Rangers and Rovers hockey teams, and starting Oct. 31, on six sessions of the horse show. Other widely famed events to be seen by TV sports fans are the Westminster Kennel Club Dog Show, track meets, college and professional basketball, the Golden Gloves and the Silver Skates.

VIOLENT REACTIONS TO FCC ORDER

For CBS Color

(See Color Decision story page 177)

THE THREAT of injunctive proceedings was hurled at FCC last week almost before the ink dried on its order adopting the CBS color TV system (story page 177), while first reactions elsewhere were almost as violently adverse.

While CBS was making plans to get color programming started—and if necessary seek to interest outside businessmen in backing a $50 million manufacturing and distributing company — Webster-Chicago Corp., Tele-Tone Radio Corp., Hallicrafters Co., and Celomat Corp. were among the first to announce plans to market color converters and adapters at an early date.

It was too early to appraise the public's reaction. In Washington, however, one service company announced it is ready to equip television sets to receive full color broadcasts for about $70, and said it had been "besieged" with calls from customers. In Brooklyn, Kinescope Reactivating Co. said it could adapt sets at about $25 retail.

Isidor Goldberg, president of Pilot Radio Corp., New York, said Pilot "very definitely" plans to seek an injunction against the decision, and the Retail Television and Appliance Dealers Assn., New York, called a meeting for Wednesday to plan injunctive action.

President Allen B. DuMont of DuMont Labs was quoted as saying his company would not build CBS-type sets, and President Ross D. Siragusa of Admiral Corp. said almost as much—more bitterly.

The manufacturing plans of RCA, Columbia's chief rival in the long-drawn color fight, were not disclosed. But Brig. Gen. David Sarnoff, board chairman, called the decision "scientifically unsound and against the public interest," and made clear that RCA does not plan to abandon work on its compatible, dot-sequential system.

RCA Research Continues

"Regardless of what anyone else may feel called upon to do," Gen. Sarnoff said, "RCA will continue its efforts to advance the bedrock principles on which the sound future of color can be built and will be built."

President Arthur S. Matthews of Color Television Inc., developer of the other color system competing before FCC, said the Commission's action will impose a loss upon the public which eventually will make FCC want to change its decision, and that in the meantime CTI "will continue full speed ahead with the development of its new fully compatible system."

Motorola Inc. took a wait-and-see attitude. Board Chairman Louis I. Pokrass of Tele-King Corp. called the FCC action "premature" and predicted that general use of color TV is "years" away, but said his company in line with its past policy "will keep ourselves in readiness for anything the public demands."

Meck's Viewpoint

President John S. Meck of John Meck Industries also considered color "years" away, and said his company will continue to make its present models "indefinitely." President Ernest Alschuler, Sentinel Radio Corp., similarly considered the decision premature.

President E. F. McDonald Jr. of Zenith Radio Corp. felt there will be legal action which will mean "no commercial color telecasting for a material length of time" and that accordingly "we have no intention of halting or slowing up the production of the present type of black-and-white receivers." John Craig, vice president and general manager of Avco's Crosley Division, said color in the home is still three to five years away. Joshua Sieger, vice president of Freed-Eisemann, and President F. A. D. Andrea of Andrea Radio, also opposed FCC's action.

Webster-Chicago Corp.'s Executive Vice President Charles P. Cushway announced his firm's plans to put CBS adapters and converters on the market quickly. He said, however, that the acute shortage of some parts and the need for tools and dies will prevent any appreciable production before the first of the year.

Offer Several Models

The company, he said, plans to offer several models of the conversion units, the first to provide a picture equivalent in size to that of a 10-inch tube, with larger pictures in later models.

Tele-Tone President S. W. Gross said his company would begin full-scale deliveries of converters priced "surprisingly low" about the first of the year.

William J. Halligan, president of Hallicrafters, attacked the FCC decision but said his company will make receivers adaptable to color, though they would be costly and few in number. Hallicrafters queried TV stations on their color plans.

Myron Greenwald, vice president of Celomat, said it would get into production within a few weeks on a color TV converter kit retailing under $15. Prior adaptation would be necessary. Mr. Greenwald said the kit would produce six-inch pictures and will be the forerunner of a more costly "deluxe" converter that would give a 12½-inch picture and retail at about $60.

CBS President Frank Stanton reiterated his statement to FCC that if manufacturers do not make color receiving equipment — though he hastily added that he is sure they will—then CBS will "interest" outside business people in forming a $50 million corporation to build and sell color sets.

Several advertisers were under-

(Continued on page 30)

SPOT GROWING UP

More Emphasis in TV Rates

SPOT TIME is getting more attention on the TV station's rate card than it was six months ago, according to Weed & Co., New York, radio-TV station representative.

The trend toward classifying spot time is noted by the company in releasing its October survey of 107 TV stations operating in 63 market areas. Analysis of the stations' rate cards was made by Peter B. James, manager of Weed & Co.'s television department. It is based on the Class A basic time rate. Classification was made according to circulation figures.

Weed's rate card survey shows 50 stations with an overall rate for a minute or less; 35 stations listing two costs to cover the 1-minute, 20-30-second and 8-10-second spot; 11 stations with three rate categories for 1-minute, 20-second and 8-second spots. Several stations, it finds, will furnish rates for the 8-10-second announcements upon application.

Cite Weed Survey

As further evidence of the move to spot classification, the company points to a similar Weed survey made by its television department last May which reported only 23 of the 103 stations then operating separate rates for the "under-a-minute" spot.

Also noted by the survey: Rates for the hour and half-hour time segments are "fairly standard" between 10,000-35,000, 35,000-100,000 and 100,000 - 200,000 circulation areas. Above that level, Weed reports increases more sharply graduated and less standardized.

Following is a complete breakdown of the Weed rate card survey (by circulation areas) as reported to BROADCASTING:

Under 10,000 circulation: 2 cities (Albuquerque, Nashville), 2 stations. One hour—$150 to $200 (average $175); Half-hour—$90 to $120 (average $105); One minute or less—$12 to $30 (average $21).

10,000 to 20,000: 5 cities (Ames, Bloomington, Davenport-Rock Island, Jacksonville, Phoenix), 6 stations. One hour—$150 to $250 (average $191.66); Half-hour—$90 to $150 (average $115); One minute or less—$22 to $35 (average $28.50); 8 seconds (3 stations)—$15 to $20 (average $18.33).

20,000 to 35,000: 12 cities (Binghamton, Birmingham, Charlotte, Greensboro, Huntington, Johnstown, Lansing, New Orleans, Norfolk, Salt Lake City, San Antonio, Utica), 15 stations. One hour—$150 to $250 (average $220); Half-hour—$90 to $150 (average $132); One minute or less (12 stations)—$24 to $45 (average $35.21); One minute (3 stations)—$30 to $40 (average $35); 20 seconds (3 stations)—$25 to $30 (average $28.33); 8 seconds (1 station)—$18.

35,000 to 50,000: 14 cities (Erie, Grand Rapids, Houston, Kalamazoo, Louisville, Memphis, Miami, Oklahoma City, Omaha, Richmond, Rochester, Seattle, Tulsa, Wilmington), 16 stations. One hour—$250 to $400 (average $296.56); Half-hour—$150 to $240 (average $178.31); One minute or less (12 stations)—$40 to $80 (average $49.41); One minute (4 stations)—$40 to $75 (average $57.50); 20 seconds (4 stations)—$30 to $50 (average $43.75); 8 seconds (6 stations)—$20 to $25 (average $22.92).

50,000 to 75,000: 6 cities (Atlanta, Kansas City, Lancaster, San Diego, Syracuse, Toledo), 8 stations. One hour—$265 to $400 (average $326.87); Half-hour—$158 to $240 (average $196); One minute or less (6 stations)—$37.50 to $60 (average $53.25); One minute (2 stations)—$52 to $60 (average $56); 20 seconds (2 stations)—$40 to $45 (average $42.50); 8 seconds (1 station)—$22.50.

75,000 to 100,000: 6 cities (Columbus, Dallas-Fort Worth, Indianapolis, Providence, San Francisco, Schenectady), 12 stations. One hour—$250 to $375 (average $330.30); Half-hour—$150 to $225 (average $198.37); One minute or less (11 stations)—$36 to $60 (average $52.41); One minute (1 station)—$65; 20 seconds (1 station)—$55; 8 seconds (4 stations)—$18.75 to $26 (average $22.19).

100,000 to 150,000: 6 cities (Buffalo, Dayton, Milwaukee, Minneapolis-St. Paul, New Haven, Pittsburgh), 8 stations. One hour—$375 to $500 (average $440.62); Half-hour—$225 to $300 (average $264.38); One minute or less (7 stations)—$50 to $100 (average $74.29); One minute (1 station)—$75; 20 seconds (1 station—$60; 8 seconds (4 stations)—$18.75 to $50 (average $35.94).

150,000 to 200,000: 3 cities (Cincinnati, St. Louis, Washington), 8 stations. One hour—$425 to $550 (average $481.88); Half-hour — $255 to $330 (average $283.12); One minute or less (6 stations)—$70 to $100 (average $90); One minute (2 stations)—$100 each; 20 seconds (2 stations)—$75 each; 8 seconds (6 stations)—$27.50 to $50 (average $41).

200,000 to 300,000: 2 cities (Baltimore, Cleveland), 6 stations. One hour—$400 to $637.50 (average $525.42); Half-hour—$270 to $382.50 (average $313.75); One minute or less (5 stations)—$70 to $120 (average $94); One minute (1 station)—$140; 20 seconds (1 station)—$125; 8 seconds (5 stations)—$32 to $60 (average $44.50).

300,000 to 400,000: 1 city (Detroit), 3 stations. One hour—$800 each. Half-hour—$480 each; One minute or less—$150 to $160 (average $153.33); 8 seconds (1 station)—$50.

400,000 to 500,000: 1 city (Boston), 2 stations. One hour—$600 to $750 (average $675); Half-hour—$360 to $450 (average $405); One minute or less—$125 each.

500,000 to 600,000: 1 city (Philadelphia), 3 stations. One hour—$700 to $900 (average $766.66); Half-hour—$420 to $540 (average $460); One minute or less (3 stations)—$150 each; 8 seconds—$75 each.

600,000 to 700,000: 2 cities (Chicago, Los Angeles), 11 stations. One hour—$500 to $1000 (average $777.27); Half-hour—$300 to $600 (average $468.18); One minute or less (7 stations)—$90 to $200 (average $145); One minute (4 stations)—$120 to $200 (average $161.25); 20 seconds (4 stations)—$80 to $175 (average $121.87); 8 seconds (7 stations)—$27 to $100 (average $71.71).

Over 1,000,000: 1 city (New York), 7 stations. One hour—$800 to $2200 (average $1774.43); Half-hour—$480 to $1500 (average $1062.85); One minute or less (3 stations)—$350 to $525 (average $458.33); One minute (4 stations)—$165 to $500 ($297.50); 20 seconds (4 stations)—$130 to $425 (average $233.75); 8 seconds (5 stations)—$80 to $288.75 (average $188.25).

IN REVIEW...



Program Facts

Program: MRS. ELEANOR ROOSEVELT, WNBC New York, Mon.-Fri., 12:30-1:15 p.m.

Sponsors: Flamingo Orange Concentrate, McKittrick - Williams Dresses, Acousticon Co., Manischewitz Soups, Emerson Radio & Phonograph Co., Bobbi Pin Curl Home Wave.

Producer: Elliott Roosevelt.

Director: Walter Law.

Writers: Henry Morgenthau III and Elliott Roosevelt.

MRS. ELEANOR ROOSEVELT last week undertook a new venture, a daily radio program which promises to be of larger benefit to her son, Elliott, than to her.

In his mother's first show, Elliott turned out to lend a filial if not particularly helping hand. Among other things, he delivered the commercials.

If Elliott's future performances follow the pattern of his first, his mother's new series will provide meticulous detail about the shopping habits of the Roosevelt family.

It was possible to learn from the first program that the Roosevelts all drink Flamingo orange concentrate, use Emerson radio and television sets, will not touch a meal unless the first course is Manischewitz soup. Elliott, speaking for all the Roosevelts, endorsed each of those products.

Without specifically saying that his family used them, he also said that "we recommended" the other products sponsoring the program, McKittrick - Williams dresses, Acousticon hearing aids and Bobbi, a pin curl home wave.

The endorsement of merchandise or grocery items by the family of the late President of the United States, is, to say the least, in questionable taste. It certainly adds nothing to the dignity of the President's widow, who has been called, not without reason, the First Lady of the World.

Unless Elliott can make some more sympathetic contribution, he ought to stay off his mother's program.

First Program Guests

Mrs. Roosevelt herself was charming and articulate. Her intense concern for world affairs was evident in the selection of guests on her first program. Dr. Ralph Bunche, who won the Nobel Peace Prize for mediating the Palestine dispute, and Brig. Gen. David Sarnoff, RCA chairman of the board, who made a plea for expansion of the Voice of America, were interviewed.

This sort of fare is somewhat heavier than is found on most daytime programs that are directed primarily at the female audience, and it ought to add substance to a lot of housewives' days.

A lighter moment in the program was supplied by Fred Allen, who these days seems to be a roving comedian who is apt to pop up anywhere around NBC. Mr. Allen, who was reminded by Elliott that Mrs. Roosevelt was making her radio debut on her 66th birthday on a station that was 660 on the dial, thought that a fortunate coincidence. Obviously, said Mr. Allen, she could not, at her present age, go to work for WCBS. Its frequency is 880.

While Mrs. Roosevelt, Gen. Sarnoff, Dr. Bunche and Mr. Allen were performing, the program had character. The distracting notes were entirely provided by Elliott, both in his reading of commercials and in chit-chat with his mother.

The contribution that Mrs. Roosevelt can make to daytime radio is to bring intelligence and dignity to it. No parts of her show should deviate from those principles.

Mrs. Roosevelt occupies a unique position not only in the U. S. but also throughout the world. It would be a pity if the producers of her new radio program insisted on comprising her position by the unnecessary commercialization of her family name.

Milani Spots

STIPULATION agreement whereby Louis Milani Foods Inc., Maywood, Calif., heavy radio spot user, will cease certain advertising claims, has been approved by the Federal Trade Commission. Firm has agreed to stop representations that the formula for 1890 French Dressing was originated "by a Frenchman or in France," according to FTC. Milani Foods also has used TV spot announcements.

Program Facts

Program: MARY MARGARET McBRIDE, WJZ New York, Mon.-Fri., 1-2 p.m.

Sponsors: Birds Eye Frosted Foods, H. C. Bohack Stores, Bosco, Bovril, Dolly Madison Ice Cream, Eclipse Mattresses, Friends Oven Baked Beans, Goddard's Silver Polish, LaFrance Bluing, Metropolitan Life Insurance, Planters Peanut Oil, Taylor Canned Sweet Potatoes, Wheatena, Wyler's Soups, Yuban Coffee, Bon Ami, Nylon Twist Hosiery.

Producer: Stella Karn.

MARY MARGARET McBRIDE moved to a new address last week and was met by a welcoming committee that was too heterogeneous ever to have been assembled for any lesser cause. In this instance they were all brought together by common adoration of Mary Margaret.

Robert E. Kintner, president of ABC, assured Miss McBride that she was a "woman of great integrity."

Paul Whiteman advised her: "We all love you."

Ben Gross, the discriminating radio critic of the *New York Daily News*, issued a considered judgment. "I think you are the greatest woman in radio," he said.

Jane Froman sang the "Missouri Waltz"—"Just for you, Mary Margaret." Miss McBride is a native of Missouri, an origin she takes pains not to conceal.

Other tributes were delivered by Norman Brokenshire, the veteran announcer; Ole Olsen, of the Olsen & Johnson comedy team, and Denise Darcel, the French actress. Miss Darcel, at the moment was on the verge of being married, and her romance, to which she alluded with Gallic fervor, only added to the program's nearly suffocating atmosphere of love, love, love.

Miss McBride's maiden appearance on WJZ New York was also distinguished by perhaps the most astonishing recital that has been broadcast since the passage of the NAB Code. Assisted by others at times when her voice threatened to give out, she read a list of her 17 sponsors and gave a commercial message for each.

This exercise, by charitable timing, took nearly 13 minutes and was uninterrupted except for a one-minute eulogy that Miss McBride accorded to Stella Karns, her curator.



Miss McBride neither was struck dumb by the flattery of her guests nor depleted by her own rigorous soliloquy in praise of Birds Eye to Yuban. She had enough voice left to chat in her usual random fashion on a variety of unrelated topics.

At one point she expressed pleasure at the lovely things ABC was doing for her. "Imagine! They're putting me in advertisements in the *New York Times*. And my picture makes me look just beautiful."

At another point she referred to "Omar and Mary Bradley," catching herself to explain, in case others in her audience were not on such cordial terms with the great, that she meant the general and his lady.

Nearing the end of her program, she had up a full head of conversational steam and had to be reminded by the announcer that "even on WJZ you have to get off the air." Ignoring the warning, she continued. As the switch was flipped to accommodate the ensuing WJZ schedule, Miss McBride was still going strong.

Possibly the most accurate description of Miss McBride's radio style was once given by one of her guests, whose identity this reviewer has regrettably forgotten. He said that appearing on her program was like swimming in oatmeal.

Glug.

CAB Directors Meet

AGENDA for the annual meeting next February, report on meeting of the Western Assn. of Broadcasters, and a new method of comparative listenership with newspaper circulation figures, are to be presented at the Canadian Assn. of Broadcasters directors meeting to be held at the Mount Royal Hotel, Montreal, Oct. 18-20. New method of "radio circulation" was unveiled by Pat Freeman, CAB sales director, at the WAB meet in Calgary last month, and will be dealt with in more detail at the CAB directors meeting before being presented at the CAB annual meeting. Internal problems and plans for the annual meeting also will be discussed at the three-day session.

NARBA FATE

Conference Success In Balance

THE FATE of the NARBA Conference hung in the balance late last week, with its success or failure due to be decided today (Oct. 16) or tomorrow.

With efforts to work out an acceptable North American AM allocations plan stalemated by U. S.-Mexican differences and with U. S.-Cuban problems still unresolved, the Steering Committee indicated late Thursday it could see little purpose in continuing the present session unless some assurance of basic agreement is evident by early this week.

Edwards Backs Plan

This course was advocated by Commander C. P. Edwards of Canada, chairman of the conference which opened in Montreal a year ago, finally recessed because of U. S.-Cuban differences, and reconvened in Washington Sept. 6 after unsuccessful interim negotiations for U. S.-Cuban accord.

The Mexican delegation has served notice that its funds will permit it to stay no longer than Oct. 25, and the Cuban delegates also have made clear that they feel they must return home soon. The other foreign delegations—Canadian, Bahaman-Jamaican, and Dominican—are in the same mood.

Despite the generally bleak outlook that prevailed throughout the week, a spark of hope was seen by some delegates early Friday as the U. S. and Mexican groups prepared to make a last-minute attempt to overcome their fundamental differences.

In the face of seeming stalemate, the possibility that some delegation might propose a reduction in channel separations from the present 10 kc to 7½ or 9 kc was canvassed within the U. S. group at one point. But FCC after lengthy consideration did not favor the plan, and the subject was not officially mentioned in the conference.

Recess Possibility

If such a proposal were made and adopted, a recess of the conference would possibly result in order that complete studies of its possible effects could be conducted.

Once before—in advance of the opening NARBA sessions at Montreal—the threat of band-narrowing was raised in reports that Latin broadcasters might advocate it [BROADCASTING, Aug. 29, 1949], but the subject has since remained quiescent.

Hope that the U. S. may yet achieve agreement with Mexico was expressed by some observers Thursday night. They felt it may be possible to reach an accord in which Mexico would receive the substantially clear-channel rights she seeks on two additional channels, plus 540 kc, in return for which she would give up rights on one and subscribe to strict engineering standards for adequate protection to U. S. interests.

Two Channels Covered

Two channels on which past speculation centered in this respect are 660 and 880 kc—clears used by WNBC New York and WCBS New York, respectively—but it was thought that some other frequencies, as yet not specified, would be substituted instead.

Earlier in the week Mexican delegates had signified a desire for rights permitting them to serve Mexican nationals virtually throughout the U. S. FCC Comr. Rosel H. Hyde, heading the U. S. delegation, took a firm stand which reportedly induced the Mexican group to seek further consultation with officials in Mexico City. A limited service to Mexican nationals in the border areas may provide a workable compromise.

Negotiations between the U. S. and Cuba still stand at approximately the point reached in the unsuccessful bilateral discussions between the two delegations at Havana early this year. Both have re-submitted substantially the same proposals which were mutually rejected in Havana, and most observers feel that hope of agreement between the two countries lies somewhere between these two offers [BROADCASTING, Sept. 25].

NATIONAL GUARD

New Spot Series Nov. 1

NATIONAL GUARD will again take to the airlanes Nov. 1 with a series of spot announcements over some 1,200 AM stations, calculated to swell its forces by an additional 200,000 recruits, it was disclosed last week. The service will allot approximately $38,000 to radio.

Guard Plans

NG is planning to use three one-minute spots per station, all in the 5 kw or under category, throughout the 48 states over a three-week period. Additionally, the service is supplying outlets with package kits containing public service and other material, according to Major Ernest L. Smith, chief of the NG information office. Class A time has been ordered on each.

It also was revealed that the National Guard will embark on a nation-wide spring campaign, presumably of similar magnitude in lieu of Congressional approval of NG's requested overall media budget of $298,000. Funds cover fiscal 1951, or the period running until June 30, 1951.

Spring Allocations

If the spring campaign materializes as presently contemplated, radio's share will exceed the top ceiling of $50,000 allocated for the past fiscal year. The new $38,000 figure will supplement a previous two-week emergency campaign of six one-minute spots over some 190 stations last month. Information spokesmen placed the total radio expenditure at $13,000, giving the medium over $50,000 early in fiscal 1951. September's drive, launched primarily to bring NG divisions to "alert" strength, was described as highly successful.

RESIGNS MBS

Schechter Vacates Vice Presidency

A. A. SCHECHTER, MBS vice president in charge of news, special events and publicity, resigned last week.

Although the reasons for his resignation were not disclosed, it was understood he would announce a new association soon.



Mr. Schechter

Mr. Schechter, one of radio's outstanding news executives, joined Mutual in 1945 after Army service that included an assignment as radio chief of Gen. MacArthur's public relations section. A lieutenant colonel, he was awarded the Legion of Merit for arranging press and radio transmission facilities for coverage of the Philippine campaigns.

Frank White, MBS president, said it was "with sincere regret that I am acceding to Mr. Schechter's wishes to leave Mutual."

The MBS president added that Mr. Schechter had "contributed greatly to Mutual's success and leadership in the field of news, sports and special events broadcasting."

Before joining the Army, Mr. Schechter was director of news and special events for NBC. He entered radio as a writer for Lowell Thomas and before that was an editor of Associated Press, a reporter on the New York *World* and the Providence, R. I., *Journal*.

It is known that Mr. Schechter has had a number of outside offers during the past year in and out of radio. About a year ago, it was learned authoritatively, he rejected proffer of a high-level job with one of the nation's largest business establishments.

DON LEE STOCK

Hoffman-WOR Bid 'Accepted'

HIGH bid of $11,200,000 for all stock controlling Don Lee Broadcasting System and KTSL (TV) Los Angeles—made Oct. 6 by H. Leslie Hoffman in behalf of Hoffman Radio Corp., Industrialist Edwin W. Pauley, Blythe & Co., representing a group of Pacific Coast bankers and businessmen, and WOR New York—was accepted last Monday by Public Administrator Ben H. Brown.

One of two received, the Hoffman bid acceptance is subject to confirmation by the probate division of Los Angeles Superior Court. With the petition filed by Mr. Brown last Tuesday, decision is expected in from 10 days to three weeks, it was said. Probate Court hearing is set for Oct. 20. Amount offered by the Hoffman group is for 5750 shares of stock in Thomas S. Lee Enterprises Inc.

General Tire & Rubber Co., which owns Yankee Network, was the second bidder. Offer of $10,525,000 was made through First National Bank of Akron, acting as trustee for the retirement plan of salaried employes of General Tire.

Open Bidding

Although Mr. Brown, acting as special administrator for the estate of the late Thomas S. Lee, accepted the bid, should there be another offer made in open bidding in Probate Court of at least 10% more than that made by Hoffman Radio and combine, it would have to be accepted under law. There is question if General Tire will try to outbid the Hoffman group, but indications were that it would not.

Mr. Hoffman, who is president of Hoffman Radio Corp., said he would not sell any of the property should the deal go through and stock will be owned "100% by the Hoffman Radio Corp." He pointed out that Edwin W. Pauley, WOR, Blythe & Co., investment brokers and Bank of America are participating only as underwriters. He said his company would operate the radio and TV stations and that there are no plans to break up Don Lee Network into separate components. It would be continued as a unit.

"We plan to utilize the splendid organization of management and personnel that has made Don Lee Network the greatest regional communications system in the nation," he said. "We have great respect for the fine programming the Don Lee Network has achieved."

If the Hoffman offer is accepted and a mutually suitable arrangement can be worked out, it appeared likely that Lewis Allen Weiss, Don Lee board chairman who tendered his resignation last

(Continued on page 32)

FM TIDE TURNING

NAB Boston Meet Is Told

THE TIDE has turned for FM despite the fact that "important people radio-wise in the era of Ancient Modulation dropped out of the FM picture," Gerald Harrison, president of WMAS-AM-FM Springfield, Mass., told more than 100 broadcasters during the opening day session of the NAB District 1 meeting at the Hotel Somerset in Boston Oct. 9-10. Paul W. Morency, WTIC Hartford, presided as district director.

Mr. Harrison recalled the period at the end of last year and early this year when FM CP's and licenses were being turned back to the FCC. But many things have happened since then, he declared, and continued publicity and word of mouth have caused rejoicing in the FM group.

He referred to *The Boston Herald* and other newspapers which are now giving equal prominence to the listing of FM as to AM on their radio pages and quoted from numerous editorials and columnists which lauded FM and pointed up TV's salutary effect on the medium "since TV sound is FM."

Mr. Harrison also stressed that "too many surveys had convinced too many broadcasters that too many people owned FM sets for them to want to throw away part of their audience if they were duplicating AM on FM. These same surveys convinced broadcasters who had FM stations only that FM would be profitable if they held on.

Rhode Island Example

"For example," he continued, "in Rhode Island as of June 1950, there were over 57,000 FM sets according to a survey conducted by WPJB (FM) Providence and 57,000 families can't be ignored." RTMA figures for June, he went on, showed an output of over 101,000 FM sets, an increase of 151% over the June output of FM sets in 1949.

Earlier, the New England broadcasters heard Sydney M. Kaye, vice president and general counsel of BMI, review the accomplishments of the music licensing firm. He told them that the combined cost of ASCAP and BMI license fees in the past 10 years has been $65 million less than the industry would have had to pay ASCAP alone had there been no competition.

Mr. Kaye reported that in 1950 there will be 21 million radio performances of BMI-licensed music, an increase of 10% over last year.

Rounding out the morning session Robert K. Richards NAB director of public affairs, gave a color slide presentation depicting NAB services and reported on government relations.

The afternoon meeting was devoted to "Operating in the Profit Interest" by Richard P. Doherty, NAB director of employe-employer relations.

Mr. Doherty discussed a 10-point profit program for stations, emphasized the controlling of operating costs, and outlined new patterns in employe-employer relations problems.

A number of resolutions were adopted aimed at strengthening the NAB and proposing that future meetings, nationally and on the local level, to be held.

The New England broadcasters recommended that the NAB convention in 1951 be programmed largely with workshop meetings planned to appeal to particular varieties of broadcasters; that District 1 meetings hereafter include roundtable discussions for small market stations; that a TV bureau patterned along the lines of BAB and dealing with problems directly concerning TV to be formed under NAB, and that the local district attempt to increase full membership by non-member stations in its area.

Support BAB Plans

The group supported the new BAB plan for bigger and better sales and, on the subject of free time for charitable causes, recommended that this be continued but that it be allocated on the basis of equitable treatment to all media by those seeking such time.

Chairman of the Boston Committee on arrangements for the meeting was Craig Lawrence, WCOP Boston.

The Tuesday morning sales session was opened by Lee Hart, BAB assistant director, who presented the strip film "How to Pick a Winner."

Principal speaker at a luncheon meeting held in conjunction with the Boston Radio Executives Club was Justin Miller, NAB president. The group was addressed briefly by Harold E. Fellows, general manager of WEEI Boston and REC president.

Judge Miller described the country today as being in an "interim state, neither under martial law nor at war," and said that under such conditions, freedoms guaranteed by the Constitution could more easily be lost.

A. D. (Jess) Willard Jr., WGAC Augusta, Ga., and NAB board member, outlined plans for the new BAB. He said the organization would serve AM radio "since TV doesn't need super promotion and also because its high costs are largely being borne by those in AM."

A television seminar concluded the meeting, with Linus Travers,

PLANT PROTECTION

Dist. 2 Briefed

BROADCAST stations were alerted on steps to be taken to protect their plants from sabotage as NAB District 2 stations met Thursday-Friday at the Ten Eyck Hotel, Albany, N. Y. William B. Fay, WHAM Rochester, District 2 director, presided at the Thursday session, with 80 delegates present.

Gen. Lucius Clay, chairman of the New York State Civil Defense Commission, in letter to District 3 said radio will take a leading role in the state defense program by informing the public what to do in an A-bomb emergency through evacuation orders in target areas and alerts to adjacent areas on reception of evacuees.

Gen. Clay urged broadcasters to form a New York-New Jersey disaster network. The New Jersey Broadcasters Assn. already has taken steps to set up a tate network [BROADCASTING, Sept. 18].

Sound radio and television panels were conducted Thursday.

Judge Miller laid down a five-point plan to guide stations during the emergency:

1—Do not approach your local FBI agent. He has no authority to act in response to your request for assistance.

2—Contact your local police department.

3—Plant protection measures will be handled through your local police department in cooperation with civil defense organizations.

4—Prevention of sabotage will be handled through your local police departments. They will cooperate with the FBI in Washington through already well-established channels.

5—If for any reason a situation arises which requires action by your local FBI agent he will approach you and indicate appropriate action on your part.

At the opening session Thursday Richard P. Doherty, NAB director of employe-employer relations, urged delegates to build staff personnel into radio personalities to create listener loyalty. He outlined his 10-point profit program for stations.

Simon R. Goldman, WJTN-AM-FM Jamestown, N. Y., presided over a discussion of small market station problems.

Others attending the meeting from NAB were Robert K. Richards, public affairs director; Hugh M. P. Higgins, BAB director; Lee Hart, BAB assistant director; Robert D. Swezey, WDSU New Orleans, NAB TV board member and chairman of the board's BAB Committee.



TRANSCRIPTION TOPICS are discussed by this group at Boston NAB session (l to r): John D. Langlois, Lang-Worth; Dave Williams, Standard Radio; Charles W. Curtin, Capitol Transcriptions; Donald J. Mercer, RCA Thesaurus.



TRIO OF Boston broadcasters confer with NAB leaders at District 1 meeting (l to r): William B. McGrath, WHDH Boston; W. C. Swartley, WBZ Boston; Craig Lawrence, WCOP Boston; Paul W. Morency, WTIC Hartford, district director; A. D. Willard Jr., WGAC Augusta, NAB board member.

executive vice president and general manager of WNAC-AM-TV Boston, acting as chairman. Also on the panel was Vincent Callanan, WNHC-TV New Haven. Charles A. Batson, NAB director of television, emphasized that the difference between TV operating costs and income is steadily diminishing.

In answer to questions from the floor, he stressed that radio on the average has not suffered from TV. In New York, he said, where advertisers last year spent $5 million locally, radio business was up by approximately 1%, in Los Angeles the increase was 7%, and in Detroit 9%.

Other resolutions by the New England delegates paid tribute to the late John Shepard 3d, former head of Yankee Network, and expressed appreciation to Mr. Morency and Mr. Lawrence; to Mr. Willard for his report on the BAB project, and to BMI and Carl Haverlin, its president.

A further resolution noted the group's regret at the resignation of Mr. Fellows, former District 1 director, and recorded its hope that barriers which had caused industry groups to leave the NAB might soon be lifted.

The resolutions committee included Carleton D. Brown, WTVL Waterville, Me., chairman; Paul Martin, WSKI Montpelier, Vt.; William McGrath, WHDH Boston; Joseph Close, WKNE Keene, N. H.; Warren Greenwood, WERI Westerly, R. I., and Glover Delaney, WTHT Hartford.



TAKING TIME out at NAB District 1 meet (l to r): Seated, George H. Jaspert, WCCM Lawrence, Mass.; Cedric Foster, Yankee-Mutual Network; William F. Malo Sr., WDRC Hartford; William Malo Jr., WNHC New Haven. Standing, Daniel W. Kops, WAVZ New Haven; Frank Lyman, WTAO Cambridge, Mass.; Gerald Harrison, WMAS Springfield, Mass.; Elmer Kettell, Kettell-Carter, Boston; Richard P. Doherty, NAB.

District 1 Registration

Adams, Richard M., WTWN St. Johnsbury, Vt.; Allen, Herbert, WKNE Keene, N. H.; Arnold, Mr. and Mrs. Otto F. A., WBSM Fairhaven, Mass.; Ash, Ken, WHAV Haverhill, Mass.; Atwood, Jack S., WRDO Augusta, Me.; Axt, Donald, RCA Recorded Program Services, New York; Bronson, Richard, WABI Bangor; Brown, Carleton D., WTVL Waterville, Me.; Brush, Arthur T., WHDH Boston; Burg, Julian, WKNB and WFHA New Britain, Conn.; Callanan, Vincent J., WNHC New Haven, Conn.; Carter, Hervey, WMUR Manchester, N. H.; Clement, Earle G., WBET Brockton, Mass.; Clement, Warren G., WRJM Newport, R. I.; Close, Joseph K., WKNE Keene, N. H.; Congdon, Gilbert M. Jr., WRJM Newport, R. I.; Curto, Kenneth M., WPRO Providence; Dickson, Walter, WABI Bangor; Donahue, Robert, WMAS Springfield, Mass.; Doolittle, Franklin M., WDRC Hartford; Estes, Frank B., WKNE Keene, N. H.

Feldman, Robert, WMAS Springfield, Mass.; Finney, E. Dean, WTWN St. Johnsbury, Vt.; Fuller, Charles A., WBET Brockton, Mass.; Goodman, William H., WPRO Providence; Greenwood, Warren M., WERI Westerly, R. I.; Gridley, Ansel E., WFGM Fitchburg, Mass.; Guernsey, Edward E., WLBZ Bangor; Hale, Phil, WKNB-WFHA New Britain, Conn.; Harrison, Gerald, WMAS Springfield, Mass.; Haase, Walter B., WDRC Hartford; Howe, Donald W. Sr., WARE Ware, Mass.; Huber, Paul, WTVL Waterville, Me.; Jaspert, George, WCCM Lawrence, Mass.; Kenney, Peter B., WKNB-WFHA New Britain, Conn.; Kimel, Robert, WHAV Haverhill, Mass.; King, Gene, WCOP Boston; Kops, Daniel W., WAVZ New Haven, Conn.

Lahr, Melvin, WSAR Fall River, Mass.; Lawrence, Craig, WCOP Boston; McGrath, William B., WHDH Boston; Malo, William Jr., WNHC New Haven, Conn.; Malo, William Sr., WDRC Hartford; Martin, Paul H., WSKI Montpelier, Vt.; Martino, Italo A., WDRC Hartford; Masse, C. H., and Meehan, C. M., WBZ Boston; Meyer, Harold H., WPOR Portland; Milne, James T., WNHC New Haven, Conn.; Moore, Harrison W. Jr., WBSM Fairhaven, Mass.; Mullen, William, WPOR Portland; Oehring, Lewis, WKNE Keene, N. H.; Olson, Harvey, WDRC Hartford; Pape, Eric, WBRY Waterbury, Conn.; Parsons, John T., WBRK Pittsfield, Mass.; Perkins, George M., WHDH Boston; Putnam, H. S. Jr., WARE Ware, Mass.

Rines, William H., WCHS Portland; Robinson, James, WPOR Portland; Ryder, J. Maxim, WBRY Waterbury, Conn.; Schoen, Arnold F. Jr., WPRO Providence; Spokes, A. E. WJOY Burlington, Mass.; Steinhilber, R., WBET Brockton, Mass.; Swartley, W. C., WBZ Boston; Tindal, Alan C., WSPR Springfield, Mass.; Vigue, Harold L., WTVL Waterville, Me.; Walrath, Richard, WKNB-WFHA New Britain, Conn.; Warren, A. W. Jr., WERI Westerly, R. I.; Wheeler, Harry, WCOP Boston; Wilkoff, John, WCOP Boston; Young, Barbara, WSPR Springfield, Mass.

LATE REGISTRATION

Baruch, Ralph, SESAC, New York; Batson, Charles A., NAB; Beard, Dave, Weed & Co., New York; Blackburn, J. W., Blackburn-Hamilton Co., Washington; Cervone, Larry, Gates Radio Co., Quincy, Ill.; Codel, Ed, Katz Agency, New York; Curran, D., WMTW Portland, Me.; Curtin, Charles W., Capitol Records Inc., New York; Dawson, Bill, WARA Attleboro, Mass.; DeLaney, Glover, WTHT Hartford; DeRose, Charles N., WHYN Holyoke, Mass.; Deters, Arthur, WIDE Biddeford, Me.; Doherty, Richard P., NAB; Field, Keith, WARA Attleboro, Mass.; Harlow, Roy, BMI; Hart, Lee, BAB; Hill, J. E., RCA Boston; Howe, D. W. Jr., WARE Ware, Mass.

Jadassohn, Kurt A., SESAC; Johnson, Walter C., WTIC Hartford; Jones, Arthur H., Gray Research & Development Co., Hartford; Jones, Ted, WCRB Waltham, Mass.; Kaye, Sydney M., BMI; Keller, Bob, R. S. Keller Inc., New York; Keyworth, J. Gordon, WMNB North Adams, Mass.; Killgore, H. Scott, Collins Radio Co., New York; Kimel, David M., WLAW Lawrence, Mass.; Koster, H. William, WPJB Providence; Kuhner, Charles E., WMNB North Adams, Mass.; Langlois, John D., Lang-Worth, New York; Lawrence, Dick, World Broadcasting, New York; Lewis, Gordon J., WIDE Biddeford, Me.; Lyman, Frank, WTAO Cambridge, Mass.; Mercer, Donald J., RCA Recorded Program Services, New York; Morency, Paul W., Hartford; Newcomb, Arthur, WOTW Nashua, N. H.

O'Brien, Richard J., WMNB North Adams, Mass.; O'Bryan, Paul A., Dow, Lohnes & Albertson, Washington; Patricelli, Leonard J., WTIC Hartford; Patt, James M., WNBH New Bedford, Mass.; Pattee, Linwood M., BMI; Patterson, Richmond A., WBJB Providence; Paul, Sol J., BROADCASTING; Raymer, Paul H., Paul H. Raymer Co., New York; Rawalt, Otis, Walker Co., New York; Richards, Robert K., NAB; Richardson, Deuel, WCRB Waltham, Mass.; Sherwood, Alex, Standard Radio Transcription Services, New York; Simms, Raymond, Erwin Wasey & Co., New York; Smith, Abbott, WMTW Portland, Me.; Staten, Gerald L., WOCB W. Yarmouth, Mass.; Steffey, George, Yankee Network, Boston; Sullivan, Fred A., WLAW Lawrence, Mass.; Travers, Linus, Yankee Network, Boston; Walker, Wallace A., WFCI Providence; Weed, Joseph J., Weed & Co., New York; Williams, David R., Standard Radio Transcriptions, New York.

WTAQ TAKES AIR

New La Grange Outlet

WTAQ La Grange, Ill., covering Chicago's western suburbs with local news, sports, music and features, took the air last Wednesday with 500 w daytime on 1300 kc.

All day, a plane droned over the station's primary area dropping cards bearing the legend: "The Switch is to 1300—WTAQ La Grange." Programming highlights localized reports and features, rotating from town-to-town. Station hopes to train listeners in covered communities to tune in on the news of local activities at specific time periods daily. President of La Grange Broadcasting Co., permittee, is Charles Sebastian, news editor of WFJL (FM) Chicago. General manager is Russell Salter, part owner of WBEL Beloit, Wis.

Brown to Post Office

CHARLES BROWN, formerly in the information service of Veterans Administration handling radio and TV, has joined the Post Office Dept. as assistant to Jack Redding, recently named assistant postmaster general in charge of transportation. Mr. Brown, whose background includes NBC news, will handle Post Office programs currently running on Mutual in addition to other radio and information activities. Assistant Postmaster General Redding is former public relations director of the Democratic National Committee.

CBS VS. LONG

Chicago Case Continued

CBS CHICAGO's petition for a temporary injunction against W. E. Long Co., Chicago agency, and three CBS Chicago performers, as well as its suit against the advertising agency for $1 million, were continued until Friday morning (Oct. 13) in Superior Court.

Initial complaint was brought by CBS Oct. 4 [BROADCASTING, Oct. 9] and presented in Superior Court last Monday, at which time Judge Joseph Graber continued the case until Friday.

In the CBS brief, presented by Attorney Arthur Morse, it was charged that the W. E. Long Co. used three CBS performers—Fahey Flynn, Elaine Rodgers and Jim Conway—who are signed to an exclusive CBS-WBBM Chicago contract. Attorney Morse sought a temporary injunction restraining Long "from soliciting and inducing" CBS performers to work for the agency, and enjoining the performers from working for Long.

JABLONS TO FCC

Is Hennock Special Asst.

MIKE JABLONS, vice president and partner in Gainsborough Assoc., New York radio and television production firm, has resigned to join FCC as special assistant to Comr. Frieda B. Hennock.

Prior to joining Gainsborough Assoc., Mr. Jablons from 1942 to 1946 had been director of news and special events for WNYC New York and 1946-1947 was trade press editor for MBS. He left Mutual in March 1947 to help form Gainsborough Assoc. together with Nat Rudich and Jack Gaines.



Mr. Jablons

When Mr. Gaines resigned from the firm in 1948 to become chief of production for the State Dept. Voice of America, Mr. Rudich and Mr. Jablons became co-owners. Gainsborough Assoc. recently merged with PRB Inc., owned jointly by Mary Pickford, Buddy Rogers and Mal Boyd, to produce radio and TV programs originating in New York and Hollywood.

Gainsborough Assoc., with Mr. Rudich as president and head of the New York office, will continue to be associated with PRB Inc., with Mr. Boyd heading the Hollywood office.

Mr. Jablons, 28, is a native New Yorker and was graduated from New York U. in 1943. He produced and directed the Liberal Party's radio-TV campaigns of 1946 through 1949 and in the latter year also that of Sen. Herbert H. Lehman (D-N.Y.).

SPONSOR MUST IDENTIFY

FCC Reminds

A PLAIN-SPOKEN reminder that radio sponsors or their products must be clearly identified on the air was issued by FCC last week.

Prompted primarily by complaints about the commercial messages of some direct-sales organizations, FCC said the "plain intent" of the Communications Act's sponsor-identification requirement (Sec. 317) is "to prevent a fraud being perpetrated on the listening public, by letting the public know the people with whom they are dealing.

"Therefore," the Commission continued, "reference must be made to the sponsor or his product in such manner as to indicate clearly not only that the program is paid for, but also the identity of the sponsor.

"This is particularly true in the case of direct radio sales messages where it is obviously important that the prospective purchaser be informed of the name of the company from which it is buying the merchandise or the manufacturer of the goods."

The sponsor-identification law "applies with equal force to political broadcasts," the Commission added.

Referring to commercial messages, FCC's notice said:

It is apparent that under the Act and the Commission's Rules (See Secs. 3.189, 3.289, 3.689), the sponsor or his product must be identified by a distinctive name and not by one merely descriptive of the type of business or product.

Thus, "Henry Smith offers you," or "Smith Stove Co. offers you," or "Ajax Pens brings you . . ." would be sufficient, as would reference to a registered brand name ("Rinso," "Lucky Strike," "Duz"). However, "Write to the Comb Man," "Send your money to Nylons, Box . . . ," "This program is sponsored by the Sink Man" or words of similar import which are merely descriptive of the product sold and which do not constitute the name of the manufacturer or seller of goods, or the trade or brand of the goods sold would not comply with Sec. 317, supra.

This is true even where such descriptive terms have been adopted by the selling agency as a convenient method for direct radio merchandising of the products of any company. In all cases the public is entitled to know the name of the company it is being asked to deal with, or, at least, the recognized brand name of his product.

FCC said it "must insist upon full compliance" with Sec. 317 "at all times," and that "any station which is presently not fully complying with the requirements of the rule . . . should take immediate steps to bring its announcements into line with this notice."

Must Disclose Identity

"All licensees are requested to make certain that in making station announcements of sponsored programs that these announcements fully and fairly disclose the true identity of the sponsor or his product," FCC asserted.

With reference to identification of sponsors of political broadcasts, the Commission noted that requirements are spelled out in Secs. 3.189(b), 3.289(b), 3.689(b), and 3.789(b), which apply to AM, FM, TV and international broadcast stations respectively.

The notice quoted Sec. 3.189(b), "which is substantially identical with the other sections":

In the case of any political program or any program involving the discussion of public controversial issues for which any records, transcriptions, talent, scripts, or other material or services of any kind are furnished, either directly or indirectly, to a station as an inducement to the broadcasting of such program, an announcement shall be made both at the beginning and conclusion of such program on which such material or services are used that such records, transcriptions, talent, scripts, or other material or services have been furnished to such station in connection with the broadcasting of such program; Provided, however, that only one such announcement need be made in the case of any such program of five minutes' duration or less, which announcement may be made either at the beginning or the conclusion of the program.

Another subsection of the rule, it was pointed out, provides that:

In the case of any program, other than a program advertising commercial products or services, which is sponsored, paid for or furnished, either in whole or in part, or for which material or services referred to in subsection (b) hereof are furnished, by a corporation, committee, association or other unincorporated group, the announcement required by this section shall disclose the name of such corporation, committee, association, or other unincorporated group. In each such case the station shall require that a list of the chief executive officers or members of the executive committee or of the board of directors of the corporation, committee, association or other unincorporated group shall be made available for public inspection at one of the radio stations carrying the program.

FCC said "the announcements that must be made in this and other like situations will, of course, depend on the particular facts in each case, but appropriate steps should be taken to comply with the spirit as well as the letter of the Act and the Rules in order that the listening public will be fully and fairly given the information required by the Act and the Rules."

FM SET CLAIMS

Industry Check Planned

SET MANUFACTURERS, amazed at claims of FM stations that dealers can't obtain enough FM sets to meet public demand, will check some of these claims. This action came out of a joint meeting held in New York Tuesday by an Industry FM Committee and a committee of Radio-Television Mfrs. Assn.

Judging by comments from both sides, little actual progress was made toward meeting the request of FM stations for more and better receivers. Plans for a joint survey to determine how many sets the public will buy were discussed by the group but no definite project materialized.

Two leading manufacturers claimed they were making as many sets as production lines could handle in view of parts shortages and extensive TV and AM output. One firm said it was limited by facilities for molding plastic cabinets. Manufacturers indicated FM production is costly and much more difficult than AM, with plant officials loathe to produce FM.

FM members urged set makers to include FM-band tuning in a larger share of TV sets. This drew the comment that many set makers have adopted the inter-carrier type of economy circuit, eliminating low-cost switches that can tune the FM band and requiring almost a separate and costly tuning unit.

The change in circuitry, it was felt, removes the chance of FM getting large numbers of tuning circuits in TV sets since elimination of the excise tax differential.

Attending the New York meeting for the Industry FM Committee, formed Aug. 7 in Washington [BROADCASTING, Aug. 14], were Morris S. Novik, radio consultant, chairman; Josh Horne, WFMA (FM) Rocky Mount, N. C.; Elliott M. Sanger, WQXR-FM New York; Raymond S. Green, WFLN (FM) Philadelphia; Harold Hirschmann, WABF (FM) New York; Leonard Marks, attorney, and Ed Sellers, NAB FM director, sitting as observers.

Representing RTMA were James D. Secrest, general manager; Edward K. Wheeler, counsel; H. C. Bonfig, Zenith Radio Corp., RTMA FM Committee chairman; E. H. Vogel, General Electric Co.; Ernest A. Marx, Allen B. DuMont Labs.

HORSE RACE POLICY

WTUX Renewal Denied

FCC POLICY restricting broadcasts of horse race information was substantially strengthened last week in a Commission decision denying license renewal to WTUX Wilmington, Del., on grounds the station's owners, after due notices, continued programming found to be of a "high degree of aid" to local bookmakers.

WTUX, a 500-w daytimer on 1290 kc, was given 90 days in which to wind up its affairs. This deadline would be extended, however, upon filing of a court appeal. WTUX said it will seek this remedy.

Petition Denied

In a separate memorandum opinion and order the Commission also denied a WTUX petition to reopen the hearing to show the station had discontinued all race news programs. FCC contended WTUX before and during the hearing modified its programming in this respect and testified "virtually all" horse race data had been eliminated from broadcasts, hence no need to prolong the case.

Grant of the WTUX renewal was favored in dissents by Comrs. Robert F. Jones and George E. Sterling because the racing program problem is a broad issue concerning many stations. Although admitting "a station which broadcasts programs designed to aid illegal gambling" is not operated in the "public interest," they felt the penalty too severe and favored allowing WTUX another chance to prove its program-reform promises under the circumstances.

Examiner Reversed

FCC's ruling, in which Comr. Rosel H. Hyde did not participate, reversed the initial decision of Hearing Examiner Jack P. Blume who earlier had recommended a license renewal grant [BROADCASTING, Dec. 26, 1949; Jan. 2]. Examiner Blume found that while WTUX's programs did aid illegal betting and were aired "with an almost reckless disregard of their potential use for this purpose," station owners Howard Robinson and Gordon K. MacIntosh had not designed them to this end and had modified WTUX programming to correct the situation.

FCC and Examiner Blume both in substance indicated horse race programming in itself is not bad broadcasting, but the determining factor rather is how much of it is used in relation to other subject material and in what manner it is presented.

Comrs. Jones and Sterling noted the evidence disclosed that "other radio stations in the Wilmington area had likewise aided illegal gambling. The Commission therefore had an opportunity to proceed against other stations concurrently with the pendency of these proceedings, and it has not."

"We are of the opinion," they stated, "that remedial steps should be taken by the Commission on an overall basis directed against all stations which may be operating in such a fashion as to be an aid to illegal gambling and that WTUX should not be singled out and receive the severe penalty imposed by the majority of denying a renewal of license." The two com-

(Continued on page 33)

EMPLOYMENT REPORT Covers Radio Workers

BROADCAST industry employment in 1949, as measured by the week ended Oct. 15, 1949, totaled 43,208 persons (fulltime) who received $3,344,950 in pay, according to a Dept. of Labor analysis covering four nationwide networks, three regionals and 2,016 stations. Data are based on figures gathered by the FCC.

The 1949 labor totals compare with 1948 figures showing 39,572 fulltime employes received a total $3,003,111. In 1949 the 8,816 parttime employes received $519,158 for the week.

Fulltime employes worked a total of 1,650,822 hours during the week, an average of 40.49, compared to an average of 40.27 hours the year before. These figures do not include working hours of general executive officers and assistants.

Average weekly pay of fulltime employes in 1949 was $72.52 compared to $71.22 the year before.

Average weekly pay of the seven networks and their key stations was $93.33 in 1949 compared to $92.44 in 1948, according to the Labor Dept. study. At the 2,005 other stations average weekly pay was $68.05, compared to $67.02 in 1948.

About half the stations reported 15 or more fulltime employes (including the networks) and had 34,000 employes who received $2,805,381 during the 1949 week.

Stations (1,045) with fewer than 15 employes had 9,208 persons on their payrolls fulltime in 1949. They received a total of $539,569 in compensation.

Employment figures in the Labor Dept. survey are broken down into classes of employment, size of community, and class and time. Figures include some personnel working on FM stations but many licensees said they were unable to segregate personnel for jointly operated AM-FM stations.

Complete data covering all reporting stations and networks (fulltime employes with hours and compensation) are reported in the attached table. The figures cover actual hours worked and actual pay received, including overtime payments. On the average the total weekly scheduled hours came within one hour per week of the number of hours actually worked. The scheduled pay was $69.72 compared to actual pay of $72.52.

* * * * * * *

4 NATION-WIDE NETWORKS, 3 REGIONAL NETWORKS AND 2,016 BROADCAST STATIONS*: ACTUAL HOURS AND ACTUAL COMPENSATION OF FULL-TIME EMPLOYES FOR THE WEEK ENDING OCT. 15, 1949

Classification of employes	Total, 7 Networks and 2,016 Stations			7 Networks and 11 Key Stations			2,005 Other Stations			
	Number of employes	Total weekly actual hours	Total actual compensation	Number of employes	Total weekly actual hours	Total actual compensation	No. of stations reporting	Number of employes	Total weekly actual hours	Total actual compensation
I General officers and assistants	2,435	(§)	$387,937	121	(§)	$51,223	1,580	2,314	(§)	$336,714
II Staff program employes:										
A. Supervisory	2,142	89,018	200,793	194	7,494	34,104	1,496	1,948	81,524	166,689
B. Non-supervisory	12,459	487,070	935,978	1,677	59,544	208,020	1,840	10,782	427,526	727,958
III Technical employes: ‡										
A. Supervisory	2,149	91,652	202,520	147	6,003	24,650	1,646	2,002	85,649	177,870
B. Non-supervisory	8,747	370,249	664,970	1,202	51,132	137,377	1,895	7,545	319,117	527,593
IV Commercial employes:										
A. Supervisory	1,066	44,556	125,471	71	2,751	14,337	949	995	41,805	111,134
B. Non-supervisory	3,431	140,495	290,633	219	8,364	32,120	1,461	3,212	132,131	258,513
V Promotion and publicity employes:										
A. Supervisory	292	11,689	31,840	70	2,750	10,998	193	222	8,939	20,842
B. Non-supervisory	452	18,027	32,991	214	8,522	19,872	142	238	9,505	13,119
VI Clerical employes	8,059	320,573	366,618	2,663	103,959	134,125	1,719	5,396	216,614	232,493
VII Building service employes	1,568	61,191	70,855	580	22,231	34,645	569	988	38,960	36,210
VIII All other employes	408	16,302	34,344	184	7,344	23,657	130	224	8,958	10,687
IX Full-time employes (excluding general officers and assistants)	40,773	1,650,822	$2,957,013	7,221	280,094	$673,905	2,005	33,552	1,370,728	$2,283,108
X Average hours and average compensation	.....	40.49	$72.52	.....	38.79	$93.33	.....	.....	40.85	$68.05
XI Total: Full-time employes (including general officers and assistants)	43,208	(†)	$3,344,950	7,342	(†)	$725,128	2,005	35,866	(†)	$2,619,822

* Includes AM-FM employes in a few instances where licensees report they are unable to make a segregation of personnel for jointly operated stations.
§ No scheduled hours, actual hours and scheduled compensation reported for general officers and assistants.
† No totals of scheduled hours, actual hours and scheduled compensation possible because of the absence of data for general officers and assistants.
‡ Of the 10,896 technical employes reported, 7,737 were reported to hold First Class Radiotelephone Licenses. These were distributed as follows: Networks and Key stations, 565; all other stations, 7,172.

KMPC HEARING

Editorial Issue Posed In Richards' Case

FIRST PHASE of FCC's four-month-old hearing on G. A. (Dick) Richards' news policies was near an end last week, with two prominent Democrats among the final witnesses for the station owner who has been accused of ordering news slanted against Democrats and certain minority groups.

Another witness—Jack Tenney, former chairman of the California State Senate's Un-American Activities Committee—challenged the origin of FCC's hearing and declared that if FCC may tell a radio station what it can say, "then we have Soviet Russia here in America."

The Los Angeles phase of the hearing was to have been wound up last Friday, but appeared destined to continue through most of the week. FCC Examiner James D. Cunningham, conducting the hearing, said a recess of about 15 days would precede the opening of the Detroit phase dealing with Mr. Richards' plans for a trusteeship to control his stations—KMPC Los Angeles, WJR Detroit, and WGAR Cleveland.

Sen. Sheridan Downey (D-Calif.) testified Tuesday that:

"No human mind can be impartial. I knew Mr. Richards was a man of very strong feeling on certain matters, including Roosevelt. One of the reasons I was impressed with the Richards station, even though he had that personal view, was he was fair and impartial toward our [Democratic party] cause."

Rollin L. McNitt, attorney and former chairman of the Los Angeles County Democratic Central Committee, joined Sen. Downey in testifying to the reputation of the Richards stations. He held that radio stations should have the same rights as newspapers to advocate particular viewpoints and edit news.

"I have a peculiar philosophy, which may have come from my teaching of Constitutional law," Mr. McNitt said. "I believe that save for treasonable or seditious utterances or salacious matter, a newspaper or radio station has the right to present things in its own way."

His testimony as to the station's good reputation, he said, should be considered in the light of his philosophy of radio broadcasting.

Mr. Tenney said that during his tenure as chairman of the California Senate's Un-American Activities Committee he received many complaints about pro-Soviet commentators on California stations, but heard no criticism of KMPC.

Hits 'Censorship'

"If it is the attitude of the government to prohibit criticism of administration appointees," he declared at another point, "then freedom in America is gone. Unless we plan to have press and radio the same as Pravda is to the Soviet government, a radio station should have discretion in the selection and presentation of its news items."

FCC General Counsel Benedict P. Cottone moved to strike portions of Mr. Tenney's testimony from the record on grounds it was "not responsive," and Examiner Cunningham ruled that unresponsive portions would be deleted.

Commander Craig of the American Legion testified KMPC and WJR had been generous in providing time for the Legion and identified awards given to the stations for their cooperation. Under cross-examination by Mr. Cottone he said he was not familiar with the facts involved in the hearing as they relate to Mr. Richards' policies in the internal operation of his stations.

Other witnesses on behalf of Mr. Richards included:

J. Wyn Austin, Los Angeles City Councilman; Mrs. Dorothy Corey Frothingham, partner and Los Angeles manager, Facts Consolidated Inc., marketing research firm; Ralph Turner and Charles L. Stone, KMPC announcer-newscasters; Dave Manning, KGFJ Los Angeles announcer, formerly with KMPC.

ROBERT BURTON

Civil Defense Post Seen

ROBERT R. BURTON, formerly with the State Dept. as chief on high frequency problems and U. S. delegate to European radio frequency conferences, probably will head up the communications section of the new Civil Defense Administration when it is authorized by Congress, it has been learned.

Mr. Burton, who recently was appointed to head up communications for temporary civil defense planning now crystalizing outside of National Security Resources Board, is expected to be named director, according to present plans. He would work with Leighton Peebles, official of the World War II War Production Board, who now supervises overall communications planning for NSRB.

Violent Reactions

(Continued from page 23)

stood to have approached CBS with offers to buy color shows.

In announcing plans to seek an injunction against FCC, Pilot President Goldberg said the Commission "should have delayed the decision another nine months as the industry pleaded for it to do. This is a feud between the FCC and the industry."

Rep. Emanuel Celler (D-N. Y.), Chairman of the House Judiciary Committee, termed FCC's action "most improvident," and said he had sent telegrams to the Commissioners on Oct. 6 asking for at least two weeks' delay to permit him to study the possible effects of incompatible color on industry, dealers and public. He also had sent a similar message to President Truman.

Sen. Homer E. Capehart (R-Ind.) had requested that the decision be held up at least until Congress reconvenes or until the Senate Interstate and Foreign Commerce Committee, of which he is a member, could explore the implications of the planned decision

A special meeting of the Television Committee of Radio-Television Mfrs. Assn. is slated today (Monday) at the Hotel Roosevelt, New York. The meeting was called after FCC's Wednesday decision was announced. Committee chairman is Dr. W. R. G. Baker, General Electric Co. Admiral President Siragusa was invited to attend.

Attacking the FCC move, RCA's Gen. Sarnoff declared that "no incompatible system is good enough for the American public. The hundreds of millions of dollars that present set owners would have to spend and that future set owners would have to pay to obtain a degraded picture with an incompatible system reduces today's order to an absurdity."

He continued:

When we were asked to comment on the First Report of the Commission issued on Sept. 1, we said "never before has an administrative body of the United States undertaken to coerce the freedom of choice of American manufacturers in what they may build and sell under threat that, if they do not obey, drastic consequences to the public will follow." That threat has today been carried out.

Because the engineers of substantially the entire industry had the courage to disagree with the Commission's impractical proposal, the FCC has adopted this incompatible system just as it threatened to do.

RCA continues to maintain its position that the public interest can only be served by the adoption of standards which provide for a color television system which is fully compatible with existing sets—that is, a system which requires no changes whatever in existing sets and involves no expense to the present owners of television sets.

. . . Black-and-white television was only a dream yesterday, yet 10 million television sets will be in use by the end of this year, and the American people are now buying them at a rate of 800,000 a month. The tremendous technical advances in black-and-white television are the result of practical research, sound engineering, and the industry's demonstrated desire to give the best television to the people at constantly reduced prices.

CTI President Matthews said he thought the color decision was only the beginning of the color fight and that he thought set manufacturers and others would succeed in forcing a review of the decision. He said:

If the decision of five members of FCC concerning color television is put into effect it will impose a staggering financial burden on present TV set owners and depreciate the value of black-and-white sets considerably. More than eight million TV set owners, many who have purchased their sets on the installment plan, would be the real loser.

The American public will be unjustifiably saddled with an incompatible inferior system that will impose an out-of-pocket penalty under this ruling. The FCC edict will deprive TV set owners and their families of complete television performance and entertainment which they anticipated when they purchased their present black-and-white sets. When this loss is fully realized by the public, CTI is confident the FCC will want to change its decision in the public interest.

In the meantime CTI will continue full speed ahead. . . .

President Paul Galvin of Motorola noted that court action may keep FCC from effecting its ruling. He said the public will still buy black-and-white, even when color is available.

Reassures Dealers

In a fiery telegram to Admiral's 16,000 dealers, President Siragusa urged them to "reassure the public that Columbia color and FCC action means little or nothing to harm the growth of television as we know it," and that "present excellent programming will continue in black-and-white on all four major networks." His message asserted:

Impractical, unsightly whirling disc system which Commission approved will be pushed only by CBS, a network owning four stations out of a national total of 107 [Note: CBS owns one TV station outright, has substantial minority interest in two others.] No sponsor will make any investment in color telecasts for an audience which will consist mainly of CBS executives. It is our prediction CBS color will bumble along for a few months, after which time a compatible electronic system which can be utilized by present receivers will be perfected. Then CBS receivers will be completely obsolete. . . .

Admiral is proud of the way you television dealers, America's hardest-hitting sales force, have steadily increased your business in spite of obstacles bureaucrats have constantly thrown your way.

President Alschuler, of Sentinel, labelled FCC's action "untimely and unwarranted."

President Meck, Meck Industries, told his dealers in a letter that "no manufacturer is going to do an all-out job on the CBS color receiving equipment":

The CBS system is not now and never will be practical for anything more than a 10-inch or 12-inch picture tube. Next spring the most popular tube size will be 21 inches. The whirling disc needed to produce color pictures from this tube would have to be about 54 inches wide. To rotate fast enough to produce clear color, such a disc would have to revolve at the rate of 50 miles an hour at its circumference.

There is not enough equipment in the United States to perform the dynamic balancing required for such a wheel. There are many other problems that make all-out productions of such sets impractical.

The FCC has left the way open for a sound electronic system of color television. We are still several years away from color television. This arbitrary decision has no practical effect on the situation but only adds to the confusion. . . .

Chairman Pokrass, of Tele-King, emphasized the "critical" shortage of components and said "the largest practical color picture area" under the CBS system "would require the reduction of the image to the equivalent of the now almost obsolete 12½-inch tube." He said:

. . . The decision of the FCC means that there will be approximately 20 hours a week of color broadcasting from one station, mostly at inconvenient times, and as far as we know, without adequate sponsorship. To receive this transmission, it will cost about $100 to convert. . . .

. . . The public is interested in good programs and a clear picture. It will be years before color will be ready for general use. As has been our policy in the past, we will keep ourselves in readiness for anything the public demands.

Through an assistant, Sen. Capehart notified the Commission before the decision came out that he thought adoption of an incompatible color system would be unfair to present set-owners, and, additionally, that the present international situation raises a question as to the availability of materials necessary for set conversion.

He expressed belief that Congress should study the "basic question" of FCC's authority to issue such a decision and examine its technical soundness.

Rep. Celler, in Los Angeles on business, said adoption of the CBS system "should have been more gradual," and that "it will leave many sets on the shelf, making them obsolete." He said he had sent the following telegrams to FCC members on Friday before the decision was issued:

Regarding present uproar on color television, because of necessary trip to Coast I urgently request two weeks' time to inform myself on the facts involved in this serious question and its effects upon industry jobbers and dealers and upon two million black-and-white television set owners in my home state whose sets will be obsoleted by adoption of any incompatible color system. Grave public and economic considerations are involved not only for today but for the indefinite future. I hope the Commission will not adopt incompatible standards during this short period.

On the eve of the decision, the National Assn. of Electrical Distributors "earnestly" urged FCC to postpone action until July 1951 to "enable manufacturers, distributors, and retailers to give the subject the further careful scrutiny and study which its tremendous importance demands, and . . . enable them to be of further assistance to the Commission in working out the ultimate solution to this pressing problem.

'HEROES SPEAK'

Servicemen Record Programs

ACCENT on Democracy—what it is and how it works in action—and on human interest qualities is being reflected in childrens', special events and other programs now being aired by WCCC Hartford, Conn., according to Syd Byrnes, program manager.

Most recent of WCCC's programs is *Hartford Heroes Speak*, consisting of musical dedications recorded in this country and overseas by the city's servicemen for their friends and families back home. Recipient is notified by the station of the day and time the dedication will be broadcast.



Mr. Byrnes

First broadcast was heralded with a formal announcement by Mr. Byrnes and attendance of many notable guests. When men of the 43d National Guard left for service, a special events microphone was on hand for interviews with soldiers and their families. WCCC aired addresses from the state capitol by Gov. Chester Bowles and Maj. Gen. Vernon Moorehouse, state selective service director, when the first draftee left for duty.

TRENDS GROUP

NAB Committee Meets

NAB Business Trends Committee, comprising leading industrial, business and economic leaders, meets today at the Waldorf-Astoria Hotel, New York.

First meeting of the group, formed last spring [BROADCASTING, May 22,] is scheduled to take up major areas of strength and weakness in the current business picture; mobilization and defense plans; outlook; points at which media have failed in their effort to reflect true business conditions to the American people.

The committee was authorized at the NAB February board meeting. The plan calls for preparation of an economic report by Richard P. Doherty, NAB employe-employer relations director.

BMI REPORT

Shows $4,187,000 Income

INCOME of $4,187,000 for the fiscal year ending July 31, 1950, was reported by Broadcast Music Inc. in a financial statement issued last week.

Carl Haverlin, BMI president, reported an increase in radio use of BMI music. He estimated that in 1950 radio performances of BMI music will be more than 21 million, a 10% increase over 1949. During the fiscal year BMI paid $2,206,000 for performance rights.

Mr. Haverlin said 2,768 broadcasters renewed their BMI licenses for the 1950-59 period. BMI also has licenses with more than 3,200 hotels, restaurants and other music users, he said.

Canadian Broadcasting Corp. and all independent Canadian stations are BMI licensees. In the past year BMI has added 20 writers to those under contract, Mr. Haverlin said.



TOPIC here is football, as Tidewater Associated Oil Co.'s 25th year in gridiron radio on the West Coast gets into full swing. Exchanging details of this fall's 100 network and independent station Tidewater circuit are (l to r) Hal Ashby, NBC account executive; Harold R. Deal, advertising and sales promotion manager, Tidewater; Mervin McCabe, KFRC-Don Lee sales manager; Ray Randall, vice president, Buchanan & Co., agency, all with offices in San Francisco.

FCC BUDGET

'51 Funds Pared $50,000

FCC will issue a detailed allocation of its 1950-51 budget sometime during the next fortnight following notification by the Budget Bureau last week of a $50,000 "holdout" in its $6,625,000 appropriation for the fiscal year beginning last July 1.

The $50,000 "reserve" in funds and authorizations represented a 50% decrease in the original sum set by the bureau and indicated a relatively small drop in operating funds as measured against previous estimates from 10% to 12% [BROADCASTING, Aug. 28, 7.] The reserve approximated less than a 1% cut.

The Budget Bureau had notified the FCC Sept. 11 that it could anticipate a $100,000 slice under the Budget Accounting Act of 1950 which authorizes reserve holdouts throughout all government agencies and departments. The Commission testified at 1951-52 budget hearings last Thursday.

Announcement of the $50,000 FCC reserve and others for remainder of the 31 government agencies and departments, totaling $580,271,335, was made last Tuesday by Frederick J. Lawton, budget director. Last August Congress had rejected amendments calling for a $550 million cut in non-defense funds.

The bureau last week also directed "slashes" of $100,000 for Federal Trade Commission, which passes on questionable media advertising, and $7,980,000 for the State Dept. as well as $40 million for the Agriculture Dept.

State Dept. spokesmen doubted that the international information program, including Voice of America, would be affected in view of a record-high budget this year as advocated by President Truman. But the Agriculture Dept. will have to forego funds originally contemplated for its information department television program, whose activities will be lumped under radio expenditures.

Mr. Lawton stated that it "will probably be necessary during the remainder of the year to release some of these reserves, and it is likewise probable that opportunities will be found for savings in other areas."

DEFENDS AMA DRIVE

Brewster Hits Attackers

CHARGE by some administration leaders that the American Medical Assn.'s current $1 million-plus advertising campaign is a "plot" and "smear campaign" against the President and Democratic Party was sharply asailed last Thursday by Sen. Owen Brewster (R-Me.).

Sen. Brewster described the charge, which he attributed to Federal Security Administrator Oscar Ewing, Rep. John Dingell (D-Mich.) and other party members, as a "flagrant insult" to radio and press media and an attack on the Constitutional rights of free speech and press.

AMA allotted $300,000 out of a total $1,100,000 ad budget for purchase of over 30,000 radio spots for a two-week period ending this coming Saturday [BROADCASTING, Oct. 9]. The association and its agencies already are formulating plans for a follow-up drive on behalf of voluntary health insurance, through Russel M. Seeds Agency, Chicago.

Rep. Dingell had characterized the drive as an "insidious tactic to corrupt the public mind," a statement which prompted Sen. Brewster to accuse administration leaders of "growing arrogance in their attacks" upon Constitutional rights.

"No thinking person with a shred of respect for . . . free speech and free press would use the words 'plot' or 'insidious' in describing an open public advertising campaign paid for by private citizens. To do so is a flagrant insult to the newspapers, magazines and radio companies of our country," he declared.

Sen. Brewster added:

The doctors believe that the voluntary way is the American Way—that unnecessary compulsion by government is wrong. Their advertisement will say that. So will the advertisements of thousands of other private citizens. Yet before these advertisements even appear the Democratic hatchet men seek to distort the thinking of American citizens with vilification and falsehoods. It is clear that the administration has reached the point where, either through fear or arrant selfishness, it would institute thought control in America.

This is the way of dictatorship. Only oppressive governments or cowards are afraid to let the opposition speak freely.

KINTNER DAY

Hometown to Roll Out Carpet for ABC Pres.

FINAL plans for the celebration of Robert E. Kintner Day, to be held Oct. 17 in Stroudsburg, Pa., have been made, and will result in a very busy day for the ABC president in his hometown.

At 11:30 a.m. Mr. Kintner will be met at the Delaware bridge and escorted into Stroudsburg by a police motorcade. Then at the Penn-Stroud hotel, he will be welcomed officially by the city and representatives of the Pocono Mts. Chamber of Commerce, and serenaded by the Stroudsburg high school band.



Mr. Kintner

At 12:15 p.m. members of the Vacation Bureau, the boards of directors of the Pennsylvania and Pocono Mts. Chambers of Commerce, and the Pennsylvania Week Committee will present a scroll to Mr. Kintner at a luncheon in the Penn-Stroud. Following the luncheon, a news conference will be held, after which Mr. Kintner will tour the industrial and sports shows at the East Stroudsburg Farmery.

After a dinner at the Penn-Stroud with a small group of close friends, Mr. Kintner will go to the State Teachers Auditorium where he will meet Gov. James H. Duff of Pennsylvania.

From 8:00 to 8:30 p.m. ABC will join in the festivities by airing a special broadcast from the auditorium. Walter Kiernan as m. c. will introduce Paul Whiteman and the ABC Symphony Orchestra, Pianist Earl Wild, Jimmy Blaine, and Marion Morgan of *Stop the Music* fame, and by special recording from Washington, Joseph Alsop, who with Mr. Kintner coauthored a syndicated column and two books. During the program, Gov. Duff will present Mr. Kintner with the following citation from the State of Pennsylvania and salute him as "Pennsylvania Ambassador."

Citation will read: ". . . awarded to Robert E. Kintner . . . who by his enterprise and ability has attained great prominence as a newspaper writer and radio executive. Awarded during Pennsylvania week, 1950."

At the close of the air show, for the auditorium audience, a special comedy and musical show will be presented. The day's activities will close with a reception and buffet supper at the Penn-Stroud, to be attended by some 300 people.

SPONSORED TIME

Ross Shows NBC-TV First

OF A TOTAL of 116 hours of Class A time on the four television networks, 76½ hours are sponsored by network advertisers and the other 39½ made up of cooperative sponsorship, local sponsorship and sustaining, according to an analysis by *Ross Reports on Television.*

NBC-TV has only 1½ hours a week of unsponsored A time; CBS-TV has five unsponsored Class A hours; ABC-TV has 14 and DuMont 19.

Radio (and TV)

(Continued from page 21)

nual convention, published on the front page of BROADCASTING, said in part:

Radio broadcasting not only is the great fire-side entertainer but has come to be a great moulder of public opinion. There should be no monopoly in the moulding of public opinion, either government or private.

Even then, FDR foresaw the development of TV, as indicated in this paragraph:

Today broadcasters are faced with development of new and intriguing innovations in the field of radio. I refer to reports reaching me of laboratory achievements in visual radio and in the shortwave field. When they will prove technically and economically practicable, of course, no one can foretell. But I have an abiding faith in American inventive genius and in the ability of broadcasters to utilize these new developments in a way that will improve their service to the nation as a whole.

And just a year later—June 11, 1937—when the NAB held its 15th convention, Mr. Roosevelt, in his third letter to BROADCASTING, lauded radio for its public service during the Ohio and Mississippi river floods, which inundated thousands of acres and left hundreds homeless. He said:

The manner in which radio threw open its facilities for relief work during the devastating floods of the Ohio and Mississippi early this year was a revelation of its tremendous public service value in time of emergency, and a credit to the spirit of helpfulness on the part of the broadcasters of the nation.

Problems 'Not Insoluble'

Radio then was having intramural conflicts, with the very existence of NAB threatened. On this score, Mr. Roosevelt said:

The problems that present themselves to you broadcasters are not insoluble. In your industry there are no problems that cannot be solved by intelligent management, good programming and an awareness of public responsibility.

On Oct. 8, 1940, just prior to his election for a third time, establishing precedent for White House incumbency, President Roosevelt made his flat "radio as free as the press" pronunciamento. The occasion was a congratulatory message to the Editor "on the steady progress which enables you to mark the beginning of the 10th year of BROADCASTING magazine by making this journal a weekly instead of a semi-monthly publication."

He continued:

This proposed change emphasizes the importance that radio has attained in every phase of our national life. The rapid growth in radio and in the technique of broadcasting have been truly amazing during the past decade.

In all probability we are still in the infancy of this field of communication. New developments, such as television, are certain to broaden radio's service. Moreover, radio has an increasing obligation to keep the people fully informed. A free radio is just as essential as a free press.

President Hoover's first utterance on American Plan radio after his assumption of the Presidency came on Oct. 26, 1931, in a remote control talk to the opening session of the ninth annual convention of the NAB in Detroit. It was published in full text in the Nov. 1, 1931 BROADCASTING, the second number to roll off the presses. He alluded to the 1922 "Hoover Conferences," when, while Secretary of Commerce, he directed the developments that led to the "national policies in relation to radio."

He said:

The decisions reached at that early date have been of unending importance. The determination that radio channels were public property and should be controlled by the government; the determination that we should not have governmental broadcasting supported by a tax upon the listener, but that we should give license to use of these channels under private enterprise where there would be no restraint upon programs, has secured for us far greater variety of programs and excellence of service without cost to the listener. This decision has avoided the pitfalls of political and social conflicts in the use of speech over the radio which would have been involved in government broadcasting. It has preserved free speech to the country.

These principles are now strongly imbedded in our law and in our entire public system. The industry has constantly faced new and complex problems in developing policies and practices abreast of development and need. Your association has contributed greatly to their solution. I am confident that you recognize the responsibility which rests upon you in public interest. It is needless to mention the many-sided importance of radio in modern life. Its dissemination of entertainment, of knowledge, and of public opinion and topics of the public welfare, has become an essential element in the intellectual development of our country. It has brought most of the supposed values which were formerly available exclusively to life in the cities to every home throughout the land, for the treasures of music, of entertainment, and of information have been brought to the loneliest farm and the most remote hamlet. It is an incalculable extension of happiness and contentment.



AT DINNER following a special broadcast of the *Esso Reporter* on WGY Schenectady, plaque for public service was presented to the station by Esso Standard Oil Co. Taking part were (r to l) R. B. Hanna, WGY manager; Bill Meenam, the first Esso Reporter who began the series in 1935, and Harvey J. Green, district manager, Esso Standard Oil Co., who presented the plaque. Following the regular newscast a resume of news headlines entitled *Fifteen Fateful Years* was presented by the WGY staff. Material was compiled by United Press.

Don Lee

(Continued from page 25)

July, may remain with the organization in a top-level capacity. Preliminary talks between Messrs. Weiss and Hoffman, who wants him to remain, already have taken place.

In a closed-circuit talk to affiliates on Tuesday, Mr. Weiss gave assurance the network will remain intact, if and when purchased by the Hoffman group.

In telegrams to Frank White, president of Mutual, and Theodore C. Streibert, president of WOR, which like Don Lee owns approximately 19% of Mutual stock, Mr. Weiss said:

No Changes

"I have been authorized by Mr. H. L. Hoffman, president of Hoffman Radio Corp., who was high bidder for Don Lee properties, to assure you that Don Lee Broadcasting System would be preserved intact and that its relationship with Mutual Broadcasting System would be continued in the spirit of whole-hearted cooperation that has characterized our association for the past 13 years."

Mr. Hoffman reported that no new companies will be formed and there will be no change in management, ownership and operation of Hoffman Radio Corp., which started in 1941 and manufactures radio and television receiver sets as well as electronics equipment for armed forces.

Besides four owned and operated stations (KHJ Los Angeles, KGB San Diego, KDB Santa Barbara, KFRC San Francisco) Don Lee Broadcasting System has 16 California affiliates with 25 affiliated through Pacific Northwest Broadcasting Co.

Thomas S. Lee Enterprises Inc. owns all of the outstanding shares of Pacific Northwest Broadcasting Co. in addition to its holdings in MBS.

Other assets of Thomas S. Lee Enterprises consist of a three-acre studio building at 1313 Vine St., Hollywood, completed about two years ago at a reported cost of $3 million; KTSL (TV); KHJ-FM; Mt. Lee, Hollywood, present TV and FM transmitter site; 160-acre Mt. Wilson, Pasadena, proposed site of TV and FM transmitter, as well as Culver City KHJ transmitter acreage. In addition to the radio and television properties, the estate has a $5¼ million cash reserve, representing recent liquidation of Don Lee Cadillac agencies and other properties.

Thomas S. Lee estate is now in process of litigation. His will, written in 1934, leaving the entire fortune to an uncle by marriage, R. Dwight Merrill of Seattle, is being contested by his aunt Mrs. Nora Patee, and by two adopted daughters of his father, the late Don Lee.

CBS was reported to have worked out an agreement with William O'Neil, president of Yankee Network, to buy KTSL should the General Tire & Rubber Co. bid have been accepted. Yankee would retain the Don Lee Network regional setup, with CBS utilizing studio facilities for its TV operations on a rental basis at 1313 Vine St. until its planned Television Center is available.

CBS is known to be intensely interested in securing its own TV station in Los Angeles, and may undertake negotiations to acquire Earle C. Anthony Inc.'s KFI-TV or Mrs. Dorothy Schiff's KLAC-TV.

NEWS TOPS

Station Survey Shows

NEWSCASTS are at the top in a program popularity poll conducted in 23 southwestern Wisconsin cities by WRCO Richland Center, Wis. The survey covered 10 counties.

Second on WRCO's first annual canvas of listeners was the philosophy and poetry type of program with soft music background, preferably organ. Religious programs ran third; birthday and anniversary announcements, fourth; and children's programs, fifth. Tabulation on types of musical programs desired ended in this order: Popular, hymns, semi-classical, western hillbilly, waltzes, classical, martial, polkas, organ, and square dances.

The poll disclosed an average listening day of 7½ hours, with radio's popularity increasing between 20% and 50% in winter months. More than 50% of those canvassed stated they listen steadily between 12 noon and 3 p.m. Other popular periods were from 7 to 10 a.m. and from 5 to 7 p.m. In answer to the question, "What type of programs would you like more of?" sports and drama received the biggest share of votes, with women's programs, quiz and talent shows following in that order.

Horse Race Policy

(Continued from page 28)

missioners noted that prior to the conclusion of the hearing WTUX had modified its programs so as to be of no aid to illegal gambling and also presented plans for programs "in the public interest."

The decision noted Wilmington bookmakers have used not only WTUX but also WWBZ Vineland, N. J., WPWA Chester, Pa., WITH Baltimore, and to a lesser extent, WSNJ Bridgeton, N. J., WANN Annapolis and WPEN Philadelphia.

Some observers considered last week that although the WTUX ruling shows FCC presently is inclined to handle the horse racing problem on a case-to-case basis, the background in the proceeding and legislative concern on Capitol Hill this past summer emphasize the importance of the Commission's policy as buttressed by the WTUX decision.

Tighter Policy Seen

That the FCC policy would be tightened was evidenced initially in the WTUX hearing [BROADCASTING, June 20, 1949]. Local police authorities, whose complaint against WTUX precipitated the proceeding, testified they had turned to FCC for help since the problem of broadcast aid to gamblers appeared to be more than a single-community affair due to radio signals extending over city and state boundaries.

Legislative concern over the issue arose with a bill (S 3358) to ban all interstate transmission of gambling information and directed specifically at radio and TV. Although the bill was supported in the Senate it was opposed by FCC as impractical and ultimately dropped from further consideration as the Senate approved the overall crime investigation proposed by Sen. Estes Kefauver (D-Tenn.). The WTUX case was brought into the three-weeks hearing on S 3358 while Wilmington police authorities appeared to testify on the problem [BROADCASTING, May 1, 8, Oct. 2].

The FCC majority, "in view of the overwhelming weight of the evidence to the contrary," concluded "we are impelled to reject the self-serving declaration of innocent design by Messrs. MacIntosh and Robinson and to find that the horse racing information broadcast over Station WTUX, was with the complete knowledge of the station's owners, of a high degree of aid to bookmakers in the Wilmington . . . area."

"Since the station's principals continued to supply information to bookmakers with full knowledge that the latter were using the data in their illegal operations," the majority continued, "we must conclude affirmatively on the question of whether the horse racing information was to any extent intended or designed to be of assistance to persons engaged in illegal activities in connection with betting on horse races."

Thus, despite the applicant's "belated reforms" in programming, FCC considered the "record of poor performance a better indicator of what may be expected in the future than the applicant's promises to reform."

The majority stated it had considered "the circumstances that the operation" of WTUX "was the first broadcast experience for Messrs. MacIntosh and Robinson and that they relied, to some extent upon the advice of counsel in continuing their horse racing format beyond the time when they were on notice that their programs were assisting illegal gambling activities." FCC said it found here, though, "no compelling reason to modify our judgment that a grant of license renewal would be inconsistent with the public interest."

FCC continued:

There is substantial evidence to indicate that Messrs. MacIntosh and Robinson even now do not understand the duties and obligations of a licensee. The record is clear that they persisted for a considerable period in retaining the horse racing program format even after adequate notice that the information being broadcast was of aid to illegal gambling. In relying to any degree upon the advice of counsel, the applicant must be taken to have proceeded at its own risk, as Mr. MacIntosh, himself an attorney, must have known. It is the licensee to whom the Commission must turn for ultimate responsibility. That responsibility cannot be evaded with the plea that counsel did not exercise that proper judgment which the Commission must expect from the licensee.

FCC found basic policies of WTUX programming to be "clearly in the interest" of Wilmington in that they proposed to furnish the local audience with a different service than that broadcast by other stations there, as well as to provide sustaining time for civic, charitable and religious organizations. "However, the same cannot be said of much of the program service developed by the station in implementation of these policies," FCC declared.

Programming Outlined

The decision noted that WTUX set aside the "entire afternoon period, Monday through Saturday, for one program, the *1290 Sports Parade*, which consists of recorded music, several newscasts, frequent announcements of horse racing and other sports news and results, and two 15-minute sports resumes." Since WTUX is a daytime only outlet, FCC questioned WTUX's program balance in view of the standard outlined in the horse race program decision involving WWDC Washington, issued in February 1948.

"Even in the station's chosen field of emphasis, sports programming," FCC found that WTUX "is limited in its coverage by a lack of available time to carry play-by-play accounts of football games, baseball games and other daytime sports." The majority concluded that "without going further, it is clear that other interests in the community . . . have been neglected . . . and that program imbalance has resulted."

FCC recognized the broadcasting of sports news is a "function of a medium of mass communication," that "dissemination in interstate commerce of information concerning horse racing is not in itself an unlawful activity under existing Federal law," that racing and betting at tracks are legal in Delaware, and that there is a high interest in racing in the Wilmington area.

FCC nevertheless stated it could not be concluded upon the record in the WTUX case "that interest in horse racing is such a dominant factor in this community's life as to warrant the extensive, detailed and year-round coverage of that sport which . . . WTUX has provided."

The decision found that "until recently," WTUX "broadcast not merely the results of the races and mutuel prices paid, but also a large variety of other racing information" including scratches, track conditions, off-times, predicted post times, jockey changes and insertions and identified horses by their Armstrong selection numbers. Until shortly before the hearing WTUX had no policy of delaying results, the decision continued. Results were aired on the average of four and six minutes after a race and in some instances within one and two minutes, FCC found.

Those legally betting at tracks would not be listening and the average listener, even if interested in sports, would not need this detailed data so quickly, FCC observed. "On the other hand," FCC said, "each of the details regarding horse racing which was broadcast by the station had a particular and peculiar utility to bookmakers." FCC noted the station owners continued this programming even after reading the WWDC decision and conferring with local police authorities who complained about the broadcasts.

FCC also noted the afternoon program was "sponsored" by Armstrong Daily Sports Inc., "publisher of a daily 'scratch sheet' devoted to horse racing information." The decision said this paper had wide circulation among race fans, "including persons engaged in illegal bookmaking," and almost everyone arrested in Wilmington for bookmaking possessed one.

"Even more significant is the circumstance that the information broadcast was certainly not being aimed by the sponsor at those placing legal bets at the race tracks," FCC stated. "Although we recognize that the intent of the sponsor of the program is not determinative of the broadcaster's design, the acceptance—in fact, the solicitation—of the account by Messrs. MacIntosh and Robinson, reasonably, on the basis of the record, attributing to the latter an awareness of the foregoing considerations, carries with it an implication of participation in the sponsor's purposes."

OHIO MEET

Admen Stress Radio In Defense Role

VARIOUS phases of 1950 trends in advertising were discussed by national advertising and sales promotion executives at the seventh annual Advertising Conference sponsored by Ohio State U. in Columbus, Oct. 6-7. If a single dominant note emerged from the talks it was: All broadcasting—AM, FM, TV and facsimile—is important in girding America for any eventuality.

Fred Lazarus Jr., president, Federated Department Stores Inc., Cincinnati, advocated curtailed expenditures of government for non-military purposes.

"Military needs come first, we must assume there is little prospect of genuine peace in the near future. . . . The American people know they have a burden to bear. But they also know it is well within their capacity," Mr. Lazarus said.

He added that all efforts—"foreign, domestic, social and financial"—need to be coordinated and it is here that broadcasting can make its largest contribution. "If this coordination is accomplished there can be no doubt about the outcome," he said.

Ben R. Donaldson, director of advertising, Ford Motor Co., discussed the use of TV by a national advertiser. Benjamin S. Katz, Gruen Watch Co. president, talked about the use of advertising in selling "higher priced merchandise." Dave Arons, of Gimbel Bros., Philadelphia, underlined that his firm's experimentation with TV has entered a new phase: "To us, it is a daily advertising medium with . . . stability. . . ."

Ira W. Rubel, Rubel & Field, Chicago advertising agency, discussed agency management problems and advocated the use of incentive plans for cutting costs. H. H. Dobberteen, vice president, Benton & Bowles, New York, spoke about media analysis and selection, pointing out that the number of national advertisers has increased from about 2,800 in 1940 to 4,800 in 1950. He said: "Any given advertiser faces greatly increased competition from all advertising. This has apparently resulted in a decrease in the net effectiveness of advertising expenditures for a given product or purpose."

Dr. Kenneth Dameron, Ohio State professor, arranged the conference in co-operation with the Fifth District Advertising Federation of America.

Other keynote speakers included: John Goodwillie, Alexander Smith & Sons Carpet Co., New York; Richard M. Rairigh, McCann-Erickson, Cleveland, and Russell Brown, vice president, Allied Stores, New York.

Pollock at KXOB

GRANT POLLOCK has taken over the general managership of KXOB Stockton, Calif. Anouncement of the appointment had been made last month [BROADCASTING, Sept. 18]. Mr. Pollock, formerly manager of KVON Napa, Calif., succeeded Keith Pinion who moved to KXOA Sacramento, under the same ownership as KXOB.



Mr. Pollock

Strictly Business

(Continued from page 16)

was one of two children. His father, an electrical engineer, died when Eddy was only five. The incident was a turning point in Eddy's life for he was sent to an orphanage in up-state New York.

Still a youngster, who had the opportunity to complete only the seventh grade, Eddy learned the rudiments of typography from his foster father; a foreman at the American Type Founders, who was a printer of "the old school."

Eventually Eddy sought his future in California. Convinced that the West Coast was where he wished to settle, and fired with the belief that the cellophane packaging idea would some day sweep the country, Eddy Allen started as salesman at Budget Pack.

Introduction to Radio

Eddy met radio's selling power during the war when some retailers were trying to make a fistfull out of the situation of scarce materials. At the outset of the war, Budget Pack sponsored Frances Scully on KECA Los Angeles. By calling to task certain department stores and other retailers for selling goods at prices over-inflated, Miss Scully created a loyal following. Whenever she would mention one of Budget Pack's products, the grocer's shelves would be depleted in 48 hours. Because of the scarcity of materials, the firm was hard put to it to replace its products.

A few years later, Budget Pack was advertising again, this time with radio's blood relation—television. Eddy Allen discovered the power of the new medium on July 4, 1949.

That day there was a gathering of children at the Allen house, celebrating the Fourth with fireworks. Suddenly the racket stopped when one of the youngsters called, "'Beany' is on!" Amazed that there was something beyond the attraction of fireworks in a child's life, Eddy investigated. He then became acquainted with *Beany*, a television puppet show. Aware that *Beany* could draw children from the most active play, Eddy proceeded to find the program a local sponsor—Budget Pack. Now the show is sponsored by Budget Pack 6:30-6:45 p.m., Mon.-Fri., over KTLA (TV) Los Angeles.

Other Budget Shows

Other programs, both radio and television, have carried Budget Pack's message to West Coast listeners and viewers. Prior to the Scully sponsorship, the firm backed Tom Breneman's *Breakfast at Sardi's* before it was beamed nationally. It also sponsored *Chef Milane* on radio. Another of its TV programs is *Tele-Teen Reporter*, telecast at 7:30 p.m. Wednesday on KLAC-TV Los Angeles.

Eddy and his wife, Rose, will celebrate their 15th wedding anniversary next February. They have three children, Toni, 14; Judy, 11, and Robert Alexander, 9.

KEYSTONE ELECTS

Wolf President, Rogers to Board

BOARD of directors of Keystone Broadcasting System has elected Sidney J. Wolf president and Naylor Rogers a new member of the board. Mr. Wolf, a Chicago attorney, has been secretary and treasurer of Keystone since 1941, and Mr. Rogers, executive vice president, joined the network in 1942.

Other new Keystone officers are Noel Rhys and Joseph Bayer, vice presidents, and Arthur Wolf, secretary and treasurer. The latter, one of the principal stockholders of KBS, is associated with the new Keystone president, his brother, in the law firm of Sidney J. and Arthur Wolf.

Mr. Rhys, who has been associated with the company since 1941, is in charge of the New York office. A World War I air pilot, he was a Hollywood writer and publicist associated with the motion picture industry before joining Keystone. Mr. Bayer, a Chicago business man, has been interested in the network since 1941.

Mr. Rogers has been in broadcasting since 1924 when he was a member of KNX Hollywood's first staff. A member of Radio Pioneers Club, he has been credited with many firsts, including regular broadcast of news and public events, airing of a full grand opera, and other innovations which have since become standard practice in broadcasting. He is a member of the Chicago Radio Management Club, Chicago Federated Advertising Club, and is a charter



Sidney Wolf



Mr. Rogers

* * *

member of the Los Angeles Advertising Club.

Sidney Wolf has played an active part in the development of Keystone's national transcription service to small towns and rural areas from coast to coast. He recently reported to KBS stockholders that with the acquisition of a number of new national accounts in 1950, the network is now carrying more accounts than ever before. He attributes the upsurge to the fact that advertisers going into television are using Keystone to supplement their TV coverage. Mr. Wolf reported that KBS now has 402 affiliated stations and reaches 8,071,430 radio homes.

NEW PROPAGANDA TECHNIQUE

Broadcasts from Guided Missiles Envisioned

ACCELERATED plans for psychological warfare, envisioning propaganda broadcasts from guided missiles, were revealed by the U. S. Army last week and elaborated on by Brig. Gen. Robert A. McClure, head of the Army's Psychological Warfare Division.

Gen. McClure speculated that, while the idea suggested a page from Buck Rogers, such a propaganda weapon is "not too much to expect in these days of guided missiles." He said the Army's program, now being stepped up, will be coordinated with the State Dept. in addition to other military branches looking to formation of a set policy.

He pictured such missiles circling over foreign countries and broadcasting messages to the population, as well as dropping leaflets.

Gen. McClure's division is part of a section of G-3 under the Army General Staff, but soon may be given individual status under the Army Special Staff, he indicated.

Guided missiles have come up for discussion in NSRB, defense and NAB circles in the past two months. There is speculation that they may be able to "home in" on radio and television signals, but the practicability of such a procedure was seriously questioned.

Two factors expected to militate against success of such maneuvers reportedly are current creation of a permanent radar network and resort to changes in wave length frequencies.

One of the most intriguing possibilities is that missiles could be guided by "heat waves" or sound to targets pre-set by enemy direction finders. Elimination of sound noises and counteraction of heat in rural areas were felt to be the simplest defense against them.

WKID SOLD

Public Auction Held

WKID Urbana, Ill., has been sold at public auction for $9,700 plus "encumbrances" estimated at $27,000, it was reported last week. Buyers are Elwood Fabert, former president of the station when operated by University City Broadcasting Co., and Howard K. Kemper, Mr. Fabert's business associate. Sale is subject to FCC approval.

Off the air for several weeks, WKID was ordered sold at auction on Oct. 6 by the referee of bankruptcy, Federal Court, Danville, Ill. The action followed petition by several WKID creditors for involuntary bankruptcy. James M. Strand, announcer, was appointed trustee for liquidation of the assets. WKID is assigned 250 w daytime on 1580 kc.

Mr. Fabert held about 25% of the WKID stock but was inactive in the operation of the station.

COMMUNICATIONS

Army Expands Equipment

KOREAN situation and the present increase in the size of the Army are responsible for a 500% increase in procurement of communications and other items for its combat and service troops, the Army Dept. acknowledged Oct. 8.

Revealing a total expenditure of $2 billion for the past fiscal year, the Army said that, from the overall standpoint, the present Army program appears to involve procurement four to five times greater than the 1950 rate, or roughly $10 billion.

The signal Corps, responsible for procuring all communications equipment, is slated to spend 6.6% of total funds obligated for fiscal 1951. The Army Ordnance Corps is tabbed for 57.8% to be spent on guided missiles and other weapons.

President Truman earlier had asked $10.5 billion for overall defense (Army-Navy-Air Force), with $1.5 billion tagged for weapons and electronics, and $1 billion for electronics-communications alone [BROADCASTING, July 31, 24]. Latter sum was further supplemented by an additional half-billion dollars, bringing electronics to $1.5 billion.

While the 6.6% represents $66 million to be expended by the Army Signal Corps, it was explained that the $10 billion figure applies only to acquisition of "major items" and not to Army-wide procurement or other services.

Feature of Week

(Continued from page 16)

merchandise have more appeal than that available in Worcester (a city of 200,000 population).

The drive, which began Sept. 1, is directed by Commercial Manager Herb Krueger working with Local Sales Manager Bob Brown. On the theory that "What's good for Worcester is good for all of us," the station broadcasts hourly shop-in-Worcester taglines, most of them pointing up facts re-activated by station research.

Now residents are becoming aware of the availability of a flock of stores in the city, rather than the "choice few" they frequented in the past. The WTAG theme also will carry a charge account appeal and other such personalized approaches. Preceding every campaign announcement, all retailers in the city receive a form letter telling them about the idea and asking for comments or suggestions. Data is obtained through the aid of the local retail advisory committee and the Chamber of Commerce.

A NEW IOWA SURVEY WITH RELIABILITY PLUS!

Combines Large Sample "Interview" and "Diary" Techniques

FOR years, the Iowa Radio Audience Surveys* have been recognized as thoroughly reliable and highly informative studies of Iowa listening habits. They have answered such provocative questions as "How much do people listen to car radios?" . . . "How much extra listening takes place in multiple-set homes as compared with single-set homes?" . . . and "What is the listener attitude toward commercials?", as well as the more conventional questions concerning program and station preferences.

The 1950 Edition of this famed Survey, now ready for distribution, was conducted with the same scientific sampling methods that distinguished the twelve preceding editions. However, the "interview" method of gathering facts, which was the basis of the earlier surveys, was this year combined with a new "diary" method. As a result, the 1950 Edition contains much new information and is even more reliable than in previous years.

INTERVIEW TECHNIQUE

The interview technique is based on a personal interview in the home, with one member of the family. It permits a large and statistically reliable sample to be interviewed at reasonable cost. It permits a correct proportion of replies from every segment of the State's population — geographical, economical, etc. It has two minor weaknesses, however; it depends upon the "recall" of the person being interviewed and it usually reaches only one member of the family.

DIARY TECHNIQUE

The diary technique as used in the 1950 Radio Audience Survey overcomes the handicaps inherent in the interview technique. It provides *each radio set in the home* with a diary which is filled in at the time of listening by the person in charge of the dial. This diary is voluntarily kept for 48 hours.

The reliability of the 48-hour diary-type radio survey used in the 1950 Iowa Radio Audience survey was established by a study conducted in January, 1949, by Dr. Arthur Barnes of the State University of Iowa. He obtained a ten-day diary record from 368 families in 41 Iowa counties. A careful comparison of the first three days of listening with each corresponding day of the week (eighth, ninth and tenth days of the diary) showed no tendency on the part of diary families to "listen more" when the diary was first started.

COMBINED INTERVIEW-DIARY TECHNIQUE

The 1950 Survey combines the best features of both techniques by making every seventh selected home a "diary home," as well as an "interview home." This eliminates the weaknesses of both methods and at the same time maintains a large and scientific sampling of the whole State by farm, village, urban and other categories.

The 1950 Iowa Radio Audience Survey is a "must" for every advertising, sales or marketing man who is interested in radio in general, and the Iowa market in particular. It is not only an invaluable study of *Iowa* listening habits, it is also an outstanding contribution to radio research in general. Write for your complimentary copy, *today!*

*The 1950 Iowa Radio Audience Survey is the thirteenth annual study of radio listening habits in Iowa. It was conducted by Dr. F. L. Whan of Wichita University and his staff. It is based on personal interviews with 9,110 Iowa families and diary records voluntarily kept by 930 Iowa families — all scientifically selected from Iowa's cities, towns, villages and farms.

WHO

+ for Iowa PLUS +

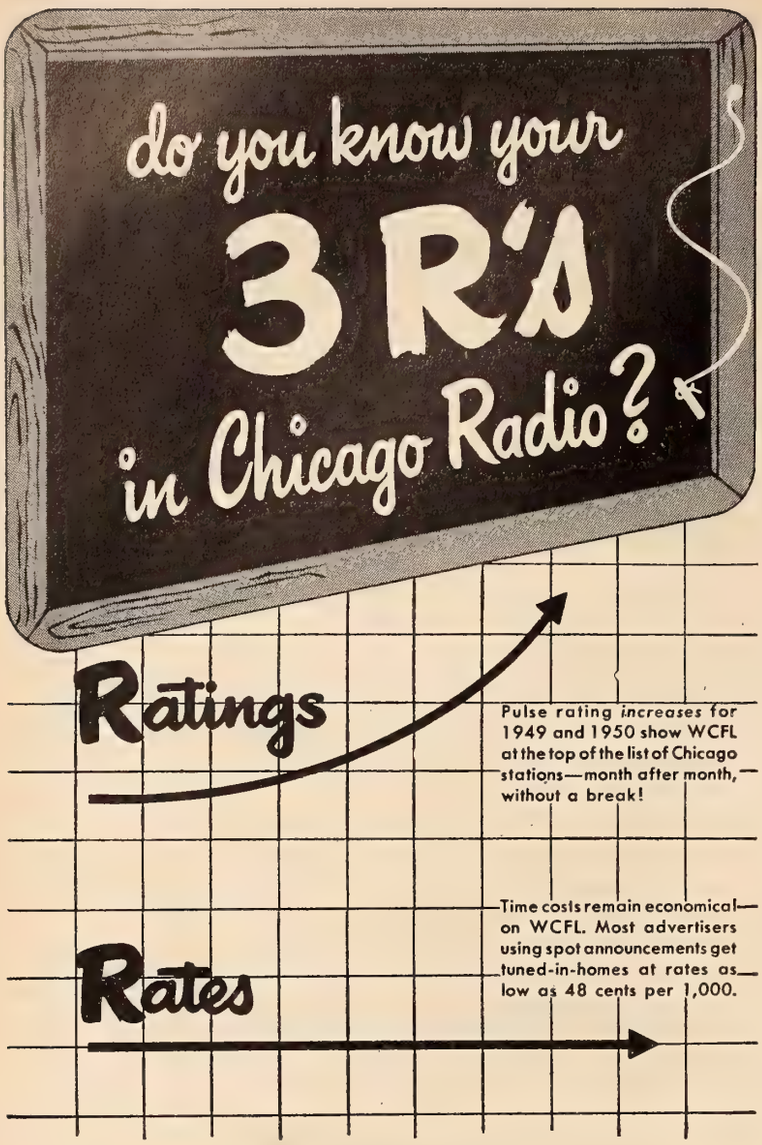
Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager



FREE & PETERS, INC.
National Representatives



Returns like these:

- Linoleum City, a large floor covering concern, attributes a high percentage of its leads to programs on WCFL. Customers are reached not only in Chicago but in places like South Bend, Gary, Hammond, Racine, and many other outlying points. In fact, Linoleum City has heard from a listener in Pakistan, India.
- A large ice cream company sponsors a daily symphonic program over WCFL. A free program offered to listeners has been requested by 25,000 persons . . . positive evidence of a tremendous, responsive audience. The account has just renewed for the fourth year.

Call or write WCFL for availabilities, or see your Bolling Company representative.

WCFL
An ABC Affiliate
50,000 watts • 1000 on the dial
The Voice of Labor
666 Lake Shore Drive, Chicago, Ill.
Represented by the Bolling Company, Inc.

FREE RADIO BEST

For World Relations—Miller

FRIENDLY relations with the peoples of all nations can best be promoted by radio-press "recognition and observance of moral duty," not by legal obligation with resort to "censorship and suppression" by government, Edward G. Miller Jr., Assistant Secretary of State for Inter-American Affairs, asserted last Monday.

In a speech delivered at the sixth annual Inter-American Press Conference in New York, Secretary Miller singled out resolutions currently before the United Nations General Assembly which condemn jamming of shortwave radio broadcasts and recommend that only in "extremely exceptional circumstances" shall member states "take measures to limit freedom of information."

The State Dept. official also took sharp exception to a Soviet radio statement that because of a "secret agreement between the U. S. government and the radio monopolies," no commercial shortwave receivers had been produced in America for over two years. The reason, according to Moscow, was to keep U. S. public from listening to the Russian and other foreign radio.

"I believe that it is hardly necessary to assure you . . . that there is not nor has there been any restriction on the manufacture, distribution and sale of any type of radio or television receivers in the United States," Secretary Miller said. "Our citizens can buy any kind of radio they please . . . shortwave, standard brand, FM or all three. . . . They can be sure that their government is not attempting, nor authorizing attempts, to jam any foreign broadcasts. . . ."

Three Argentine delegates to the conference revealed they would ask the UN to take "new and vigorous steps" to restore press freedom in countries which have obstructed the flow of news.

WORLD SHOW

Reports Ross Feature Sales

WORLD BROADCASTING SYSTEM'S *Steamboat Jamboree*, transcribed program featuring Lanny Ross, has been sold to the following:

Allied Florists by WKBH LaCrosse, Wis.; Rosenberg & Co. by VOCM St. John's, Newfoundland; Bond & Ronald Candy by CJOB Winnipeg; Bridge Street Motors by WLOE Leaksville, N. C.; Hilltop Television by WFAH Alliance, Ohio; Little Rock Tomato Co. by KVLC Little Rock, Ark.; Arute Ford Sales by WKNB New Britain, Conn.; Reis-Rein Co. by WCOA Pensacola, Fla.; Kean's Laundry & Dry Cleaners by WJBO Baton Rouge, La.; Heidema Box & Lumber Co. by WHTC Holland, Mich.; Salem Hardware by KSLM Salem, Ore.; Gulf Mfg. & Lumber Co. by KTRM Beaumont, Tex.; MacAlear Ltd. by CKSF Cornwall, Ont.; McLellan, McFeely & Prior Ltd. by CKNW New Westminster.

RWG PACT

Negotiations Stopped

A STRIKE against the major networks by staff news and continuity writers of Radio Writers Guild loomed greater last week with the announcement in New York by union attorney Herman Gray that negotiations had been broken off.

Counter-proposals received from the networks were unacceptable as a basis for bargaining, he said.

However, some spokesmen for the networks expressed confidence that an agreement would be reached before Oct. 31, when present contracts expire. The RWG voted last week to strike unless agreement is reached by that date [BROADCASTING, Oct. 9].

The strike vote followed an alleged delay by the networks in responding to original proposals by the union, which is understood to fear that wages will be frozen before they are brought into alignment with increased living costs.

ENGINEERS' BOOK

Fourth of Series Issued

ELECTRICAL ENGINEERS' HANDBOOK (Electric Communication and Electronics), Fourth Edition. Edited by Harold Pender and Knox McIlwain. New York: John Wiley & Sons. 23 Sections.

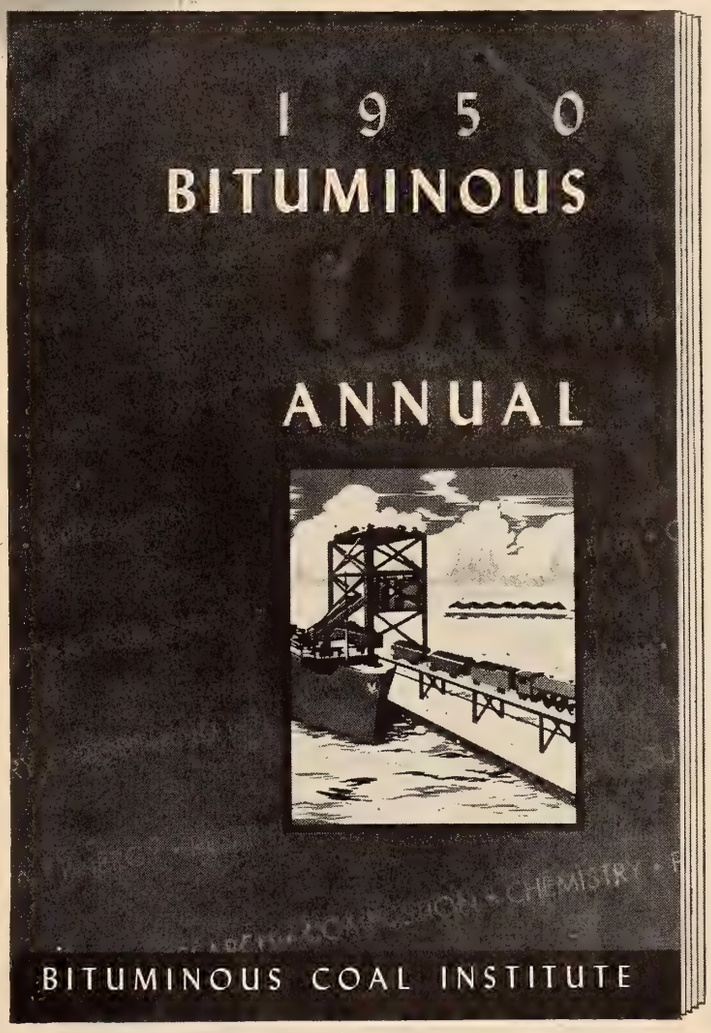
GROWTH of knowledge and greater degree of specialization in the communication and electronics fields prompted the editors, Harold Pender and Knox McIlwain, to compile this latest in the series of engineering handbooks. As with previous editions, the voluminous work has been prepared by a staff of specialist contributors, with organizational assistance from E. W. Engstrom of RCA Labs, Frank A. Cowan of AT&T, and others.

Listing 80 technical specialists who contributed, the handbook is divided into 23 sections comprising such subjects as electron tubes, FM, transmission circuits, acoustics, telephony, facsimile, television, electronic control equipment, navigation aids and sound-reproduction systems. The work is replete with diagrams, mathematical formulae, and units and symbols for use by the engineer.

Heslep AEC Program

CHARTER HESLEP, chief of the public information service radio-TV section, Atomic Energy Commission, wrote and produced a half-hour video documentary from restricted confines of the Los Alamos atomic bomb project for the Employ-the-Handicapped campaign. Program was tape-recorded with cooperation of KRSN Los Alamos and later was broadcast over the ABC Network. Project reportedly employs the largest percentage of handicapped personnel of any government group. Mr. Heslep formerly was manager of MBS Washington operations.

JUST OFF THE PRESS!



THE THIRD EDITION of the Bituminous Coal Annual is now available! Putting 200 pages of facts and figures at your finger tips, this valuable reference source gives you up-to-the-minute information on all phases of the Bituminous Coal Industry.

You get accurate information on such a range of topics as coal's energy, reserves, production, labor, safety, transportation, research, combustion, chemistry and finance. Graphic charts give you comparison data *fast*. Sharp chapter organization and indexing make the search for special information easy.

You will find this new edition easy to read, convenient to use . . . an *important* aid on your desk or in your library throughout the year. Just published, it is now being distributed to editors, libraries, colleges, research organizations and industry executives.

We want you to have the latest copy of this book. Don't hesitate to write us if you haven't received your copy, and wish one. There's no charge.

BITUMINOUS COAL INSTITUTE

A Department of NATIONAL COAL ASSOCIATION

Southern Building, Washington 5, D.C.



Three chimes mean good times on NBC . . . . America's



A star-studded roster of popular programs—more new shows . . . more old favorites. That's the AM talent picture—around the clock . . . across the board at NBC this fall—the kind of pulling power that provides audience traffic.

From one end of the country to the other, more people listen more often to NBC. According to BMB Study No. 2, *whatever the standard of comparison*—by frequency of listening . . . by listening levels . . . by counties . . . by cities . . . by markets or by geographical areas—NBC is the leading network. And since BMB Study No. 2 was completed, 14 NBC stations have been granted FCC power increases—enabling NBC advertisers to reach even more people than ever before . . . the largest audience in advertising, including the other networks.

That is the NBC story—the finest talent, programs and facilities in network radio. National advertisers on NBC have the best opportunity to reach the mass market of America—to sell products and services to America at the lowest possible cost per hundred, per thousand or per million.

o. 1 Advertising Medium *A SERVICE OF RADIO CORPORATION OF AMERICA*

RWG 'CONFLICT' *Barnouw Resigns Council Post as Test*

ERIC BARNOUW, past national president of the Radio Writers Guild, resigned last week as a veteran member of the RWG's eastern region council in a move to determine whether or not alleged conflict in that area is only a teapot tempest.

He announced his intention to "appear on a slate of independent candidates" in the forthcoming Guild elections early in November in view of the "wide circulation" accorded "rumors to the effect that a small communist minority is trying to dominate" the Guild.

Mr. Barnouw disagreed with those on the council who "appear to feel that the problem [of the rumors] so created can be remedied by calling it a matter of politics, and by reiterating that the Guild can have nothing to do with politics." He said he believed the solution was through an election of candidates who stand "on a clear, specific platform." He said although that has not hitherto been the custom in Guild elections, "it seems to me the unity and life of the Guild now demand such a democratic clarification."

Mr. Barnouw's resignation, which was addressed to Sheldon Stark, RWG vice president, stated:

I am writing to resign as a member of the eastern region council, effective at the same time as the terms that are about to expire. My name will, however, appear on a slate of independent candidates to be submitted by a group of members in the coming elections.

My reasons are as follows:

During recent months there have been rumors to the effect that a small communist minority is trying to dominate the Guild. These rumors have gained wide circulation and have hamstrung the Guild.

Many members of our present council appear to feel that the problem so created can be remedied by calling it a matter of politics and by reiterating that the Guild can have nothing to do with politics.

Unfortunately the general public, almost all labor unions, and all branches of government whether judicial, legislative or executive, have not for some time regarded the problem of communist organization and infiltration into key organizations, as a matter of mere politics.

I feel that the council members who keep calling it politics are living in a cloud.

Many of our members are asking for reassurance in this matter. My own feeling is that they, as well as the public, are entitled to it.

If the majority of the present council feels that it does not want to give this reassurance or that such reassurance would not be proper council business, then it seems to me the only solution is through the election—the election of candidates who each stand on a clear, specific platform. It is fundamental to democracy that candidates for office should state what they stand for. This has not hitherto been the custom in RWG, but it seems to me the unity and life of the Guild now demand such a democratic clarification.

For this reason I am acting as I am, and urging any others who feel likewise to take the same step.

Mr. Stark, receiving the resignation on behalf of the council, said no reaction could be expected immediately, if at all. He said in the past the Guild had refrained from acting beyond the sphere of professional interests, although its members had participated in the Writers War Board during World War II as individuals. Many members felt that to be a principle which should be preserved, he said, although the council would comply as a matter of course, as it had in the past, with any request by a governmental agency for assistance.

New York Meeting

In this connection, Mr. Stark pointed to another of the week's developments. At the request of the Adjutant General's office, Mrs. Richard Rodgers, who headed a Writers War Board subcommittee during World War II, last week called a meeting in New York to obtain scripts for service shows. The meeting, which was seen as the possible nucleus for a new Writers War Board, was attended by Mr. Stark and James Stabile of the RWG; Moss Hart, representing the Dramatists Guild; Producer John Shubert; James Caddigan, DuMont Television Network; Ernest Walling and Caroline Burke of NBC; Jerry Maulsby of CBS; James Mitchell of ABC; Lt. Col. William A. Bishop of Army Special Services, and Capt. Gerald Cameron.

Following the meeting, at which a temporary committee was formed, the RWG council requested Guild members as individuals to give the committee blanket releases for their scripts.

Meanwhile, a resolution by the RWG council censuring Welbourn Kelly [BROADCASTING, Aug. 28] was voted unconstitutional and beyond the council's powers at a meeting of the council of the parent body, Authors League of America. Mr. Kelly was censured for remarks allegedly made by him subsequent to his resignation from the council July 25, following the tabling of his resolution concerning a Writers War Board.

The league council instructed the RWG council to revoke its resolution, without prejudice to its right to bring any complaint it might have before the council of the league.

At the same meeting, the league council refused to adopt a resolution previously carried by a group of RWG members over the RWG council's opposition. The resolution read:

Whereas because of present world conditions any totalitarian philosophy constitutes a direct and present threat of utmost gravity to writers, in that an unalterable concommitant of totalitarianism is a controlled radio and press, and the suppression of free speech;

And whereas the interests and welfare of the Radio Writers Guild, and of all guilds forming the Authors League of America, are vitally affected by such a threat;

Be it therefore resolved that . . . [the League] . . . denounces communism, the Communist Party, fascism and totalitarianism in all forms and pledges itself to defend the Guild against any manifestation of such a philosophy within or affecting the organization; that [the League] petition other member guilds immediately to join with it to take such action as may be necessary to obtain passage of a similar resolution by the parent organization.

The resolution was voted down, according to minutes of the meeting, "Because as written it treats of matters outside the constitutional purposes of the Authors League of America." The RWG members who supported the resolution were Daisy Amoury, James Stabile, of the RWG board, and Mr. Barnouw, all of whom have resigned from RWG offices.

King's Radio Call

IF King's Department Store, El Centro, Calif., is ever called upon to assist in selling ice boxes to Eskimos, it will feel perfectly confident in accomplishing the task with the help of radio. When the store recently received a shipment of 50 electric blankets during a 120 degree heat wave the management decided to give radio an opportunity to try what seemed an impossible selling task. After two days during which six spot announcements were used on KXO Tulare, 49 of the blankets were sold.

WPGH Fire

SWEPT by fire Oct. 7, WPGH Pittsburgh, Pa., resumed operation the following day under an emergency set-up. Chief Engineer Ralph Ketterer and two staff announcers worked all night and all morning to repair the equipment. Estimated damage was $5,000. The station has continued broadcasts on schedule, using emergency equipment, WPGH officials stated.

"The Yanks Are Coming"...

Heck! They're Already Here!



During the past ten years 342,261* of these good, solid citizens have moved into WIOD's 17-county primary market to stay! And boy, we're pushing the million mark close.

If you've a man-size selling job you want done in Florida's most thickly populated area...send it on down, we'll do it for you, but good!

If you want more details, consult our Rep, George P. Hollingbery Co.

WIOD FIRST IN MIAMI

*U. S. Bureau of Census. ('Course the Stork came too!)

James M. LeGate, General Manager

5,000 WATTS • 610 KC • NBC

CALL DON COOKE FOR

COMPLETE COVERAGE

WASHINGTON, D.C.

WEAM

MUTUAL

5000 WATTS

WIN WITH A WINNER

1. High Hoopers*—6th highest Hooperated station in the nation between 6 and 10 P.M. In Milwaukee consistently No. 3 Morning, Afternoon and Evenings. No. 1 on individual program ratings competitive to National Network Shows.

2. Lower Costs—No other station in Milwaukee delivers audience at a lower cost per 1000. At the 250-time frequency, $9.75 buys a Nighttime minute—$7.50 a daytime minute.

3. Top Programming—24 Hours of Music, News and Sports. Continuous popular, familiar music native to Milwaukee, interrupted only by clear, concise 5 minute newscast and leading play-by-play Sports broadcasts.

4. Personnel—Highest Paid Program Staff with exception one Network Station. Air Salesmen—not announcers. Full time local news staff.

**Based on Dec.-April Hooperatings and May-June Index*

WEMP

24 Hours of Music - News - Sports

HEADLEY REED, Nat'l. Reps. **HUGH BOICE, Gen'l. Mgr.**

front office

OHN WILLIAMS, assistant to director of TV sales for NBC, appointed manager Western Division NBC-TV sales.

JACK HASKELL, sales division WTTG(TV) Washington, to KTTV(TV) Los Angeles sales department.

REGINALD E. COY Jr. to sales staff WLAW Lawrence, Mass., as account executive assigned to Lowell, Mass., office.

JAMES E. GORDON, general manager WNOE New Orleans, named president and general manager.



Mr. Gordon

MARVIN L. SHAPIRO, sales staff WSYR Syracuse, N. Y., to WCAU-AM-TV Philadelphia.

BILL W. FIRMAN to Midwest sales staff WOR-AM-TV New York, headquartered in Chicago from salesman for Taylor Co., same city.

WILLIAM T. BURGHART, commercial manager WTAD Quincey, Ill., to sales manager WFTL-WGOR (FM) Ft. Lauderdale, Fla.

CHARLES W. HOLT, general manager WHSY Hattiesburg, Miss., to active duty with Marine Corps, Sept. 22.

JOHN J. TORMEY to Avery-Knodel Inc., N. Y., radio representative, as account executive.

WARREN GILPIN, president Lebanon Broadcasting Co. (WCOR Lebanon, Tenn.), and MANSEL BILLIS, Nashville architect, open office in Nashville with LEO TREMBLAY as general manager. Firm represents in Nashville: WDBL Springfield, WHIN Gallatin, WNAH Nashville, WGNS Murfreesboro and WCOR.

ARCH SHAWD, sales manager WJR Detroit, resigns to take extended rest because of ill health. WORTH KRAMER, general manager, to direct sales activities.

PAT SULLIVAN, Headley-Reed Co., and ROBERT FOSTER, World Broadcasting System, N. Y., to sales staff WPAT Paterson, N. J. Both under direction of JACK SLOAN, who handles N. Y. agency account on station.

HOWARD JOHN SMILEY, station manager KCRA Sacramento, Calif. to manager KSMO San Francisco, succeeding GEORGE ARNOLD Jr. to active duty with U. S. Army, Sept. 29.

RAYMOND RAND, owner phonograph record business, to account executive WHLI Hempstead, L. I.

WILLIAM CONNOLLY, director of research NBC Chicago, to WMBM Miami Beach, Fla., as salesman.

DICK JEWELL, program director WCSI (FM) Columbus, Ind., named commercial manager succeeding BERNIE JASPER, resigned.

PACIFIC REGIONAL NETWORK appoints William A. Ayres Co., S. F. as S. F. and Seattle representative.

ROBERT H. HILL, radio-TV director, Anderson-McConnell Adv., L. A. to KECA-TV Hollywood sales staff.

ALBERT R. GOODWIN, sales promotion specialist General Electric Co.'s S. F. office, to KIKI Honolulu, soon to take air, as account executive. Also will direct sales promotion and merchandising activities.



Mr. Goodwin

DONOVAN B. SHAW, sales representative WPIK Alexandria, Va., to WQQW Washington as senior account executive.

JOE M. YOWELL, commercial manager KSIJ Gladewater, Tex., named manager.

HERBERT M. HEILBRUN, Lackner Sign Co., Cincinnati, to WKRC that city as sales executive.

JOHN M. HENRY, sales staff Taylor Radio and Television Corp., to commercial manager, KPRS Olathe, Kan.

HUGH ALLEN DAY, Warren Thompson Mayers Co., publishers representative, to NBC's film procurement and syndication section, as eastern sales representative.

JOHN SHELTON, account executive in Chicago office WOR New York for 13 years, resigns. Future plans not yet announced.

Personals . . .

SI GOLDMAN, vice president-manager WJTN-AM-FM Jamestown, N. Y., appointed chairman midtown division Jamestown Community Chest Drive. . . . HAROLD P. KANE, WJTN sales, named drive publicity director. . . . WILLIAM DECKER, commercial representative WMAL-AM-FM-TV Washington, father of girl, Christine, Sept. 29. . . . LINCOLN DELLAR, president KXOA Sacramento, KXOB Stockton, KXOC Chico, and Sylvia Harwood married in Las Vegas, Oct. 5.

GENE WILKEY, general manager WCCO Minneapolis, is at St. Mary's Hospital undergoing series of operations to correct chronic condition of some years' duration. Will be confined for several weeks but is progressing well. . . . PARKMAN FREEZOR, commercial department WCAV Norfolk, Va., father of twins, Frances Lee and Joseph Rankin, Sept. 29.

GRAEME ZIMMER, vice president WXGI Richmond, Va., elected to governing board Crusade for Freedom in Virginia. Will work out plans for showing of Freedom Bell in state. . . . JUNIUS RALSTON FISHBURN, salesman Edward Petry, Chicago, and Laura Nickell were married Oct. 7.

RAY A. FURR, managing director WIST (FM) Charlotte, N. C., elected president Charlotte Sales Executives Club. . . . WILL UNION, commercial manager WVAM Altoona, Pa., father of boy, Michael Burdine. . . . TOM BARNES, sales manager WDAY Fargo, N. D., convalescing at his home after emergency appendectomy last month. After release from hospital, he contracted pneumonia and was again hospitalized.

The stars of today and tomorrow are

Yours for more Sales

. . . with the *new era* in

Thesaurus



JIMMY LYTELL AND THE "DELTA EIGHT"

"Old New Orleans"

The *new* Thesaurus brings you bigger and better programming packages with top sponsor-appeal...top name artists! You get *comprehensive* programming, promotion, publicity . . . a steady flow of *current* tunes and material . . . network-quality production. Wire or write today for full details!

RCA recorded program services

Radio Corporation of America
RCA Victor Division

120 East 23rd Street
New York 10, N. Y.
Chicago • Hollywood

NETWORK BOXSCORE

Number of commercial programs on four nationwide networks Aug. 31..... ... 212
Number of commercial programs starting on networks during Sept. 25
Number of commercial programs dropped from networks during Sept. 13
Number of commercial programs on four nationwide networks Sept. 30..... 224

SEPTEMBER ADDITIONS

SPONSOR	PROGRAM	NETWORK	TIME	AGENCY
R. J. Reynolds Tobacco Co.	Camel Football Scoreboard	MBS	Appx. 4:30-4:35 (following Football Game of Week)	William Esty Co.
Pal Blade Co.	The Rod and Gun Club of the Air	MBS	Thurs., 8:30-8:55 p.m.	Al Paul Lefton Inc.
Kellogg Corp.	Mark Trail	MBS	Mon.-Wed.-Fri., 5-5:30 p.m.	Kenyon & Eckhardt
Quaker Oats Co.	Challenge of the Yukon	MBS	Mon.-Wed.-Fri., 5:30-6 p.m.	Sherman & Marquette
National Biscuit Co.	Straight Arrow	MBS	Tues.-Thurs., 5-5:30 p.m.	McCann-Erickson
Derby Foods Inc.	Sky King	MBS	Tues.-Thurs., 5:30-5:55 p.m.	Needham, Louis & Brorby
Chamberlain Sales Corp.	Cecil Brown-News	MBS	Sat., 7:55-8 p.m.	BBDO
Armour Co.	Dial Dave Garroway	NBC	Mon.-Fri., 12:15-12:30 p.m.	Foote, Cone & Belding
Brown & Williamson Tobacco Corp.	People Are Funny	NBC	Sat., 7:30-8 p.m.	Russell M. Seeds Co.
General Mills	Cal Tinney	NBC	Mon.-Fri., 10:30-10:45 a.m.	Knox-Reeves
Pet Milk Sales Co.	Fibber McGee & Molly	NBC	Tues., 9:30-10 p.m.	Gardner Adv.
RCA	The $64 Question	NBC	Sun., 10-10:30 p.m.	Biow Co.
Richfield Oil Corp.	Charles Collingwood, News; Larry Lesueur, News	CBS	Sun., 12:45-1 p.m. Sat., 6:45-7 p.m.	Morey, Humm & Johnstone
Animal Foundation	Bill Shadel, News	CBS	Sun., 11:30-11:35 a.m.	Moser & Cotins
Botany Mills	Ginny Simms	ABC	Sun., 10-10:15 p.m.	Silverstein, Goldsmith, Inc.
Block Drug Co.	Quick as a Flash	ABC	Tues.-Thurs., 10:30-11 a.m.	Cecil & Presbrey
Dolcin Corp.	Edwin C. Hill	ABC	Tues.-Thurs., 7-7:05 p.m.	Van der Linde
General Mills	Armstrong of SBI	ABC	Tues.-Thurs., 7:30-8 p.m.	Dancer-Fitzgerald-Sample
Mars Inc.	Fallstaff's Fables	ABC	Mon.-Fri., 5:55-6 p.m.	Leo Burnett
Serutan	John B. Kennedy	ABC	Mon.-Fri., 2:30-2:45 p.m.	Roy Durstine
	Edwin C. Hill	ABC	Mon.-Fri., 12:25 12:30 p.m.	Roy Durstine
Sterling Drug Co.	John B. Kennedy	ABC	Mon., Thurs., 10:30-10:35 p.m.	Dancer-Fitzgerald-Sample
Sylvania Elec. Prod.	Game of the Week	ABC	Sat., 2 p.m. to concl.	Kenyon & Eckhardt
Trimount Clothes	Stop the Music	ABC	Sun., 8:30-8:45 p.m.	Wm. Weintraub

SEPTEMBER CANCELLATIONS

Post Cereals Co.	Hopalong Cassidy	MBS	Sun., 4-4:30 p.m.	Young & Rubicam
Blatz Brewing Co.	Duffy's Tavern	NBC	Thurs., 9:30-10 p.m.	Kastor, Farrell, Chesley & Clifford
Eversharp Inc.	Take It or Leave It	NBC	Sun., 10-10:30 p.m.	Biow Co.
General Mills	Dangerous Assignment	NBC	Wed., 8-8:30 p.m.	Knox-Reeves
International Harvester	Harvest of Stars	NBC	Sun., 5:30-6 p.m.	McCann-Erickson
Organized Reserve Corps., Dept. of Army	Mindy Carson Sings	NBC	Tues., Thurs., Sat., 11:15-11:30 p.m.	Grant Adv.
Pet Milk Sales	Bob Crosby	NBC	Sun., 10:30-11 p.m.	Gardner Adv.
Toni Inc.	Carol Douglas	ABC	Mon.-Fri., 12:25-12:30 p.m.	Foote, Cone & Belding
	Quick as a Flash	ABC	Mon.-Wed.-Fri., 11:45-12 noon	Foote, Cone & Belding
Toni Co.	Chance of a Lifetime	ABC	Mon., Wed., Fri., 2:45-3 p.m. Tues., Thurs., 2:30-2:45 p.m.	Foote, Cone & Belding

(Continued on page 45)

KFLW
Klamath Falls, Ore.
USES
Magnecorder
Used By More Radio Stations Than All Other Professional Tape Recorders



PT6-JA
Greatest professional recording value on the market! Portable high fidelity recorder and amplifier—as low as $499.50

WRITE Magnecord INC.
360 N. Michigan Ave.
Chicago 1, Ill.

ELECTRONIC INDEX

'49 Volume Aid to Engineers

ELECTRONIC ENGINEERING MASTER INDEX 1949. New York: Electronics Research Publishing Co. Inc. 296 pp. $17.50.

BESIDES electronics engineers, this volume is of use to any engineer or technician interested in the application of electronics to his work or the way in which electronics uses his product.

Subjects are indexed alphabetically. The 1949 edition contains 12,500 references from over 400 world-wide publications, U. S., Canadian, and British declassified documents and U. S. patents. It also lists over 600 authoritative subject headings with cumulative subject cross index covering 1942-45, 1946, 1947-48 and 1949 editions.

Represented Nationally by NBC Spot Sales

-810 on your dial
50,000 Powerful watts
affiliated with NBC

WGY
A GENERAL ELECTRIC STATION

Serving Albany, Troy, Schenectady, and the Great Northeast

FIRST IN LISTENERSHIP—**WGY** has 37% more daytime audience and 45% more nighttime audience than a combination of the *ten top-rated radio stations in its area.*[1]

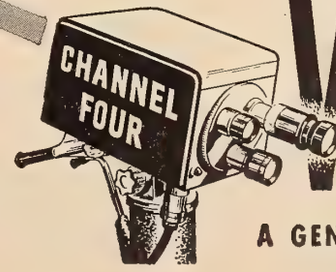
IN COVERAGE—**WGY** and *only* WGY can cover 16 metropolitan markets with one radio station. WGY reaches 1,247,000[2] potential listeners with over one billion dollars in retail sales.

FIRST IN LISTENER IMPACT—**WRGB** received 103,577[3] contest entries during eleven programs for *one* sponsor establishing this contest as one of the greatest ever held.

IN COVERAGE—**WRGB** is now offering television service to more than 300,000 viewers in three states—New York, Vermont and Massachusetts—with an established 86%[4] set tune-in nightly.

1—BMB, 1950
2—Fall, Winter Hooper Survey, 1950
3—Ruben H. Donnelly Corp.
4—General Electric Opinion Study Division, 1950

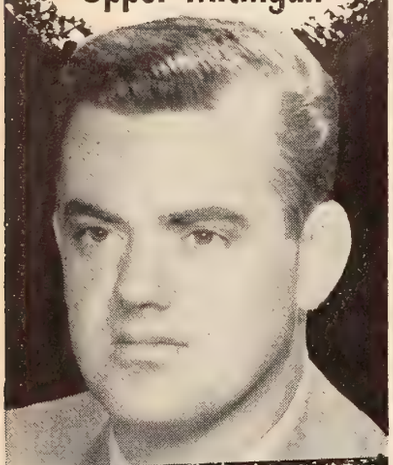
Represented Nationally by NBC Spot Sales



WRGB
A GENERAL ELECTRIC STATION

Olmsted & Foley
Radio Director says . . .

KDAL
DOES THE JOB for KING MIDAS FLOUR in Duluth, N.W. Wisconsin and Upper Michigan



Says James D. McTighe
Olmsted & Foley
Radio Director:

Thanks for helping assure our client, King Midas Flour, another successful year in the Duluth area and in Northwestern Wisconsin and Upper Michigan. To prove I am sincere, I'll be asking for a heavier schedule in a week or two.

My client is very pleased with the population increase shown in your new BMB. It's surely borne out by the terrific tune-in in Duluth, of which you have taken quite a share.

The King Midas salesman in Duluth agrees wholeheartedly.

More for Your Money . . . on
KDAL
DULUTH-SUPERIOR
5000 WATTS
ON 610
CBS

air-casters



WINSLOW UEBEL, Tatham-Laird, Chicago, to NBC Chicago network advertising and promotion. Replaces WILLIAM CONNOLLY (see FRONT OFFICE).

ERNIE KERNS, promotion director WCSI (FM) Columbus, Ind., named program director. Succeeds DICK JEWELL (see FRONT OFFICE). HAL ROCHE and JIM GREENFIELD to station's staff.

BETTY LOU FISHER, BARBARA BROWN and MARY LOIS WICKES to continuity department WOAI-AM-TV San Antonio, Tex. JOAN BROUSSEAU to film department.

JIM McNAMARA, news editor, KLAC-AM-TV Los Angeles, named assistant producer and writer *Hollywood on Television* on KLAC - TV. JOE PARKER joins show as producer.

DON SLADE, announcer CKCK Regina, to announcing staff CFPA Port Arthur, replacing ROY DAHMER, chief announcer CFPA, who joins sales staff Lever Bros.

JANE ANN COCKRELL, in newspaper work in Chicago, to WFAA-AM-TV Dallas as assistant publicity director. WINONA PORTWOOD to WFAA Dallas sales promotion staff.

WIP ROBINSON III to program manager KNUJ New Ulm, Minn. Wife, JANE WINDOM, to women's director KNUJ. Were with WSVA Harrisonburg, Va. and WVVW Fairmont, W. Va.

WALLY HUTCHINSON, assistant promotion manager of KGO-AM-TV San Francisco, to Western Division promotional department NBC Hollywood. GORDON GRANNIS, KGO sales and promotion, replaces Mr. Hutchinson. JOHN BURR, Palo Alto *Times*, to promotion department KGO-AM-TV. JAMES HALL, Waldron Adv., San Jose, to KGO-TV art department.

RUSSELL BAKER, head of program and production department WOW-AM-TV Omaha, to KGO-TV San Francisco, as producer-director in charge of studio telecasts. HARRY HARBER, WKY Oklahoma City, to announcing staff KGO.

JOHNNY PAUL JONES, summer announcer CHLO St. Thomas, to CKEY Toronto production staff to handle teen-age shows.

FRANCIS HUNT, staff announcer KREL Farmington, Mo., to KSLH St. Louis.

JIMMY HEDGE, KSBW Salinas, Calif., to KDON Santa Cruz, as staff announcer.

JIM DACEY, staff announcer WBNY Buffalo, N. Y., to WCLI Corning.

FERN SHARP, conductor women's programs WBNS-AM-TV Columbus, begins thrice-weekly column for Ohio State Journal's *Good Morning Newspaper*. Column called "Sharp Comments," title of Miss Sharp's WBNS-TV afternoon show.

MARGE CLIFTON, ABC Hollywood, named production assistant to James Vandiveer, KECA-TV Hollywood daytime program manager. BOB CHAMBERLAIN, assistant to ABC Hollywood mail room supervisor, named floor manager for daytime programs.

BRUCE MacDONALD, staff member WJW Cleveland, named assistant program director. Will work with Charles Hunter, program director.



Mr. MacDonald

WILLIAM F. HILDENBRAND, program director WBUD Trenton, N. J., to active duty in Infantry. Succeeded by BOB KENT, chief announcer. JOHN S. SCHNEIDER, staff member, replaces Mr. Kent as chief announcer.

FRANK CROSIAR, sports director WHOT South Bend, Ind., named program director in addition to present duties.

GORDON GRAY, freelance announcer, to KRON-TV San Francisco as announcer - director - producer. CATHERINE M. HUTCHINGS, Pacific national Adv., Seattle, to program department KRON-TV.

JIM CAMPBELL, announcer WBBM Chicago, resigns to freelance in radio-TV.

MARVIN SMITH, WKBS Oyster Bay, L. I., to announcing staff WHLI Hempstead, L. I.

ROBERT WOOD, CBS sales service department, to station relations department.

News . . .

JACK WEISENBURGER, football All American, to sports director WKNK Muskegon, Mich.

DON WESTON to WNAX Yankton, S. D., as news reporter. Was with KGVO Missoula, Mont., and UP.

DICK VAN DYKE to morning news editor WATL Atlanta. LEE NANCE, WDMG Douglas, Ga., to news director WATL. BILL MIM to sportscaster and disc jockey. Messrs. Van Dyke and Mim were with now defunct WCON Atlanta.

LEE TARION, news editor WKMH Dearborn, Mich., to WHLI Hempstead, L. I., news staff.

CLAIRE WIRTH, ABC special events department, named assistant to Michale Roshkind, director of special events for ABC.

JACK MURPHY, director of remote shows WPIX (TV) New York, named sports director.

PHIL FORTMAN, NBC Chicago news editor since 1942, resigns to live in Miami. Replaced by JACK CHANCELLOR, Chicago *Sun-Times* reporter.

AL BERGLUND, KNBC San Francisco, to news department KFRC same city.

LOWELL THOMAS, CBS commentator, scheduled to address 1950 convention National Assn. of Radio News Directors in Chicago, Nov. 16-18.

HUNTING FOR CUSTOMERS?



Over at WINS we have one furrier who's used our station for nine years—the only radio advertising he's done. He's stayed on this station because sales have been growing each year—directly traceable to WINS through tests made on his program.

Local advertisers are always a good indication of a station's value, because they either get results or they don't stay on.

Call your WINS representative . . . see him when he calls.

WINS
50KW New York

Buy WINS . . . it Sells!

CROSLEY BROADCASTING CORPORATION

Network Boxscore

(Continued from page 43)

September Cancellations Cont.:

SPONSOR	PROGRAM	NETWORK	TIME	AGENCY
Richfield Oil Corp.	Escape	CBS	Fri., 10-10:30 p.m.	Morey, Humm & Johnstone
DeSoto-Plymouth	It Pays To Be Ignorant	CBS	Wed., 9-9:30 p.m.	BBDO
Rosefield Packing Co.	Skippy Hollywood Theatre	CBS	Thurs., 10:30-11 p.m.	Young & Rubicam

SEPTEMBER ONE-TIMERS

Pabst Blue Ribbon Beer	Louis-Charles Boxing Bout	CBS	10 p.m., Sept. 27	Warwick & Legler
William H. Wise Co.	Get More Out of Life	CBS	2:30-2:45 p.m., Sept. 23	Huber Hoge & Sons

FREC PROGRAMS

Educational Shows Listed

FEDERAL Radio Education Committee, in keeping with its policy for the past five years, has announced its list of radio programs which have been selected on "a broad educational basis, involving the following main three considerations: Educational significance, program quality and instructional adaptability."

The list was prepared by Mrs. Gertrude G. Broderick, radio education specialist, Office of Education, and FREC secretary. Programs are divided into Sunday, Monday-Friday, and Saturday groupings. FREC pointed out that news programs, despite their recognized educational value, are not listed because they are so numerous.

NORTH CAROLINA

OFFERS MORE

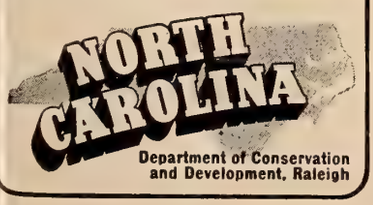
RETAIL SALES

$2,294,535,000

1949 Sales Management, Survey of Buying Power

THAN ANY OF THE 12 STATES IN THE RICH GROWING SOUTHEASTERN MARKET

Here in one state is an economy soundly balanced between agriculture and industry—a market with more people with more money to spend on their unfulfilled needs than ever before. 44 daily and 156 weekly newspapers, 85 radio stations and 2 television stations blanket this market of over 4 million people, with money to spend.



Department of Conservation and Development, Raleigh

NAME WHITNEY

Is KFI General Manager

GEORGE WHITNEY, for the past year general sales manager of Don Lee Broadcasting System, rejoins Earle C. Anthony Inc., as general manager of KFI-AM-TV Los Angeles, effective Nov. 1, Mr. Anthony announced last week.



Mr. Whitney

Mr. Whitney succeeds William B. Ryan who resigned several months ago to become general manager of NAB in Washington.

Mr. Whitney originally joined KFI in 1937 as account executive, coming from KFRC San Francisco where he was musical director. He was KFI business manager in 1947, resigning to become partner and Los Angeles manager of Harrington, Whitney & Hurst Inc., now Harrington-Richards. He left that agency in August 1949 to join Don Lee Broadcasting System.

'NOISE METER'

May Aid Radio-TV Signals

A "NOISE METER" capable of measuring and reducing unintentional interference or radiations of electric fans or shavers on radio and television sets has been perfected by the Army Signal Corps Labs, Fort Monmouth, N. J.

Earlier models of the meter, on which the Signal Corps has worked for 10 years, covered frequencies used primarily for AM radio signals, the Corps noted. But the new meter has a "greatly expanded" frequency range with practical application for FM radio signals, television, facsimile, radar and radioteletype.

Army scientists pointed out that the distance now reached by a television station probably could be increased by reducing the man-made interference in the fringe area.

KNIGHT Vacuum Tube Voltmeter kit (VTVM) announced by Allied Radio Corp., Chicago. Kit has 30 ranges and may be used as test instrument.



Advertisement

From where I sit *by* Joe Marsh

I Have A "Close Squeak"!

Spent last Saturday morning wandering all over the house. Wherever I went—upstairs or down—I kept hearing a "squeak." Couldn't find out where it was coming from until noontime when the missus came home from her weekly shopping.

"Listen," I says to her, "hear that squeak?" I started quiet-like across the kitchen and there it went again! "Joe Marsh," she laughs, "that is nothing but your suspender clips rubbing back and forth when you walk!" And darned if it wasn't!

From where I sit, I'd been letting a little thing become a serious problem. Like some little difference of opinion or taste will start off a great big argument. I may prefer a temperate glass of beer with my dinner—while the missus likes tea—but we figure that no two people have exactly the same likes and dislikes. So, why get all "het up" about it?

The moral is, check your suspenders—and check your temper when it comes to little things.

Joe Marsh

Copyright, 1950, United States Brewers Foundation

A BIG PLUS FROM
WIBG
SPONSOR PROMOTION!

CAR CARDS



Car Cards . . . Big eye-catching posters publicizing WIBG programs—*with sponsor credit*— appear regularly throughout the year on street cars covering the city.

BILLBOARDS



Billboards . . . Over the entire area of the Philadelphia Market, hard-hitting, colorful 24-Sheet Posters promote WIBG features.

DIRECT MAIL



Direct Mail . . . Attractive, well-designed broadsides go out regularly to selected dealer lists, spotlighting a specific sponsor's campaign and urging aggressive store cooperation.

ON WIBG YOUR CLIENTS GET A BIG BONUS OF VIGOROUS SPONSOR-PROMOTION!

WIBG AM FM
DIAL 990
10,000 WATTS
PHILADELPHIA'S MOST POWERFUL INDEPENDENT
REPRESENTED BY
ADAM J. YOUNG
INC.

FCC actions



OCTOBER 6 TO OCTOBER 12

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis.-visual	unl.-unlimited hours
STA-special temporary authorization		CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

October 6 Decisions . . .

BY COMMISSION EN BANC

Hearing Designated

WCLI Corning, N. Y.—Designated for hearing at Washington on Jan. 2, 1951, application for mod. license to change from 1540 to 1450 kc, 250 w and hours from D to unl.

David M. Baltimore and WQAN Scranton, Pa.; Radio Pittston FM and Television Co., Pittston, Pa.—Designated hearing at Washington on Jan. 2, 1951, mutually exclusive applications of Baltimore and Radio Pittston for new stations, and WQAN to change facilities, all seeking to operate unl. time on 1450 kc, 250 w.

KGAR Garden City, Kan.; KLMR Lamar, Col.; KFNF Lincoln, Neb.—Designated for consolidated hearing at Washington on Jan. 3, 1951, applications for changes in facilities: KGAR from 1050 to 920 kc with continued power of 1 kw D; KLMR from 1340 kc, 250 w unl., to 920 kc, 500 w-N, 1 kw-D, DA-N; and KFNF on 920 kc to move from Shenandoah, Ia., to Lincoln, Neb.; made KPOF Denver, party to proceeding with respect to KLMR and KJSK Columbus, Neb., a party with respect to KFNF.

Hirsch Communications Engineering Corp., Sparta, Ill.; Cape County Bcstg. Co., Cape Girardeau, Mo.—Designated for consolidated hearing at Washington on Jan. 3, 1951, mutually exclusive applications for new stations on 1230 kc, 250 w unl.

Authority Extended

Burns Ave. Baptist Church, Detroit—Authority to transmit religious programs to CKLW Windsor, Ont., extended for one year from Oct. 10.

Extension Granted

WGST-FM Atlanta, Ga.—Granted application for mod. CP for extension of time in which to complete 50 kw construction, on condition that application for mod. CP specifying 10 kw interim facilities be filed within 60 days.

KVOB-FM Alexandria, La.—Granted extension of time to Dec. 15, 1950, as final authorization to remain silent.

Multiplex Development Corp., New York—Granted 60-day extension of authority to operate a developmental station KE2XKH for further testing of "multicasting," system of FM broadcast multiplexing.

Renewal Granted

WNEX Macon, Ga.—Granted renewal of license for regular period.

WSBT South Bend, Ind.—Same.

October 9 Applications . . .

ACCEPTED FOR FILING

AM—1440 kc

WSFA Montgomery, Ala.—CP AM station to change from 1440 kc 1 kw unl. DA-N to 1440 kc 5 kw-D 1 kw-N DA-N.

AM—990 kc

KTRM Beaumont, Tex.—CP AM station to change from 990 kc 1 kw unl. DA-1 to 990 kc 5 kw-D 1 kw-N DA-1.

Modification of License

KGVL Greenville, Tex.—Mod. license AM station to change studio location.

License for CP

License for CP new AM station: WATG Ashland, Ohio; KPA Raymond, Wash.; WIEL Elizabethtown, Ky.

License Renewal

WLOS Asheville, N. C.—License renewal AM station.

Modification of CP

Mod. CP new FM station for extension of completion date: WELI-FM New Haven, Conn.; WBGE-FM Atlanta, Ga.; WOOK-FM Silver Spring, Md.; WSFL-FM Springfield, Mass.

License Renewal

Request for license renewal FM station: WABB-FM Mobile, Ala.; WOL-FM Washington; WCVS-FM Springfield, Ill.; WIKY-FM Evansville, Ind.; WOC-FM Davenport, Ia.; WTSV-FM Claremont, N. H.; WFIN-FM Findlay, Ohio; KSEO-FM Durant, Okla.; KMUS.; Muskogee, Okla.; WRNL-FM Richmond, Va.

License for CP

WFIU Bloomington, Ind.—License for CP new noncommercial FM station.

APPLICATION DISMISSED

Aiken, S. C.—Interstate Bcstg. Co. DISMISSED Oct. 9 application for new AM station 990 kc 1 kw D.

October 10 Decisions . . .

BY THE SECRETARY

WLBG Laurens, S. C.—Granted request for involuntary transfer of control of licensee corp. from John Wells Todd, deceased, to J. W. Todd III and Richard Todd, Executors of the Estate of John Wells Todd, deceased.

KRMO Monett, Mo.—Granted license new AM station; 990 kc, 250 w D.

KCHJ Delano, Calif.—Granted mod. CP for approval ant. and trans. location, and specify studio location.

WTSL Hanover, N. H.—Granted mod. CP for approval ant., trans. and studio locations.

Following granted mod. CPs for extension of completion dates as shown: WCHF New Orleans, La., to 8-1-51; KWBB Wichita, Kan., to 12-15-50; KACE Dallas, Tex., to 4-1-51; WCOH-FM Newnan, Ga., to 1-1-51; WGAL-FM Lancaster, Pa., to 5-1-51; WHO-FM Davenport, Iowa, to 1-1-51; WSM-TV Nashville, Tenn., to 11-6-50; WKZO-TV Kalamazoo, Mich., to 4-24-51; KVOL Lafayette, La., to 12-23-50, cond.; KFUO-FM Clayton, Mo., to 3-24-51; KFI-FM Los Angeles, to 4-16-51; KOMA-FM Oklahoma City, Okla., to 1-1-51; WLAN-FM Lancaster, Pa., to 4-13-51.

WHLB Virginia, Minn.—Granted license install. new trans.

KERB Kermit, Tex.—Granted assignment of license to Radio Station KERB Inc.

KFAR Fairbanks; KENI Anchorage Alaska—Granted involuntary transfer of control of licensee corp. from A. E. Lathrop, deceased, to Sydney C. Haynor, Edward F. Medley, Harry J. Hill and Mirian L. Dickey, executors of the Estate of A. E. Lathrop, deceased.

Richard Field Lewis Jr., Winchester, Va.—Granted license new remote pickup KIC-286.

KFTV Paris, Tex.—Granted voluntary assignment of CP from Cecil Hardy, Charles L. Cain, Merl Saxon, O. E. Smith and J. T. Smith, partnership d/b as Lamar County Bcstg. Co. to new corp., Lamar Bcstg. Co.

Radiophone Bcstg. Station WOPI Inc., Bristol, Tenn.—Granted CP for new remote pickup KA-7739.

WBRD Ft. Lauderdale, Fla.—Granted license new AM station and specify studio location 1580 kc 250 w D.

KTUL Tulsa, Okla.—Granted license for new FM station 97.1 mc; 1.25 kw; 90 ft.

National Bcstg. Co., Los Angeles, Calif.—Granted mod. CP KA-6713 to delete frequency 152.99 mc.

WHOU Houlton, Me.—Granted mod. CP for approval ant. and trans. location, and specify studio location.

KCRE—Crescent City, Calif.—Granted mod. CP for approval of ant., trans. and studio locations and change type trans.

Cecil W. Roberts, Chillicothe, Mo.—Granted mod. CP KA-7405 to change power from 10 w to 40 w and change equipment of remote pickup.

KPQ Wenatchee, Wash. — Granted mod. CP for extension of completion date to 12-1-50.

Ida Murray & Martha Murray, Executrixes of the Estate of James J. Murray, Lewisburg, Tenn.—Granted mod. CP KA-5776 for extension of completion date to 12-9-50.

KTOK-FM Oklahoma City, Okla. — Granted mod. CP for extension of completion date to 3-15-51.

WAUX-FM Waukesha, Wis.—Same to 4-15-51.

KWED Seguin, Tex.—Granted license increase power and install new trans.; 1580 kc 1 kw D.

WRCO Richland Wis. — Granted license install. new trans. and authority to identify station as located at Richland Center, Wis.

KNEA Jonesboro, Ark.—Granted license new AM station and specify main studio location; 970 kc, 1 kw D.

KFDR Grand Coulee, Wash.—Granted license new AM station; 1400 kc, 250 w, unl.

KDMS El Dorado, Ark.—Granted license new AM station and install new trans 1290 kc, 1 kw, D.

KJAN Atlantic, Ia.—Granted license new AM station; 1220 kc, 250 w, D.

KXYZ-FM Houston, Tex.—Granted license new FM station, 96.5 mc, 14 kw, ant. 440 ft.

Defiance, Bryan, Paulding Bcstg. Co., Defiance, Ohio — Granted request to cancel CP for new remote pickup KA-5354.

A. S. Abell Co., Baltimore, Md.—Granted CP and license for new remote pickup KGA-321.

A. S. Abell Co., Baltimore, Md.—Granted CPs and licenses for new remote pickups KA-3478-9, KA-7712, KA-6575.

KIEM Eureka, Calif.—Granted license increase power, install DA-1 new trans. and make changes in ground

KSWM
JOPLIN, MO.
REACHES 446,600* PERSONS WHO SPEND... $285,550,000 ANNUALLY IN TOTAL RETAIL SALES!



* This map shows airline miles to nearest metropolitan centers, asuring unduplicated CBS service to the KSWM audience.

Now in its *fifth year* of service, KSWM is an integral part of all community affairs and activities.

KSWM
Austin A. Harrison, President
CBS in JOPLIN, MO.
Nationally Represented by WILLIAM G. RAMBEAU CO.

system, 1480 kc, 5 kw, DA-1, unl.

WTSV Claremont, N. H.—Granted CP install new trans. and change main studio location; change trans. location.

WSRS Inc., Cleveland Heights, Ohio—Granted CP new remote pickup KA-7713.

WARA Attleboro, Mass. — Granted mod. CP to change name of permittee to Attleboro Radio Assoc. Inc.

KWHP Cushing, Okla.—Granted mod. CP for approval ant., trans. and studio locations, and change type trans.

ACTIONS ON MOTIONS

By Commissioner Frieda B. Hennock

Blake Bcstg. Co., Memphis, Tex.—Granted petition for leave to amend application so as to specify 1 kw in lieu of 250 w, and for removal of application, as amended, from hearing docket.

WFLB Fayetteville, N. C.—Granted dismissal without prejudice of application.

The First Congregational Church of Hackensack, N. J.—Granted petition to accept late appearance and brief and request to participate in Oral Argument in proceeding re Joint Petition of Radio Commission of the Southern Baptist Convention and Executive Board of the Baptist and General Convention of Texas.

KVOL Lafayette, La.—Dismissed as moot petition to advance hearing from Jan. 10, 1951, to Nov. 15, in proceeding re application; by calendar released 9-21-50, hearing was advanced to Nov. 20.

KULP El Campo, Tex.—Dismissed as moot petition to advance hearing date from Jan. 8, 1951, to as early a time as is convenient to Commission, in proceeding re application; by calendar released 9-21-50, hearing was advanced to Nov. 16.

By Examiner H. B. Hutchison

WCAW Charleston, W. Va.—Granted motion and supplement requesting order authorizing taking of depositions of certain witnesses in proceeding re application, and that of WGKV Charleston, W. Va.

By Examiner Elizabeth C. Smith

KSMI Wewoka, Okla.—Granted continuance of hearing in proceeding re application, and that of KWHK Hutchison, Kan., from Oct. 23 at Hutchison, Kan., to Nov. 27 in Hutchison, and Nov. 29 in Wewoka, Okla.

By Examiner Fanney N. Litvin

WTOD Toledo, Ohio—Granted petition of WTOD in which The Toledo Blade Co., Toledo, Ohio, joins, for continuance of further hearing from Oct. 23 to Nov. 27 in Washington, D. C., in proceeding re docket. Further ordered that time within which amendments to respective applications involved in this proceeding may be filed is extended to Nov. 7.

October 10 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WJFR Caguas, P. R.—Mod. CP new AM station for extension of completion date.

License for CP

KROX Crookston, Minn.—License for CP to change frequency etc., install DA-N.

WROV-FM Roanoke, Va. — License for CP new FM station.

License Renewal

Request for license renewal FM station: WMAQ-FM Chicago; WEAW Evanston, Ill.; WFJS Freeport, Ill.; WTRC-FM Elkhart, Ind.; WTAM-FM Cleveland; WCAC Anderson, S. C.

APPLICATION RETURNED

KVON Napa, Calif. — RETURNED Oct. 10 request for license renewal.

FOOTBALL PANEL

Radiomen Talk Promotion

AGENCY men and football sponsor representatives will make up a panel discussion of "College Football: Promotion For and With It" today (Monday), at a special "Football Day" session of the Hollywood Advertising Club, Roosevelt Hotel.

Participating are:

Donald E. Larson, advertising manager, Hoffman Radio & Television Corp., co-sponsor Pacific Coast Conference football telecasts; **Walter H. Hadlich**, vice president and promotion manager, Walter McCreery Inc., Hoffman agency; **Richard C. Francis**, vice president and Pacific Coast manager, Campbell-Ewald Co., agency for Chevrolet Dealers Assn. of Southern California, co-sponsors with Hoffman of UCLA and USC home games on KTTV Los Angeles and KFMB-TV San Diego; **Frank Casey**, producer of football broadcasts, Tidewater Associated Oil Co., sponsor of Pacific Coast Conference and other ball games on MBS, NBC and several independents. **William H. Sener**, manager KUSC (FM) Los Angeles is the meeting chairman.

DEFENSE RADIO

RCA To Equip Philadelphia

AS A STEP in its civil defense planning, the City of Philadelphia has contracted with RCA for equipment to set up two 250 w "headquarters" stations and install 150 mobile two-way FM radio units for its Fire Dept. vehicles, it was announced jointly last week by the city's electrical bureau and W. W. Watts, RCA Engineering Products Dept. vice president.

One of the stations, with an antenna mounted atop the Penn statue, will be set up in City Hall. The other, for which a 250-ft. antenna is being erected, will be housed along with radio repair facilities at 46th and Market Sts. in West Philadelphia. In addition to two 250 w transmitters, each station will have six receivers, two custom-built consoles and a special switching device to permit control of all transmitters and receivers from either or both stations.

The fire department equipment includes 150 complete 30 w high frequency FM transmitter and receiver units. Plans were approved by the Philadelphia Defense Council. Delivery is scheduled to begin this month with completion of the contract by the end of the year.

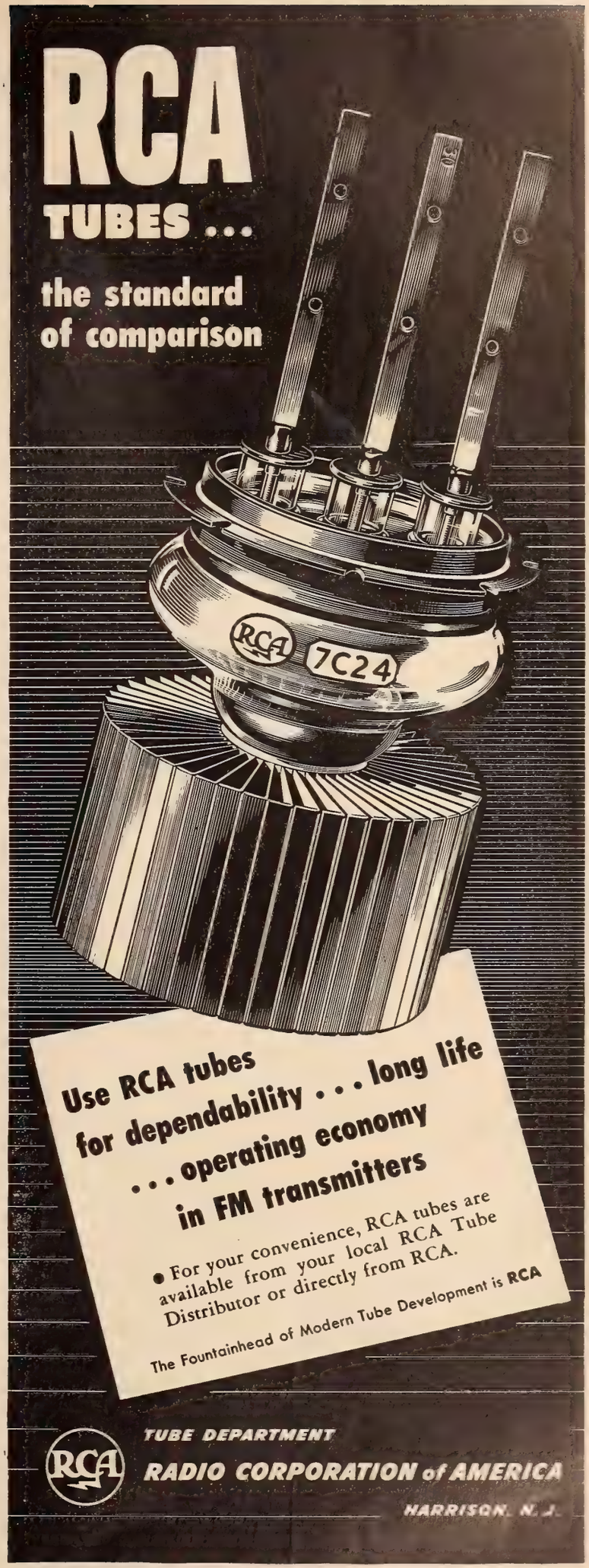
BOMB BOOKLET

Stations To Distribute

A BOOKLET titled "The Atom Bomb, and Your Survival," dealing with the effects of atomic warfare and how best to protect oneself, is being distributed, principally through radio and television stations, by American Radio Publications Inc., Peoria, Ill.

The booklet includes pictures of various types of atomic explosions with diagrams explaining the extent of damage caused by each; several pages devoted to civil defense activities on both the local and national levels, and explanations of various types of bomb shelters with lists of useful equipment for protective purposes. The firm announced that one station in each city will be given exclusive distribution rights for the booklet which is priced at a nominal sum.

BENEFIT show produced by Radio-Television Industry Committee of Sister Kenny Fund at Paramount Theatre, N. Y., raised cash sum of $34,080.





KPIX opened the fall season with a 7-day schedule of video headliners, including the cream of CBS and DuMont features, football, wrestling, boxing, and an eye-catching lineup of local shows.

FOOTBALL: Under sponsorship of Hoffman Televison, KPIX is lensing seven University of California home games and one Stanford. Grid fans have been quick to acclaim the fine work of the remote crew, with special credits going to director Forrester Mashbir and zoomar lensman, Dick Speece.

Via micro-wave, KPIX is sending the Cal-Penn (first West Coast sponsored network TV show) and Cal-UCLA games to Los Angeles, and receiving the USC-Notre Dame game.

KSFO (AM) has eleven Pacific Conference games scheduled for Tidewater Associated Oil.

Last month's Saints' and Sinners' simulcast on KSFO and KPIX netted $10,000 for the organization's milk fund drive in a two hour Public Service program. Returns far exceeded expectations and to date surpass any other local charity effort.

IN THE AFTERNOON: Heading for matinee lead is KPIX Kitchen, (Wed., Thurs., Fri., 1:30). Star Faye Stewart, who has aired her daily show on KSFO for seven years, shows budget-wise housewives how to add sparkle to meals, and sales-wise sponsors how to glean results from participations. . . . Del Courtney, who's 3 hour show is seen on KPIX 4-days-a-week, continues to prove he's Northern California's top TV salesman.

KPIX CHANNEL 5
Represented by The Katz Agency, Inc.
560 KC KSFO
Represented by Wm. G. Rambeau Co.
SAN FRANCISCO

programs promotion premiums



INTERNATIONAL PROMOTION

KURV-AM-FM Edinburg, Tex. Manager Allan Dale suggested Edinburg Chamber of Commerce send bale of their finest long staple cotton to new English princess, Anne, whose father is Duke of Edinburgh. Idea, costing less than $300, resulted in use of story by hundreds of radio stations and newspapers in U. S. and abroad.

SERIES COLOR ● ● ●

WPTZ (TV) Philadelphia took full advantage of color and excitement attendant on World Series games held in city. Cameras were set up outside Shibe Park and telecasts began at 9 a.m. showing program hackers, police preparing for traffic rush and early fans on scene. Two programs each hour were aired until 12:30 p.m., when 15 minute pre-game show sponsored by DeSoto-Plymouth was picked up. Games themselves were telecast in afternoon.

ANNIVERSARY REPORT ● ●

WUOM (FM) Michigan U. distributing 25th annual report of school's broadcasting service. Thirteen chapters range from chronological history of WUOM service to forecast of future programs.

SLOGAN CONTEST ● ● ●

CBS-TV *What's My Line?* 10:30-11 p.m., Sun., Jules Montenier Inc., Chicago (Stopette deodorant). Firm offering $1,000 in cash or trip to New York and coat-suit ensemble designed by Schiaparelli to winner of contest. Best conclusion to sentence, "I like Stopette spray deodorant better than any other deodorant because . . ." wins weekly award.

SPONSOR HELP ● ● ●

WABF (FM) New York sends letter to trade explaining it has sponsor whose product is superior and who is close to station on cultural plane. Sponsor is Seven Arts Book Society. Enclosed with letter are folders from club explaining membership terms and illustrating selections.

LECTURE SERIES ● ● ●

WIBW Topeka, Kan., *The World in Crisis,* Wed., 9 p.m., Lectures are tape-recorded editions of series explaining events leading to present international crisis, given at U. of Kansas. All lectures are given by authorities on their topics, and include faculty members as well as guests.

ADVERTISED SPOTS ● ● ●

WTMJ-TV Milwaukee. Fellenz Coal and Dock Co., same city, sponsors spots on station featuring three puppets. Spots are promoted in quarter-page newspaper ads, showing puppets and urging readers to see them on TV.

PUBLIC SERIES ● ● ●

WCAU-TV Philadelphia cooperated with RCA Victor to present World Series on 7x9 foot screen. Tent was erected with two screens inside and additional loudspeakers hooked up outside for benefit of those who had to stand in line for admission to tent. Station claims 10,000 citizens saw or heard series through this promotion.

★ ★ ★ ★ ★ ★ ★

PERSONAL REQUESTS

WAVZ New Haven, Conn., *Yours By Request.* Disc Jockey John Mariani utilizes new twist on afternoon music show. Traveling by jeep, Mr. Mariani wanders from school to school, talking to students during recesses, and tape recording their requests for music. Show is made up of numbers asked for, and by careful editing of tape, continuity consists exclusively of voices of students.

★ ★ ★ ★ ★ ★ ★

DARKROOM TV

WSYR-TV Syracuse, N. Y., gave added touch of realism on *Watch the Birdie* program when Bill Crampton, star of show, printed picture during telecast. Studio lights switched out while printing was demonstrated under "safe" lights. Lights were bright enough to make whole process clear on TV screens. Future use of situation for making enlargement planned.

BOOKLET WELCOMES ● ●

YOUNG & RUBICAM stocks its reception rooms with four-color brochure entitled ". . . in a few moments," for perusal by persons waiting to see someone. Brochure welcomes visitor, whether client, job-hunter or friend of employe, and explains agency's attempts to make visit comfortable.

STRIKE COVERAGE ● ● ●

WWSW and KQV Pittsburgh augmented news operations during recent strike of mail-room employes of local newspapers. WWSW increased its news staff with hiring of six additional writers and reporters, and newscasts were doubled over station. KQV expanded its staff with reporters from struck papers and added eight newscasts.

KRIC BROCHURE ● ● ●

KRIC Beaumont, Tex., issues to trade new brochure and coverage map. Included are market data for primary and secondary coverage areas and county statistics. Text inside brochure comments on local industries.

ANNIVERSARY CELEBRATION

KFVD Los Angeles aired celebration which took place among 500,000 L. A. residents of Mexican descent on occasion of 140th anniversary of Mexico's independence. Gov. Warren was interviewed by Eddie Rodriguez, KFVD public affairs announcer, and program was transcribed for re-broadcast over various Californian and Mexican stations.

DOODLER'S DELIGHT ● ●

WHIO-TV Dayton distributing unique promotion in its coverage area. One-thousand "Doodle Pencils," which write in four different colors, have been given local citizens. Compliments of station are printed on each pencil.

SCHOOL SHOW ● ● ●

KHJ Hollywood, *Know Your Schools,* Sat. 7-7:30 p.m. Public service program produced by L. A. City College Workshop aiming to explain workings of L. A. educational system. Features panel discussions by various faculty members of local schools on educational policies and problems. School orchestras and choral groups also featured. Program presented under cooperation of station and Pacific Mutual Life Insurance Co., L. A. Adele Ulman of College Workshop directs.

BIRTHDAY BROCHURE ● ●

OLMSTED & FOLEY, Minneapolis, distributes booklet to trade on occasion of firm's 25th anniversary. Well-illustrated eight pages tell story of agency's services and personnel. List of long-term clients and agency services are carried on back.

KVER KIT ● ● ●

KVER Albuquerque, N. M., distributing promotion kit to time-buyers. Kit shows chart of recent Hooper survey. Promotion also includes folder containing letter opener in form of girl. Folder states, ". . . As she opens your mail, let her serve to remind you of us. . . . She's a swell girl."

Elect Hawkins

FRANKLYN R. HAWKINS, advertising manager of Libbey-Owens-Ford Glass Co., Toledo, was elected governor of fifth district, Advertising Federation of America, at the AFA district's annual conference at Columbus, Ohio, Oct. 7. Elected lieutenant governors were William T. Owens, director of public relations, The Girdler Corp., Louisville, and Mrs. Frank D. Walker, president, Walker Research Service, Indianapolis. Dorothy Coon, of La Salle & Koch Co., Toledo, was elected secretary.

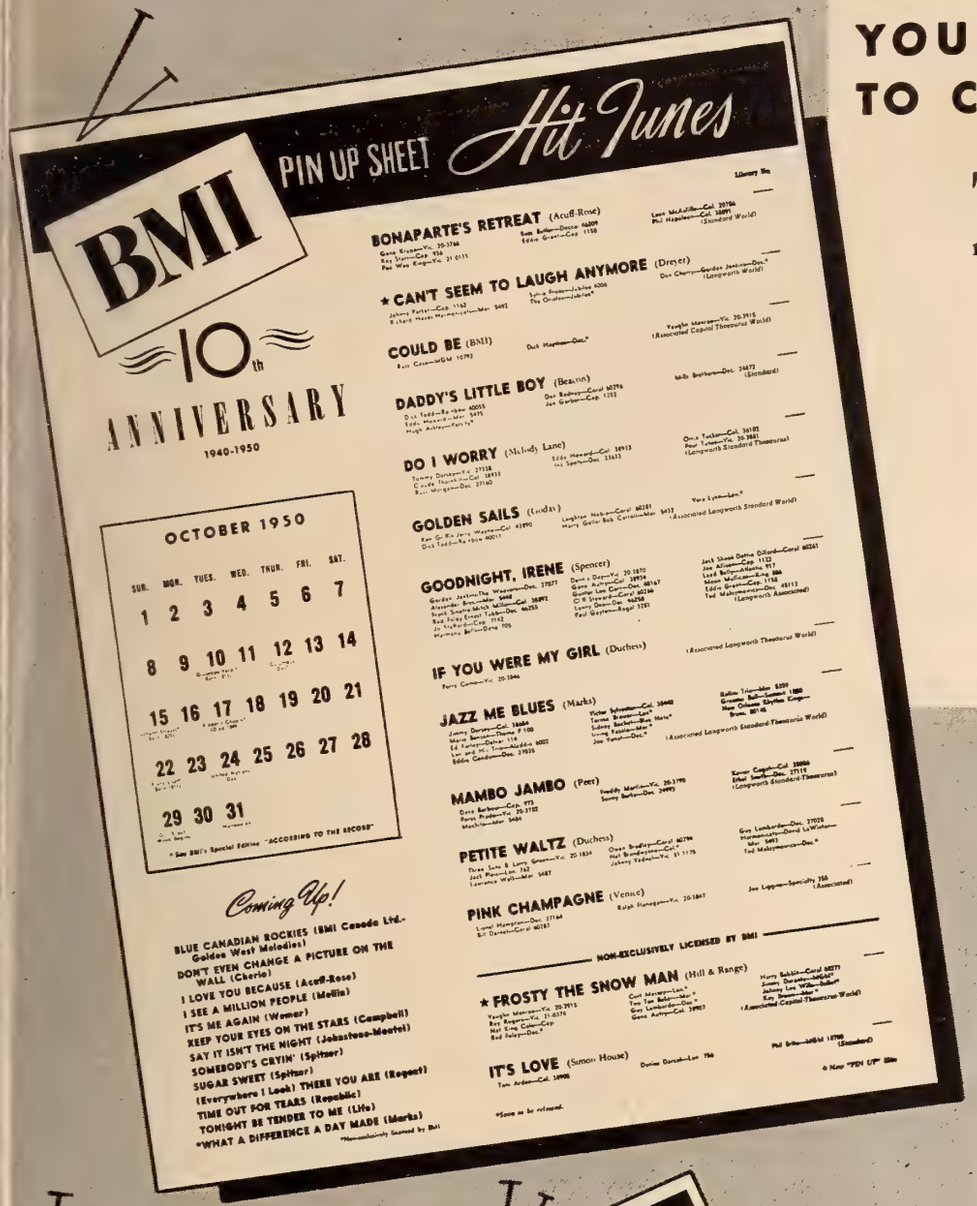
BMI "Pin Up Sheet"

YOUR EVERYDAY GUIDE TO CURRENT SONG HITS

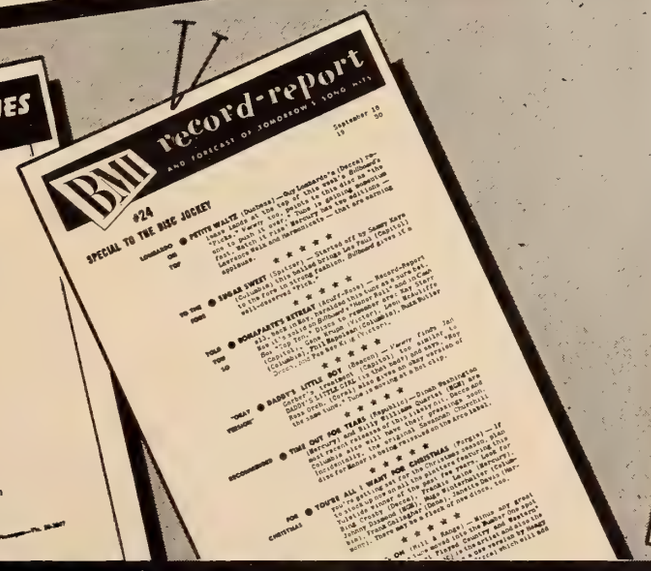
THE Deejay faces a daily challenge of providing the best in recorded musical entertainment.

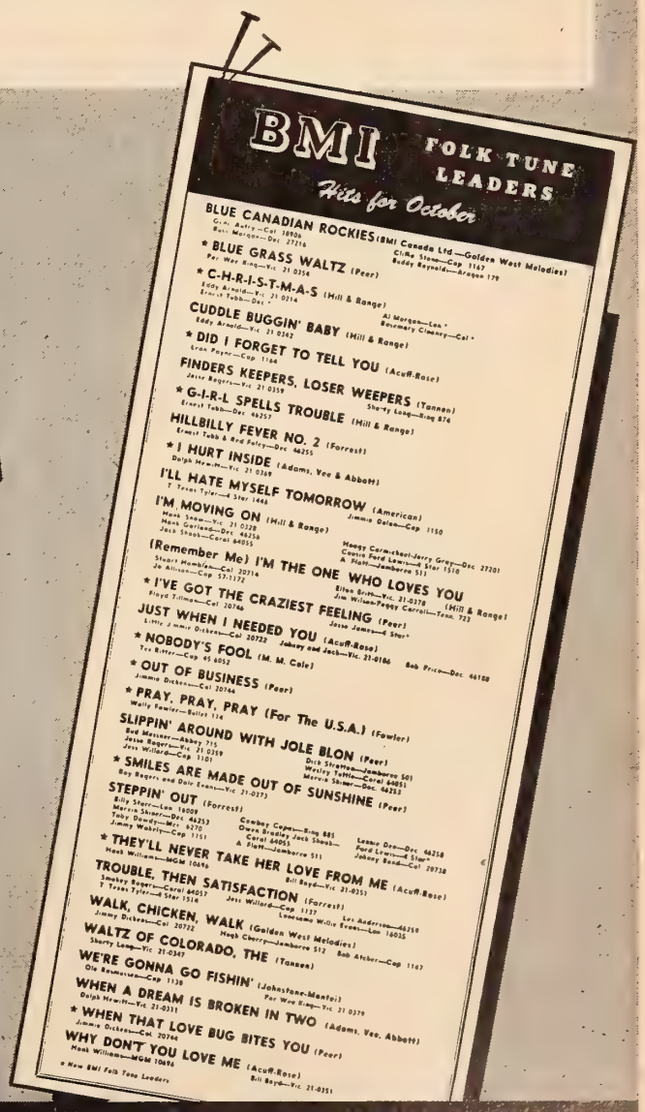
To help meet that challenge BMI issues its monthly " Pin Up" sheet of BMI-licensed songs which can honestly be classed as *Hit Tunes*.

Most broadcasting stations keep the BMI "Pin Up" sheets prominently posted as a convenient reference. *If you'd like your own personal copy write to BMI — Promotion Department.*









BROADCAST MUSIC, INC.

580 FIFTH AVENUE • NEW YORK 19, N. Y.

New York • Chicago
Hollywood • Toronto
Montreal

editorial

Neck in a Noose

EVERY SO OFTEN, the usually reliable spokesman for the newspaper industry — *Editor & Publisher*—rears back to the dark ages and lets fly at radio. We recall the days when it espoused government ownership but that crusade evaporated as more and more newspapers, convinced that they couldn't lick radio, joined it.

Last week, *E&P's* editors had hot flashes back to those turbulent '30s. "Radio and television," it says in plain black and white, ". . . are purely entertainment media and not sales media. Furthermore, their messages are fleeting—they have no permanency—as in newspapers."

Tut, tut, *E&P*. You should know better. Or haven't you seen any surveys lately, notably those about afternoon newspaper readership in TV markets? Or those on radio tune-in? Or the figures on radio and TV receiver sales?

There's more to this vitriolic diatribe. *E&P* takes to task those national advertisers "making lavish expenditures" in a new medium like TV, and suggests they look around them to see what goes on. When TV broadcasters want to increase audience, asks *E&P*, "do they buy time on the radio or space in magazines?" Talking to itself, the journal says they do not—they use the local newspaper.

Oops! Wrong again. Sure they use newspaper space, when they can afford it, but they also use station breaks. Moreover, some of the networks and stations use national magazines —again when they can afford them.

Then this hay-maker: "Do the manufacturers of television and radio sets have any faith in the *gadgets* (italics ours) they produce. They do not! They use newspapers predominantly to sell sets."

Now there we have the spokesman of the newspapers not only biting the hand that helps feed it, but practcially nipping it off at the elbow.

Is a $300 TV set a "gadget"? Or a $50 radio receiver?

That word "predominantly" almost saved them. We'll skip the multi-millions spent by the radio-TV manufacturers on radio and TV. And we'll agree with *E&P* that these manufacturers, who live by virtue of what the radio and TV broadcasters put on the air, should be spending more of their money on radio and TV. That's the drum we've been beating for years.

Why they do not probably can be ascribed to inertia and the fact that most of the advertising men in the manufacturing field came from the printed media. It's easier to whip out a layout and a plate than to produce a program for a fastidious audience. There are no ratings to contend with. But then the radio results are five times as good at considerably less cost (aside to *E&P:* See ARBI Survey, Tulsa, BROADCASTING, Sept. 25, page 62).

E&P goes into a tizzy about magazines, too. It avers they use newspapers rather than radio to sell subscriptions. We wonder what all the magazine campaigns now on the air are selling? Last year publishing houses spent $3 million in national radio time alone.

Perhaps we should ignore these hallucinations. We feel, however, we would be remiss if we didn't recall that radio displaced the printed media as the primary source of news during World War II.

Anybody seen yesterday's newspaper? Or would you rather *listen* to tomorrow's news today?

FCC's TV Blue Book?

THE SPECTACULAR emergence of TV, unmolested by undue government interference, may have reached the end of the regulatory road. The hard rocks stage is here. While the FCC's decision adopting CBS standards for color has hit the headlines, the potentially sinister development reposes in the innocent-appearing rule-making proposal for equalization of competition among the four networks in TV.

As for the color ruling, only time will tell—and possibly the outcome of indicated litigation. The FCC had no alternative in jettisoning bracket standards now. And the war situation is such that manufacturers, even if they were so minded, might not be able to convert to color because of shortages. So the color monkey is on the FCC's back.

Manufacturers probably will be disposed to see what the telecasters do—and what the FCC may conjure up to "encourage" color. Would it go so far as to give preference, on original proceedings or renewals, to those who commit on color?

It is the network pitch that embodies the portents of a TV "Blue Book." Time was when a man invested his capital and his skill at his own risk. If he won, he was applauded as an example of what can happen in this, the land of opportunity. Ford, Rockefeller the elder, Carnegie and Sarnoff are examples.

Has that opportunity been erased by the hands of time? The rules are aimed primarily at NBC, first and strongest in the field, and secondarily at CBS. The rules would be "temporary" until such time as there are sufficient TV stations in major markets to accommodate all four of the existing TV networks. But what if there are five or six, or a dozen TV networks?

RCA, parent of NBC, did much to pioneer TV in all of its phases. It invested many millions before it derived a single net dollar. NBC went deeply into the red on TV before it turned the corner. It has far from written off its investment.

NBC achieved its position in TV by virtue of having been "fustest with the mostest." It acquired five owned-and-operated stations of its own, as did ABC. DuMont, likewise, went in early, but found itself inadvertently embroiled in FCC litigation because of Paramount's ownership of a minority of its stock. CBS, originally casting its lot on color, did not seek the five TV station maximum, and wound up with only one full ownership, to date.

Yet CBS ranks No. 2 in TV affiliates' time through astute programming and selling. It wrested first place in AM programming by buying and building top shows. It was a competitive fight. It risked its capital and it won.

The FCC bases its proposed "temporary" action on the freeze of TV allocations, invoked two years ago. It was to have been a "temporary" freeze, too—of six months duration.

The FCC, as almost always, cloaks its action as one that would benefit the public. Actually, however, it would penalize the public, since stations, in one-, two- and three-station markets would be unable to program in the manner they deem best.

TV stations derive vastly more income from local and national spot TV schedules than from the networks, which pay roughly 25% to 30% of rate card. They have elected to select from the various network offerings in their efforts to give their audiences the pick of the programs available.

The FCC in our view, ventures upon forbidden ground. In the end result, it must interfere with the right of stations to program as they see fit. The FCC has not thought this matter through. If it has, then there's mischief lurking somewhere.

our respects to:



EDWARD PETRY

SPOT broadcasting, not too many years ago a hit-or-miss business with few standards and little stature in the advertising world, is now among the biggest and most respected elements of radio and television. The man who more than any other led spot to its present levels of respectability and sound economics is Edward Petry, founder and president of the exclusive station representative firm that bears his name.

At the time that Mr. Petry organized Edward Petry & Co. Inc., March 15, 1932, most national and regional spot radio time was sold through time brokers in circumstances that were almost anarchial. In the absence of a system of exclusive representation, many stations were obliged to sell their time through brokers who might also represent their competitors. Time sales were subject to haggling and price cutting, and as a result rates varied

(Continued on page 56)

Static and Snow

By AWFREY QUINCY

WORLD Series announcer's trivia: "All that's left for tomorrow's game is standing room seats."

* * *

Pre-game color: "They both exulted and were glad." What a letdown!

* * *

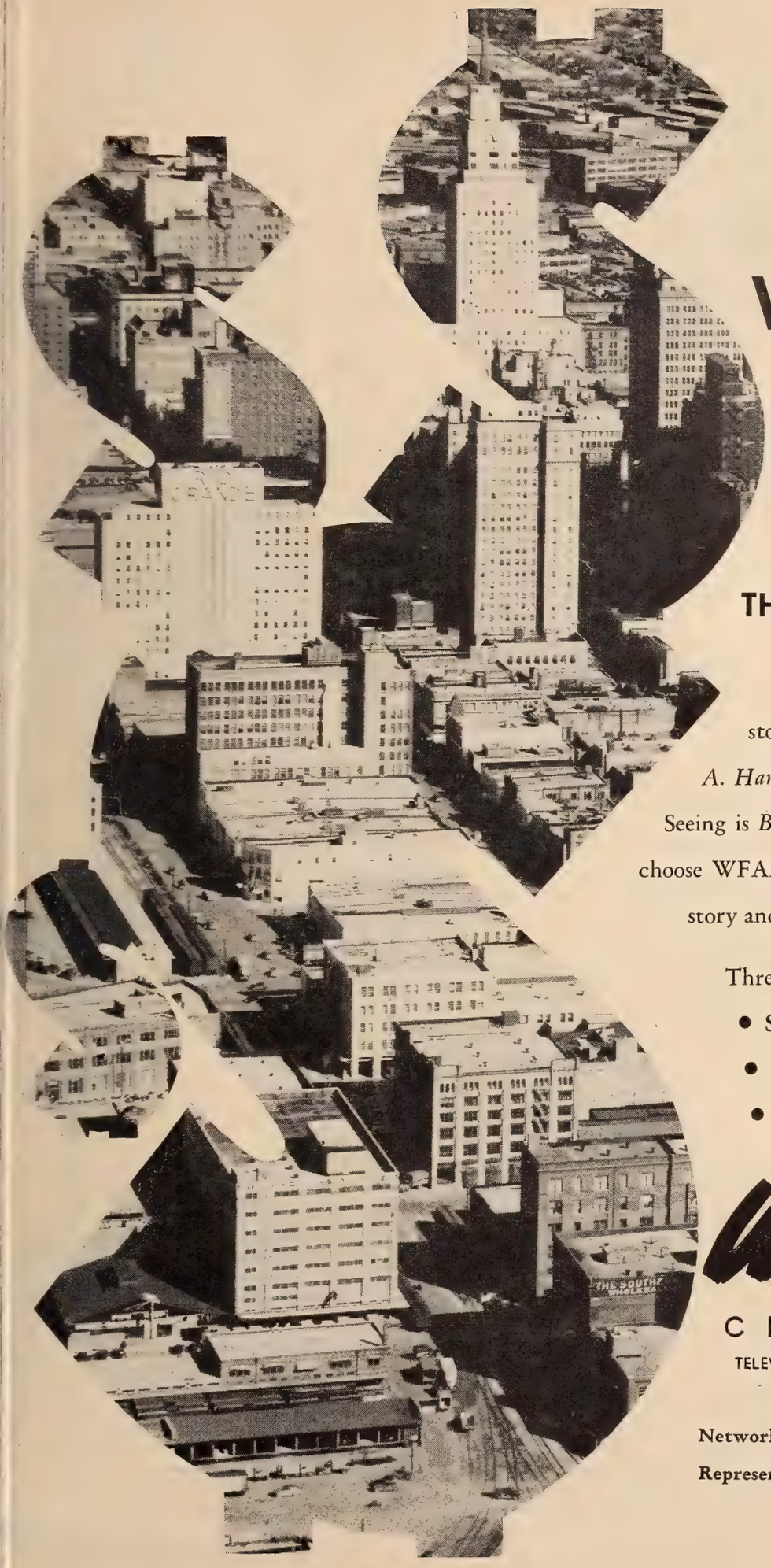
It is to laugh: An agency big shot now complains about the mess in audience research and lists 14 firms, all busily engaged in researching. Brother, that's just us chickens coming home to roost!

* * *

Several friends have told us and we think that everyone should know that a disc jockey is one who lives on spins and needles.

* * *

Two denizens of the Pacific Coast who are among our favorite people are Lew Weiss and Sid Strotz. Both recently resigned after some 20 years service, respectively, with Don Lee and NBC. We suspect that there may be some connection and that these two will suddenly pop up as a new television comedy team. If they do, we'll bet there's an awful hassle to determine who plays it straight and who gets the laugh lines. Either could handle either.



WANT THOSE DALLAS DOLLARS?

THEN BUY KNOWMANSHIP!

Follow the lead of the *Big Three* retail stores in Dallas—*Sanger Brothers, A. Harris,* and *Titche-Goettinger!*

Seeing is *Believing* and *Selling* is simple, when you choose WFAA-TV to tell your sales story and demonstrate your product!

Three examples of WFAA **Knowmanship**—

- **Sanger Brothers,** "Webster Webfoot"
- **A. Harris,** "Harris' RIverside 3755"
- **Titche-Goettinger,** "Afternoon at Titche's"

WFAA-TV

CHANNEL EIGHT

TELEVISION SERVICE OF **THE DALLAS MORNING NEWS**

MARTIN B. CAMPBELL, *General Manager*

Network Affiliations—NBC, ABC, DuMont, Paramount

Represented Nationally by Edward Petry & Co., Inc.

On All Accounts

(Continued from page 10)

the public off its feet. He believes in using plain homespun common sense advertising. He says the talent may be the best in the world, but if the commercial copy isn't just right the sponsor's money is wasted—it's the commercial that counts.

Dan's college career was disrupted by his early enlistment in World War I, but he managed to continue his education by taking special and extension courses in law and teaching.

On the romantic side, Dan was married on Valentine's Day in 1926. Dan and Frances Rivkin have two children, Barbara, 19, and Dan Jr., 12. Although press of other business has made it necessary for Dan to neglect his club and fraternity affiliations, he finds time to indulge his hobbies of salt water fishing and gardening, and another hobby or perhaps diversion—he likes to listen to crime stories on the radio.

Eells Petition

BRUCE EELLS & Assoc., Los Angeles programming and production firm, filed a petition of bankruptcy Sept. 20 in U. S. District Court, Los Angeles. Approving the petition, the court set Nov. 10 for hearing of objections to the continuance of the firm in possession.

WISCONSIN MEET

League Changes Name

LEAGUE of Wisconsin Radio Stations changed its name to Wisconsin Broadcasters Assn. at its Oct. 3 meeting in Milwaukee.

The office of secretary-treasurer, held during the past year by Kenneth F. Schmitt, WIBA Madison, was split up, with Mr. Schmitt elected secretary and Mrs. Jeanne Neal, WTCH Shawano, treasurer. Other officers and directors were re-elected as follows:

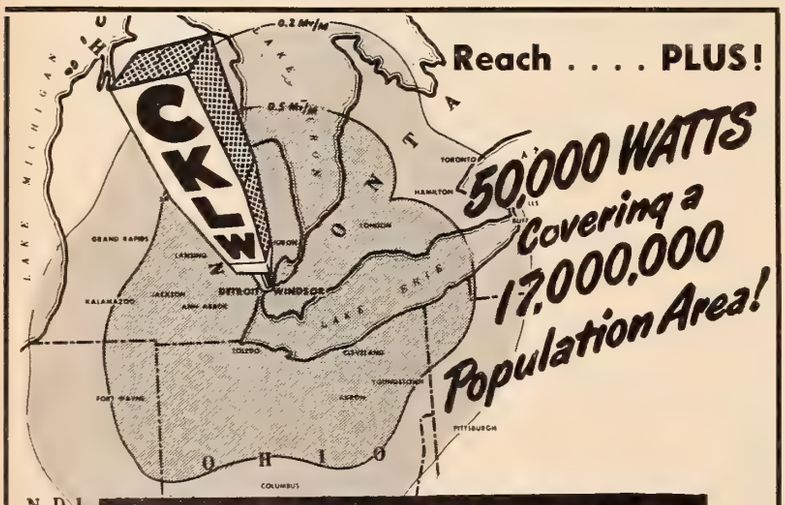
Ben A. Laird, WDUZ Green Bay, president; Joseph D. Mackin, WMAM Marinette, vice president; directors, Howard Dahl, WKBH La Crosse; George T. Frechette, WFHR Wisconsin Rapids, and Bruce Wallace, WTMJ Milwaukee. Officers of the association also serve on the board.

ABC SPOT SALES

To Split AM, TV Units

THE ABC Spot Sales Department, after Dec. 31, will be divided into two independently-operated organizations, one for television and one for radio, it was announced last week.

The change was prompted by "the tremendous increase in spot and local business in both radio and television," Murray Grabhorn, ABC vice president in charge of owned and operated stations, said.



The DETROIT Area's Greater Buy! —at the lowest rate of any major station in this region!

CKLW with 50,000 watt power is hitting an audience of 17,000,000 people in a 5 state region. This mighty power, coupled with the LOWEST RATE OF ANY MAJOR STATION IN THIS REGION means that you get more for every dollar you spend in this area when you use CKLW—plan your Fall schedule on CKLW now!

Adam J. Young, Jr., Inc.
National Rep.

J. E. Campeau
President

Guardian Building
Detroit 26

CKLW

allied arts

TYRELL G. ROGERS, manager of sales control division and assistant to manager receiver sales division DuMont Labs, named executive assistant to **LEONARD F. CRAMER**, executive vice president and director Allen B. DuMont Labs Inc., N. Y.

FRED BREWER, Indiana U., department of radio, to Radio Workshop, Ithaca (N. Y.) College as instructor and writer-director.

AFFILIATED ARTISTS REPRESENTATIVE, 18 East 47th St., N. Y., organized by **LEE WALLACE, ROBERT MAYBERRY** and **IRENE ETKIN**, all recently resigned from A.&S. Lyons, N. Y. Firm will represent radio, TV, motion picture and stage artists.

W. B. GRAHAM & Assoc., N. Y., appointed by WOV New York for merchandising, promotion and general counsel with regard to Negro market.

AGENTS TELEVISION Corp. incorporated in Calif. for servicing of independent radio TV agents. Firm, which represents talent of agencies affiliated with it, has offices in Hollywood, N. Y., Chicago. Principals are **IRVING SALKOW**, president; **BUSTER COLLIER**, vice president in charge of Hollywood office; **HARRY SOKOLOV**, secretary-treasurer. **MANNY WOLFE** is head of story department; **WILLIAM B. JAFFE**, legal counsel, headquarters in N. Y.

CAPITOL RECORDS, Inc., Hollywood, starts new music transcription service, Capitol Custom Library. Service calls for single rate for all stations, choice by stations of basic library to which new transcriptions can be added. Subscribers must sign for year, at $75 per month; $50 per month after year.

Equipment . . .

A. L. McCLAY, manager, RCA Victor's Canonsburg, Pa. plant, to general plant manager RCA Victor record department. **FRANK R. BUCHANAN Jr.**, plant accountant, Canonsburg, succeeds Mr. McClay.

MORTON BINDER, service manager and vice president, Television Engineers Inc. of Chicago, elected president replacing **IRVING KALUZNA**, resigned.

CARL E. SCHOLZ, vice president and chief engineer in charge of engineering and plant department Mackay Radio & Telegraph Co., named vice president and chief engineer of All America Cables & Radio Inc., and Commercial Cable Co., N. Y., parent company.



Mr. Lewis

RONELLO B. LEWIS, budget director RCA, elected controller succeeding **HENRY A. SULLIVAN**, retired because of ill health.

SAM PRESENT, merchandise and sales manager, J. N. Caezan Co., L. A. (Crosley, Apex products distributor), to Natalie Kalmus Television, L. A., as national sales manager.

RICHARD K. WINSLOW, science writer New York *Herald Tribune*, to RCA department of information, N. Y. Will cover RCA Labs scientific activities.

J. GERALD MAYER, Mayer, Rigby & Seeley, Washington law firm, appointed general counsel for National Electronic Distributors Assn., Chicago, heading Washington office at 1010 Vermont Ave.

GENERAL ELECTRIC Co.'s tube divisions produce aluminized 19-inch round TV metal picture tube which reportedly will improve picture brightness, contrast and detail.

EXCLUSIVE SALES Corp. signed by Natalie Kalmus Television for exclusive national distribution and sale of Kalmus TV sets.

Technical . . .

KENNETH OWENS, McIntosh & Inglis, consulting engineers, to CBS San Francisco as special assistant to **ALAN CORMACK**, KCBS chief engineer.

BOB RICE and **JOHN LECHNER**, graduates Central Radio and Television School, Kansas City, to WLDY Ladysmith, Wis., as engineer-announcers.

GENERAL ELECTRIC Co. announces beam-power amplifier tube, designed for use in audio output stage of TV and radio receivers.

Disaster Plans

DISASTER communications plans for the American Red Cross were to be demonstrated in a nation-wide test Saturday and Sunday (Oct. 14 and 15) by networks of amateur radio stations. Joint sponsors of the annual simulated-emergency exercise are the Red Cross and the American Radio Relay League, national association of amateur radiomen.

WDRC

CONNECTICUT'S PIONEER BROADCASTER

NO MATTER HOW YOU BUY TIME . . .

Whether you swear by Hooper . . . or compare rates and coverage . . . WDRC is the buy in Connecticut's Major Market! Get the facts! Write Wm. Malo, Commercial Manager, WDRC, 750 Main St., Hartford, Conn.

CBS

Whatever
They Need—
As Much
As They Need—





YOU MAKE IT—
WE'LL MOVE IT—
AGAIN!

Ocean to Ocean—Door to Door—America's 8 million trucks are geared to deliver...their needs and your needs... faster, more directly—and on time!

Day after day, *night after night,* the world's most flexible conveyor system rolls across the face of America.

Over mountain and desert—over tar, concrete, asphalt and cinder road—sometimes over no road at all—trucks are on the job! Going where no other transport can move. Carrying just about everything America makes, needs and uses. And doing it faster, better, cheaper!

For trucks are never sidetracked. They travel *direct* to their destination—deliver their goods *at the door* . . . linking farms and cities together . . . *flowing* material to and from factories in a steady stream—*keeping pace with production.*

Today, this vast and speedy transportation system—expanded and greater than ever—is once more geared to the nation's emergency. As they were during the peak war years, trucks, again, are doing a double job—rushing raw materials to hungry assembly lines, hurrying supplies and finished products from plant to ship-side, *continuing* to carry everything we eat, wear and buy, from factory to store . . . *ready and able* to haul whatever is needed to *wherever* it's going in *any* quantity, swiftly, efficiently—on time!

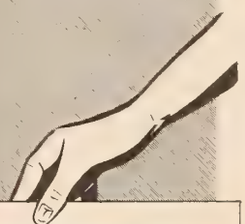
Remember—trucks are one of our *primary* lines of defense. Anything that slows them, slows us all.

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THE AMERICAN TRUCKING INDUSTRY

AMERICAN TRUCKING ASSOCIATIONS, WASHINGTON 6, D. C.

in North Carolina
WSJS
Delivers



A 15-COUNTY MARKET
With Over
$440,000,000* RETAIL SALES
* Sales Management 1950
Survey of Buying Power

More Value
For Your
Advertising
Dollar

WSJS
The Journal Sentinel Station
WINSTON-SALEM
AM-FM
NBC Affiliate
Represented by
HEADLEY REED CO

ETHICS ISSUE

Radio-TV Face 'Peculiar' Problems—Brockway

RAIDO AND TELEVISION, distinguished from other advertising media because of their personal approach, have "peculiar" problems regarding good taste and ethics in shows and commercials, Louis N. Brockway, executive vice president of Young & Rubicam, New York, said in Chicago at the Central Council meeting of the American Assn. of Advertising Agencies Oct. 5 [BROADCASTING, Oct. 9].

Mr. Brockway spoke on "ethics" for advertising agencies, reminding AAAA members of their own Standards of Practice which incorporates a section on professional practice, stressing false and misleading copy and statements or suggestions "offensive to the public decency."

"Offensive" statements and suggestions open up a large—and with the development of television — a constantly increasing Pandora's box of problems for us," Mr. Brockway said. He cited radio dialogue commercial, approved by an AAAA agency but rejected by the network.

Mr. Brockway mentioned the following organizations which study and report on advertising practices: Federal Trade Commission, a government agency concerned only with false, fraudulent and misleading advertising claims; the Committee on Consumer Relations in Advertising, which attempts to discover public attitudes toward advertising "without regard to the category in which criticism may fall"; the Better Business Bureau; the AAAA committee "for self-regulation of objectionable advertising"; and groups in media, among which is the Copy Advisory Committee among magazine publishers.

Cites FTC Figures

From 1937 to 1939, the Federal Trade Commission examined some 500,000 newspaper and magazine advertisements and more than 1½ million radio commercials, he said. In those three years, 5% of the radio commercials and 15% of the black-and-white ads were "held out" for further study. In the past three years, Mr. Brockway said, the "hold out" percentages have dropped for radio and the printed media to 2% and 4%, respectively.

"These figures look encouraging, but I am enough of a skeptic to wonder if the competitive business situation in 1937, '38 and '39 compared to the far less competitive period of 10 years later might not have had something to do with the better showing in the later period."

Referring to July 1950 figures, when competition was stronger, Mr. Brockway showed that the radio figure was up from 2% to 2.4%, newspaper and magazine from 4% to almost 7½%.

Although taste is not taken into consideration by the FTC, it is by the Committee on Consumer Relations in Advertising, Mr. Brockway said. A summary of its periodic surveys during the past decade shows that radio gets more criticism than any other advertising medium, he added.

Major complaint against all advertising is that it could be more informative and is specious, offensive, pseudo-scientific and extravagant in claims, he noted. The committee is compiling results now, and preliminary analysis of returned questionnaires shows that only 61% of the respondents think advertising is in good taste. Four percent have no opinion and 35%, more than a third, believe "advertising is in bad taste because of extravagant, pseudo-scientific or outright false claims."

Pointing out that returns are not complete, Mr. Brockway said if early returns are indicative of the total "there would seem to be considerable cause for deep concern."

He said the Better Business Bureau, through Operating Manager Kenneth Wilson, reports "an increasing number of complaints against national advertising in the last 12 months. We have received approximately 25% more complaints during the last year than the preceding year. Most of these question the accuracy of copy claims or descriptions. There has also been a definite increase in the number of complaints against the use of disparaging advertising—although such copy is not widely used."

The AAAA self-regulatory committee, which exchanges complaints among members, found that objections from AAAA members to the advertising they see have gone from 26% to 33% because of "misleading copy" and from 8% to 11% for "other reasons." Their own objections against advertising were less in the realms of "disgusting impression, sexiness, irreligious copy and scare copy."

Radio has problems "not only with the advertising content but with the editorial matter, most of which is passed on and approved by the agents before it goes on the air," Mr. Brockway said.

TV Problem

Television "raises a problem we have never had to face before in advertising," he explained. "It is the matter of good taste related not just to pictures or words but to picture and words and action. The question of expression, movement and dress all enter into the equation."

Referring to a subject "of great importance which does not come under the subject of ethics as defined in our AAAA code," Mr. Brockway introduced the problem of conduct and actions.

He referred to "individuals who have been branded as Communists or Communist sympathizers appearing on radio or TV shows and thereby arousing the antagonism

(Continued on page 57)

WOC
FIRST in the QUAD CITIES

In Davenport, Rock Island, Moline and East Moline is the richest concentration of diversified industry between Chicago, Minneapolis, St. Louis and Omaha. The Quad Cities are the trading center for a prosperous two-state agricultural area. Retail sales, total buying and per capita income rate higher than the national average, according to Sales Management.

WOC-AM 5,000 W. 1420 Kc. • WOC-FM 47 Kw. 103.7 Mc.

WOC delivers this rich market to NBC Network, national spot and local advertisers . . . with 70 to 100% BMB penetration in the two-county Quad City area . . . 10 to 100% in adjacent counties.

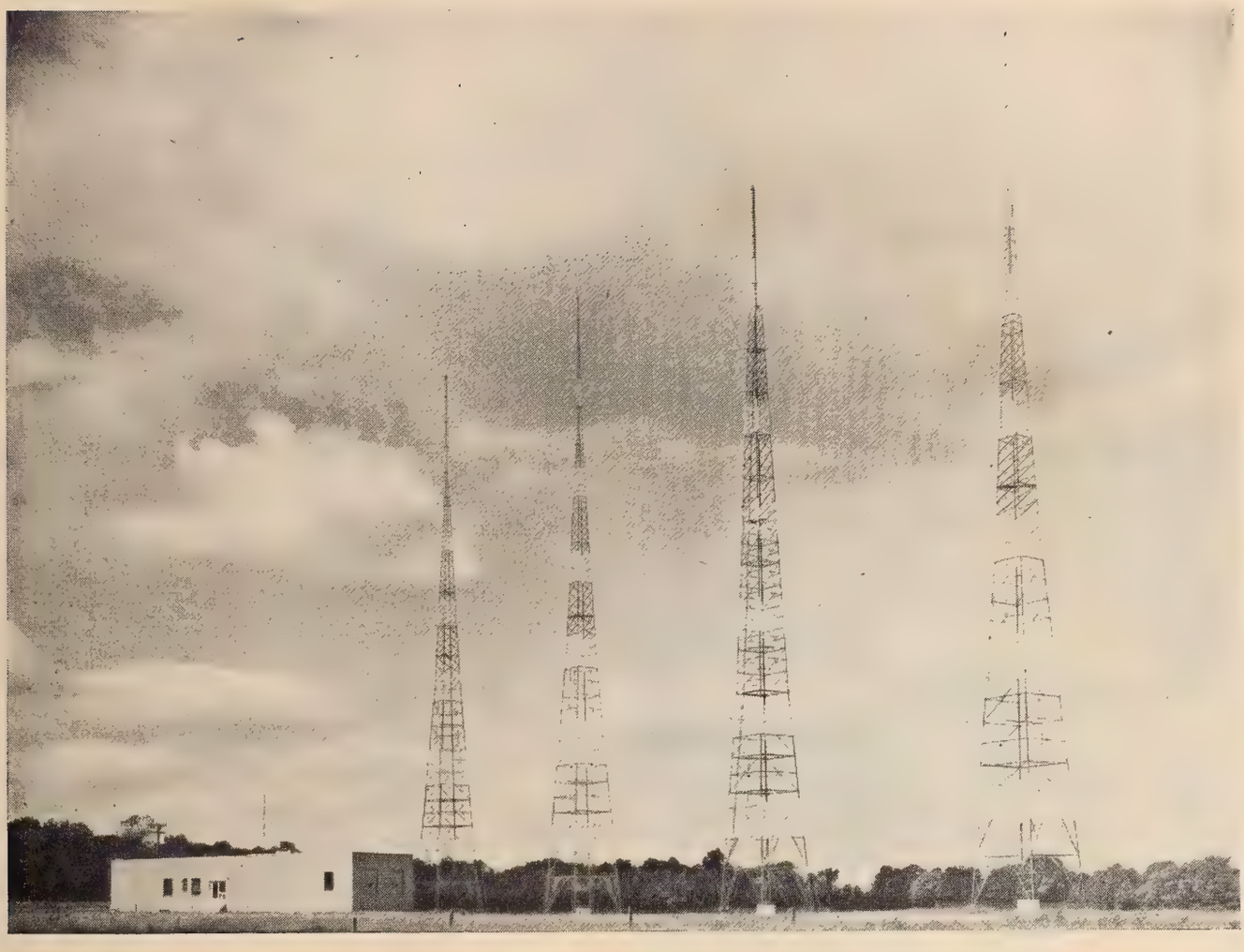
WOC-TV Channel 5
22.9 Kw. Video • 12.5 Kw. Audio

On the Quad Cities' first TV station NBC Network (non-interconnected), local and film programs reach over 18,000 Quad Cities' sets . . . hundreds more in a 75 air-mile radius.

Basic NBC Affiliate
Col. B. J. Palmer, President
Ernest Sanders, General Manager



DAVENPORT, IOWA
FREE & PETERS, Inc.
Exclusive National Representatives



WERE WAS "THERE"

—when they specified Blaw-Knox Towers for their powerful new AM, FM, TV station!

WERE's technicians couldn't actually *see* Blaw-Knox engineering or point to Blaw-Knox long experience in tower-building, or show off the inherent strength and efficiency of these towers—*but they knew they were all there!* Hence their choice.

... A quotation will prove that there's no premium on Blaw-Knox quality.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2038 Farmers Bank Building, Pittsburgh, Pa.

Distributed by GraybaR
OFFICES IN 100 PRINCIPAL CITIES

BLAW-KNOX ANTENNA TOWERS

Respects

(Continued from page 50)

with the whim or pressure of the moment.

What was needed was the stabilizing influence of a system of exclusive representation of stations in national and regional sales. The system, started by Mr. Petry, made it possible for spot broadcasting to grow up.

Spot today accounts for more than a third of the total advertising volume of television and more than a fourth of all radio business. In radio, spot volume has been increasing while network volume has been falling off. A substantial part of the spot billings in both radio and television passes through the eight offices of the Petry company, the biggest in the exclusive station representative field.

Mr. Petry started business with 13 stations on his list, 11 of which are still clients. Those, plus others that have been added in the past 18 years, constitute what is often called the "Tiffany list" among station representatives.

The man who today presides over the "Tiffany list" started life in less glittering circumstances. He was born in Brooklyn, N. Y., July 10, 1896, and grew up in a modest section of that borough. The ambition of his childhood was to be a professional baseball player, and he quit school after completing the eighth grade to seek a career in the big leagues.

Big League Tryouts

At the age of 15 he tried out with all three New York teams, the Yankees, Giants, and Brooklyn, but was rejected because of his youth. In those days Ed Petry was a catcher. He did not turn to pitching until later years.

Between baseball seasons he worked at numerous jobs. He sold newspapers, labored in a Brooklyn brass mill and engaged in a series of other occupations until he joined the Navy at the outbreak of World War I.

Mr. Petry joined the Navy, but he saw very little of the world. For 18 months he was assigned to a naval station at Pelham Bay, N. Y., an outpost almost within cannon range of Brooklyn. He entered service as an apprentice seaman and emerged with the same rank, having spent the 18-month interval largely occupied with shoveling coal and standing inspection.

The Pelham Bay naval installation kept on hand for obscure purposes a large pile of coal which spent the war in transit between two sites. As soon as it had been shoveled into one location, it was shoveled back to its original place. The coal-moving was periodically interrupted by inspection which had to be stood in whites. Mr. Petry was relieved when the war was over.

After the war Mr. Petry held several jobs and, in 1925, entered the field he was to make his career. He joined WGL New York, as general manager. He soon achieved the first of many "firsts" he was to be responsible for in his long service in broadcasting. A few months after joining WGL he launched what he believes to be the first participation show, the *Alfred McCann Hour*, a program that still is on the air, though now on WOR New York.

Within a year Mr. Petry had made such a record in radio sales that he was hired by NBC. In 1926 he and Frank Mullen, who later became NBC executive vice president, opened NBC's Chicago office. After three months in Chicago Mr. Petry returned to New York headquarters.

1927 Participation Show

In 1927 he scored his second "first" when he started the first network participation show, the Dr. Royal S. Copeland food hour. That same year Mr. Petry left NBC to become Dr. Copeland's personal representative.

A year later he joined Addison Vars Inc., a New York advertising agency, as account executive. In 1929 he went to the Biow agency as account executive on the Bulova watch account.

When Mr. Petry joined the Biow Co., Bulova was using 10 stations for its time signal commercials. When he left three years later to organize his own company, 190 stations were carrying the Bulova account.

The need for a system of exclusive station representation became apparent to Mr. Petry during his service on the Bulova account. Because of the disorganized conditions of radio, he had found it necessary personally to visit stations in order to set up efficient schedules for time signals. In his wide travels among stations he found almost hopeless chaos, and he resolved to form a company that would represent stations exclusively and, with the cooperation of stations, maintain a strict adherence to rates and standards, and bring stability to the business of spot broadcasting.

Mr. Petry went into business with 13 stations: WSB Atlanta, WFAA Dallas, KPRC Houston, WDAF Kansas City, WHAS Louisville, WTMJ Milwaukee, WSM Nashville, WSMB New Orleans, WTAR Norfolk, KVOO Tulsa, KFH Wichita, WFBM Indianapolis and KSD St. Louis. He still retains all but the last two. In the first year he added 12 to make a total of 25.

Mr. Petry had seven people on his staff when he started, and his company occupied a small suite in a midtown New York office building. Today his staff numbers 99, and he has offices in New York, Chicago, San Francisco, Los Angeles, Detroit, Dallas, Atlanta, and St. Louis. The Petry New York offices now occupy an entire floor of the new building at 488 Madison Ave.

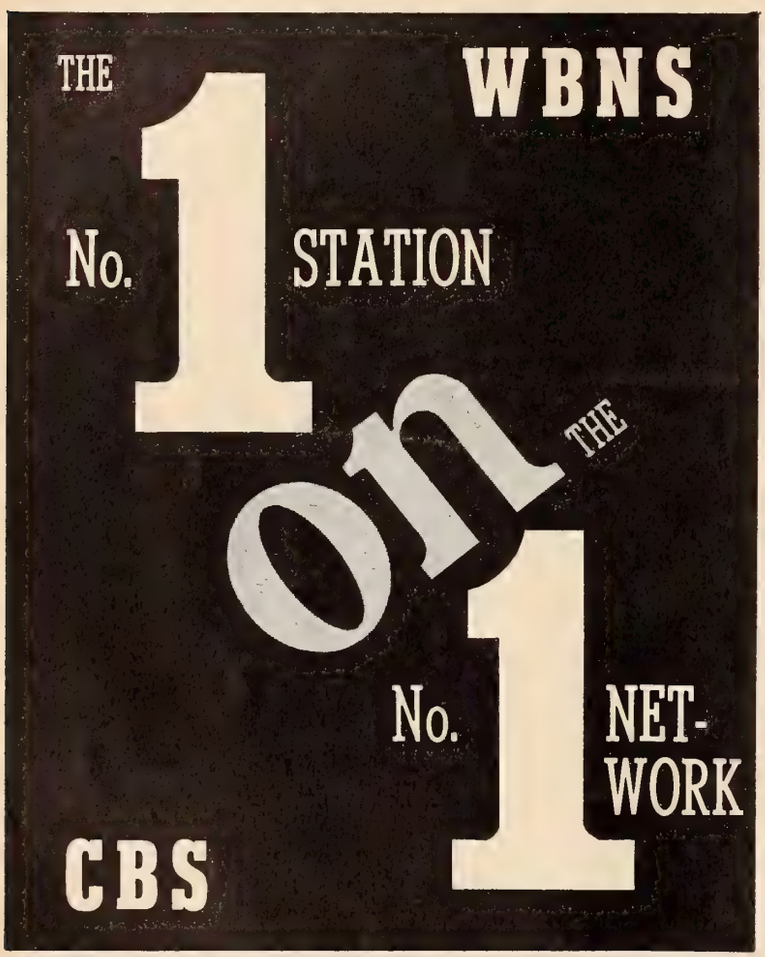
Of the 99 members of the Petry staff, 30 are in the company's television department, a unit organized a year ago when Mr. Petry split his organization into two distinct divisions, one for radio and the other for TV. Each department has its own promotion, research and sales service facilities and its own sales managers and sales staffs.

Petry Leadership

The Petry company can claim leadership in many activities. It was the first station representative firm to become an associate member of NAB, the first to advertise in national consumer magazines, the first to publish complete market data books for its stations, the first to sponsor its own surveys (it has underwritten two studies of the impact of spot commercials in St. Louis), and, it was the first to standardize and maintain station rates.

Mr. Petry has been married to the former Elizabeth Kehoe, of New York, for 27 years. They have two daughters, Carol, 19, and Barbara, 14. The press of business leaves Mr. Petry little time for hobbies. He plays golf and tennis occasionally at the Spring Lake, N. J., country club. A vestigial trace of his boyhood enthusiasm for baseball remains. He is an ardent Yankee fan, a phenomenon not easy to reconcile with the fact he grew up in Brooklyn.

The standards and policies on which the Petry company was organized are, to a large extent, those which prevail today, and



WBNS
PLUS WELD-FM

The Hooper May-June Index for CBS stations places WBNS first in share of audience . . . Another proof of this station's outstanding popularity in central Ohio . . . Another convincing demonstration of how advertisers get greater value for their money on WBNS plus WELD-FM.

ASK JOHN BLAIR

POWER WBNS 5000 - WELD 53,000 - CBS COLUMBUS, OHIO



which the Petry Co. is following in its expanding television department. Despite the fact that Mr. Petry has nothing but admiration for the capabilities of television, he thinks that radio will "be here for a long, long time."

Indeed it is his conviction that even with TV at its present stage of development, radio is still undersold.

"I've always believed AM was sold too low," he said recently. "It's still too low, as it is still one of the greatest advertising media of all times."

SAFETY AWARDS

Given to 9 Radio Stars

NINE RADIO and motion picture stars and a singing group were cited last week by the National Safety Council for their contributions to safety. Awards of Merit went to Phil Harris and Alice Faye for the second time in recognition of their transcribed shows on the council's *Signs of Life* theme, requested by more than 1,100 stations. They are the only stars to have earned the award in two consecutive years.

Other recipients, and their contributions, are Roy Rogers and Dale Evans, for the transcribed series of *Green Cross Safety Jingles* for school children, on 1,100 stations; Burl Ives, transcribed songs on almost 400 stations in agricultural areas for use in connection with National Farm Safety Week; Dinah Shore, Judy Canova, Jack Carson, Red Skelton and The Sportsmen, for "exceptional service to safety" in recording *Safe Winter Driving Jingles* requested by 775 stations in the snow belt.

Victor H. Lund

FUNERAL SERVICES were held Oct. 6 in Chicago for Victor Herbert Lund, 50, assistant timebuyer at Ruthrauff & Ryan for the past year and a half. He died suddenly Oct. 4 in Edgewater Hospital, where he had been ill three weeks. Mr. Lund joined the agency four years ago as a writer. There are no immediate survivors.

LIBEL and SLANDER

Invasion of Privacy
Plagiarism-Copyright-Piracy
INSURANCE
For the wise Broadcaster
OUR UNIQUE POLICY
provides adequate protection.
Surprisingly inexpensive
CARRIED NATIONWIDE
For details & quotations write
Employers Reinsurance Corporation
Insurance Exchange Bldg.,
Kansas City, Missouri

1876 David E. Weglein 1950

DR. DAVID E. WEGLEIN, 74, nationally known educator and public service counselor for WBAL-AM-TV Baltimore, died suddenly at his home last Tuesday.



Dr. Weglein

Dr. Weglein joined the Hearst radio and television station in 1946 following his retirement as superintendent of schools for the City of Baltimore, a position he had held for 21 years.

His death came as he was about to launch the second year of television lessons incorporated into the curricula of Baltimore's public school, an educational service he instituted at WBAL-TV last year. As a public educator it had been his philosophy to keep abreast of new developments and it was characteristic that he recognized the value of television as an educational medium.

A native of Baltimore, Dr. Weglein received his bachelors degree at Johns Hopkins U., his masters degree at Columbia U. and his doctorate at Hopkins, soon after he started teaching.

He was an officer of the National Education Assn. and of numerous other educational associations.

CBS SWITCH

Shomo, Akerman Named

IN ANOTHER executive personnel change, CBS is switching the jobs of E. H. Shomo, general manager of KMOX St. Louis, and John Akerman, assistant general manager of WBBM Chicago, effective today (Monday) [CLOSED CIRCUIT, Oct. 9]. Announcement was made by H. Leslie Atlass, vice president in charge of the CBS Central Division.



Mr. Shomo

Mr. Shomo has worked in advertising since 1925 when he joined the Chicago *Tribune*. From 1930 until 1933 he was at the Chicago *Herald-Examiner*, after which he served as member of the Chicago sales staff of MacFadden Publications until moving to CBS in 1937. In 1940 he was named to local sales and four years later he was appointed sales manager. Last year he went to KMOX as general manager.

Mr. Akerman entered radio in 1938 after several years as a publisher. In 1940 he put KPAS Pasadena on the air as its general manager and part-owner. Four years later he went to WBBM as a local salesman. In 1949 he was transferred to New York as eastern sales representative for the station and in January of this year he returned to Chicago as assistant general manager of WBBM.

Ethics Issue

(Continued from page 54)

of substantial groups of people." (Mr. Brockway's agency, Young & Rubicam, is agency for General Foods, which dismissed Jean Muir from *The Aldrich Family* telecast on grounds that she was a "controversial" figure.)

"For the welfare of the clients we serve, as well as ourselves, we cannot sponsor advertising of any kind that will arouse antagonism and resentment. Such action would be a negation of the whole purpose of advertising, which is designed to win friends and influence people," he declared.

Seeks Solution

Seeking a solution but adding that he does not know it, Mr. Brockway hopes the answer "may result from the movement started recently by the performers themselves, in which the networks, advertisers and agencies participated."

The single important principle which cannot be overlooked, Mr. Brockway said, "is that the standards of practice . . . of the U. S. are based on one great fundamental—freedom of the individual."

"Let us in our business do everything we can during these dangerous times to maintain the security and welfare of our country with the minimum of harm to the freedom of the individuals in it," he urged.

CHEVROLET

Launches Spot Campaign

CHEVROLET Motor Division of General Motors has launched a three minute spot announcement campaign using 284 radio stations throughout the country.

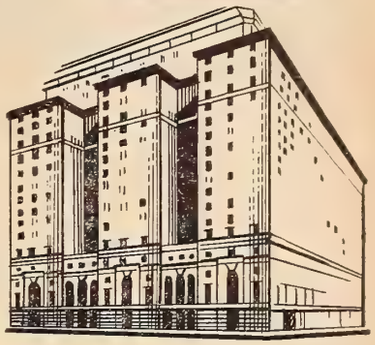
The spots will feature 10 name singers giving their interpretation of the firm's theme song "See the U.S.A. in Your Chevrolet."

A series of 40 three minute spots have been recorded with such stars as Jane Pickens, Celeste Holm, Ginny Simms, Dorothy Shay, Frances Langford, Tony Martin, John Charles Thomas, Dick Powell, Lauritz Melchior and Dick Haymes.

Each station will carry at least five of the three minute spots each week, the total impact of spots will be about 1,500 across the country per week. Campbell-Ewald Co., New York, is the agency.

Business is great, thank you, at...

RADIO WOW



WOW is embarking on one of the heaviest commercial schedules in its 28 years in business—BUT—

WOW is like a great hotel—room can always be found for a good client who has a selling job to be done in WOW-Land.

WOW can always add a cot (with a fine innerspring mattress, too!) in the bridal suite.

Why the great rush of clients to WOW, when other stations are scrapping for business?

Because WOW has 100,000 more listening families every day and every night than its nearest competitor. Because WOW delivers this audience at a lower cost per thousand.

WOW

Insurance Bldg., Omaha
Telephone WEbster 3400
Frank P. Fogarty, Gen'l. Mgr.
Lyle DeMoss, Ass't. Gen'l. Mgr.
or
ANY JOHN BLAIR OFFICE

WOW Congratulates BROADCASTING
On it's 20th Year of Service to Radio



DELEGATES at District 3 meeting (l to r): Front row, Robert R. Nelson, WARD Johnstown, Pa.; C. Leslie Golliday, WEPM Martinsburg, W. Va.; George D. Coleman, WGBI Scranton, District 3 director; Mrs. G. G. Merrill; G. G. Merrill, WHAR Clarksburg, W. Va.; John D. Bare, WHVR Hanover, Pa. Back row, A. V. Tidmore, WPPA Pottsville, Pa.; Charles Petrie, WISL Shamokin, Pa.; Louis Murray, WPAM Pottsville; Marshall Rosene, WSAZ Huntington, W. Va.; Ed Fitzsimmonds, Weed & Co.



NAB DISTRICT 3 group (l to r): Front row, Julian F. Skinnell, WLBR Lebanon, Pa.; K. Richard Creitz, WEEU Reading, Pa.; Mrs. Roger W. Clipp; Roger W. Clipp, WFIL Philadelphia; Thomas E. Martin, WEEU. Back row, Paul White, WEIR Weirton, W. Va.; L. Waters Milbourne, WCAO Baltimore; Jim Flenniken, WEIR Weirton; Harold Essex, WSJS Winston-Salem, N. C., District 4 director; Tom Metzger, WMRF Lewiston, Pa.; Homer R. Smith, WKOK Sunbury, Pa.

NAB DIST. 3

Representatives Urged To Stabilize Fees

ATTACK on the cost of station representation was made at the NAB District 3 meeting, held Oct. 6-7 at Bedford Springs Hotel, Bedford, Pa. [BROADCASTING, Oct. 9].

Television stations are getting national representation on a 7½% basis in some cases, it was stated during a discussion of operating costs conducted by Richard P. Doherty, NAB employe-employer relations director.

If representatives can take TV business on this basis they can afford to take aural representation on the same basis, it was suggested from the floor.

This brought the suggestion that representatives' fees should be "stabilized."

The station cost discussion concluded the District 3 Friday afternoon session. Attending the Friday-Saturday meeting were 141 registered delegates from Pennsylvania, Maryland, Delaware and West Virginia. The West Virginia delegates were attending their first District 3 meeting, having been transferred at their own request from District 4.

Welcome West Virginians

District 3 director, George D. Coleman, WGBI Scranton, Pa., formally welcomed the West Virginians. George H. Clinton, WPAR Parkersburg, president of the W. Va. state association, thanked the NAB board on behalf of the large delegation in attendance.

In the discussion of operating costs it was stated that national representation sometimes comprises as much as 10% of a station's expenditures, with national spot business providing as high as 40% of total income.

On the other hand it was observed that many smaller stations obtain very little national spot business and consequently have no representative fees to pay.

Mr. Doherty declared television stations as a whole are using more care and intelligence in their rate cards than aural broadcasting stations.

Lee Hart, assistant director of Broadcast Advertising Bureau, told delegates at the Saturday morning session how to take advantage of BAB sales aids. She was introduced by Robert Gulick, WGAL Lancaster, Pa. In the afternoon she presented the new BAB strip film.

Roger Clipp, WFIL-AM-TV Philadelphia, presided at a television seminar, introducing Charles A. Batson, NAB TV director. Mr. Batson said radio business is up in many TV cities, with the video competition encouraging competitive selling and improvement of product. TV income quadrupled last year but TV losses doubled at the same time, he observed.

Harold Essex, WSJS Winston-Salem, N. C., District 4 director, explained on behalf of the NAB board the plans to set up a million-dollar BAB capable of competing on equal terms with the costly sales organization maintained by newspapers.

The District 3 session was marked throughout by harmony. Delegates frequently spoke in commendation of NAB staff activities. In adopting resolutions the delegates voted appreciation of the five-year tenure of President Justin Miller and thanked other staff members for their part in the meeting; endorsed NAB's defense activities; lauded the membership report and slide-film story of association activities as presented by Ralph W. Hardy, government relations director; urged a thorough study of the NARBA question; advocated a staff study of the excess profits situation, following similar action at the District 12 meeting [BROADCASTING, Oct. 9].

Every member was urged to join the drive for new members and District 3 proposed that the story of NAB activities be given at all state association meetings.



CONVENTIONERS at NAB District 3 meeting (l to r): Front row, Mr. & Mrs. Herbert Kendrick, WHGB Harrisburg, Pa.; Mrs. John T. Gelder, WCHS Charleston, W. Va.; Madge Megargee, WGBI Scranton, Pa.; Don Axt, RCA Thesaurus; Ed K. Smith, WCMB Lemoyne, Pa. Back row, Ralph Baruch, SESAC; Victor C. Diehm, WAZL Hazleton, Pa.; John T. Gelder, WCHS; Joe L. Smith, WJLS Beckley, W. Va.

District 3 Registration

Amor, Addison, WCMB Lemoyne, Pa.; Anderson, Elwood C., WEST Easton, Pa.; Angel, Jas. M., WLOH Princeton, W. Va.; Appel, James, WGAL Lancaster, Pa.; Appell, Louis J., WSBA York, Pa.; Axt, Donald D., RCA Thesaurus, New York; Banks, Dolly and Banks, William A., WHAT Philadelphia; Bare, John D., WHVR Hanover Pa.; Barnett, Mel, WLOH Princeton, W. Va.; Baruch, Ralph, SESAC, New York; Beatty, J. Frank, BROADCASTING, Washington; Bennett, David, WKBO Harrisburg, Pa.; Breining, Paul M., AP, Harrisburg, Pa.; Burka, Mel, WTIP Charleston, W. Va.; Carpenter, Bob, MBS, New York; Cavanaugh, Joseph E., WARD Johnstown, Pa.; Clarke, L. L., WESA Charleroi, Pa.; Claycomb, Park C., WJAC Johnstown, Pa.; Clinton, Mr. & Mrs. Geo. H., WPAR Parkersburg, W. Va.; Clipp, Roger W., WFIL Philadelphia; Coleman, Mr. & Mrs. Geo. D., WGBI Scranton, Pa.; Cooper, Virginia N., WJLS Beckley, W. Va.; Creitz, K. Richard, WEEU Reading, Pa.; Curtin, Mr. & Mrs. Chas. W., Capitol Transcriptions, New York; Diehm, Victor C., WAZL Hazelton, Pa.; Dohetry, Mr. & Mrs. R. P., NAB, Washington; DuVall, Charles R., WESA Charleroi, Pa.; Eberly, Philip K., WSBA York, Pa.; Essex, Harold, WSJS Winston-Salem, N. C.; Etter, Mr. & Mrs. Lester P., WLBR Lebanon, Pa.

Filion, Ed, Robt. Meeker Assoc., New York; Fitzsimmons, E. J., Weed & Co., New York; Flenniken, Jim., WEIR Weirton, W. Va.; Foster, Frank, WNAE Warren, Pa.; Foster, John P., WJAC Johnstown, Pa.; Gaul, Raymond A., WRAW Reading, Pa.; Gelder, Mr. & Mrs. Jack, WCHS Charleston, W. Va.; Gilliday, C. Leslie, WEPM Martinsburg, W. Va.; Gray, George J., WKNA Charleston, W. Va.; Greenland, Mr. & Mrs. Cliff, Associated Program Service, New York; Gulick, J. Robert, WGAL-AM-TV Lancaster, Pa.; Haid, Allen, WMMN Fairmont, W. Va.; Hardy, Ralph W., NAB Washington; Haeseler, L. W., RCA Camden, N. J.; Hatcher, Ralph S., WPLH Huntington, W. Va.; Hewett, I. L., WRAW Reading, Pa.; Hunter, Armand L., WFIL Philadelphia; Irwin, Robert L., Dow, Lohnes & Albertson, Washington; Kahler, Miss Kathryn E., WAZL Hazelton, Pa.; Kapel, George J., WDYK Cumberland, Md.; Kapner, Leonard, WCAE Pittsburgh; Kaye, Sydney M., BMI New

(Continued on page 174)

Two Exciting Decades

BROADCASTING TELECASTING

1931 *1950*

This section is devoted to a graphic review of radio and TV since the first issue of this Journal, published on Oct. 15, 1931

20TH year

THE WHITE HOUSE
WASHINGTON

October 11, 1950

Dear Mr. Taishoff:

I extend my sincere congratulations as you embark upon your twentieth year of publication of BROADCASTING-TELECASTING Magazine.

The importance of radio -- and now television -- in every phase of our national life has never been more apparent. Five years ago -- on the occasion of radio's twenty-fifth anniversary -- I stated in a letter to you:

> "Radio, with the press, must give inspired leadership and lend its facilities to making more intimate and workable the relationship between the people and Government. For radio itself there are challenging days ahead. New services are in the offing -- services such as television and FM broadcasting, which will open new vistas of opportunity for public service."

Those observations are just as valid today as we resist the enemies of democracy and of liberty.

I have said that a free radio is as indispensable to our democratic institutions as a free press. In sending you my congratulations on two decades of service to the media that constitute "audible journalism," allow me to express the hope that your publication will continue to espouse free, competitive radio institutions in the established American tradition.

Very sincerely yours,

Harry Truman

Mr. Sol Taishoff,
Editor and Publisher,
BROADCASTING-TELECASTING Magazine,
870 National Press Building,
Washington 4, D. C.

From "BROADCASTING"
April 5, 1932

ALMOST 20 YEARS AGO WE SAID THIS— TODAY WE SAY SUBSTANTIALLY THE SAME

POPULARITY THAT PAYS!

WLS Again Proves The Experts Wrong!

Saturday night, March 19, Radio Station WLS broadcast its regular Saturday night Barn Dance program from the 8th Street Theatre in Chicago. An admission charge of 50 cents for adults and 25 cents for children was made.

Various experts said it wouldn't pull—or it wouldn't broadcast satisfactorily. And it did both. The theatre was filled to capacity *twice* and over 500 were turned away at the box office because of lack of room. Listeners outside said the air reception to the program was perfect.

It isn't the first time WLS has upset accepted theories. A year ago at the International Livestock amphitheatre over 12,000 people on one night paid 25 cents each to see this same program broadcast in a drive for charity funds. At the Indianapolis State Fair, 7,500 people paid 50 cents each and at Springfield, 3,500—capacity houses in each case.

Then on the air—advertisers told us "afternoon is no good." But *one* five-minute broadcast alone brought requests for 7,650 catalogs on home needlework. A half hour on Sunday afternoon, 10,000 requests for free samples. And on Saturday morning "when the children are all out at play," a single fifteen-minute program brought over 5,000 drawings, all from children of under 15 years.

Such results—duplicated almost daily—are the result of genuine station popularity. WLS knows its audience; knows what they like—and knows how to produce programs of such popularity to listeners that they pay advertisers.

After all, isn't that what advertisers want?

50,000 Watts • 870 Kilocycles Clear Channel

1. It still does.
2. Modesty forbids comment.
3. There each Saturday night since 1932. Admission now 85c for adults, 50c for children.
4. Still filling the house to capacity—2,400 paying listeners each Saturday night . . . and still a waiting list.
5. This year at the same place, 12,000 people paid from 50c to $1.50 to see the WLS NATIONAL BARN DANCE broadcasting as the opening feature.
6. Now, they said we couldn't pull "opposite Godfrey." So, one-half hour daily we broadcast a WLS staff talent program which has produced 15,000 letters each week from listeners—"opposite Godfrey."
7. Let it stand—it applies more strongly today than ever before.
8. Now 890 Kilocycles.
9. James E. Edwards, President.
10. Still tending store in the same location.

The Prairie Farmer Station

50,000 Watts • 870 Kilocycles
1230 WEST WASHINGTON BLVD., CHICAGO, ILL.
BURRIDGE D. BUTLER, Pres. GLENN SNYDER, Station Mgr.

WLS CHICAGO 7

THE PRAIRIE FARMER STATION

CLEAR CHANNEL Home of the NATIONAL Barn Dance

890 KILOCYCLES, 50,000 WATTS, ABC NETWORK—REPRESENTED BY JOHN BLAIR & COMPANY

TWO EXCITING DECADES

IN the pages that follow appears a running story of radio during two exciting decades. The story begins with the founding of BROADCASTING.

That first issue of Oct. 15, 1931, is as archaic as the carbon mike of its era. Its masthead was askew, its type of another generation. The paper was of newsprint vintage.

A half-dozen youthful hands produced that issue with trepidation and expectancy. How would it go? Would it flop, as had 95% of new publication ventures in those dark depression years?

Our thesis was that radio, embracing the spheres of entertainment, education and commerce as well as news, was entitled to its own magazine. Radio was a new kind of journalism, destined to have a more intimate, penetrating and influential voice than any other.

We aspired to become the written voice of the spoken medium. Our concern was the success and well-being of radio. Our interest was the sound development of the art, because in that sound development the success of BROADCASTING would seem assured.

The lead editorial of that yellowed first issue concluded:

> To the American system of free, competitive and self-sustaining radio enterprise, this new publication * * * is dedicated.

We are entering our 20th year. Those lines remain our philosophy, our creed and our pledge.

It is a nostalgic adventure to thumb through back issues. A headline, a picture, an editorial, awaken memories. Crisis after crisis thunders across those pages. Humor, whimsy and pathos, too. A tear for a departed pal. High dudgeon over a do-gooder crusade. Radio City is born.

It was truly a young man's game. Verve, fire, politics. ASCAP, allocations, station quotas. TV had a headline in the very first issue. Men from Mars, the Mae West incident, the newspaper war, BMI. Network regulations, the Blue Book, voluntary censorship codes. Petrillo. Those days of Pearl Harbor, when radio filled itself with glory—and then inscribed its own Roll of Honor.

Radio, a romping, almost reckless giant, vaulted from $60 million gross in 1931 to more than $600 million. It moved because it knew no barriers. It gave generously of its time and substance to all worthwhile causes. It won the hearts and the minds of America. It became part and parcel of the living standard.

But threaded through this kaleidoscopic development was an ominous overtone — radio's free charter was threatened every inch of the way. Without it, there could be no truly free America—a concept generally accepted today.

The story of American radio is the story of democracy in action. And the story of BROADCASTING parallels that of radio.

Our staff has grown from 6 to 60; our bureaus from one to five, and our paid circulation from zero to nearly 16,000. We have heralded the advent of every new development of the mass radio media—from AM through international broadcasting, to FM and that ambidextrous young Colossus—Television. Five years ago TELECASTING was added to our masthead.

BROADCASTING has tried to be an alert, accurate, comprehensive reporter. It has never stinted on news. Editorially, it has called its shots as it has seen them, seeking always to keep uppermost the precept of service to all of broadcasting and to the public.

The emergence of BROADCASTING • TELECASTING would not have been possible without the counsel, encouragement and selfless help of many wise men of the broadcasting arts, in and out of public life, over the years. It would have faltered and perhaps failed without the inspiration and sweat and toil of early staff co-workers (many of them still with us), and of those boys and girls who have given so generously of their time and talents, with never a look at the clock, during two action-packed decades.

In the pages that follow you can also read the messages of many of those who wish us well as we round out our 20 years (space limitations precluded publication of all). The generous praise is more than we deserve. To be congratulated are those of you who have created, nurtured and developed these magnificent arts, and thereby made the news that we have chronicled.

Today we are in a national emergency. Whether this is half-war, or in-between wars is a free guess. This world, which radio helped shrink to within instant earshot of anywhere, is alerted for a constant state of emergency.

The duty that devolves upon radio and television is to keep the American people—and a largely dependent democratic half-world—fully and accurately informed and alerted; to keep the arsenals of democracy humming; to maintain morale. In short: Radio and Television by the American Plan.

We of BROADCASTING • TELECASTING, whose duty it is to keep our readers informed and alerted, are mindful of our own responsibilities. We shall never wittingly violate your trust.

On this anniversary, we humbly and gratefully rededicate ourselves to unswerving support of our free American broadcasting institutions.

Sol Taishoff

Editor & Publisher

COLUMBIA BROADCASTING SYSTEM INC
485 MADISON AVENUE, NEW YORK 22, N.Y.

OFFICE OF THE CHAIRMAN OF THE BOARD
WILLIAM S. PALEY

September 28, 1950

Dear Sol,

My heartiest congratulations on the 20th anniversary of the founding of your magazine -- the industry's bible.

As BROADCASTING enters its 21st year, you may well look back with pride at its robust growth. I remember that the entire first issue, then published bi-weekly, had fewer pages than the current weekly Telecasting section alone. Your baby is a grownup. Moreover, while growing, it has kept pace with the most dynamic industry in the country. That's quite an achievement.

Through the years, I have found the news of the broadcasting industry in your newsweekly has invariably had the fullest and fairest presentation. You have done a job that will make your files necessary reading for the historians of broadcasting.

Sincerely,

William S. Paley

Mr. Sol Taishoff
Editor & Publisher
BROADCASTING
Washington, D. C.

AMERICAN ASSOCIATION of ADVERTISING AGENCIES
420 LEXINGTON AVENUE
NEW YORK 17

OFFICE OF
THE PRESIDENT

September 29, 1950

Mr. Sol Taishoff
BROADCASTING
National Press Building
Washington 4, D. C.

Dear Sol:

When BROADCASTING started publication in 1931, advertising expenditures in radio were around $60,000,000 per year. Now the total advertising expenditure in radio and television is running some $700,000,000 annually!

The way that BROADCASTING has covered this success story - and the many other remarkable developments in AM, FM and TV, technological, research, governmental and talent - has been a feat and a service.

Thanks and congratulations to you, as you enter your twentieth year.

Very sincerely,

Frederic R. Gamble/jt

NATIONAL ASSOCIATION OF BROADCASTERS
1771 N STREET, NORTHWEST
WASHINGTON 6, D. C.

JUSTIN MILLER
PRESIDENT

October 5, 1950

Mr. Sol Taishoff,
Editor and Publisher,
BROADCASTING-TELECASTING,
National Press Building,
Washington 5, D.C.

Dear Sol:

There is more than passing significance in the fact that BROADCASTING-TELECASTING is celebrating its 20th year of service to American broadcasters. Your publication has represented more than an outstanding chronicle of radio's times; it has been a champion of causes, speaking with conviction on issues as it sees them. This function in a freedom-loving nation is a bulwark of American life, and I can only admire the courage you have displayed in exercising it — even though, occasionally, I may have disagreed with you.

My sincere congratulations to you and to your loyal staff. May you continue for many more years in the pattern so wisely set two decades ago: the truth in reporting, integrity in editorializing and militant espousal of American broadcasting as the world's greatest medium of mass communication.

Cordially yours,

Justin Miller

Justin Miller.

WOR
GENERAL TELERADIO, INC
1440 BROADWAY, NEW YORK 18

OFFICE OF THE PRESIDENT

September 12, 1950

Mr. Sol Taishoff
Editor and Publisher
BROADCASTING
National Press Building
Washington, D. C.

Dear Sol:

For all but three years of your existence, I am fortunate enough to be able to testify from personal experience how well and truly Broadcasting has served the industry. You have always completely informed your readers of major problems, sometimes before they developed, and exploited all the various facets of change and invention in this fast-moving communications field. The way you get the news is not uncanny-- it's just Taishoff, and his splendid organization. I feel that broadcasters have been fortunate to have been so well served by a dynamic trade paper observing the highest journalistic standards. Your twenty-year record assures an even more brilliant future.

With all best wishes,

Sincerely yours,

Ted

Theodore C. Streibert

FEDERAL COMMUNICATIONS COMMISSION
WASHINGTON 25, D. C.

ADDRESS ALL COMMUNICATIONS TO THE SECRETARY
IN REPLY REFER TO:

October 2, 1950

Mr. Sol Taishoff
Editor & Publisher
BROADCASTING-TELECASTING Magazine
National Press Building
Washington 4, D. C.

Dear Sol:

I have learned that BROADCASTING Magazine begins its twentieth year with the October 16th issue. I want to take this opportunity to congratulate you and your associates upon this occasion and to point out to you that while the past twenty years have been filled with exciting developments you cannot expect to look forward to a succeeding twenty years with any expectation that they will be restful and permit you and your editors any greater relaxation than you have had. I feel quite sure that the developments of the succeeding twenty years will be just as great as they have been in the past twenty years. People engaged in the development of broadcasting and its related enterprises are peculiarly dependent upon accurate and fair reporting and constructive editorial comments. For a long period of time I have greatly admired your magazine for the excellent reporting job it has done. While I have not always agreed with your editorial point of view, I certainly agree that you should have a point of view and that you should continuously press through your editorial columns for the development in the field of broadcasting which you believe to be wise and sound. Frank and honest criticism will always serve a useful and constructive purpose.

Editorializing by Broadcast Licensees said, "The needs and interests of the general public with respect to programs devoted to news commentary and opinion can only be satisfied by making available to them for their consideration and acceptance or rejection, varying and conflicting views held by responsible elements of the community." I think this statement by the Commission is just as applicable in a trade journal devoted to the interests of broadcasting as it is to broadcast licensees.

In entering upon your twentieth year BROADCASTING faces the challenge of serving those interested in the media through the time tested formula of fair and accurate reporting and constructive opinions. I wish you and your associates nothing but the highest success. And such success is a great compensation in itself.

Sincerely yours

Wayne Coy

Wayne Coy
Chairman

HERBERT HOOVER

The Waldorf Astoria Towers
New York 22, New York
October 2, 1950

Dear Mr. Taishoff:

Having been, as Secretary of Commerce, the first nurse to radio broadcasting and having witnessed its progress to a mighty entertainment and moral force, it is easy for me to congratulate your magazine for its contributions over all these years. And at the same time to express my appreciation of the service of the magazine from those earliest days.

Yours faithfully,

Herbert Hoover

Mr. Sol Taishoff
Broadcasting Publication
National Press Building
Washington, D. C.

RADIO CORPORATION OF AMERICA
RCA BUILDING
30 ROCKEFELLER PLAZA
NEW YORK 20, N. Y.

DAVID SARNOFF
CHAIRMAN OF THE BOARD

September 15, 1950

Mr. Sol Taishoff
Editor & Publisher
Broadcasting Magazine
National Press Building
Washington 4, D. C.

Dear Sol:

Congratulations to you and the members of your staff on the twentieth anniversary of Broadcasting. You have done a splendid job in reporting the running story of radio's advance.

May the years ahead bring you all new opportunities and glory in the field of television.

With cordial good wishes,

Sincerely,

David Sarnoff

EDWIN C. JOHNSON, COLO., CHAIRMAN
ERNEST W. MC FARLAND, ARIZ. — CHARLES W. TOBEY, N. H.
WARREN G. MAGNUSON, WASH. — OWEN BREWSTER, MAINE
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LYNDON B. JOHNSON, TEX.
LESTER C. HUNT, WYO.

EDWARD S. JARRETT, CLERK

United States Senate
COMMITTEE ON
INTERSTATE AND FOREIGN COMMERCE

September 15, 1950

Sol Taishoff
Editor & Publisher
Broadcasting
National Press Building
Washington 4, D. C.

Dear Sol:

Those of us who must keep informed on what is cooking in broadcasting and television are mighty thankful that two enterprising newspapermen got their heads together a little more than twenty years ago today and decided that this country needed a trade paper exclusively devoted to an infant industry which seemed to have great possibilities. They were correct with much to spare in their expectation that this frail infant would develop into a huge and healthy giant.

The vision of those men has been fulfilled in every way. The magazine they started has grown with the industry it serves. The nation depends upon it as the bible of this electronic marvel. Those of us who read it cover to cover are kept completely informed of not only what has happened, but what is likely to happen.

I join with the legion of friends of its competent and friendly publisher and editor to wish him and his publication many happy returns of this twentieth anniversary and to express the hope and expectation that he celebrates his diamond jubilee with the same zest and devotion with which he entered this field and achieved a notable success.

Sincerely,

Ed C Johnson

Chairman

ECJ:Ce

Anniversary Open Mike



EDITOR, BROADCASTING:

. . . An always loyal friend and supporter of the broadcasting industry—the gentleman who edits and publishes BROADCASTING . . .

First, I shall pay my resepects to my hosts—Sol Taishoff and his BROADCASTING, both of whom have rendered such consistently and continuously invaluable service to the broadcasting industry since its very inception that it is difficult to find the words in which to appropriately express our gratitude . . .

Secondly . . . I greet my contemporaries, whose experience in the art and industry of radio hark back to the days of the pioneers.

All of us who through these years have shared the experiences incident to the birth, organization and growth of the art and industry of broadcasting must remember with nostalgia the early days when our destiny and immediate operation depended upon decisions made by the revered Herbert Hoover, then Secretary of Commerce, and the bulk of our legislation had to clear through the Division of Marine and Fisheries . . .

. . . During those days and ever since, BROADCASTING has been a faithful and reliable clearing house of all information pertinent to the operations of the industry.

Nothing more primarily important to the welfare of broadcasting in its promising future occurred in those times, than the organization of NAB.

. . . Throughout all of our difficulties . . . NAB has been the single and most powerful unifying "Rock of Gibraltar" influence in the industry . . .

Earle C. Anthony
President
Earle C. Anthony Inc.
Los Angeles
(Former Pres., NAB)

* * *

EDITOR, BROADCASTING:

The two decade span since BROADCASTING was born marks one of the most exciting periods in contemporary history. I think we should all take our hats off to Sol Taishoff and his able gang for keeping pace so nobly with the rapid - fire developments and changes in radio packed into these twenty years. This period has seen radio develop from a gangling, spluttering, squawking infant into a full grown, globe-girdling giant affecting the daily lives of hundreds of millions of people around the world.

Seymour Berkson
General Manager
International News Service
New York

* * *

EDITOR, BROADCASTING:

In a world which is too full of generalities, it always impresses me when someone carves out a special niche for himself and specializes intelligently in it. The niche which you selected has grown to be practically a canyon and is still full of falling rocks, but you have done a great job of growing and maturing with one of America's most dynamic industries. I compliment you on your alertness and integrity and wish you continued success.

Leo Burnett
Leo Burnett Co.
Chicago
(Vice Chairman, The Advertising Council Inc.)

* * *

EDITOR, BROADCASTING:

You and your associates have been doing a great job. Keep it up for another twenty years.

Walter J. Damm
Vice Pres. & Gen. Mgr.
WTMJ-AM-TV, Milwaukee
(Former Pres., NAB)

* * *

EDITOR, BROADCASTING:

On this twentieth anniversary of BROADCASTING I want to offer my heartiest congratulations to you and your organization on a record of accomplishment in which you can take great pride.

During the past two decades the success of BROADCASTING has paralleled the development of the industry it has served so well. Since 1930, American radio has grown from modest beginnings to become a major force in our society and economy, and now television is adding its contribution as a medium of entertainment and information as one of the world's most powerful selling instruments. Throughout this period, BROADCASTING has taken on larger and larger stature as the medium to which the industry looks for information and interpretations of its own problems and developments.

As radio and television continue their progress, I know that BROADCASTING-TELECASTING will also continue to grow and I wish you every success for the future.

Charles R. Denny
Executive Vice President
NBC
(Former Chairman, FCC)

* * *

EDITOR, BROADCASTING:

I know that I have been in the radio business for what seems to be a thousand years, but little did I realize that BROADCASTING is twenty years of age.

My sincere congratulations on twenty years of very informative and constructive service to the industry.

Joe Eaton
General Manager
WKLO Louisville, Ky.

* * *

EDITOR, BROADCASTING:

Both broadcasting and BROADCASTING have come of age. No static condition there, each has grown in utility and stature for two decades. And each in its sphere has been an informative and constructive force. Nor has either lost the initiative, the imagination, the drive, as new horizons appeared. These qualities, which are basically qualities of youth, are ever so essential as radio encompasses a new era.

To have seen 50 people crowd the little police station at little Ormond Beach, Fla., to see the World Series was proof enough that seeing-eye broadcasting is the dominant force of the new era. It is not too much to expect that both broadcasting and BROADCASTING will continue to reflect the maturity of judgment, essential competence for the big job, and the spirit of youth which meets the hazard only as a challenge.

James Lawrence Fly, Esq.
(Former Chairman, FCC)

* * *

EDITOR, BROADCASTING:

Although broadcasting service began almost thirty years ago, its widespread growth followed the

BRISTOL-MYERS COMPANY
630 FIFTH AVENUE
NEW YORK 20

OFFICE OF THE PRESIDENT

September 15, 1950

Mr. Sol Taishoff
Broadcasting Publications, Inc.
National Press Building
Washington 4, D. C.

Dear Sol:

I have watched with sustained interest the growth of BROADCASTING during the last twenty years. As radio developed you earned a fine reputation for accurate coverage as the weekly news magazine of radio.

As television progress follows the radio pattern, I know many will rely on you for their telecasting news as well as radio news reporting.

Sincerely yours,

LEE H. BRISTOL

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ALLEN B DuMONT LABORATORIES INC
750 Bloomfield Avenue, Clifton, New Jersey

ALLEN B. DuMONT
President

October 10, 1950.

Dear Sol:

Please accept my heartiest congratulations on the twentieth anniversary of the publication of Broadcasting - Telecasting Magazine.

Through its accurate, up-to-the-minute reporting of trade news, Broadcasting - Telecasting renders a tremendous service to the radio and television industry.

Sincerely yours,

Allen B. Du Mont.

launching twenty years ago of BROADCASTING. The comparatively brief life of the industry has in this period of two decades, grown from the battery "cat-whiskered" receiver to color TV . . . Hundreds of thousands of the "cat-whiskered" sets were still in use when BROADCASTING was born. The real growth of radio followed introduction in 1927 of the electronic tube for FM, TV, radar and a thousand other applications. FM alone has not met expectations, largely because the public weighed its higher costs against its higher fidelity, plus lack of distinctive FM entertainment value, as compared with available AM programs. And the same public verdict may well result in color TV.

In any event, it has not been mere happenstance, in my opinion, that the tremendous expansion of radio followed the birth of BROADCASTING. An outstanding trade magazine, such as BROADCASTING as an industry spokesman and champion, is as essential to industry as a trade or industrial association.

BROADCASTING has contributed invaluable service not only to the broadcasting industry, but also to radio manufacturers, the trade and many allied interests.

Bond Geddes
Former Exec. Vice President
RTMA

* * *

EDITOR, BROADCASTING:

In two decades, radio has passed from adolescence to a sure maturity, and BROADCASTING has been the faithful reporter of an industry's coming of age. Not only for its always dependable news columns but for its courageous editorial policy, BROADCASTING has been a mainstay of the industry.

Carl Haverlin
President, BMI

EDITOR, BROADCASTING:

So BROADCASTING is twenty years old! The mere thought poses a paradox. On the one hand it is startling to be faced with the fact that this vigorous, progressive youngster has seen two decades go by. On the other hand it is difficult to remember when BROADCASTING was not serving the radio industry and exercising over it an influence for good.

That twenty year span has been packed solidly with tremendous achievement of the industry and its leaders and BROADCASTING has faithfully recorded these events and interpreted their significance.

I well remember the birth of BROADCASTING only two and a half years after the enactment of the Radio Act of 1927 . . .

Harry Shaw, owner of WMT, then in Waterloo, Iowa, and a couple of guys who had used the same by-line "Robert Mack" in their syndicated newspaper columns, which, incidentally, served me well for my radio pages in the *Chicago Daily News*—these men were the founders of BROADCASTING, whose creation was designed to fill a void of an almost newsless industry. You have built well. You were never an apologist but always an advocate. You were more interested in the good works of broadcasters than in their frailties. By championing the constructive aspects of an industry dedicated to the public interest you have given encouragement at times when it was most needed. You have been a worthy spokesman.

Those fruitful twenty years have seen many technical changes, none of which however have rendered obsolete the receivers of 1930. The millions of sets sold in the interim have been better built and of better design but there is many an ancient receiver still bringing joy to its owner. New services have been added in those twenty years so today we find BROADCASTING is binominous with the addition of TELECASTING to its name in order to embrace the most glamorous of these new services.

As the first twenty years of BROADCASTING come to a close the events which will be the industry news of tomorrow are casting their shadows before them. The new industry—television—is struggling to fulfill its promised bright future and I predict that BROADCASTING—sometimes called TELECASTING—will continue to fight for those principles which have made radio broadcasting the great public servant it is and which if applied to television will preserve its values for the benefit of all.

William S. Hedges
Vice Pres., NBC
(Former Pres., NAB)

* * *

EDITOR, BROADCASTING:

It hardly seems possible that BROADCASTING is 20 years old. I well recall when Martin Codel and Sol (Robert Mack) Taishoff were free lance writers and called in the old offices of the Radio Commission for radio news stories which they ran in a syndicated column from 1928 to 1930. Then came BROADCASTING and since that time everyone connected with radio has depended upon this magazine for authentic and complete news stories.

E. K. Jett
Vice Pres. and Director
WMAR (TV) Baltimore
(Former Member, FCC)

EDITOR, BROADCASTING:

It gives me great pleasure on this 20th anniversary of BROADCASTING to extend the hearty congratulations and good wishes of the United Press.

BROADCASTING has been an alert reporter and faithful sentinel of radio from its formative years in the '20's through maturity to the great art and industry it is today. And like radio, it has spanned some of our most difficult years of depression, social upheaval, war.

Now, when we are entering upon another critical phase, radio and those allied to it must more than ever remain alert to the duty of keeping the public fully and accurately informed. We who are engaged in the collection and dissemination of news, whether in the far-reaching precincts of radio or in the capitals and on the police beats of the world, will do our utmost to live up to that obligation.

Earl J. Johnson
Vice President
United Press Associations

* * *

EDITOR, BROADCASTING:

My best wishes to you and all members of the staff of BROADCASTING on this occasion of your fine magazine's 20th anniversary.

For an infant industry, with many trials and troubles, BROADCASTING has been a valuable leader, providing wise counsel and constructive guidance. Unquestionably, the maturity of the radio broadcasting industry has been materi-

(Continued on page 66)

AMERICAN NEWSPAPER PUBLISHERS ASSOCIATION

370 LEXINGTON AVENUE
AT 41ST STREET
TELEPHONE: CALEDONIA 5-2000 NEW YORK 17, N. Y.

September 25, 1950

Mr. Sol Taishoff
Editor and Publisher
Broadcasting Publications, Inc.
National Press Building
Washington 4, D.C.

Dear Mr. Taishoff:

Answering your letter of September 12th:

I am glad to send you the following which you may use in the October 16th issue of BROADCASTING.

"I want to congratulate Broadcasting Magazine on the occasion of its twentieth anniversary.

"It must be gratifying to those who have built this splendid publication to look back on twenty years and view what has been accomplished by your outstanding publication with its fine leadership.

"May you continue successfully in the years ahead."

Sincerely,

President.

Anniversary Open Mike

(Continued from page 65)

ally hastened by good influence of your magazine.

On this 20th anniversary I congratulate the staff for the high standards of service which they have established and now maintain.

Sen. Lyndon B. Johnson
(D-Tex.)

* * *

EDITOR, BROADCASTING:

So, you are twenty years young! Why you are almost as old as the young industry you serve. Anyhow, happy birthday with three rugged slaps on the back:

One—To call the shots as you see them for the good of the industry.

Two—To strive to lead this young industry rather than follow it.

Three—To uphold the Freedom of the Press by never misusing that freedom.

You've served well and we know you'll do even better in the future.

Happy birthday.

Edgar Kobak
Business Consultant
New York
(Former President, MBS)

* * *

EDITOR, BROADCASTING:

I understand the Oct. 16th issue of your magazine will mark 20 years of service to the broadcasting industry. Please accept my congratulations on reaching the 20 year mark in an enterprise for which you have been largely responsible.

Best wishes for the future.

John J. Leitch
Vice Pres. in Charge of Engineering
WCAU Philadelphia

* * *

EDITOR, BROADCASTING:

It is difficult to believe that nearly two decades have passed since you, Sol, Martin Codel, Harry Shaw and I met and laid the foundation for BROADCASTING magazine.

The policies evolved at these early meetings, and which have been followed since, guaranteed the success which your publication has earned. The first of these policies, you will recall, provided that news should be completely and accurately reported as a dependable service to all subscribers who constituted—and still constitute—the expanding art of broadcasting. A second policy provided that the editorial policy of the publication should be dedicated to the orderly development of the American system of broadcasting—a system based upon privately owned and competitively operated stations.

It has always appeared significant to me that discussions at these founding meetings were devoted primarily to perfecting the news service of the publication and relegated such matters as advertising rates and business management to secondary consideration.

All of us then foresaw the need for the service which was being so carefully planned and all of us had unswerving faith in the future development of the broadcasting art.

Adherence to those early policies through two exciting decades has won for BROADCASTING-TELECASTING the respect and confidence of subscribers and advertisers alike. As the art expanded, the publication progressed, and our early faith was vindicated.

Now greater opportunities lie ahead. Building upon the foundations so firmly established, BROADCASTING - TELECASTING will seize these new opportunities and expand its services and continue its leadership—a position achieved through long hours of hard work, sound management, and devotion to the art of broadcasting and television.

To you, Sol, and all of the members of your staff, upon this anniversary date, I extend my hearty congratulations along with my very best wishes for your future sucess.

Philip G. Loucks
Attorney
(Managing Director, NAB 1930-1935)

* * *

EDITOR, BROADCASTING:

In behalf of WHO I would like to congratulate BROADCASTING on its 20th anniversary Oct. 16.

We believe BROADCASTING in all of its 20 years of issue has continually done a most commendable job in the best interests of this outstanding medium of radio.

Best regards to you and staff.

Paul A. Loyet
Vice Pres.
WHO Des Moines

* * *

EDITOR, BROADCASTING:

The Radio Correspondents' Association is happy to join your host of friends in the radio and television industry in congratulating BROADCASTING-TELECASTING on its 20th anniversary.

Although only half as old as your publication the association in that time has learned the power of your editorial columns in its continuing endeavors for the recognition of radio and television newsmen. Without your editorial support the Correspondents' Galleries of the Senate and the House would not now be in existence, and radio and television newsmen would be working under the impossible conditions which existed at the formation of the organization.

William R. McAndrew
Chairman
Radio Correspondents' Galleries
Congress of the United States

* * *

EDITOR, BROADCASTING:

Recently it came to my attention that BROADCASTING is about to start its twentieth year of publication. Certainly sounds like a fairly long time. To me, however, it seems more than twenty years since BROADCASTING made its initial appearance. Perhaps that is because I have read the magazine from cover to cover each week. Also, it is hard to believe that any publication could have done so much good for an industry within a span of twenty years.

My personal contact from time to time with you and your asso-

(Continued on page 169)

NATIONAL BROADCASTING COMPANY, INC.

A SERVICE OF RADIO CORPORATION OF AMERICA

RCA Building, Radio City, New York 20, N.Y.

CIRCLE 7-8300

JOSEPH H. McCONNELL
PRESIDENT

September 20, 1950

Mr. Sol Taishoff
Editor and Publisher
Broadcasting Magazine
National Press Building
Washington 4, D. C.

Dear Sol:

I understand that Broadcasting Magazine begins its twentieth year of publication with the October 16th issue, and I want to salute you and your staff on this landmark in a record of service to the industry.

The history of radio and television has been an exciting one, and Broadcasting Magazine is a part of that history, growing with the industry and helping it to grow. Radio and television will continue to advance on the basis of their service to the public; and as they advance, they will continue to depend on Broadcasting Magazine for splendid coverage of the news of our trade, for guidance on the problems of our business and for interpretations of industry developments.

On this twentieth anniversary of Broadcasting Magazine I send you my warm good wishes for still greater success in the years to come.

Sincerely,

Joe McConnell

THE SECRETARY OF THE NAVY
WASHINGTON

26 SEP 1950

Dear Mr. Taishoff:

It is a pleasure for me to greet the editors and staff of BROADCASTING on the 20th Anniversary of this publication.

BROADCASTING has done an outstanding job in specialized journalism by reporting for two decades the week-to-week developments in the important communications fields of radio and television.

Sincerely yours,

Francis P. Matthews

Mr. Sol Taishoff
Editor and Publisher
BROADCASTING
National Press Building
Washington 4, D. C

Two Exciting Decades

RADIO broadcasting was already established as an integral part of the American way of life in 1931, when, on Oct. 15, the first issue of BROADCASTING, "The News Magazine of the Fifth Estate," was distributed. Magazines went to executives of the 612 stations then serving listeners in more than 15 million of the nation's homes and of the business concerns and their advertising agencies. Those advertisers and agencies during 1931 spent some $56 million for the use of broadcasting facilities to deliver sales messages about their products to this vast listening audience.

1931

In the 11 years since KDKA Pittsburgh and WWJ Detroit had first begun providing regular program service for a few thousand listeners, broadcasting had come a long way. If it had not as yet achieved full maturity it was certainly a healthy, husky youngster, filled with youth's vitality, idealism and eagerness to serve, and beset by more than a normal number of growing pains.

A rapid recapitulation of radio history during the 1920's, touching only a few of the ultra-high spots in a list of notable events long enough to more than fill a full issue, shows:

1921: First broadcasts of a championship fight (Dempsey-Carpentier) and a big league ball game; 30 stations on the air at the end of the year.

1922: Secretary of Commerce Herbert Hoover called the first radio conference relating to broadcasting (the Department of Commerce a decade earlier had been directed to enforce a radio act requiring certain passenger ships to carry radio equipment and operators, and had expanded its supervision to all domestic radio operations, including broadcasting); the superheterodyne radio receiver was introduced by its inventor, E. H. Armstrong; first sponsored program was broadcast (by WEAF New York, then owned by AT&T which was testing the theory that if a telephone service could be maintained on fees collected from individuals using telephone facilities to talk to other individuals, it might be possible to support a broadcasting service on fees collected from individuals or organizations utilizing radio facilities to address at one time a large number of other individuals); program was a 10-minute talk on real estate, sponsored by the Queensborough Corp., New York real estate organization; more than 500 stations on the air by Dec. 31.



Dr. Armstrong

Network Broadcasting Debuts in January

1923: First network broadcast in January when WEAF New York and WNAC Boston were linked by telephone wire and in June the first multiple station hook-up comprising WEAF, WGY Schenectady; KDKA Pittsburgh, and KYW Chicago; first rebroadcast, when KDPM Cleveland picked up short waves from KDKA and transmitted them; opening of Congress broadcast for first time.

1924: First transatlantic rebroadcast, KDKA program shortwaved to London, broadcast there for local audience; conventions of the major political parties broadcast for the first time over nationwide networks (What listener from those days will ever forget "Alabama casts 24 votes for Underwood"?); first transatlantic picture transmission by facsimile radio.

Nation Hears Coolidge Inaugural

1925: Coolidge inaugural broadcast across the country by 24 stations; John Baird, television inventor, showed "radio shadowgraphs" in London; introduction of alternating current tubes made possible the all-electric home receiver; United States Radio Research Labs confirmed Heaviside-Kennelly theory of so-called "radio mirror."

1926: President Coolidge signed the Dill-White Radio Bill, creating the Federal Radio Commission and ending chaos caused by an undisciplined growth of broadcasting after Department of Commerce control had proved ineffective; World Series broadcast for first time by nationwide hookup; NBC organized Nov. 1, with WEAF and WJZ as New York key stations, Merlin Hall Aylesworth as president; more than 700 stations on air.

1927: First regularly established transcontinental hookup opens New Year broadcasting Rose Bowl football game from Pasadena; President Coolidge appoints first Radio Commission: Rear Admiral W. H. G. Bullard, John F. Dillon, Judge E. O. Sykes, O. H. Caldwell, Henry A. Bellows; CBS went on the air Sept. 18, with basic network of 16 stations, Maj. J. Andrew White as president; Young & Rubicam buys block of time across the board on NBC for Radio Household Institute, mixing commercials for various clients among household hints and recipes.



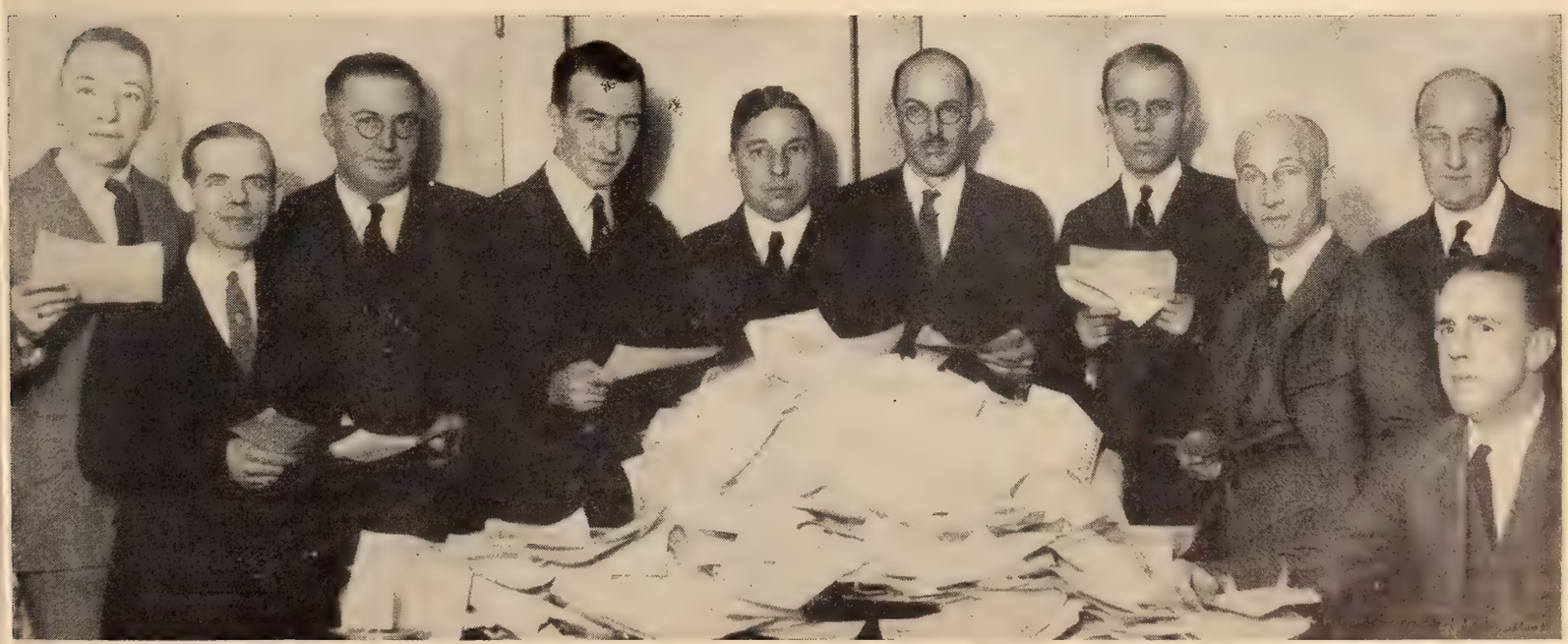
Maj. White

London Beams First Transatlantic Telecast

1928: Baird telecast from London viewed at Hartsdale, N. Y., first transatlantic video transmission; Bell Telephone Labs demonstrates outdoor video pickup without lights; 107-station hookup carries Herbert Hoover's speech accepting Republican nomination for President from Palo Alto; the two major parties spent about $500,000

(Continued on page 68)

* * * * * * * * *



THESE are the founding fathers of NAB as they met in the Drake Hotel, Chicago, on April 23, 1923, to establish the organization. They are (l to r): Raymond Walker; C. H. Anderson; Frank W. Elliott, WHO Des Moines, later an NAB president; Comdr. Eugene F. McDonald Jr., then owner of WJAZ Chicago; Paul Klugh, manager of WJAZ; William S. Hedges, radio editor of the *Chicago Daily News*, operating WMAQ; Elliott Jenkins, WDAP Chicago (now WGN); A. B. Cooper; John Shepard 3rd; Powel Crosley Jr., WLW Cincinnati. They were to guide a rapidly-growing young industry in its early years.

1931

(Continued from page 67)

apiece for radio campaigning; General Electric TV station telecasts one-act drama, *The Queen's Messenger;* Maytag Co., washing machine manufacturer, sponsors first program specially recorded for radio, records produced by National Radio Advertising Inc. under direction of Raymond Soat; number of stations dropped to 677, July 1; industry's gross time sales for 1928 estimated to be $14,100,000.

1929: CBS reorganized Jan. 3, elected William S. Paley president; Procter & Gamble Co. this year made first use of daytime radio and Bulova Watch Co. sent recorded announcements to more than 100 stations for broadcasting together with time signals; NAB in March adopted a code of ethics for the industry; Dr. V. K. Zworykin demonstrated his kinescope TV receiver to IRE meeting at Rochester, N. Y.; 618 stations operating in November; 1929 industry gross time sales put at $26,800,000.

1930: Pentode tubes for radio receivers introduced; first round-the-world broadcast travels from Schenectady to Holland to Java to Australia and back in less than a second; NBC opens experimental TV transmitter in New York; CBS broadcasts pre-Christmas series with different sponsor in each city, announcements being cut-in locally, series includes pick-up from Amsterdam, first international origination of commercial program; 612 stations operating; gross time sales up to $40,500,000 despite worsening business conditions.



Dr. Jolliffe

As of midyear 1931, according to a report compiled by Dr. C. B. Jolliffe, chief engineer of the Federal Radio Commission, there were 612 licensed broadcasting stations, 90 operating on clear channels, 284 on regional channels and 238 on local channels, but of the total only 420 were on the air simultaneously at night—45 clears, 187 regionals and 188 local stations. Only 14 stations were licensed for the maximum permitted power of 50 kw. All stations licenses were for six-month periods.

A News Journal Is Born To The Young Radio Industry

That was the status of broadcasting in 1931 when two young Washington reporters, Martin Codel and Sol Taishoff, launched BROADCASTING as the news journal of the broadcasting industry with the intention, as they said in their first editorial, "to report, fairly and accurately, the thoughts and the activities that motivate the field of broadcasting and the men who are guiding and administering broadcasting." The partnership and dual management lasted until 1944 when Mr. Codel sold his interest to Mr. Taishoff, who is now sole owner, editor and publisher.

Some of the dangers facing the broadcasters of 1931 were set out in the first issue of the new magazine by Henry A. Bellows, former member of the Radio Commission who had become a CBS vice president and a leader in industry affairs. A major danger, Mr. Bellows wrote, was Congressional encroachment on the Radio Commission's function of licensing stations, and he noted that earlier in the year the Senate had approved a bill which would allocate a clear channel each to labor, agriculture and education. Ill-advised state legislation was another threat, he said, adding that it probably could be defeated, but only after a long and costly fight. A third danger was the results of the "virtual abdication" of the Commission to the Court of Appeals, so that a Commission on hearing was regarded as merely the preamble to appeal and a "good Washington lawyer has become more important to every broadcasting station than a good chief engineer." Another major threat to industry progress, Mr. Bellows declared, was rate cutting and the readiness of many stations to accept advertising "which destroys public confidence or lessens public interest." A fifth hazard was the lack of unified efforts by broadcasters in attacking their common problems. As minor dangers he lumped together copyright troubles, the demands of other North American countries for broadcast channels, the Commission's "inexhaustible capacity for procrastination," and the Davis Amendment and quota system, designed to insure an equitable distribution of radio program service throughout the land by setting up quotas of broadcast units for each state and regional zone.

Many, Varied Demands Besieged Radio

Mr. Bellows might also have posted danger warnings against the demands of many educators and educational groups for Government guarantees of more time on the air, either through station assignments or by having a definite proportion of all stations' time set aside for educational programming. Broadcasters were also concerned over the complaint of Sta-Shine Products Co. to the Interstate Commerce Committee against NBC's rates, which the complainant charged were "exorbitant," as the case was a test of the ICC's power to regulate the rates of broadcasting stations as it did those of railroads and other common carriers. Another potential threat was the campaign of H. O. Davis, publisher of the *Ventura* (Calif.) *Free Press*, for the support of other newspapers in his crusade to abolish commercial radio and its increasing competition with newspapers for advertising.

INDIVIDUAL pictures used in this section are contemporary photographs showing the individuals at about the time mentioned in the text.



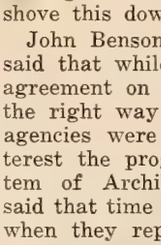
Mr. Carpenter

Still other problems were raised at the ninth annual convention of the National Assn. of Broadcasters, meeting Oct. 26-28 in Detroit. H. K. Carpenter, WPTF Raleigh, chairman of the commercial broadcasting committee, urged broadcasters not to cut rates or to sacrifice program quality to commercial expediency and warned them to view with suspicion offers of free programs, educational talks and the like as probably concealing advertising copy for which the stations should be paid. He reported a committee decision to issue a standard market data form for station use, despite doubts of the committee of the American Assn. of Advertising Agencies with whom it had been discussed that it includes all the information the agencies want. The committee also asked for support in persuading the Radio Commission to reduce its requirements for identifying all recordings used on the air both before and after their broadcast and for identifying transcriptions as such rather than lumping them in with phonograph records as recordings.

Elliott Warns Industry To Watch Its Step

Frank W. Elliott of Davenport provoked a heated discussion when he decried the general acceptance of such objectionable commercials as those with women reading cigarette copy and the broadcasting of off-color songs, warning that unless the industry did its own regulating "we will have Congress shove this down our throats."

John Benson, AAAA president, said that while there was yet no agreement on station coverage or the right way to measure it, the agencies were watching with interest the program checking system of Archibald Crossley. He said that time brokers were unfair when they represented competing stations and supported a proposal that the NAB create an "Open Time" office in New York if it could give agencies the information they require. (Earlier that year a group of 21 stations had set up Advertisers Radio Service as a cooperative representation service and after it disbanded in October, William G. Rambeau, its manager, had started his own firm as the first exclusive representative of radio stations in the U. S.)



Mr. Rambeau

President Hoover, in a pooled network broadcast to the convention, praised the American system of licensing stations under private enterprise as having produced "far greater variety of programs and excellence of service without cost to the listener," and by avoiding the pitfalls of government broadcasting, had "preserved free speech in this country."

Harry Shaw, WMT Waterloo, was elected president (then an unsalaried post) for the coming year and Philip G. Loucks was reappointed managing director. Mr. Loucks reported that the NAB had 135 active members, up from 83 the year before, and 28 associate members, down from 35.

In November ASCAP notified the broadcasters that a new scale of license fees for the right to broadcast the music of its members would go into effect on Feb. 1, at the expiration of the current one-year licenses, without stating what the new scale would be, arousing fears that radio would be called on for a larger payment than in 1931, when the aggregate industry bill was estimated at about $1 million. Broadcasters also hoped to secure some standard form of payment to replace the haphazard and inequitable arrangements of 1931. The death in December of Julius C. Rosenthal, ASCAP general manager, caused a postponement in setting new rates and the old licenses were extended until March 1.

The Commission in November reminded stations that the requirement for keeping their signals within a deviation of 50 cycles, down from the 500 cycle deviation previously allowed, would become effective in June 1932, a year after its adoption, and that equipment capable of keeping the signal within those limits should be installed before that time. The Commission announced that station identification need be announced only every 30 minutes, instead of every quarter-hour, with no need to make the announcement exactly at the hour or half-hour if doing so would interrupt a single consecutive speech. Recording announcements were also reduced to one preceding each disc, with the language left optional as long as it clearly identified the program material as recorded.

Reduction of License Period Recommended

In its recommendations to Congress the Commission asked that the maximum license period be reduced from three years to one year, requested authority to suspend stations up to 30 days, recommended exclusion of territories from the quota system and a revision of the appeals provisions to permit appeals from any Commission order or decision. Also recommended was a new section of law making it illegal to transmit a program originating in the United

(Continued on page 72)

• World Events Are Making News Broadcasts Increasingly Valuable Advertising Properties

• KSD Is Nationally Known for Its More Comprehensive Coverage of the News . . .

employing the largest staff of experienced newspaper writers and reporters of any independent network affiliate station in the United States—plus the world-wide facilities of the Associated Press.

• As of Oct. 2, KSD Had Only 2 Newscasts per Day Open for Sponsorship

•

For Rates and Detailed Information, Call or Write

FREE & PETERS, INC.

National Advertising Representative for

KSD

THE ST. LOUIS POST-DISPATCH RADIO STATION

5000 WATTS on 550 KC. DAY and NIGHT

WGN presents to the world

CLARA, LU 'N' EM

—THE SUPER SUDS GIRLS!



THEY talk about everything. Gandhi! Shanghai! The presidential candidates! Unemployment! The subject of every household's everyday life is reviewed and rehashed.

Thousands of women, and men, too, follow their gossiping. Frequent tests have proved this. Thousands of letters are received each month, by the girls and their sponsors.

A year ago last August the Colgate-Palmolive-Peet Company contracted for this WGN feature. They tested the program locally over WGN for five months and then contracted for a year's network broadcast over thirteen stations. At the start of February, 1932, upon receiving many requests from listeners, the sponsors of the feature decided to present the girls' prattlings on a forty-two station network, blanketing the entire country except the Pacific Coast, and to transfer their chatter to a morning period.

Clara, Lu 'n' Em are one of the most popular features on the air today. They're doing a great job for a satisfied client. They're GOOD CHEER both for WGN, their originator and director, and for the NBC chain . . . Is your radio program doing as well? . . . The station that gave the world "Sam 'n' Henry" ("Amos 'n' Andy"), East and Dumke ("Sisters of the Skillet"), "Little Orphan Annie", Kellogg's Singing Lady, and Floyd Gibbons has a program ready for you! WGN is building tomorrow's great programs today.

WGN

THE CHICAGO TRIBUNE STATION ON THE DRAKE HOTEL

416.4 METERS—720 KILOCYCLES

NATIONAL PRESTIGE . . . . SUPERIOR PROGRAMS . . . . 25,000 WATTS POWER . . . . CLEAR CHANNEL . . . . INTENSIVE ZONE 7 COVERAGE

In 1950 WGN presents to the world

THE MOST HOMES REACHED PER WEEK

by any CHICAGO STATION

During the day, WGN reaches 260,100 more homes one or more times a week than the next Chicago station.* During the night, WGN reaches 302,750 more radio homes than the next station.* This is a plus that you get only with WGN.

As was true 18 years ago when the ad on the opposite page appeared, WGN is still building programs, personalities — and sales for advertisers. The Colgate-Palmolive-Peet Company mentioned in the ad as the Sponsor of "Clara, Lu 'n' Em" is still an advertiser on WGN. Effective selling is our business — and we've been in business for 26 years.

If you have a sales problem — you need WGN — now broadcasting from the most modern radio and television center in the Middle West.

*1949 BMB

A Clear Channel Station ...
Serving the Middle West

WGN

MBS

Chicago 11
Illinois
50,000 Watts
720
On Your Dial



Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4

1931

(Continued from page 68)

States by wire to any foreign station for rebroadcast without express Commission approval. This last recommendation was aimed at XER Villa Acuna, Mexico, 75 kw border station licensed to Dr. John R. Brinkley, whose license for KFKB Milford, Kan., had been deleted because of broadcasts held inimical to the public health. It was feared that this new station, more powerful than any in the United States, would cause interference with domestic stations, in addition to the suspicion that Dr. Brinkley was planning to resume from across the border the same type of programming which had lost him his Kansas station.

The Commission granted 50 kw to nine stations, raising to 23 the number permitted to use this statutory maximum power, and 25 kw to six others, making nine in this category; the validity of this restrictive high power regulation being promptly challenged by the rejected applicants. Rev. Robert P. Shuler, crusading pastor, also appealed a Commission order deleting his station, KGEF Los Angeles, for operation not in the public interest.

Davis Amendment Brings Station Deletions

Among several station deletions ordered in compliance with the Davis Amendment was that of WIBO and WPCC Chicago, sharing time on 560 kc, in favor of WJKS Gary, Ind., Illinois then being 12.49 units over quota while Indiana was 2.08 units under quota. KYW, first station to be built in Chicago, under constant attack because its frequency, 1020 kc, was allocated to the Second Zone, was in December combatting the petition of Kunsky-Trendle Broadcasting Corp., Detroit, for the frequency, Michigan and the Second Zone being under quota, Illinois and the Fourth Zone being over quota.

Experimental TV Operations Increase

Radio Pictures and CBS both began experimental TV operations in New York during 1931 and RCA selected the Empire State Bldg., world's highest building, as the site for its video experiments in the ultra high frequency region. Philo T. Farnsworth was conducting experiments for Philco Corp., exclusive licensee of his cathode ray video system, which had applied for an experimental telecasting license. Even then TV spectrum space was limited; RCA asked the Commission to keep Philco out of the 43-46 mc area of RCA's Camden experiments as the plants were only four miles apart and interference would have been certain.



Mr. Farnsworth

A review of the year's business revealed 21 national advertisers spending more for radio time in 1931 than in 1930, R. J. Reynolds Tobacco Co. making the largest increase, from $166,463 to $1,235,336. A BBDO survey of transcriptions showed more than 75 regular weekly sponsored transcribed programs on the air the end of the year, 175% above the total for the same date two years earlier. Despite these and other overall indications of industry prosperity, more than half of the country stations were operating in the red, NAB President Shaw told the Commission.

Robert F. Elder, assistant professor of marketing at the Massachusetts Institute of Technology, surveyed the use of radio-advertised products, found radio homes used these brands 29.3% more than families without radios, the increase rising to 36.1% in homes whose radios were used more than three hours a day. To find out what stations people listened to and what they thought about what they heard, N. W. Ayer & Son mailed postcards to merchants, city officials, chambers of commerce, newspaper editors and other leading citizens in every town of 2,500 or more persons, foreshadowing the BMB technique by some 15 years.

Also in 1931, WOV New York set an important legal precedent when the state court denied an attempt of the State Insurance Department to prevent the station from broadcasting programs for the Union Mutual Life Insurance Co. of Iowa, not licensed to do business in the state, the court holding that WOV was "advertising" the policies, not "soliciting" business.

Wrigley Co. Starts 'Myrt & Marge' on CBS

William Wrigley Jr. Co. had the temerity to start *Myrt & Marge* on CBS opposite *Amos 'n' Andy*, whose NBC broadcasts for Pepsodent were then by all odds the most popular serial on the air. The Matchabelli family sued Walter Winchell, NBC and American Tobacco Co. for slander. WABC New York began using a half-wave antenna, developed by CBS engineers at a cost of more than $100,000 with the aim of reducing sky-wave distortion.

Sen. Capper of Kansas and Rep. Harold McGugin of Coffeyville, Kan., both transcribed weekly programs in Washington for broadcast to the voters at home. The American Bar Assn. condemned courtroom broadcasts as an "invasion of the sanctity" of the court and "interference with the administration of justice." A miniature electro-dynamic microphone was first used on the CBS Philco series of concerts by Leopold Stokowski's Philadelphia Orchestra. AT&T's improved cable facilities were providing better quality program transmission for network programs, with fewer interruptions. National Sugar Refining Co. reported success from its experiment to remove all sales talk from its *Melody Moments* program limiting commercials to a reference to its newspaper ads.

Musicians' Strike Averted As Year Ends

The year ended with a high note of good tidings from Chicago whose broadcasters, by presenting a united front, had successfully defied a New Year's Eve strike threat of the Chicago Federation of Musicians. Negotiations conducted by William S. Hedges, WMAQ, for the broadcasters, and James C. Petrillo, local president, and Joseph N. Weber, national president, for the union, averted the strike; rejected demands that the workweek for staff musicians be reduced from 35 to 30 hours, that all stations employ more musicians, that musicians "ride gain" in the control rooms and that no recorded commercial programs be allowed; and won for the broadcasters their first formal contract with the union, including an arbitration clause and improvements in the terms covering daytime only musicians. Sole concession on the part of the broadcasters was the agreement of Class A stations to raise their staff minimum from 10 to 15 musicians, a paper concession only as they all were employing at least that many men already.

1932

THE DEPRESSION was the most important problem broadcasters, along with all other American businessmen, had to deal with in 1932. Broadcasting had just begun to develop into a full-fledged national advertising medium and so did not suffer losses in volume of business as did the older media, but from the beginning of the summer of 1932 on to the end of the year the networks reported monthly billings below those for the corresponding months of 1931.

To counteract this adverse trend, the networks liberalized their advertising policies. NBC in July removed its ban on price mentions for all daytime programs, except on Sunday, and in September announced that prices could be mentioned on evening programs as well, with CBS shortly making the same concession. Great Atlantic & Pacific Tea Co. was the first advertiser to take advantage of the new policy and to announce product prices on its daytime NBC program; it was also the first advertiser to use prices on the network at night.

The move was well received by both advertisers and agencies and at the end of the year NBC President M. H. Aylesworth reported: "We felt under existing economic conditions, prices had a definite interest for the listening public. The ready acceptance of this policy has justified the company's position."

NBC Revises Fees For Sustaining Shows

NBC also revised its charges to stations for sustaining programs from a unit basis to a blanket charge of $1,500 a month for unlimited sustaining service; by the end of 1931 75 stations, 86%, were operating under this flat fee plan. Despite the depression, NBC averaged 1,505 employees during 1932, compared with 1,367 in 1931.

CBS in July cut its rates by about 37% and dropped the extra charges for tieing the Pacific Coast stations into its national chain. Stations also lowered their rates on a wide scale, some through flat rate card reductions, others through such plans as that used by KMBC Kansas City, which offered advertisers a 40% discount if they would place their business on a "run-of-schedule" basis instead of demanding a definite time period. This plan, which also included a two-week cancellation privilege, freeing clients from long-term contract restrictions, was a "depression special" that worked, KMBC reported.

Home-Building Projects Prove Successful

KSTP St. Paul reported on a business-getting plan it had tried out the previous summer when it had built a model home and reported its progress from blueprint to finished dwelling in 36 half-hour broadcasts, each sponsored by one of the firms involved in the building program. Similar home-building projects worked well for WBAL Baltimore and other stations. Many stations found providing merchandising services for their clients a good way to get and hold accounts, with WLW Cincinnati and KFH Wichita especially successful in this activity.

WBSO Needham, Mass., broadcast a series of community programs, each hour-long program devoted to a single community and arranged in cooperation with the chamber of commerce or board of trade. Groups of merchants, usually 10, were permitted to sponsor these programs on a cooperative basis, each getting a 150-word commercial during the broadcast.

In at least one instance the depression helped to promote business for radio: Lehn & Fink invested the complete advertising budget of Pebeco toothpaste for the year in radio in the belief,

voiced by the company's president, Edward Plaut, that "this year the more established forms of advertising will not prove as effective as the unusual forms like radio."

Recorded Show Ban Lifted by NBC

Politics also contributed to radio's income during this Presidential election year. On the national level the Republicans spent something between $400,000 and $500,000 for the re-election of President Hoover, the Democrats about $300,000 for his opponent, Franklin Delano Roosevelt, with perhaps $750,000 worth of radio time purchased by both parties in support of local and regional candidates.

To encourage spot business for its owned stations, NBC lifted the ban on recorded programs during the daytime hours ouside of New York. CBS continued its policy of leaving the matter up to the managers of its individual stations. Pan American Broadcasting System was organized as a "wax network" with the aim of including 100 stations.

Combined network gross time sales for the year totaled $39,106,776, according to National Advertising Records, a gain of 9.2% from the year before. Overall gross time sales for the industry, network, spot and local, were estimated at $61,900,000, up 10.5% from 1931.

Politics brought problems as well as profits to radio. The Nebraska Supreme Court ruled that broadcasters were accountable for libel "published" over their facilities just as newspapers are responsible for what they publish. This dictum was handed down in a suit brought by C. A. Sorenson, attorney general of Nebraska, against KFAB Lincoln and Richard A. Wood, an attorney of that city, for statements made by Mr. Wood over KFAB during the 1930 primary campaign. The jury in the lower court exonerated KFAB from responsibility after the station had explained that it had no advance script of Mr. Wood's talk, did not know it was going to be defamatory and in any event was prohibited from censoring the talk under the federal law. Mr. Sorenson had appealed and the appellate court had now ruled the station operator absolutely liable. The case was subsequently appealed to the Supreme Court of the United States, which declined to review it.

Couzens-Dill Measure Passes in Senate

In January the Senate passed the Couzens-Dill resolution asking the Radio Commission to survey advertising on the air, the educational use of radio and also to report on the feasibility of government operation. James W. Baldwin, Commission secretary, sent questionnaires to networks, stations, advertisers, agencies, radio educational groups, government agencies, foreign radio interests, etc.

Shortly before the investigation started, BROADCASTING had reported that the Commission's own records refuted arguments that more educational radio facilities were needed. Of the 44 educational stations, 17 sold time and about 30 of the 83 stations licensed to schools, churches, municipalities and charities also were operated as commercial stations. Overall, the educational stations actually devoted less time to education, under 8%, than the commercial stations, which on the average gave more than 10% of their operating time to educational programming.



IN A 1932 interview, H. V. Kaltenborn (2d l), dean of news analysts, talks with the man who soon was to lead the world into World War II. The other correspondents at the interview were Karl von Weigand (l), chief correspondent, Hearst papers, and Louis Lochner, chief correspondent for AP in Berlin.

* * *

NBC and CBS Report Holdings to Congress

To set Congress straight about their holdings, NBC and CBS wrote to each Congressman, reporting that the 87 stations in the NBC networks included five owned outright, a half interest in WMAQ Chicago, two stations owned by General Electric Co. and operated by NBC and four West Coast stations in which the network had recently purchased majority interests; that CBS owned five stations, plus 51% of KMOX St. Louis, and was operating WPG, Atlantic City's municipal station, under lease. Both networks stated that their affiliated stations determined their own policies and that their affiliations with the networks did not deprive them of ample time for local programs, NBC adding that it had no written affiliation contracts.

In March, William S. Paley and his associates bought the half-interest in CBS which had been held by Paramount Pictures Inc. for a sum reported to be more than $6 million, giving this group complete ownership of the network (in 1950 a $50 million property), which had been purchased by Mr. Paley and a family group from Columbia Phonograph Co. in 1928. In the intervening time CBS had grown from 16 outlets to 91. During 1931 the network had bought seven concert companies and merged them as Columbia Concerts Corp. to assure a supply of musical talent for network programs.

A proposal to tax stations as a means of defraying the cost of governmental administration, with fees ranging from $120 a year for 100 w stations to $5,000 for 50 kw stations, was introduced in the Senate, but died in committee. A new revenue bill that became law in June, however, included a 5% tax on land lines and a 5% tax on receivers. NAB protests finally secured a ruling exempting broadcasters from the land line tax on their interconnections. The tax on sets stuck, and broadcasters were told that they would have to pay 3% tax levied on all commercial users of electricity which the NAB had opposed as not applicable as broadcasters should be classed as industrial users, who were exempt.

ASCAP continued as a major and unceasing problem throughout the year. The broadcasters all wanted a standard license arrangement but were divided as to how it should be calculated. NAB favored a rate card basis; the small stations, few of them NAB members, voted in a survey conducted by A. S. Clarke, WBTM Danville, Va., for a formula based on percentage of gross sales, with 2.5% set as about the right amount.

Mills Becomes ASCAP Manager

E. C. Mills left NBC's Radio Music Co. to become general manager of ASCAP. The NAB named Louis G. Caldwell, former Radio Commission general counsel, as special counsel on copyright. With four copyright bills before Congress and Sen. Dill preparing another one, the House Committee on Patents began holding copyright hearings. Gene Buck, ASCAP president, told the committee that of ASCAP's income of about $2 million a year, radio contributed some $900,000 and the movies about $700,000, with about $400,000 coming from dance halls, cabarets and other places of amusement. He charged radio with having killed the sale of phonograph records and sheet music.

Appearing for the broadcasters, Mr. Caldwell asked Congress for protection against abuses of power by copyright owner combinations and against penalties for innocent infringement, such as that by a station broadcasting a network program or a hotel receiving a broadcast. The Copyright Act made no distinction and called for a minimum penalty of $250 per infringement.

ASCAP in April offered stations new licenses to run from June 1, 1932, to Dec. 31, 1935, with commercial fees of 5% of the stations' gross income and a flat sustaining fee, ASCAP to have the right to examine station records. When NAB rejected the proposal, estimated to increase ASCAP's take from radio to about $3.5 million a year, ASCAP agreed to put off the starting date for the new licenses until Sept. 1, while discussing a revision of the terms with a special copyright committee of NAB with Paul Morency, WTIC Hartford, as chairman.

Schuette Picked to Head Copyright Fight

NAB circularized all U.S. stations asking their ideas about the ASCAP proposed license, retained Oswald F. Schuette to head the copyright fight. Mr. Schuette in 1928 had organized the Independent Broadcasters Assn. to combat the Radio Commission's plan of deleting 164 stations and had succeeded in reducing the number of deletions to 30, none of them IBA members.

Urging broadcasters to see that legislation checking ASCAP is passed immediately, BROADCASTING editorialized: "It is well and good to negotiate and arbitrate with ASCAP. . . . Broadcasters do not desire to dodge the payment of any license fee to ASCAP. They simply want the rate to be equitable. With a legislative club over the head of that pool of the order proposed and which can be adopted, a reasonable rate could be assured. Without it the result is obvious."

When broadcaster pressure on Congress showed signs of producing revised copyright legislation, ASCAP offered a new plan which would increase the present fees by 25%, making a total of $1,250,000 a year, to run through 1933 while negotiating for a permanent settlement, with the broadcasters meanwhile dropping their fight for new copyright legislation. NAB proposed instead to accept the 25% increase for two years while a joint NAB-ASCAP committee worked out a per piece license system. ASCAP in turn rejected that offer and broke off negotiations, stating it would deal individually with stations on the 5% plan.

Negotiations resumed, ASCAP made a final offer of a three-year license on a sliding scale, 3% for

(Continued on page 76)

RADIO STRATEGY

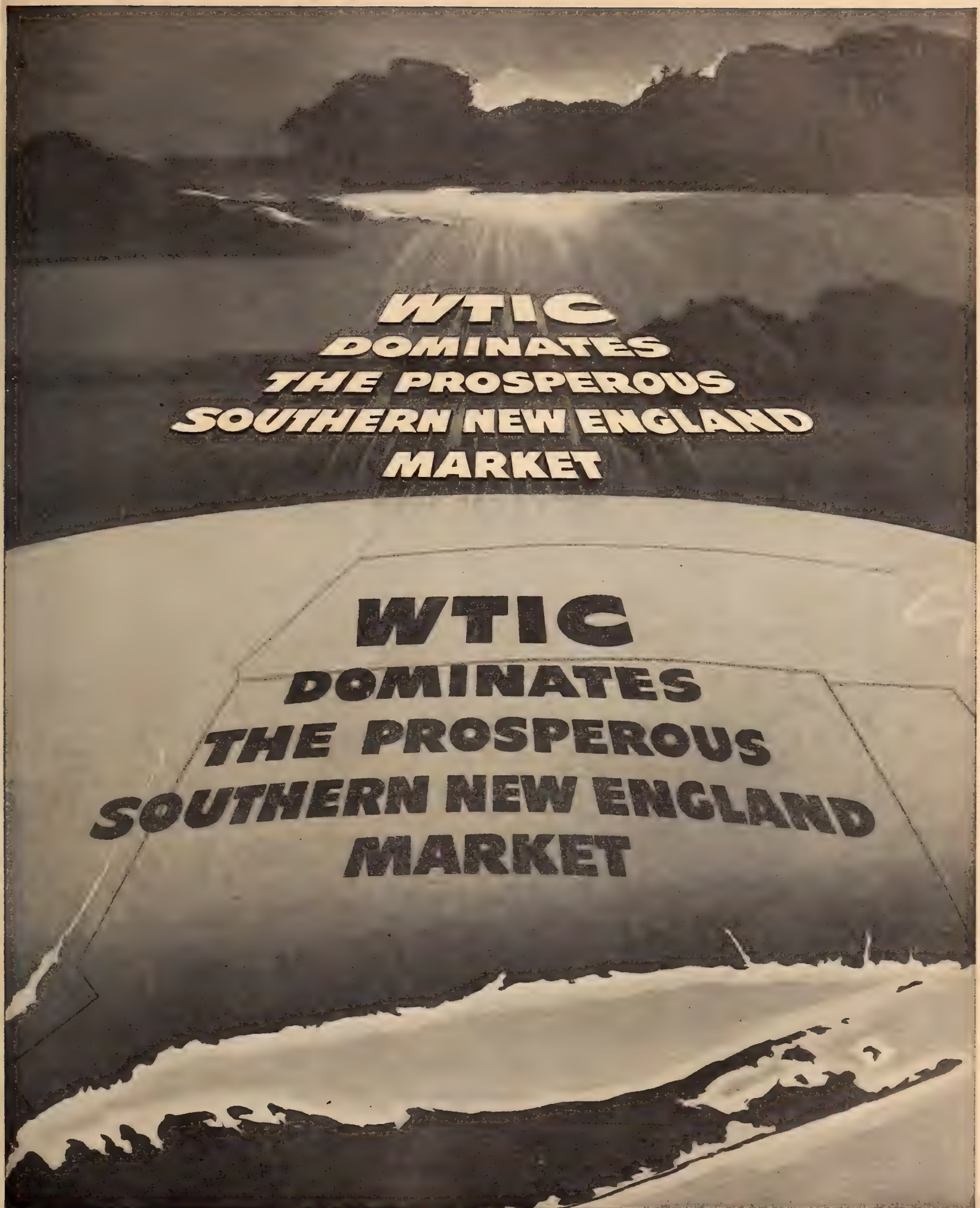


IF Napoleon were to plan a radio invasion of New England HIS FIRST MOVE would be to choose the Station in that territory with the greatest

POWER

WTIC

THE TRAVELERS BROADCASTING SERVICE CORPORATION
HARTFORD » CONNECTICUT « » ASSOCIATE N » B » C
MEMBER OF NATIONAL ASSOCIATION OF BROADCASTERS



Paul W. Morency, Vice-Pres.—Gen. Mgr. **Walter Johnson, Asst. Gen. Mgr.—Sales Mgr.**

WTIC's 50,000 WATTS REPRESENTED NATIONALLY BY WEED & CO.

1932

(Continued from page 73)

the first year, 4% for the second and 5% for the third, estimated to amount to a total of $3 million in 1933, $4 million in 1934 and $5 million in 1935. Assured by its committee that this is the best deal obtainable, the board reluctantly recommended its acceptance by broadcasters and dissolved the committee, giving Mr. Schuette plenary powers to deal with all copyright matters.

Lower Power Outlets Get Reduced Fees

Working with ASCAP on the license terms, Mr. Schuette obtained reductions on the fees for lower powered stations, about 36% for those of 500 w or less, 20-30% for the 1 kw operators. Dean Fitzer, WDAF Kansas City, *Kansas City Star* station, after a conference with Mr. Mills, wrote to a group of major newspaper-owned stations asking for the right to represent them in ASCAP negotiations, reporting hopes of securing substantial reductions "in view of admitted newspaper contributions to music exploitation."

When ASCAP offered that group a 50% reduction in sustaining fees, with commercial fees applicable only to programs using ASCAP music, a meeting of all newspaper stations was called, at which it was decided to reject that proposal. Mr. Fitzer, Walter Damm, WTMJ Milwaukee, and Lambin Kay, WSB Atlanta, were named as a committee to try to get a flat 33⅓% reduction from ASCAP. Sen. Dill, denouncing the ASCAP offer of preferential treatment for newspaper stations as a plot "to use every possible influence of public opinion to keep down opposition to their tyrannical and arbitrary use of power," warned that acceptance by the newspaper stations would give new impetus to already proposed legislation prohibiting newspapers from station ownership.

At NAB's convention, held Nov. 14-16 in St. Louis, Sen. Dill reported that he and Mr. Mills had worked out a formula whereby broadcasters would pay only for programs using ASCAP music, but that it had been rejected by the ASCAP board. He urged NAB to set up its own supply of music as the best insurance against ASCAP domination.

McCosker Elected To Head NAB

The convention elected as president Alfred J. McCosker, director of WOR New York, reappointed Mr. Schuette as copyright expert at $18,000 a year and also reappointed Philip G. Loucks as managing director, with a 10% increase to $10,000 a year and adopted a vigorous program for the coming year with plans for tripling or quadrupling the 1932 budget of $50,000 and employing a prominent public figure to lead the industry battle against those who were trying to alter or eliminate the free enterprise system of broadcasting. Mr. Loucks reported 178 active and 27 associate members in NAB, just about double the membership at the time of his appointment as managing director in November 1930. Commissioner Harold A. Lafount urged the NAB to wage war against overcommercialism which, he declared, was the industry's most vulnerable point. "Already," he stated, "an irate public is besieging their representatives in Congress for drastic action." Mr. Lafount decried the practice of permitting advertisers to build their own programs and broadcast them with little or no station supervision, particularly the sale of blocks of time to "high powered salesmen" for resale to individual advertisers.

The convention adopted a resolution proposed by Stanley Hubbard, KSTP St. Paul, for an investigation of AT&T line charges, reported to aggregate $8 million to $10 million annually, Mr. Hubbard charging that the rates were exorbitant and that they were not uniform. Broadcasters hopefully watched indications that the telegraph companies might begin competing with AT&T for the program transmission business on a national scale; Postal Telegraph was already leasing lines to Southwest Broadcasting Co.'s regional hookup.

RCA Becomes Wholly Independent

On Nov. 21, Radio Corp. of America and its subsidiary companies, including NBC and RCA Victor Co., became wholly independent through a consent decree entered by the U.S. District Court at Wilmington, Del. Settling without trial the anti-trust suit against RCA and its associates, the decree ordered General Electric Co. and Westinghouse Electric & Mfg. Co. to divest themselves completely of their stock control of RCA.

The decree also effected a realignment of the radio patent situation, with some 4,000 patents formerly pooled in RCA under an exclusive arrangement became nonexclusive. RCA, however, retained the right to continue to grant licenses to other manufacturers under the patents of GE and Westinghouse and AT&T as well as its own patents and to retain the royalties received from these licenses.

During the interim period of two and a half years allowed for adjusting RCA's business to its new status, GE and Westinghouse were prohibited from manufacturing radio devices except under their own patents, while RCA was authorized to manufacture and sell transmitter and transmitting tubes formerly produced by the two electrical companies. David Sarnoff, RCA president, notified stockholders that in addition to continuing its earlier activities in broadcasting, transoceanic and ship-to-shore communication, radio manufacturing and entertainment, RCA received patent rights under the decree which would enable it to expand its manufacturing into new phases of electronics beyond the radio business. As a part of the settlement, RCA transferred its New York building on Lexington to GE and completed negotiations with Rockefeller Center for space in the Radio City project for occupancy in the fall of 1933.

Alarmed over the danger of "trafficking" in licenses, the Radio Commission in February adopted a new rule requiring sworn statements of all pertinent details of the transactions to accompany all applications for the transfer of licenses. In April Thad H. Brown, general counsel of the Commission, had been appointed Commissioner from the Second Zone, succeeding Ira E. Robinson, resigned. During the summer the radio division of the Department of Commerce had been merged with the Commission as an economy move. Maj. Gen. Charles McKay Saltzman, chairman, resigned as Commissioner from the Fourth Zone, with the vacancy unfilled at the end of the year. Harold A. Lafount, acting chairman, in October urged the extension of licensing periods from six months to a year to provide more industry stability, but secured no immediate action.

After BROADCASTING had pointed out the dangers to United States and Canadian broadcasters inherent in the station-building programs of Mexico and Cuba, Sen. Dill introduced a resolution asking the Secretary of State, with the assistance of the Radio Commission, to negotiate international agreements with all other North American countries for their mutual protection against radio interference. Decision of the International Radio Conference, held in the fall in Madrid, to leave extension of the broadcast band into the long waves below 550 kc up to the individual regions, and the action of the Mexican government in granting superpower of 500 kw to XER Villa Acuna, which was authorized to operate alternately on 655 kc and 735 kc—both clear channels then being used in this country and in Canada—increased pressure for a North American conference, to be held in 1933.

WIBO Chicago, operating under a stay order pending hearing of its appeal from deletion ordered under the Davis Amendment in November, filed suit against WJKS Gary, Ind., which had been assigned WIBO's frequency, and its principals, including Ralph Atlass, and against WBBM Chicago, which Ralph and Leslie Atlass had owned prior to its sale to CBS, charging conspiracy to force WIBO off the air and asking $900,000 damages. The Court of Appeals of the District of Columbia the following month handed down a decision reversing the Commissions' deletion order by a split vote, the majority holding that quota differences between Illinois and Indiana were insufficient grounds for wiping out a business worth $500,000 or more, while the minority opinion was that the Davis Amendment made the Commission mandatory. Meanwhile, Westinghouse tired of the need for constantly defending the use by KYW Chicago of a frequency assigned to the Second Zone and offered to move the station to Philadelphia, the plan being endorsed by the Commission examiner as the best solution.



Ralph Atlass

When the Associated Press supplied election returns to the networks for broadcasting on election night, the reaction of certain newspaper publishers was so violent that the American Newspaper Publishers Assn. appointed a special committee to investigate the entire field of press-radio relations. The new committee was to work as an auxiliary of the ANPA radio committee, whose former chairman, Elzey Roberts, publisher of the *St. Louis Star-Times*, had resigned when the committee refused to take what he considered a sufficiently strong anti-radio stand. Since his resignation he had made an arrangement with KMOX St. Louis to supply news bulletins to the station, not counting the numerous news tie-ups of this nature, there were at the end of 1932 a total of 112 stations with newspaper ownership or affiliation.

Lindbergh Case Provides Opportunity

The kidnapping of the Lindbergh baby on March 1 had provided radio an opportunity to demonstrate its own ability to report a major news event. WOR Newark broadcast the first report at 11:35 a.m. and immediately set up a remote control unit in the headquarters of the New Jersey police at Trenton, remaining on the air for 72 hours straight to broadcast developments. NBC and CBS rushed to Hopewell, N. J., location of the Lindbergh home, maintaining continuous operation throughout the following week.

A realignment of frequencies outside the broadcast band became effective in February, giving TV the 1600-1700 kc band adjacent to the new sound track channel of 1550-1600 kc, itself adjacent to the broadcast band. RCA began tests of video transmissions from the Empire State Bldg., using a mechanical scanning system but planning an eventual switch to the cathode ray all-electronic method of telecasting in the ultrahigh frequency region which engineers were coming to believe should be the area for TV operation.

To avoid interference with WTMJ Milwaukee, with whom it shared 620 kc, WFLA-WSUN Clearwater, Fla., installed the country's first directional antenna, designed by Raymond Wilmotte,

(Continued on page 78)



our **hat's off** to
BROADCASTING
for valuable services rendered
to **radio** and **television**
for 20 memorable years . . .

FIRST IN DETROIT . . . *Owned and Operated by* **THE DETROIT NEWS**

National Representatives: **THE GEORGE P. HOLLINGBERY COMPANY**

Associate Television Station WWJ-TV

WWJ AM-FM

AM—950 KILOCYCLES—5000 WATTS
FM—97.1 MEGACYCLES—10.5 K. W.

Basic NBC Affiliate

(Continued from page 76)

British authority on transmitting antennas, who superintended its construction with the aid of T. A. M. Craven, consulting engineer. The lapel microphone was introduced by Radio Telephone Industries Corp. and RCA brought out a velocity microphone, without a diaphragm, designed for increased directionalism and better fidelity. Broadcasters spent some $570,000 for frequency control equipment to comply with the 50-cycle frequency tolerance requirement which became effective in June. Charles J. Young, son of Owen B. Young, and Dr. E. F. W. Albertson were at work in the RCA Labs on a facsimile system for the radio transmission of pictures and printed material.

Canada Adopts New Radio Plan

In Canada, after the British Privy Council had upheld federal control of radio, dismissing an appeal of the Province of Quebec, the government adopted a radio plan which restricted advertising to 5% of program content and levied a receiver tax of $2 per set. Although the 1931 census had reported 770,436 radio homes, only 592,896 set owners paid the new tax in 1932. BROADCASTING early in the year retained a correspondent for regular coverage of news of the Dominion's broadcasters and their government regulators.

Radio was becoming, even in 1932, a favorite field for market researchers. Lee Bristol, vice president of Bristol-Myers Co. and president of the Assn. of National Advertisers, told the ANA convention that during the year 145,000 calls would be made on set owners asking what they had listened to for the previous several hours, in a "cooperative analysis" of program audiences ANA was conducting for advertisers and agencies. John Shepard 3rd, Yankee Network president, tried out a new kind of survey, developed by Walter Mann & Staff, to measure program perferences on "facts of the present rather than opinions of the past" by using the telephone to ask people what station or program they were listening to at the time the telephone rang.

Hettinger Surveys Summer Listening

Herman Hettinger of the Wharton School of Finance, U. of Pennsylvania, reported on a summer survey of the Philadelphia area that showed the number of summer listeners averaged nearly 90% of the wintertime audience, never falling below 85.5%. Another Wharton survey showed that 95% of housewives listened to the radio at some time during the evening, that Monday was the best and Saturday the poorest weekday evening for radio listening, that afternoons were about equal and Saturday the poorest morning; 61.8% of the women interviewed said they had bought something because it was radio-advertised, confirming a California survey which found 66% of the women interviewed to be buyers of radio-advertised merchandise.

Radio Tells Story to Listeners

Also in 1932: KSTP and WCCO Minneapolis-St. Paul on New Year's Day put on a joint broadcast to tell listeners how American radio operates and the advantages to the public of competition among stations and advertisers which provides the best program service in the world and at no expense to the tax-payers. Radio drew plaudits for its excellent job of reporting the political conventions, NBC serving 88 stations, CBS 96 with the detailed minute-by-minute story. The Eastern College Conference decided to ban all football broadcasts but, after the Pacific Coast Conference had agreed to broadcasts as usual and the Big Ten had left the decision up to each college individually, the Eastern Conference decided to go along and rescinded the ban. Scott Howe Bowen, vehement upholder of general station representation against exclusive representatives, nonetheless agreed to serve as exclusive representative of the Yankee Network and its ten affiliated stations. Samuel Clyde, advertising director of General Mills, urged radio to stay on standard time the year round as railroads do, avoiding the semi-annual mix-up due to some cities going on daylight time, others not. Lord & Thomas installed RCA equipment to record the Lucky Strike broadcasts so as to have a file of the programs exactly as they went on the air. Father Coughlin's *Golden Hour of the Little Flower* was broadcast over a 26-station hookup, largest special network arranged up to that time. General Foods Corp. started a comic strip in 90 newspapers featuring characters from the company's *Tompkins Corners* radio program. Newton Coal Co. bought five hours to broadcast 13 programs over WCAU Philadelphia on Oct. 2, dedication day of WCAU's new 50 kw transmitter, WMCA New York extended its hours of operation to 3 a.m., reporting increased interest by advertisers of luxury products in people who can afford to stay up that late. Mrs. Franklin Roosevelt, wife of the President-elect, in December went on the air for Ponds Extract Co. in an NBC series, her talent fees going to charity.

Chronology continues on page 82

INDIVIDUAL pictures used in this section are contemporary photographs showing the individuals at about the time mentioned in the text.

New England has money to spend



Get your share through the

YANKEE NETWORK

NEW ENGLAND leads the country in per capita purchasing power. It has 8.0% of the country's total wealth. It earns 8.4% of the total income.

New England consumes nearly 10% of all food sold in the United States. According to the New England Council, it is spending more per capita for new cars, gasoline, department store merchandise, life insurance and building materials than any other section of the country.

Concentrate your sales effort on this rich market.

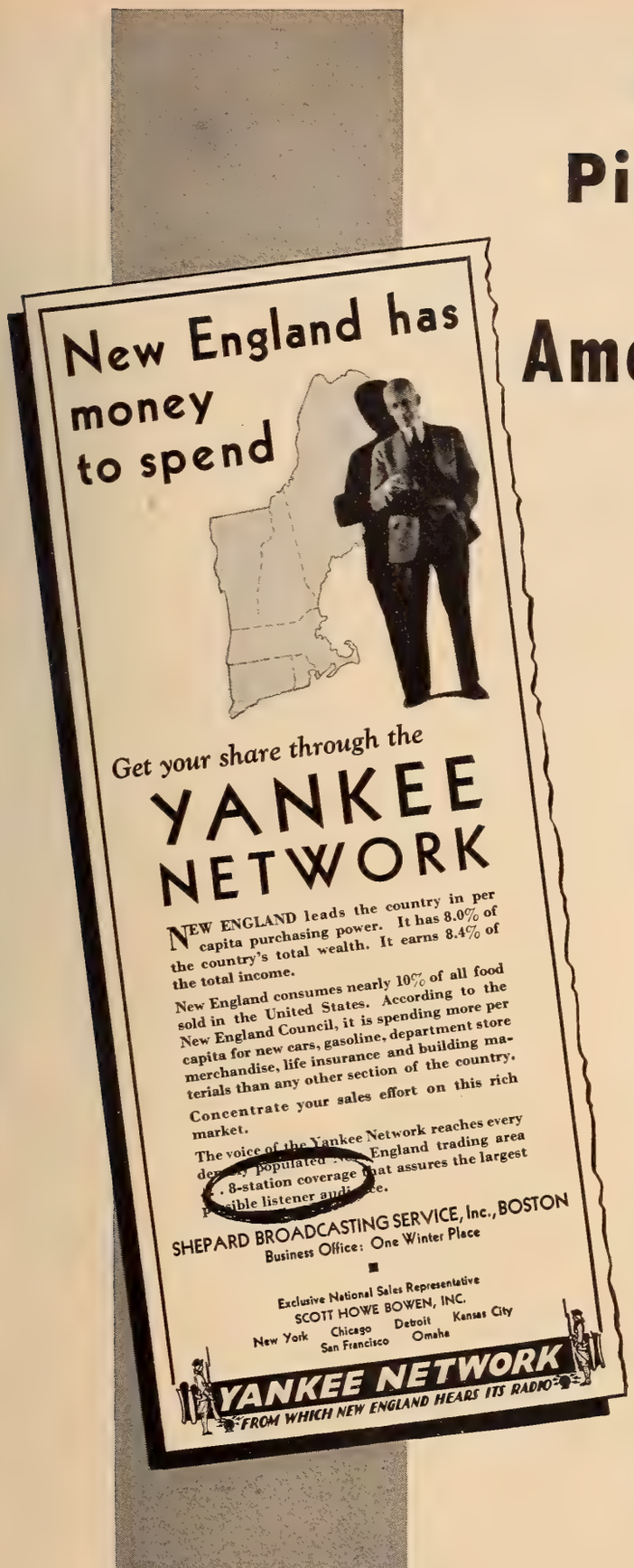
The voice of the Yankee Network reaches every densely populated New England trading area . . . 8-station coverage that assures the largest possible listener audience.

SHEPARD BROADCASTING SERVICE, Inc., BOSTON
Business Office: One Winter Place

■

Exclusive National Sales Representative
SCOTT HOWE BOWEN, INC.
New York Chicago Detroit Kansas City
San Francisco Omaha

YANKEE NETWORK
FROM WHICH NEW ENGLAND HEARS ITS RADIO



A *Salute* to a Pioneer Publication from America's Pioneer Network

THE 20th ANNIVERSARY OF BROADCASTING is a significant milestone of publication progress. Our constant association with you throughout these years, indicates our appreciation of your growth in scope and service to the leadership you have attained.

From 8 Stations to 28

The Yankee Network, which pioneered multi-station broadcasting in America on January 4, 1923, has also kept pace with progress. Since this first announcement in BROADCASTING, we have grown from 8 stations to 28. Each station, carrying Yankee Network and Mutual programs, has dealer and consumer acceptance in New England's high purchasing power, home-town key markets. Yankee's 28 home-town stations provide the greatest possible New England coverage with local selling impact in every market.

Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS. Represented Nationally by EDWARD PETRY & CO., INC.

Complete Merchandising Service Inaugurated by KSTP to Assist Radio Advertisers and Agencies

Northwest's Leading Radio Station Develops New Department to Give Broadcasters Essential Sales Promotion Facilities

With the inauguration of a complete Merchandising Service for the advertiser, KSTP, St. Paul-Minneapolis, has again set the pace in the development of radio station facilities and announcement of the organization of the new department has been received with approbation by agencies and advertisers generally.

The new KSTP service provides a long-sought means of conducting sales campaigns which require special field work in the local market and the correlation of broadcasting with all other forms of advertising and merchandising activities.

"Just what we have wanted for a long time," said representatives of a leading national advertiser.

"KSTP will be doing a big job for the advertiser in making radio tie in the various elements of a selling campaign so that it will be fully effective."

The KSTP Merchandising Service department is operated by men and women experienced in sales promotion and advertising and the service may be used in its entirety or in part as may be required by the advertiser. It includes market research, field surveys, contacts with distributors and dealers, promotional work with local sales representatives, placement of window and other displays, distribution of direct mail pieces and flyers, supplemental advertising and sales help to dealers and all other essentials of an efficient merchandising service.

This new facility provided by KSTP makes it possible for advertisers to capitalize fully on their sales promotion campaigns in the great Twin Cities market. It fills the gap and delivers the final punch that makes for success in terms of sales because it can be used to merchandise not only the radio advertising campaign, but also the products or services to be advertised through KSTP, even before the first broadcast.

Through KSTP the sales message goes to the largest radio audience, double that of any other station serving this market, the most responsive audience held by the heaviest schedule of the most popular national (Red and Blue NBC and spot) regional and local entertainment and service features. The KSTP Merchandising Service augments this capacity for continued leadership by enabling the advertiser to produce maximum results by correlating all sales promotional activities.

10,000 WATTS
100% MODULATION
FULL TIME

KSTP

SAINT PAUL AND MINNEAPOLIS

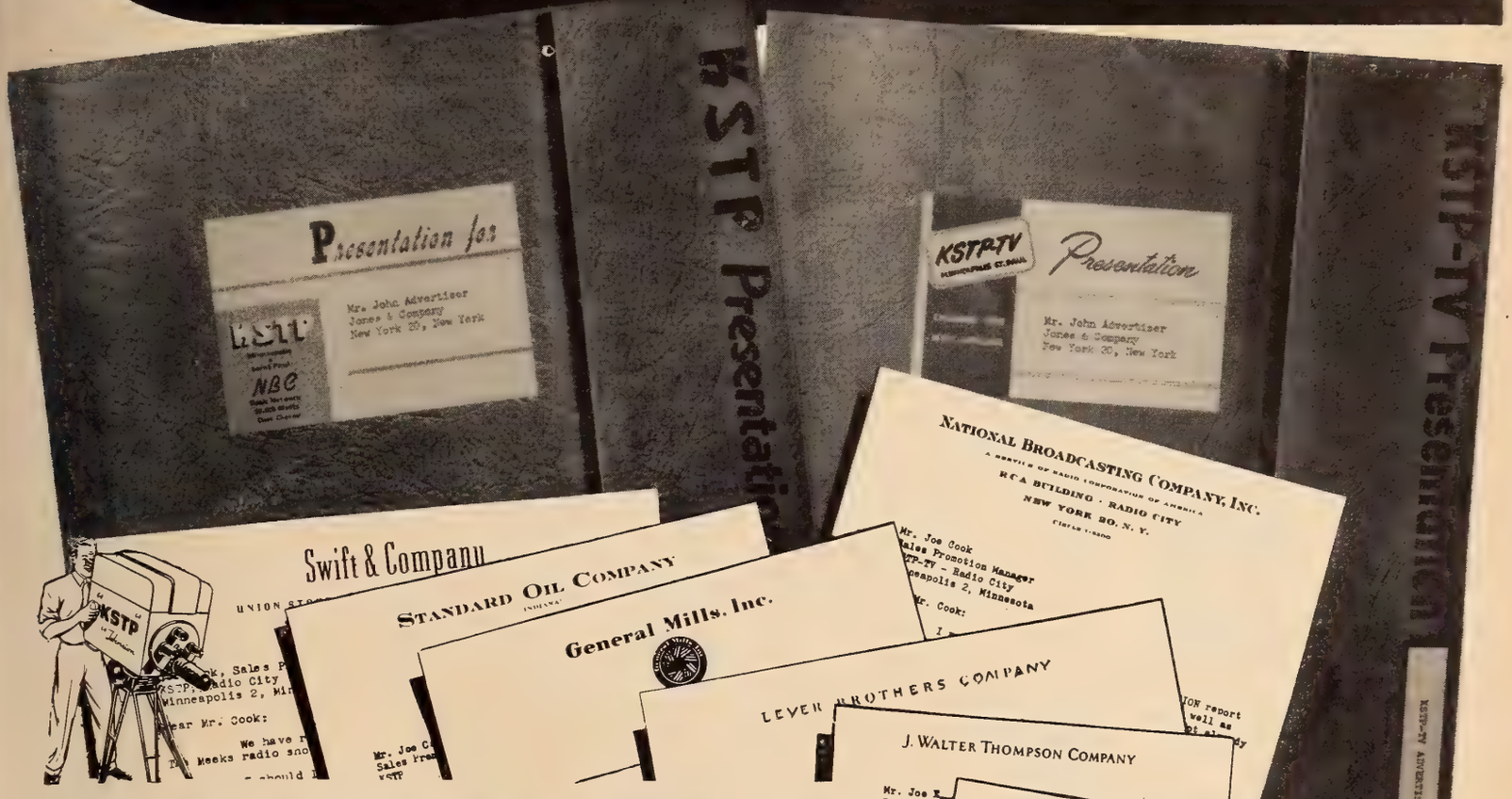
NORTHWEST'S LEADING RADIO STATION

Page 3

A NATIONAL WINNER with a TWENTY YEAR RECORD...

Planalyzed Promotion

First comes the analysis of your particular sales problems in the great KSTP market. Then—and only then—comes the promotion *plan*. Thus, KSTP's *exclusive*, effective PLANALYZED PROMOTION!



KSTP's own, thorough-going method of merchandising and promoting your radio and television campaign has won a heap of laurels in its twenty years. Variety plaques, Billboard awards, Advertisers' accolades hang in number on our walls.

MORE IMPORTANT, file cabinets are jam-packed with cheers from the most important people in the world . . . our customers.

This exclusive KSTP merchandising service adds the pay-off punch to your radio and television campaign in the important Minneapolis-St. Paul market. In all likelihood you have already received KSTP *Planalyzed Promotion* reports in the familiar red folders . . . most advertisers and agencies in the country have . . . and more are becoming acquainted with the red folder's brother—the bright *blue* television brochure. Be it KSTP or KSTP-TV the service is *just the same!* KSTP *Planalyzed Promotion* can hasten and increase the effectiveness of your radio and television advertising. Any Edward Petry man will be glad to tell you how *Planalyzed Promotion* works and how it will work for you.

Mr. Joe Cook
Station K S T P
Radio City
Minneapolis 2, Minnesota

Dear Mr. Cook:

Thanks for sending the promotion brochure on Tello Test for National Food Stores.

You have done a swell job and I hope you continue the good work. I assume that you sent a similar book to Arnold Sauer.

Again many thanks for the very splendid job.

Very truly yours

SCHWIMMER & SCOTT

KEY STATION FOR THE NORTHWEST NETWORK

50,000 WATTS—CLEAR CHANNEL • EXCLUSIVE NBC AFFILIATE FOR THE TWIN CITIES

REPRESENTED NATIONALLY BY EDWARD PETRY & CO

1933

THE year 1933 was one of change for the country as a whole and the broadcasting industry was no exception. It brought a new President whose inspired use of radio reawakened broadcasters to the power of the medium they controlled. It brought a New Deal and a National Recovery Administration under whose auspices the national economy began towards the end of the year to pull itself out of the morass of depression in which it was so deeply mired as the year began. It brought government administered code of standards for broadcasting that made pointless any attempt by the industry to carry out the ambitious program of self-reorganization that had been planned by the 1932 NAB convention. It brought, in April, the return of beer and in December the repeal of the 18th Amendment, raising new problems of advertising policy for broadcasters. And it brought a radio boycott by newspaper publishers which, almost against its will, forced radio to discover and develop its own potentialities for providing news as well as entertainment for the listening public.



Mr. Cohan

The first major news story covered by radio in 1933 was the attempted assassination of President-elect Roosevelt following a speech in Miami late in February. E. K. Cohan, technical director of CBS, vacationing in Miami Beach, was listening to the talk on WQAM and, hearing the shots and confusion at the end of the address, rushed to the station and telephoned the news to New York in time for its inclusion in Edwin C. Hill's 10:30 p.m. program. Mr. Cohan ordered a circuit set up and at midnight he went on the network from Miami, introducing Fred Mizer, manager and chief announcer of WQAM, who gave the CBS audience an eye-witness account of the shooting, which had started as he was unhooking Mr. Roosevelt's lapel mike. Norman McKay, WQAM program director, reported that he had just come from Mr. Roosevelt who had asked him to assure the public that he was unhurt. In New York, CBS reported on Mrs. Roosevelt's reception of the news. All in all, it was a fine piece of fast reporting.

The inaugural ceremonies, covered by both NBC and CBS in more than eight hours of continuous broadcasting, with pick-ups from dozens of Washington points and shortwaved for rebroadcasting abroad, were followed by the hectic period of the banking crisis, climaxed with the President's announcement, broadcast March 12 over the combined networks of CBS and NBC to what was probably the largest audience in radio history to that time, that the banks were to reopen.

But radio did more than report the crisis. NAB President Alfred McCosker (WOR Newark) had advised stations to cooperate with national and local leaders in steering the public away from fear and panic. "As we radiate calm, confidence and good humor in our attitude and in our broadcasts," he wrote, "so will the listening public —60 million of our citizens—become infused with the same spirit. Radio's stake is the country's stake."

Sales Continue As Credit Is Extended

Following through on this suggestion, the nation's broadcasters extended credit freely during the moneyless period and pushed sales and merchandising with their usual vigor. They also checked their newscasts carefully in line with the warning from Philip G. Loucks, NAB general manager, to cut out "all statements which may reflect inaccurately on the position of financial institutions or give currency to rumors which may have disastrous effects both for the public and for your station."

Stations in Southern California received a second opportunity to combine news coverage and public service late in March when an earthquake shook things up so severely that KHJ and KFI Los Angeles were thrown off the air for brief periods and the studio building of KFOX Long Beach, in the center of the quake zone, was almost demolished, its walls crumbling and its roof collapsing. The KFOX transmitter kept operating, however, and the station's staff stayed on the job.

Off the air when the Navy Dirigible *Akron* crashed off the New Jersey coast in the early morning hours of April 4, the networks opened with bulletins and used them throughout the day, interrupting programs to report the news as fast as it was received. NBC by setting up a remote unit in the Navy Department offices, broadcast an exclusive interview with Secretary of Navy Claude A. Swanson; CBS aired an eye-witness account of the sinking of *J-3*, Lakehurst blimp, which crashed while searching for the *Akron* wreckage; both networks had the *Akron's* sole surviving officer, Lt. Comdr. H. V. Wiley, on the air that evening.

Following a Federal District Court decision upholding the property rights of the Associated Press in its news by issuing a permanent injunction restraining KSOO Sioux Falls from using AP news without permission, the AP membership on April 24 voted not to supply any more news to the networks. Local broadcasts of AP news were restricted to 30-word bulletins on events of major importance, for which both AP and its local member paper were to receive broadcast credit, broadcast on sustaining programs only. The board was authorized to set up extra assessments on member papers supplying news for use on the air, with papers not doing so to receive prorata reductions in their assessments. (The extra fee was set at 2.5% of a paper's general charges for one period of 15 minutes or less a week, 5% for two or more periods, effective Jan. 1, 1934.)

The AP ban had little effect as the networks had received no news from AP, UP or INS since the November elections. The more than 100 newspaper-owned stations and the many more with newspaper tie-ups kept on with their newscasts as before, the chief difference being a preference for UP or INS news because of AP's 30-word limitation.

More disturbing was the resolution adopted April 26 by the convention of American Newspaper Publishers Assn. that program listings were "nothing more nor less than advertising" and should be published only if "paid for as other advertising is paid for." But wherever newspapers attempted to drop their program logs the flood of reader protests usually led to their early reinstatement.

Chief reason for this flare-up against radio was economic. An ANPA analysis of the national advertising dollar showed that newspapers had gotten 45¢ in 1930, and 46.4¢ in both 1931 and 1932, while network radio's share had risen from 5.3¢ in 1930 to 8.1¢ in 1931 and 11.3¢ in 1932.

Broadcasters Begin Own News Staffs

The chief effect of this newspaper antagonism was to encourage broadcasters to organize their own news staffs, which a number of stations did. In the fall, CBS took Paul White from his post as network publicity chief to establish and operate a nationwide news service. Columbia News Service Inc. was soon providing news to the network's commentators and was also compiling material for two five-minute news periods a day, broadcast on the network under sponsorship of General Mills. A request of Columbia News for press gallery privileges for reporters covering Congress was denied, but Western Union and Postal Telegraph allowed radio newsmen to file their copy at press rates.

The year opened with the future uncertain. Businessmen were in no mood to spend more than the bare minimum for advertising and broadcasters had to use every bit of ingenuity to get enough business to meet their payrolls and stay on the air. KOIL Omaha, for example, devised a plan of trade association advertising which cost individual members less than $10 a week and promoted it so assiduously that in February the station was broadcasting these group programs for garages, florists, cleaners, barbers, beauticians, grocers and druggists.

As network billings month by month totaled less than for the same period of 1932, stringent economy moves were made. NBC in April put through a 10% salary cut for all employes making more than $1,000 a year, following a similar cut the previous fall. The NBC-KPO "Gold" Pacific Coast Network was discontinued to save the cost of lines; the "Orange" Network fed by KGO handled Blue as well as Red Network programs.

CBS Introduces 'Transition' Rate

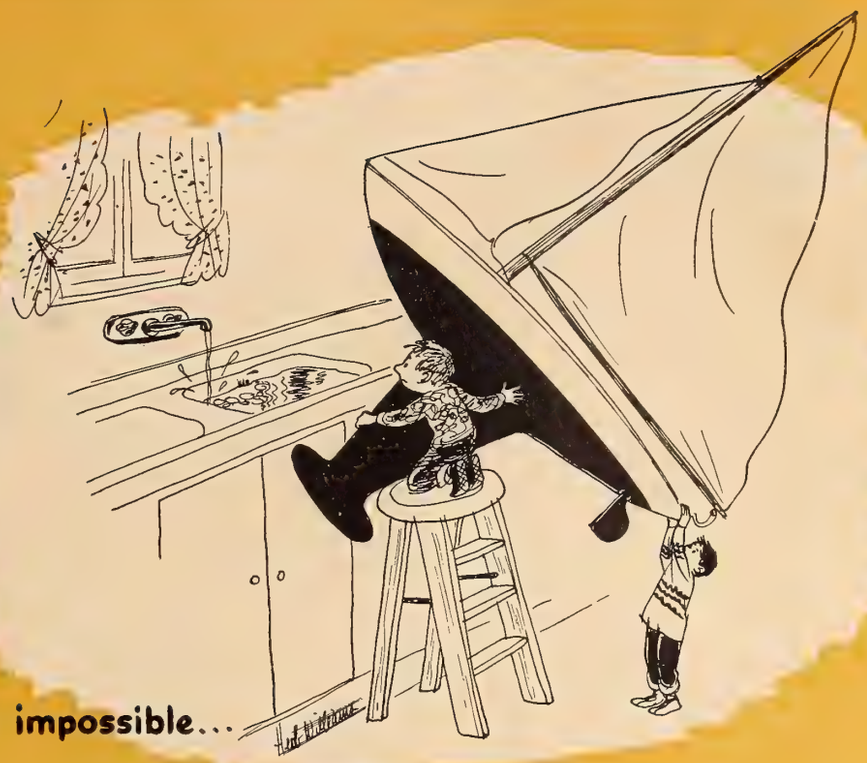
CBS reduced the cost of 6-6:30 p.m. to two-thirds of the evening scale by introducing a new "transition" (from day to evening) rate. NBC applied daytime rates to the hour from 11 p.m. to midnight.

The turn came in October, first 1933 month the combined network billings topped the $3 million mark and first month to show an increase (7%) over the same month of 1932. In November the increase over 1932 was 13%, in December 23%. For the full year network time sales were 19.4% below the 1932 total, but the tide had turned. Both networks raised rates on certain metropolitan stations. CBS reported that in October it had 11 afternoon advertisers using 44 15-minute periods, against six using 17 quarter-hours the previous October. NBC in November restored its spring payroll cut.

Station business increased by 11.8% during 1933, according to estimates made by Dr. Herman Hettinger, U. of Pennsylvania, engaged as NAB research advisor to compile data on industry income and expenses. The industry total gross time sales were $57 million, down 7.9% from the 1932 total.

The legalization of 3.2% beer on April 7, hailed by CBS in a midnight broadcast with pick-ups from breweries in Milwaukee, Chicago and St. Louis, was one reason the 1933 record was no worse than it was, breweries spending $348,000 for network time and about $200,000 for spot. The end of prohibition Dec. 5, which CBS also covered with pickups from the state capitals of Pennsylvania, Ohio and Utah whose signatures put into effect the repeal of the 18th Amendment, opened up new sources

(Continued on page 84)



It's impossible...

...you can't cover California's Bonanza Beeline without on-the-spot radio



Be sure to launch your sales story *right in* the Bonanza Beeline. That's a 3-billion-dollar market — California's rich central valleys plus western Nevada — with more people . . . higher food sales . . . greater *total* retail sales than *all of PHILADELPHIA.**

But the Beeline, remember, is an *inland* market — independent of coastal California. And Beeline people naturally prefer their own, on-the-spot stations, rather than faraway San Francisco or Los Angeles stations.

So you *do* need the five BEELINE stations. Each of these on-the-spot stations gives you top coverage in its own rich part of the Beeline. Together, they blanket the whole market. And you choose best availabilities on each station without line costs or clearance problems. Combination rates.

**Sales Management's 1950 Copyrighted Survey*

Here's what you should know about KERN Bakersfield

The CBS station for 59,000 Kern County radio families. BMB home-city weekly audience averages 84% daytime, 92% at night. Last Hooper shows KERN with nearly twice the audience of next best station, Mon. through Fri. afternoons; 30% more audience than next best station, Sun. through Sat. evenings.

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA • PAUL H. RAYMER CO., National Representative

KFBK	KOH	KERN	KWG	KMJ
Sacramento (ABC)	Reno (NBC)	Bakersfield (CBS)	Stockton (ABC)	Fresno (NBC)
50,000 watts 1530 kc.	5000 watts, day; 1000 watts, night 630 kc.	1000 watts 1410 kc.	250 watts 1230 kc.	5000 watts 580 kc.

1933

(Continued from page 82)

of revenue. KMOX St. Louis got the first repeal account, a local liquor distributor who used time in November to solicit orders then for delivery when it became legal, and Macy's used time on WOR Newark to describe the proper use of wines.

The immediate volume of liquor advertising on the air was small and all local. CBS and some stations announced that they would accept advertising of wines but not of hard liquor; others decided that as long as liquor advertising was legal they would accept it; some stations flatly rejected any advertising of alcoholic beverages at all; the majority were still pondering the question as 1933 ended.

P. I. Business Becomes Increasing Problem

Stations were deluged, in the depression era, with "free" program offers, made even by such firms as Texas Co., which offered records of its Fire Chief network program, including commercials, for use on a no-charge no-pay basis, and McFadden Publications, which had discontinued its *True Story Hour* but, in response to public demand for its return, would supply 15-minute or half-hour transcriptions gratis to stations.

Per inquiry business also was rampant in 1933, with stations urged to promote dubious merchandise on a straight commission basis, leading BROADCASTING to comment: "If ever there was one subject on which the whole industry should present a united front it is this matter of contingent contracts." Noting that such offers persist largely because "some of the best agencies and some of the leading time brokers and representatives have found some of the best stations willing to give per inquiry accounts an occasional 'shot,'" the editorial declared that "here is a condition that the farsighted element in the NAB ought to be able to persuade the shortsighted element is wholly inimical to its ultimate interests." Because those words were not heeded in 1933, they are worth reprinting in 1950.

The National Recovery Administration, inaugurated July 24 by President Roosevelt in a combined CBS-NBC hookup, looked to radio for continued support in reporting and promoting its progress. The industry responded wholeheartedly. William B. Dolph, formerly director of the Oklahoma territory for RCA Photophone, who had been placed in charge of radio publicity for NRA, reported early in August that virtually all stations and radio advertisers were devoting time to the recovery program, for which the networks had set aside regular weekly periods, and that more than 500 stations had signed pledges of cooperation with NRA.



Mr. Dolph

Broadcasting, like all American industry of national scope, was itself included in the NRA plan. Surveying the industry, NAB found that it employed 9,200 persons full time, with an annual payroll of nearly $17 million, excluding the networks. The code committee appointed by NAB President McCosker to work out terms of fair competition for broadcasting, estimated that another $1 million would be added to radio's payroll when their proposed code became effective.

Major Issues Of Code Hearing

Five major issues arose at the code hearing: Unions representing technical employes demanded a 40-hour week at $1 an hour ($25 at stations with ten or fewer employes). Actors' Equity Assn. asked that minimum wages be set for actors, omitted from the NAB proposal as professionals chiefly employed by artists bureaus, advertisers and agencies. Proposals were made that the code's administrative set-up should be broadened beyond NAB to make it more representative of the entire industry. Small stations objected to the prohibition on per inquiry, commission or barter accounts. Recording companies asked that stations be prohibited from using phonograph records on the air without permission.

The final draft of the broadcasting code, which went into effect Dec. 11, omitted radio performers pending a full study of their status. It retained the 48-hour week for technical employes during a 90-day test period, with their salaries scaled from $20 to $40 depending on the size of the station. Other non-executive employes were put on a 40-hour week. The code prohibited rate-cutting, the acceptance of per inquiry business unless rates for it were included on the station's published rate card, song-plugging, lotteries and misleading announcements about the sponsorship of orchestras. To prevent conflict between NRA and the Radio Commission, the code specified that it should not violate the Commission's licensing authority.

Shepard Named Head Of Code Group

John Shepard 3d, Yankee Network president, was elected chairman of the code authority committee, with John Elmer, owner of WCBM Baltimore, as vice chairman. James W. Baldwin, former secretary of the Radio Commission who had served as industry advisor to NRA on drafting the code, was appointed director of the broadcasting code authority, a salaried post.

Whenever they had a chance to drop their concern over business conditions or code provisions the broadcasters could always worry about ASCAP whose "elevator" contract had been forced on the industry the previous fall. Refusing to have any more dealings with Oswald F. Schuette, NAB copyright director, ASCAP's general manager, E. C. Mills, met April 4 with an NAB committee and told them that ASCAP would not consider any revision in contract terms unless the change would produce more revenue for ASCAP. The following day, NAB began organizing Radio Program Foundation as an industry-owned source of music with Mr. Schuette as operating head. In June the Foundation obtained the American rights to the catalog of G. Ricordi & Co., Italian publisher, making more than 123,000 compositions available to American broadcasters who were to repay NAB for its investment in this catalog by paying from $2.50 to $25 a month for its use.



Mr. Baker

NAB also retained Newton D. Baker, prominent attorney who had served as Secretary of War under President Wilson, as special copyright counsel. After conferring with the Attorney General, who had been studying ASCAP's operation to see if it violated the federal anti-monopoly laws, Mr. Baker on Sept. 1 filed suit against ASCAP in the Federal District Court in the name of WIP Philadelphia. Action asked for cancellation of WIP's contract with ASCAP as part of a scheme forced on the station "to restrain interstate commerce" and further demanded ASCAP's dissolution as an illegal combination in violation of the anti-trust laws.

ASCAP Increases Fees to 4%

Sept. 1 also put into effect an increase in ASCAP fees from 3% to 4%, the Society reporting some 550 stations as having accepted the licenses by that time. NAB asked stations to send monthly sums amounting to 10% of their ASCAP payments to NAB to help defray the litigation costs. Mr. Schuette in November resigned as copyright director of NAB, but continued as head of Radio Program Foundation.

President Hoover in February reappointed Judge E. O. Sykes to the Radio Commission for a six-year term. The new administration named James E. Hanley, Omaha attorney, to serve for the balance of the Saltzman term, expiring in Feb. 1936, and appointed Herbert L. Pettey, campaign radio director of the Democratic National Committee, as Commission secretary, succeeding Mr. Baldwin, who had resigned March 1. The Commission

* * *



1933 was a year that saw radio assume an even more integral role in the national political scene. For the first time microphones were installed in the rostrum of the House to carry actual proceedings. LEFT PHOTO—The words of Speaker Rainey are picked up as he presides. CENTER PHOTO—Sen. King is interviewed by Harry Butcher, CBS (third from l) in the Senate anteroom. Robert Trout, CBS presidential announcer, stands next to Sen. King, while seated at left is Earl Merryman, WJSV Washington operator. RIGHT PHOTO—President-Elect Roosevelt before a carbon mike prepares to address the nation in November 1933.

in March, as a depression measure, relaxed its requirements that stations operate at least two-thirds of their authorized hours, but the 40 stations who curtailed their hours of operation were ordered back to their regularly stipulated time on the air by Nov. 1.

Abandoning its restriction on maximum power to half of the 40 clear channels, the Commission in 1933 awarded 50 kw licenses to five more stations, bringing the number of 50 kw stations to 24, with a number of applications pending at the end of the year. Some 60 unlicensed stations in Texas, defying Federal authority on the ground that their low-powered operation was purely intrastate, were prosecuted by the Department of Justice, which obtained a number of convictions when the cases were tried in the fall.

North American Conference Hits Deadlock

The North American Radio Conference held in July in Mexico City agreed that the 1500-1600 kc band might be opened up for assignment to broadcasting stations, but failed to find a settlement of the continental allocation of broadcast frequencies, reaching a deadlock when Mexico demanded 12 clear channels and the United States delegation refused to discuss parting with anything like that number. Meanwhile, Dr. John R. Brinkley was reported to be proceeding with preparations for a 500 kw operation of XER Villa Acuna. Norman T. Baker, former operator of KTNT Muscatine, Iowa, until his license, like that of Dr. Brinkley's for KFKB Milford, Kan., had been revoked by the Commission for operations not in the public interest, also owned a station on the Mexican border, XEPN Piedras Negras, authorized to broadcast with 100 kw.

In Canada the new Government Radio Commission had effected a country-wide reallocation that changed the frequencies of many stations and reduced the power of some, including CFCA, *Toronto Star* station, which relinquished its license, stating that the cut from 500 w to 100 w did not leave it enough power to provide good service. The Canadian Radio Commission also acquired four stations and began building a national program service for them and any other Canadian stations desiring to take CRC programs, which were broadcast for 90 minutes each evening during the week and for two hours on Sundays. A supplementary regional service was also commenced and the CRC arranged to exchange programs with CBS and NBC but rejected a proposal that it carry commercial programs on its network.

The NAB convention, held early in October at White Sulphur Springs, re-elected Alfred J. McCosker, manager of WOR Newark, president for another year, Philip G. Loucks being reappointed as managing director for a similar term. Resolutions were adopted urging the Commission to license stations for the full three years permitted by the Radio Act and to make transcribed programs easier to sell by removing the requirement for their identification on the air. The NAB members also asked that steps be taken to standardize practices of coverage measurements, urged repeal of the Davis amendment requiring station assignments in accordance with unit quotas for states and regions, and authorized the appointment of a committee to study sales costs and another to survey the field of television.

The convention also went on record as favoring a redrafting of the administration food and drug act better known as the Tugwell bill. BROADCASTING served as the forum house for the industry debate on this measure, starting with an explanation of the bill and its beneficial effects for broadcasters written by the President's number one "brain truster" himself, which drew prompt and vigorous replies from spokesmen for the makers of proprietary medicines, who viewed the bill and its results in quite another light.



Mr. Wynn

Ed Wynn early in the year announced plans for a third network, the Amalgamated Broadcasting System, to start in the East, eventually spread across the country, using Western Union lines. After repeated delays, ABS finally broadcast its first programs Sept. 25 over a 4-station Atlantic Coast hookup, but shut down Nov. 1, with Mr. Wynn, who was reported to have spent $250,000 of his own money in the venture, renewing his Texaco contract for another year on NBC as the Fire Chief.

Set Standard Forms For Spot Broadcasting

Also in 1933: NAB and AAAA approved standard order forms for spot broadcasting, including a clause fixing the responsibilities for libel, slander, unfair competition, etc., to protect stations against suits for acts committed by their clients. NAB board approved a new class of membership of stations grossing less than $15,000 a year, with dues set at $30, half the previous minimum. CBS study of economic levels found homes with radios to have greater purchasing power than non-radio homes. The Commission authorized the move of KYW from Chicago to Philadelphia.

WIBO and WPCC Chicago ceased operations when the United States Supreme Court reversed the Court of Appeals, upholding the validity of the Davis amendment and the right of the Commission to distribute radio facilities as it deemed best. Commission planned fact-finding study of whole quota set-up in view of changes since the adoption of the quota plan in 1930. After exhaustive tests, Hygrade Sylvania Corp. began equipping all its air-cooled transmitting tubes with graphite anodes. Oklahoma, Washington, Kansas and Missouri levied 2% sales taxes on station gross receipts; Kentucky tried to collect franchise taxes from the national networks.

RCA was awarded the $400,000 contract to build a 500 kw transmitter for WLW Cincinnati, granted authority to carry on experiments with superpower. KSTP St. Paul became the first station subscriber of Cooperative Analysis of Broadcasting, then in its third year of operation, with 35 advertisers and agencies underwriting it. WIL St. Louis in January engaged William C. Murphy of the Philadelphia *Public Ledger* to send a daily bulletin on the progress of repeal, first station to have a Washington correspondent. WCAU Philadelphia dedicated its new building, first specially designed for broadcasting purposes, with new dead-end, live-end studios, floating floors, etc.

Edward Petry & Co., Greig-Blair & Co. joined Free & Sleininger (organized in 1932) and William G. Rambeau Co. (formed in 1931) as pioneers in exclusive station representation. Westinghouse installed a new "concentrator antenna" at KYW Chicago, claimed double signal intensity with no increase in power. WBAL Baltimore claimed even greater improvement in signal strength from new wood antenna, 200-foot vertical mast with "high capacity crown." CBS discontinued its telecasting with a mechanical system after a year and a half. Davis Perfection Bread Co. claimed to have oldest uninterrupted program on the air, *Optimistic Revue*, on KNX Los Angeles each Friday since January 1925.

RCA acquired the assets of De-Forest Radio Co. with a bid of $414,600. German Chancellor Adolf Hitler banned American jazz from the government-operated German radio system.

George B. Storer, CKLW Detroit, WWVA Wheeling, WSPD Toledo, started Point O' Purchase System in Detroit, installing synchronized radios in chain stores enabling advertisers to reach prospect in store at time of sale. Breakfast Club programs proved good business getters for many stations; that of WMAL Washington, conducted in a "fast-moving, intimate style" by a young m.c. named Arthur Godfrey, was especially successful. E. H. Sanders, advertising manager, Shell Oil Co., urged broadcasters to build programs themselves, selling only adjacent announcements, like newspapers, limiting role of agencies to providing the commercial copy.



Mr. Godfrey

NBC moved into New York RCA Bldg. in October, with set-up said to be most modern and most completely equipped broadcasting plant in the world. WOR Newark staged its own election campaign in Carteret, N. J., to win a referendum permitting it to erect a 50 kw transmitter there. A new union, Technical Employes of NBC, reached an agreement said to boost the network's technical payroll by $250,000 a year.

BROADCASTING published its first map of radio stations in the United States, distributed with the preconvention issue, Oct. 1. World Broadcasting System offered stations full program service on newly developed Electrical Research Products Inc. wide-range recordings, World assuming the station rental fees for ERPI turntables, with charges put at $150 a week for 214 quarter-hours of programs or eight hours a day, $100 a week for four hours a day, $65 for two hours a day.

Federal Leases WMCA For Year

Federal Broadcasting Corp., with Alfred E. Smith as board chairman and John T. Adams, WMCA New York vice president, as president, leased WMCA for a year from Donald Flamm, who withdrew from active management, for $155,000, plus 25% of all revenue over $600,000. Two announcements on NBC's *Manhattan Merry-Go-Round* pulled more than 154,000 requests for trial cans of Dr. Lyons' Tooth Powder. American Radio Features Syndicate announced a transcribed serial program, *How Wonderful*, written by Rupert Hughes.

Sale of 3,806,000 radios in 1933 put country's radio homes total at 17,950,000 at end of the year, when there were 591 stations licensed, mergers of time-sharing stations in part explaining the drop during the year. The Roosevelt administration during its 10 months had broken all records for official use of radio: President Roosevelt broadcast 20 times, including four "fireside chats"; Mrs. Roosevelt, 17 times; Cabinet members, 107 times; 58 Senators and 42 Representatives were on the air once or more during the year.

INDIVIDUAL pictures used in this section are contemporary photographs showing the individuals at about the time mentioned in the text.

Chronology Continues on Page 86

1934

1934

STRIVING for a settlement of the Press-radio feud, network and newspaper executives in the first weeks of 1934 came up with a plan for a Press Radio Bureau to supply news to broadcasters. Operating under the supervision of a seven-man committee, with one member from the American Newspaper Publishers Assn. and one from NAB, the others representing the three major news associations—AP, UP and INS—and the two networks—NBC and CBS.

The newspaper members were to select an editor who would process the news wires of the three news services and prepare two five-minute newscasts a day, with not more than 30 words being devoted to any one topic. The broadcasters were to stand all costs of the Bureau's operations; the newscasts were to be broadcast without sponsorship and at times not before 9:30 a.m. or 9 p.m., calculated to do the least harm to newsstand sales. CBS was to drop its news collecting activities and NBC was to agree to stay out of that field. The newspaper group promised that any news of "transcendental importance" would be supplied to radio when it broke, without waiting for the regular deadlines, and the networks agreed to keep their commentators concentrated on generalizations and background material rather than spot news.

Dubious about the plan, NAB withheld its approval, but the networks agreed and the Bureau was established with James W. Barrett, former city editor of the New York *American*, as editor.

Haverlin Proposes Co-op News Exchange

Whatever the network thought of the new arrangement, it was anything but satisfactory to many stations who wanted a more liberal supply of news, with freedom to broadcast when they pleased and under sponsorship if they could sell it. They did not have to wait long for someone to volunteer to serve them. Before the Press Radio Bureau had moved its first radio bulletin, Carl Haverlin, sales manager of KFI and KECA Los Angeles, had wired broadcasters in major markets throughout the country asking whether they would be interested in joining in a cooperative news-exchange set-up.

Continental News Service, which since 1931 had been supplying news bulletins to WBZ-WBZA Springfield-Boston and other stations, opened a Washington bureau and began to sign up stations for an expanded news service. The Haverlin-sponsored Radio News Assn. having failed to get going as a cooperative venture, was refinanced by Stanley Hubbard, owner of KSTP St. Paul, who attempted to get Herbert Moore, who had been associated with Paul White in the CBS news organization during 1933, to head up its operation. When that plan fell through, RNA affiliated with Continental and Mr. Moore set up his own news service for radio under the name of Transradio Press Service.



Mr. Hubbard

A half-dozen other organizations were also organized for the purpose of supplying news to radio stations but they lasted only a few weeks or months and by mid-summer, Transradio Press, which in June had absorbed Radio News Assn., was the chief if not the only competitor of the Press Radio Bureau. With a clean beat on the Dillinger killing to its credit, Transradio signed stations rapidly and in November could claim some 150 station clients, compared to about 200 subscribers to the Press Radio Bureau bulletins. Meanwhile, at the demand of the broadcasters using its bulletins, Press Radio Bureau had moved up the deadline for its evening newscast from 9 to 6:30.

Yankee Network Sets Up Own News Bureau

Yankee Network, in addition to getting the Transradio service, also had established its own news bureau which the network maintained at a cost of about $1,500 a week. Many stations had organized local news staffs with varying degrees of success. KNX Los Angeles at first asked its listeners to contribute to the support of its news collection, but soon found sufficient news sponsorship to more than cover expenses and returned the contributions.

On Dec. 18, Judge C. Bowen of the Federal District Court in Seattle rocked the newspaper world by dismissing the suit of AP against KVOS Bellingham for alleged news piracy in a decision that upheld the unrestricted right of radio stations to broadcast news after it has been published. AP immediately filed an appeal from this revolutionary legal dictum which would do away with the association's property rights in its news.

In June Congress passed and the President signed a new communications act that abolished the Federal Radio Commission and replaced it with a new Federal Communications Commission controlling telephone and telegraph as well as radio communications, enlarging the body from five to seven members to take care of its added responsibilities. The new Federal Communications Act substantially reenacted the old Radio Act of 1927, except that 100 w stations were exempted from the restrictions of the Davis amendment wherever they would not interfere with signals of other stations; the broadcasting of lotteries was prohibited; the Commission authority was extended over stock control as well as licenses; foreign studios were forbidden except with specific Commission authorization; the Commission was authorized to originate modification of station licenses; the appellate provisions were altered to permit appeals from denials of construction permits; the Federal Courts were authorized to enforce compliance with the law and the regulations of the Commission; finally, the Commission was instructed to report any suggested amendments to Congress by Feb. 1, 1935.

When the first FCC took office July 1, its members were: Judge E. O. Sykes, charter member of the Radio Commission, named chairman of the FCC with a seven-year term; Thad H. Brown, only other Radio Commissioner appointed to the new body for a six-year term; Paul A. Walker, Oklahoma Democrat, five-year term; Norman S. Case, Republican, former Governor of Rhode Island, for a four-year term; Dr. Irvin Stewart, Texas Democrat formerly a radio expert of the State Department, for a three-year term; George Henry Payne, New York Republican, former member of the New York City tax commission, for a two-year term, and Hampson Gary, Texas Democrat who had been Minister to Switzerland under Wilson, for a one-year term.

Spearman Is Named FCC General Counsel

The Commission named Paul D. P. Spearman, who had been assistant general counsel of the Radio Commission, general counsel. Herbert L. Pettey, secretary of the Radio Commission, was given the same post at FCC. Dr. C. B. Jolliffe retained his position as chief engineer, with an assistant engineer for each of the three divisions of the FCC: Lt. E. K. Jett for telegraph, William G. H. Finch for telephone, and Andrew D. Ring for broadcasting. Mr. Gary was named head of the broadcast division, with Mr. Brown and Judge Sykes as the other members.

In the fall the FCC held a hearing to determine whether it should recommend to Congress that a fixed percentage of the nation's radio facilities should be reserved for assignment to non-profit public service organizations such as schools and churches or that all stations be required to devote a fixed proportion of their hours of operation to educational and public service programming. The educators who testified were agreed only in that radio could be put to better educational use that it had up to that time; they presented no specific plan on which they were agreed for Commission action.

The most definite testimony came from Henry A. Bellows, legislative chairman of NAB, who said that an analysis of affidavits from stations showed that during the first six months of 1934, 16.7% of all broadcast hours had been devoted to some form of educational programs, with 13.3% of the evening hours so utilized. At the conclusion of the hearing there was every indication that the FCC was satisfied that the current system of individual station responsibility for operation in the public interest was better than anything else that had been proposed.

On the basis of a review of the quota system for equalizing the allocation of radio facilities throughout the country required by the Davis amendment, initiated by the Radio Commission the year before, the FCC broke down the system into day and night quotas, the latter remaining much the same, but the daytime quotas expanded, paving the way for daytime power increases.

Clear Channel Probe Ordered by Commission

Acting on the petition of 13 clear channel stations, the Commission ordered an investigation of the clear channel allocations. After the industry promised full cooperation at an informal conference on Nov. 9, the Commission two weeks later laid plans for an exhaustive study of remote listener service rendered by the clear channel stations.

The Federal Trade Commission decided that it also should take a look at what was going on the air. In June the FTC asked stations to begin sending in all of their commercial scripts. In July the FTC cited ten advertisers for hearings and, with more than 80,000 scripts to examine, asked stations not to send any more for a while. Out of a total of over 160,000 commercial continuities reviewed, the FTC reported subsequently, more than 140,000 were filed without question and about 20,000 set aside for a second look, of which the FTC estimated perhaps 1,000 would be acted on.

In addition to the FCC and FTC, the NRA Code Authority was also supervising the broadcasters' activities. In January the Authority adopted ironclad rules to prevent rate manipulation, requiring stations to publish rate cards conforming to the AAAA pattern and absolutely forbidding acceptance of per inquiry business. In May, when NRA Division Administrator Sol A. Rosenblatt proposed that the entire broadcasting industry increase its payroll 10% and at the same time reduce the work week 25%, from 40 to 30 hours, the Authority recommended (and secured) the rejection of that idea, pointing out that in the last half of 1933 employment of broadcast technicians had increased 11.9%, the weekly hours of this group had

(Continued on page 88)

YOU MIGHT GET A 1600-LB. BULL MOOSE*—



BUT...

YOU WON'T BAG MUCH IN WESTERN MICHIGAN WITHOUT WKZO - WJEF and WKZO-TV!

FETZER Broadcasting Company stations give you unapproachable coverage of the rich Western Michigan market—*and do it economically!*

WKZO, Kalamazoo and WJEF, Grand Rapids are so far ahead of their nearest competition that together they give you about 57% more city listeners than the next-best two-station choice in Kalamazoo and Grand Rapids —yet cost 20% less! *BMB Report No. 2 (Spring, 1949) reveals that the Fetzer stations have an unduplicated coverage of more than 60,000 homes in the Grand Rapids area alone.*

If you're using television, WKZO-TV will give you *five markets with a buying income of more than one and a half billion dollars.* It is basic CBS via micro-wave relay. Now in its fourth month on the air, WKZO-TV beams a sharp Channel-3 picture to more than 70,000 TV sets in five big metropolitan markets in Western Michigan and Northern Indiana.

Get all the facts today. Write direct or ask Avery-Knodel, Inc.

**F. D. Fetherston and D. G. MacDonald got one this size on the Magnassippi River, Quebec, in 1889.*

WJEF top4 IN GRAND RAPIDS AND KENT COUNTY (CBS)

WKZO-TV top4 IN WESTERN MICHIGAN AND NORTHERN INDIANA

WKZO top4 IN KALAMAZOO AND GREATER WESTERN MICHIGAN (CBS)

ALL THREE OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

Our Advertisement in . . .
Vol. 1, No. 1 of BROADCASTING
Stated . . .

PROGRAMS build AUDIENCE!

• WMBD has assumed a vital part in the life of Central Illinois. Our summer programs have included such outstanding local features as these:

Broadcast of the Outboard Motor Boat races from the judges barge in the middle of the Illinois River. State Convention of the American Legion. Stroke by stroke account of the City Amateur Golf Championship match. Play by play of Peoria III-League baseball games. Matinee performance of Ringling Brothers Circus, direct from the "big top." News flashes three times daily; two daily sport reviews. 107 speakers of State and National prominence and leaders of 30 local organizations.

Outside programs cannot compete with us for listener interest. One of our advertisers received 3400 replies to one sponsored broadcast. Let us give you the details.

WMBD

"from the heart of Illinois"

Owned and operated by

PEORIA BROADCASTING COMPANY

Edgar L. Bill, Pres. and Manager

PEORIA ILLINOIS

. . . We Have Fulfilled Our Promise!

Reproduced above is our "pledge" as it appeared in the FIRST issue of BROADCASTING, October 15, 1931. And, today, the status of WMBD more than bears out every promise therein stated. WMBD continues to provide exclusive service to its Central Illinois territory. This audience tunes to WMBD for more than 25 hours of Columbia Network programs weekly, in addition to a very large schedule of national transcribed and locally produced live talent shows. During 1939 this audience was served with more than 500 broadcasts of Civic events and talks of local organizations. Stronger reasons than ever why outside programs can not compete with us for listener interest!

5000 W. Day • 1000 W. Night

National Representatives:
FREE and PETERS, Inc.



MEMBER CBS NETWORK

WMBD PEORIA, ILLINOIS

1934

(Continued from page 86)

decreased 9.8% and its weekly pay had gone up 21.1% with similar changes presumable for other radio employes.

The Authority also noted that radical changes advocated would oppress if not eliminate small broadcasting companies and increase the threat of monopoly. After a year of code operation, the Authority proposed that discounts on radio time sold in combination with other media (normally newspapers) and "run of schedule" discounts be prohibited as unfair practices.

Despite Ed Wynn's failure the year before, the "third network" theme was a dominant industry motif throughout 1934. George Storer, WSPD Toledo, WWVA Wheeling, CKLW Detroit, who had purchased a majority interest in Federal Broadcasting Co., operating WMCA New York under lease, and become its president, organized American Broadcasting System and began sending WMCA programs to other East Coast stations. Planning further expansion, the embryo network persuaded Fred Weber to leave NBC and join ABC as vice president in charge of station relations and in October inaugurated 16-hour-a-day program service to a 14-station hookup extending as far west as St. Louis. Adam Hat Stores in November became ABC's first sponsor.

WOR New York, WLW Cincinnati, WGN Chicago and WJR Detroit had on several occasions been hooked up for special commercial broadcasts and in the summer these stations discussed a permanent hookup as the Quality Group, which, in August, began operations with WOR, WLW and WGN as regular members and WXYZ Detroit (replacing WJR) as optional. At the outset only commercial programs were carried by the Quality Group but in October the member stations decided to exchange sustaining programs as well and to rename their hookup the Mutual Broadcasting System.

Mutual Outlines Its Operation Plans

That name "clearly describes our plan of operation" under which "each station will remain independent and make its own decision in accepting programs," W. E. Macfarlane, WGN vice president and first president of MBS, explained. "Each station will receive its card rates for time, less agency commission, making no additional charge to the advertiser for transmission lines. Thus, we believe, we have established a truly mutual arrangement between a group of independently owned stations."

Alfred J. McCosker, president of WOR, was elected board chairman of Mutual, which by Nov. 1 was broadcasting dance band pickups and variety shows sustaining in addition to commercial programs for Horlick's Malted Milk, Baume Bengue and Wasey Products.

WLW was also involved in a project even more experimental than a third network and the whole industry watched closely as the station began testing its new 500 kw transmitter, installed at a cost of more than $400,000. In January W8XAO — experimental call—was on between 1 and 6 a.m. In February it began daytime tests between 6:30 a.m. and 5 p.m., using the regular WLW call and rebroadcasting the regular WLW program schedule.



Mr. Chambers

Joseph A. Chambers, WLW technical supervisor, reported these tests as highly successful, the increased power boosting the station's signal strength by 325% and its secondary coverage area by 1,000% without causing interference with other stations. In April, WLW's night time programs were added to the experimental superpower schedule and in May, when President Roosevelt formally opened the 500 kw transmitter by pressing a key in Washington, WLW was advertising itself as "the world's most powerful commercial broadcasting station."

'High Fidelity' Broadcasting Begins

1934 also marked the beginning of so-called "high fidelity" broadcasting in the United States. After the North American Radio Conference had agreed that the 1500-1600 kc band could be used for standard broadcasting, the Radio Commission had opened three new channels—1530 kc, 1550 kc and 1570 kc—for assignment to not more than a dozen stations which in exchange for getting bands 20 kc wide in place of the usual 10 kc were to be required to install equipment capable of 10,000-cycle audio transmission, compared to the 3,000 to 4,000-cycle audio output of most stations at that time.

The licensees of these new stations would be permitted to broadcast commercial programs, the Commission said, but their operation must be supervised by a research engineer qualified to carry on a full-scale experimental program including a study of antenna design, field intensity surveys and an analysis of listener response. Licenses for high fidelity stations were issued to the *American-Republican*, Waterbury, Conn.; First National Television, Kansas City (controlled by Arthur Church, operator of KMBC); John V. L. Hogan, New York (who had been experimenting with telecasting); Pioneer Mercantile Co., Bakersfield, Calif.

Mr. Hogan's station, W2XR (now WQXR) began broadcasting a two-hour daily schedule in June

and in the fall he reported a response indicating that a substantial audience could be served by a station operating on 1550 kc, even though the older receivers could not tune in signals above 1500 kc. He stated that listeners appreciated high fidelity program service and announced plans for adding commercial shows to the station's sustaining schedule of classical music.

The 400 broadcasters attending the convention, held Sept. 16-18 in Cincinnati, returned home with renewed confidence that the American system of broadcasting was firmly entrenched, their fears of excessive government interference disspelled by a message from the President and talks by high government officials expressing faith in and praise for the way radio as a private enterprise operation was serving the public.



Mr. Ward

J. Truman Ward, manager of WLAC Nashville, was elected NAB president for the coming year, with Philip G. Loucks continuing as managing director. Most important resolution adopted was one authorizing a committee to determine what is pertinent information about stations for advertisers and agencies and to work with the ANA and AAAA toward creating a bureau to set up a standard coverage operation for radio comparable to that of the Audit Bureau of Circulations in the newspaper and magazine fields.

Only major development in the ASCAP situation during the year came Aug. 30, when the Department of Justice filed suit in the Federal District Court in New York for the dissolution of the Society under the Sherman anti-trust act, this action preceding by two days the Sept. 1 increase of the station payments to ASCAP to 5% for commercial licenses plus a flat sustaining fee.

FCC Gives Opinion On Liquor Ads

The hesitancy of most broadcasters about accepting advertising for hard liquor was increased by a Commission statement urging them to "bear in mind" that "millions of listeners through the United States do not use intoxicating liquors and many children of both users and non-users are part of the listening audience." Adding to the industry's uncertainty, Ira E. Robinson, former chairman of the Commission, expressed the opinion that stations in wet states could not refuse to accept advertising of alcoholic beverages if they took advertising of other products.

The Canadian Radio Commission, having previously limited advertising on the air to three minutes out of each commercial hour, restricted the use of recorded material to the hours before 5:30 p.m. and denied the right to accept commercial programs from the United States to all Canadian stations except the six previously under contract to do so. CRC won a fight with the musicians union after an abortive strike, the musicians agreeing to let CRC set its own scale of payment and to use non-union as well as union musicians.

Dr. Herman Hettinger, on leave from the U. of Pennsylvania to serve as fulltime NAB research director, reported at the end of the year that businesswise 1934 had been the best year in the history of commercial radio, with total gross time sales of $72,887,-169. The national networks had grossed $42,647,081, the regional networks $717,117, spot business $13,541,770 and local $15,981,201, according to the Hettinger estimates.

Foods Head Time Purchases

Analyzing time purchases by class of product advertised, Dr. Hettinger found foods first with 19.0%; then toiletries, 14.4%; drugs, 12.3%; gas, oil and auto accessories, 8.6%; beverages, 6.4%; autos, 5.7%; tobacco, 4.6%; soaps, 3.8%; clothes, 3.2%; household equipment and furnishings, 3.2%; confections, 2.0%; retail, 1.9%; insurance and financial, 1.8%; radios, 1.0%; amusements, 0.8%, and miscellaneous, 11.3%.



Mr. James

E. P. H. James, advertising and sales promotion manager of NBC, reported that the average expenditure of NBC's 237 clients during 1934 was $157,252, compared with the 1933 average of $135,777, adding that 44% of all advertisers on the network spent less than $50,000 during the year.

CBS estimated that at the end of 1934 more than two thirds of the country's homes were equipped with radios, a total of 21,455,799 units, and Daniel Starch & Staff, after a nationwide survey, reported 97% of the sets were in working order. A study of multiple station ownership, made early in 1934 under the auspices of the House Interstate Commerce Committee, found that NBC owned, controlled or managed 16 stations and CBS, seven, with 17 individuals and 11 corporations or holding companies controlling two or more stations.

Also in 1934: World Broadcasting System, largest producer of transcriptions for use exclusively in broadcasting, with 108 stations using its daily service, asked the FCC to alter its identification ruling to require only a single announcement for a program of recordings instead of one before each disc. WTMJ Milwaukee began experiments in facsimile broadcast-

(Continued on page 90)

VOL. 20, NO. 1 of BROADCASTING

WMBD-1950

EDGAR L. BILL, PRESIDENT
CHARLES C. CALEY, EXECUTIVE VICE PRESIDENT

PEORIA BROADCASTING COMPANY

RADIO STATION WMBD AND WMBD-FM

"First in the Heart of Illinois"

OFFICE AND STUDIOS
212 SOUTH JEFFERSON AVENUE
PEORIA 2, ILLINOIS

AFFILIATE COLUMBIA BROADCASTING SYSTEM

September 26, 1950

Mr. Sol Taishoff
Broadcasting Publications, Inc.
870 National Press Building
Washington 4, D. C.

Dear Sol:

Congratulations on the beginning of your 20th year!

It's hard to believe that it's 20 years since our first advertisement appeared in your Volume 1, Number 1 issue -- and gratifying that after all these years WMBD continues to be first in the Heart of Illinois.

We have found that Peoriarea people believe in radio - and especially WMBD.

Our broadcasting is dedicated to that belief. And so long as we keep faith with our listeners, the future is but another step forward.

We are humbly grateful to our listeners. Their progress, happiness and prosperity is our business...and Sol, all of us here at WMBD are firmly resolved that such business comes first.

That is our pledge for the future.

Cordially yours,

Charles C. Caley

Charles C. Caley
Vice President
and General Manager

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

AM WMBD FM
PEORIA
CBS Affiliate • 5000 Watts
Free & Peters, Inc., Nat'l. Reps.

1934

(Continued from page 89)

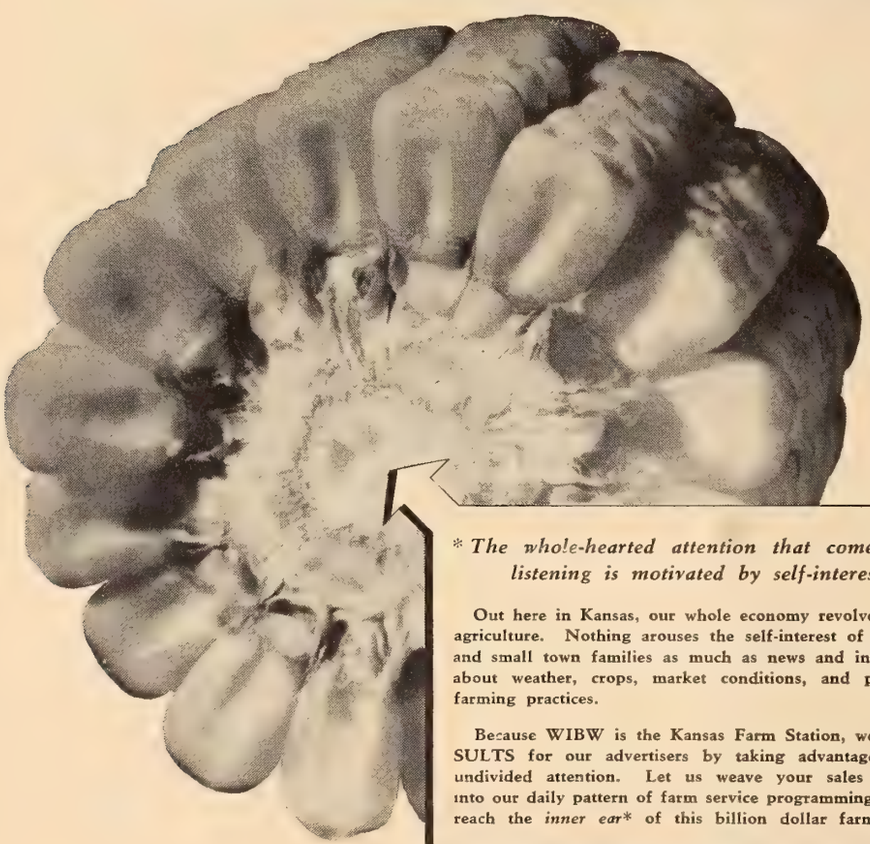
ing. Henry A. Bellows left CBS to join the NAB executive staff; Harry Butcher succeeded him as CBS vice president in Washington, also continuing as manager of WJSV. *March of Time* discontinued Bill Adams' impersonations of President Roosevelt, contending they were too realistic.

NBC entered the transcription production field, offering 13-minute "open-end" recordings to stations for sale to local advertisers or sustaining use, in 13-week series. NBC also stopped recognition of special agencies and time brokers for business on its owned and managed stations, now represented nationally by NBC Local Sales Department. NBC also put into effect the rule adopted in December 1933 against accepting any new accounts advertising cathartics, depilatories and other products of personal hygiene, although permitting clients of that nature already on NBC to continue.

CBS in 1934 expanded from 92 to 97 stations, reported net earnings for the year of $2,274,119. WCCO Minneapolis refused announcements for all times except in early morning, at noon and after 10:15 p.m., Earl Gammons, manager, explaining the station feeling that it was "unfair to sell a client announcements between programs for which another advertiser has paid a considerable amount of money and built an audience." Ford Motor Co. became first sponsor of the World Series, paying $100,000 for radio rights, buying time on the combined networks of NBC and CBS plus Chicago (totalling about 180 stations) after the Code Authority refused to allow Ford to carry out its original plan of buying only key stations and offering the broadcasts, including commercials, to other stations on a no-charge-no-pay basis.

Prof. Frank N. Stanton of Ohio State U. used 160 students in an experiment that showed they remembered advertising copy they heard more effectively than that they read. KYW, after operating in Chicago since 1921, moved to Philadelphia, went on the air there Dec. 3. A *Literary Digest* poll found symphonic music the best-liked radio program material, jazz music the most disliked. Radio City visitors, asked their program preferences, put dance music first by a margin of more than three to one over comedy, which ranked second. Dr. Neville Hopkins demonstrated his "radiovoting" system, with buttons installed in receivers registering "present," "yes" and "no" records at power station for retransmission to broadcasters. Edgar Kobak left McGraw-Hill to join NBC as vice president in charge of sales.

REACH THE *INNER EAR** of the KANSAS FARM MARKET



* *The whole-hearted attention that comes when listening is motivated by self-interest.*

Out here in Kansas, our whole economy revolves around agriculture. Nothing arouses the self-interest of our farm and small town families as much as news and information about weather, crops, market conditions, and productive farming practices.

Because WIBW is the Kansas Farm Station, we get RESULTS for our advertisers by taking advantage of this undivided attention. Let us weave your sales messages into our daily pattern of farm service programming. You'll reach the *inner ear** of this billion dollar farm market.

W I B W



SERVING AND SELLING
"THE MAGIC CIRCLE"
WIBW · TOPEKA, KANSAS · WIBW-FM

CBS

Rep: CAPPER PUBLICATIONS, INC. · BEN LUDY, Gen. Mgr. · WIBW · KCKN

THE REFORM movement hit radio full force in 1935, with Anning S. Prall, new FCC chairman, personally leading the clean-up squad in a whirlwind campaign to do away with harmful program practices. It was so vigorously prosecuted that broadcasters scarcely noticed the departure from the national scene of the NRA and its Broadcast Code Authority which for some 18 months had been their chief authority on employment and advertising practice.

The year started with good news for radio in the Commission's report to Congress that its investigation of the previous fall showed no need to allocate a fixed percentage of radio facilities to educational and other non-profit public service groups, nor to change the existing law in any way. Mr. Prall became a Commissioner in January, succeeding Hampson Gray, who, after Paul D. P. Spearman, FCC general counsel, retired to enter private law practice, was appointed to that post. In March Mr. Prall was made chairman of the Commission, succeeding E. O. Sykes, who became chairman of the Broadcast Division, with Norman Case and Mr. Prall as the other members.

Prall Warns Stations To Follow FCC Rules

Chairman Prall waited to settle into his new seat at the head of the Commission table before sounding his first war cry, warning stations that a New Deal had come to radio and they had better obey FCC rules to the letter.

At a meeting in March with officials of the Women's National Radio Committee, which claimed to speak for most of the women's organizations of the nation, and representatives of the networks and the NAB, Chairman Prall provided the industry with a positive standard for proper programming. The "composite American home," he said, was the standard for broadcasters constantly to keep in mind, gauging the merit of each program by visualizing its reception by a typical family group.

NBC promptly reannounced its decision of December 1933 to decline all future advertising of laxatives, deodorants and the like whose advertising might be distasteful when listened to in a family living room. CBS also banned such advertising for new advertisers and for present contracts at their expiration and in addition set limits on the amount of time devoted to advertising on any program at 10% in the evening, 15% in the daytime. To enforce these rules, CBS hired Gil-



Mr. Gray

son Gray from D'Arcy Co. as commercial editor. Taking another step toward program improvement, CBS retained a child psychologist, Dr. Arthur T. Jersild of Teachers College, Columbia U., as consultant on children's programs.

Many stations took similar action to tighten their individual program and commercial practices, so that in addressing the NAB convention in July Mr. Prall could report a wholesome cleaning up in the five months of his FCC Chairmanship. At that time he praised as a fine idea BROADCASTING's editorial suggestion for an industry advisor to guide broadcasters, advertisers and agencies on the suitability of radio programs and commercials.

To discuss ways of improving and extending cultural programming, the FCC Broadcast Division invited broadcasters, educators, clerics and other cultural leaders to a two day conference in Washington, May 15-16, at which a decision was reached to set up a joint committee on cultural broadcasting headed by Dr. John W. Studebaker, Federal Commissioner of Education. After numerous conferences, Dr. Studebaker in December announced the completion of the committee, comprising 40 representatives of broadcasting, education, religion, welfare and other groups.



Dr. Studebaker

In May, when 21 stations were cited for hearings because they had broadcast commercials for Marmola, the Commission presented broadcasters with a yardstick for measuring medical advertising. Medical commercials were declared acceptable if they did not misrepresent or deceive and if the commercial continuities were not offensive or in bad taste, always taking into account the family circle as the listening group.

NAB Convention Adopts New Code

The NAB convention adopted a new code, replacing the one drafted in 1929. It called on broadcasters to guard radio against misuse by dishonest or dangerous individuals or organizations, to keep the air free of material offensive to persons of any creed or belief, to bar obscenity and deceptive or exaggerated claims and advertising of products or services injurious to health, to refuse all per inquiry, contingent or percentage advertising to keep a published record of rates and discounts, and not to defame competitors or to make false claims about their own facilities or services.

Busy preparing its defense against the government's antitrust suit and in attempting to prevent the enactment of restrictive copyright legislation urged by the broadcasters, ASCAP in the spring of 1935 proposed an extension of its current licenses from their scheduled expiration of Aug. 31 until the end of the year, following this offer with one of five-year licenses, running through 1940, on practically the same terms—5% of gross income plus a sustaining fee.

NBC and CBS and WCAU Philadelphia accepted these new five-year licenses, the networks also agreeing to a boost of $25,000 apiece in sustaining fees, but the NAB copyright committee refused to endorse the deal. General Manager Phil Loucks and Joseph C. Hostetler, who had taken over Newton Baker's duties as NAB copyright counsel, felt that general acceptance of a new ASCAP license might prejudice the government suit. The newspaper-owned stations who had enjoyed a preferential deal, paying the 5% fee only on programs actually using ASCAP music, began dickering for the same terms for the next five years. The suit against ASCAP came to trial June 11, but on June 20 it was recessed until November and subsequently until some future date.

Resolution Endorses Per-Piece Policy

After hearing from Mr. Hostetler that the industry should continue to fight for the right to buy music on a per piece or per program formula by which the broadcasters would pay only for music actually used, and from Isaac Levy, WCAU, that the only feasible plan was a blanket license of the kind just accepted by his station, the NAB convention gave votes of confidence to both sides, re-elected Mr. Levy as treasurer, and adopted a resolution endorsing the per-piece principle but leaving it up to the decision of each station operator as to whether he should or should not renew his present ASCAP license for another five years. The convention also resolved to support the government suit for the dissolution of ASCAP and to work for legislation removing the statutory minimum penalty of $250 for each infringement.

Just about this time the situation was complicated by Warner Brothers' announcement that it was withdrawing its five music publishing companies from ASCAP membership at the end of the year. The Warner houses were said to own about a third of the popular music used on the air and were

(Continued on page 92)

Congratulations
to
Broadcasting
Magazine
for
twenty
years
of
outstanding
service
to the
radio
industry

KSL
CBS 50,000 WATTS

KSL-TV
CBS, ABC, DUMONT

SALT LAKE CITY, UTAH

Represented by Radio Sales

1935

(Continued from page 91)

pulling out of ASCAP because they were not satisfied with the $340,000 a year they were getting of the Society's $3 million income from radio and wanted at least $1 million which the ASCAP board refused to allow.

ASCAP made no concession in its rates to compensate for the loss of this sizeable part of its repertoire, so most broadcasters waited to see what would happen, less than 100 of the country's 620 stations signing new ASCAP license forms up to November when Warner Brothers reaffirmed its intention of leaving ASCAP, adding that it was going to issue its own licenses to broadcasters. In December, with the deadline nearing, NAB polled its board members and, on the strength of a ten-to-nine vote, wired stations to renew their ASCAP licenses. No sooner had the wires gone off than two board members changed their votes to reverse the decision by an eleven-to-eight verdict, so NAB sent out a second wire contradicting the first one with the result that more confusion was added to a situation sufficiently confused before.

ASCAP Issues Blanket Extension of Licenses

On Dec. 30 ASCAP issued a blanket extension of its station licenses at the same terms for a Warner-less catalog, giving the industry a breathing spell. Warners, at the solicitation of NAB, had offered stations temporary 90-day licenses for a flat fee of four times the highest quarter-hour rate and by the end of the year about 150 stations had taken these licenses, although NBC and CBS refused to do so.

Meanwhile, the State of Washington had declared ASCAP illegal and restrained the state's broadcasters from making any payments to ASCAP, whose appeal the Federal District Court had refused to hear on the grounds that it was a state and not a federal affair.



Mr. Fitzpatrick

Leo J. Fitzpatrick, general manager, WJR Detroit, was elected NAB president at the July convention. James W. Baldwin, former secretary of the Radio Commission, who had been executive officer of the Broadcasting Code Authority during NRA, was named managing director, succeeding Mr. Loucks, who received an ovation from the membership for his five years' service, during which time the NAB membership had risen from under 100 to 385. The convention also approved establishing an agency recognition bureau which Mr. Baldwin promised to do as soon as he had 120 subscriptions at $125 each to pay the estimated costs of the first year's operation. (He never did and the project was eventually abandoned.)

National Independent Broadcasters, proposed earlier in the year by Edward A. Allen, WLVA Lynchburg, Va., was organized during the NAB convention by some 40 operators of stations not affiliated with the networks, who elected Mr. Allen president. In November, he announced that a sales office would be established in New York for NIB member stations, under the direction of James O'Shaughnessy, former executive secretary of the AAAA.

Clear Channel Group Continues Coverage Study

Also meeting during the NAB sessions was the group of 14 clear channel station operators, which the year before had initiated a study of their present rural coverage and how it might be improved. The group voted to continue the study, collecting new data to supplement those now being analyzed by the FCC engineering department, with the purpose of building up a sufficient quantity of proof of the value of clear channel service to prevent FCC action to break up those channels. Mr. Loucks, in private law practice since leaving NAB, was retained as coordinator.

In the fall the group also secured the services of J. C. McNary, who was granted a leave from his post as technical director of NAB, to study the engineering phases of clear channel operation and the potentialities of superpower such as the experimental operation of WLW Cincinnati with 500 kw whose success has led to expectations that grants of similar power might be made to other clear channel stations.

In November Dr. Irvin Stewart, chairman of the FCC Telegraph Division, asked the Broadcast Division for a report on the advisibility of adopting special regulations for network broadcasting. He had noted, he said, that of the 40 clear channels, 26 were assigned to NBC affiliates, 12 to CBS, three to MBS and only one to a station not affiliated with any network (KNX Los Angeles).

Transradio Press Service, which for nearly a year had flourished as the only national news organization supplying news to radio stations on a basis permitting them to broadcast it under commercial sponsorship, got some competition in April when United Press and International News Service decided to make their news available for broadcasting also without any restrictions on sponsorship. The Press Radio Bureau continued its operations, liberalized to permit broadcasting up to an hour of news a day but on a sustaining basis only, and UP and INS continued to make their news available to the Bureau along with Associated Press, but the newspaper battle to prevent sponsored newscasts was over. AP informed its member papers that, for a 5% increase in their assessments, they could make up their own radio reports, but it kept to the hour a day maximum and also retained a strict prohibition on sponsorship.

By fall nearly 300 stations were getting news from a source other than the Bureau: Transradio and its subsidiary, Radio News Assn., which distributed news to stations via shortwave radio, had 173 station clients, INS had 80 and UP had 64, not counting the local station-newspaper arrangements. NBC and CBS, while retaining the Press Radio Bureau service for their network newscasts, signed with UP for news service for their owned and managed stations.

Transradio Press filed a $1 million damage suit against ANPA, the three press associations and NBC and CBS, charging violation of the Clayton, Sherman and Communications Acts. And, in December, the Federal Circuit Court of Appeals in San Francisco reversed the decision of the District Court in Seattle that once news has been published it could freely be used on the air by ruling that newscasts are competition with newspapers as they provide stations with revenue both directly and indirectly and can cause newspapers to lose both circulation and advertising. The court issued a temporary injunction restraining KVOS Bellingham, Wash., from using AP news on the air.

Scripps-Howard Bids For Three Stations

Scripps-Howard Newspapers applied for stations in Cincinnati, Columbus and Toledo as the first step in a plan reportedly designed eventually to secure for the newspaper chain radio station ownership or affiliations in all the 24 cities in which it published newspapers. The year ended with about 140 newspaper owned or corporately affiliated stations and at least 50 applications from publishers in the FCC's pending file. "The onrush of newspaper applicants for new radio stations was one of the marked trends of 1935," BROADCASTING commented in its Jan. 1, 1936 issue.

American Broadcasting System, which in the fall of 1933 had established a network running from the East Coast to St. Louis, ran into financial difficulties early in 1934 and, after having terminated its $13,000-a-month lease on WMCA New York and switched to WNEW for program originations, ceased operations in March. WMCA, once more being operated by its licensee, Donald Flamm, set up a program exchange with WIP Philadelphia via a fulltime permanent line connection. During the year the line was extended to Washington and to New England and by late fall the Intercity Group had 13 clients using a total of 18 hours and 40 minutes on from two to eight stations.



Mr. Flamm

Mutual Broadcasting System began to exchange more sustaining as well as commercial programs and engaged 16-hour-a-day AT&T lines. Fred Weber, formerly of NBC and ABS, joined the network as coordinator of programs, and sales offices were established in New York and Chicago.

NBC and CBS Issue Rate Adjustments

NBC and CBS started off the new year with rate adjustments, raising the network rates of some stations and lowering others, both networks showing slight overall increases and both explaining that the cost per thousand homes was less than when the old rates were established. NBC also altered its station compensation plan from the flat $50 an hour paid stations for commercial programs and the flat $1,500 a month charged them for sustaining service to a new formula eliminating the sustaining dollar payment and taking four hours of evening time a week from the stations instead, with payment for other network commercials carried by the stations on a sliding scale from 22% to 50% of card rate, depending on the number of hours sold. The chief station complaint about the new NBC arrangement was that it guaranteed its affiliates only a half-hour of evening time for local programs on weekdays (7:30-8 p.m.) and an hour on Sunday evening. CBS made no change in its station contracts, which still had three and a half years to run.

Radio put on one of its spectacularly successful public service-news achievements in June at McCook, Neb., where two members of the CBS Chicago engineering staff, Charles Warriner and Edward Malcolm, were vacationing when a late spring flood isolated the town from the rest of the country and cut off its power supply. Mr. Warriner found the best amateur set in town and rebuilt it for battery operation while Mr. Malcolm collected all of the automobile batteries he could find, and eventually made contact with Denver which notified CBS Chicago. Frank Falknor, chief engineer of the CBS Western Division; Bob Kaufman, special events director, and Allan Hale, announcer, flew to Omaha and drove as far as Oxford, another flood-struck town which had been occupied by the National Guard, where they put on a broadcast from a garage turned into an emergency relief station, getting it to the network over one of the three phone lines that were Oxford's sole connection with the outside world. Finally reaching McCook by chartered plane, they put on a broadcast from there. Mr. Warriner by that time was McCook's favorite citizen as he had persuaded someone in Denver to fly in a 5-kw generator which pro-

(Continued on page 94)

BROADCASTING

Vol. 1 No. 1 PUBLISHED IN WASHINGTON, D. C., OCTOBER 15, 1931 • $3.00 the Year 15c the Copy

THE NEWS MAGAZINE OF THE FIFTH ESTATE

STATION **WOR** NEWARK · NJ

★ **Operates on the most favorable WAVE LENGTH**

has full time and is recognized as the standard of consistent program quality and clear dependable reception.

★ **Enjoys Audience ACCEPTANCE**

of more than ten years. Constantly growing in numbers, achieved by adherence to the highest policies and finest ethics of broadcasting.

★ **Offers Intensive COVERAGE**

in New Jersey, New York, Massachusetts, Pennsylvania and Rhode Island.

BAMBERGER BROADCASTING SERVICE . INC.

NEWARK . NEW JERSEY

New York Office: 1440 BROADWAY · New York City

1935

(Continued from page 92)

vided power for the town movie in the afternoon and evening and in the morning ran the newspaper's presses.

Stations Render Special Flood Service

WNBF Binghamton and WESG Elmira delivered equally meritorious performances during the New York floods in July, remaining on the air uninterruptedly for days on end to guide relief workers and keep the public informed, and KFAB Lincoln and KOTN Pine Bluff, Ark., also won praise for emergency service in their areas. In the fall, when a tropical hurricane hit Florida with unusual force, WDAE Tampa broadcast warnings and reports until its power supply failed, the staff staying on the job throughout the night to answer queries by phone. Engineers at WQAM Miami, when its tower was blown down, braved the storm and worked through the night, getting the station back on the air by morning to continue its reports on the progress of the storm. WIOD Miami also lost its tower but managed to stay on the air through the danger period.

Sarnoff Reports Facsimile Is Ready

Facsimile transmission by radio, both point-to-point and broadcast service, was technically ready to be put to use, David Sarnoff, RCA president, told stockholders in March. After demonstrations in New York and Washington, RCA discussed broadcast use with newspaper publishers but no definite plan was arrived at. In February, a British Commission on television reported it ready for public service and BBC began preparations to begin telecasting the following year. RCA announced plans to spend $1 million on TV broadcast experiments, hoping to start test video transmissions the following year, with pictures of 343 lines and 30 frames interlaced. Philo T. Farnsworth demonstrated his 240-line TV system July 3 in Philadelphia.

Transcription Library Field Expands

Also in 1935: Associated Music Publishers, NBC and Standard Radio entered the transcription library field. Muzak Corp. tried out wired radio program service in Cleveland. American Society of Recording Artists attempted to collect license fees from stations for broadcasting phonograph records made by its members. National Assn. of Performing Artists filed suit in the name of NAPA President Fred Waring against WDAS Philadelphia, asking injunction restraining the station from broadcasting Waring recordings without his permission. Elsie Janis, musical comedy star, became NBC's first woman announcer.

Major Bowes' Amateur Hour, after gaining sensational popularity in New York on WHN, moved to NBC in Sunday night spot, sponsored by Standard Brands. Princess Pat started a world-wide radio campaign, placing records of its NBC show on stations in every English-speaking country in the world where paid programs were accepted. Clark-Hooper conducted a coincidental telephone survey of radio listeners for Periodical Publishers Assn. WLW Cincinnati installed a directional antenna to protect CFRB Toronto from interference by WLW's 500-kw signal. World Broadcasting System and Free & Sleininger arranged for stations represented by F & S to get WBS transcribed spot business for only one 15% in addition to a agency commission. The government ruled that transcriptions were exempt from the tax on phonograph records.



Mr. Hooper

ANA, AAAA and NAB set up a tripartite 15-member Joint Committee on Radio Research to create a cooperative research organization to serve radio as Audit Bureau of Publications served publishers, NBC and CBS pledging $30,000 to pay for preliminary studies. BROADCASTING in February published its first annual Yearbook. Yankee Network underwrote development of a device to measure radio listening by recording dial turnings of receivers, invented by Professors R. F. Elder and L. F. Woodruff of MIT. Agencies and advertisers grumbled about station-break announcements as unfair to program sponsors. Chevrolet Motor Co. was the largest spot advertiser of the year, using three quarter-hour transcribed musical programs a week on some 300 stations. Western Electric Co. introduced a round unidirectional microphone, immediately nicknamed the 8-ball mike. Ford Motor Co. sponsored the World Series broadcasts (on all three networks) for the second consecutive year. Prof. E. H. Armstrong on Nov. 6 demonstrated "staticless radio" by new system of frequency modulation broadcasting to IRE.

Dr. C. B. Jolliffe resigned Oct. 30 as chief engineer of FCC to become technical head of RCA; Lt. Comdr. T. A. M. Craven, consulting engineer since leaving the Navy in 1930, succeeded him at FCC. NBC reported a 400% increase in time devoted to world affairs in 1935 compared to 1934. Paul B. West, managing director of ANA, became its first salaried president; Ken R. Dyke, advertising manager, Colgate-Palmolive-Peet Co., was elected chairman of the board. Canadian Radio Commission banned sales talks on Sunday broadcasts, permitting sponsorship but with advertising limited to institutional promotion. Deciding suit brought by KVL Seattle, Federal District Court ruled that Washington state law taxing gross sales of radio stations was illegal as interfering with interstate commerce. NBC dedicated new Hollywood studios Dec. 7.

Gross Time Sales Go 20% Ahead of 1934

Broadcasting gross time sales hit another new high of $87,523,848 in 1935, 20% ahead of 1934 gross. CBS President William S. Paley was highest paid man in radio, collecting $169,097 from network in salary and bonus. RCA sold control of RKO to Atlass Corp.; M. H. Aylesworth, formerly president of both NBC and RKO, became RKO board chairman; Lenox R. Lohr was appointed president of NBC, effective Jan. 1, 1936.

1936

GROWTH was the broadcasting keynote of 1936, with more stations (675 in December, highest number since the gold-rush days before the enactment of the original Radio Act of 1927), more networks, both national and regional, and more business, gross time sales topping the $100 million mark for the first time in radio history.

NBC started the year with a new president, Lenox R. Lohr, former Army engineer who had risen to national prominence through his astute management of Chicago's Century of Progress. His new broom had swept out some 200 NBC employes in a thorough reorganization before the world's great gathered in Radio City on Nov. 9 to salute NBC on its 10th birthday. NBC also entered the new year by adding a second chain of Pacific Coast affiliates and aligning the heretofore almost indistinguishable Red and Blue outlets into two transcontinental networks.



Mr. Lohr

In April CBS bought Guy Earl's 50 kw KNX Los Angeles for the unprecedented price of $1,250,000 to serve as key station for a new CBS West Coast line-up to replace the Don Lee Broadcasting System when its CBS contract expired at the end of the year.

Mutual Begins Its Expansion Project

Mutual, which from time to time had added other stations to its basic four-station hook-up for commercial programs, in 1936 began expanding through more permanent station affiliations, some of them with stations already affiliated with NBC, whose stations contracts, unlike those of CBS, included no ban against dual affiliations. By the year's end, Mutual, too, had become transcontinental by adding New England's Continental Network and the West Coast Don Lee group to its individual station affiliates.

Network scoreboard at end of 1936, which also saw many switches of network affiliation by major stations, stood: NBC 114; CBS 97; MBS 38.

Of about a dozen regional networks started in 1936, the most ambitious and one of the shortest-lived was Affiliated Broadcasting Co., 20-station midwestern network headed by Samuel Insull Sr., former utility magnate attempting a comeback via radio. Starting in April with 16 hours of daily programming from its lavish Chicago studios, Affiliated by the year's end had lost its president and practically all other personnel and was dependent on its affiliates for most of its radically reduced program schedule.

Newspaper-Owned Outlets Rapidly Increase

Dropping their belligerence toward radio, many newspaper publishers in 1936 switched to an "if you can't lick 'em, join 'em" philosophy, swelling the number of newspaper owned, operated or corporately affiliated stations to 171 at mid-year, 194 by Dec. 31. In the forefront was Hearst Radio, whose acquisition of four Southwest Broadcasting System stations in March brought Hearst's station total to 10.

Roosevelt Joins Hearst As Vice President

It also brought Elliott Roosevelt into Hearst Radio as vice president. An affiliation of Hearst's two California stations with the four McClatchy newspaper stations in that state produced a new regional, the California Radio System, which named Hearst as its representative.

Scripps-Howard Newspapers upped their station ownership from two to four when they acquired two Memphis stations, WMC and WNBR, through their purchase of the Memphis stations, WMC and WNBR, Howard, son of the chairman of the newspaper chain's board, was sent to WCPO, the S-H station in Cincinnati, to add radio experi-

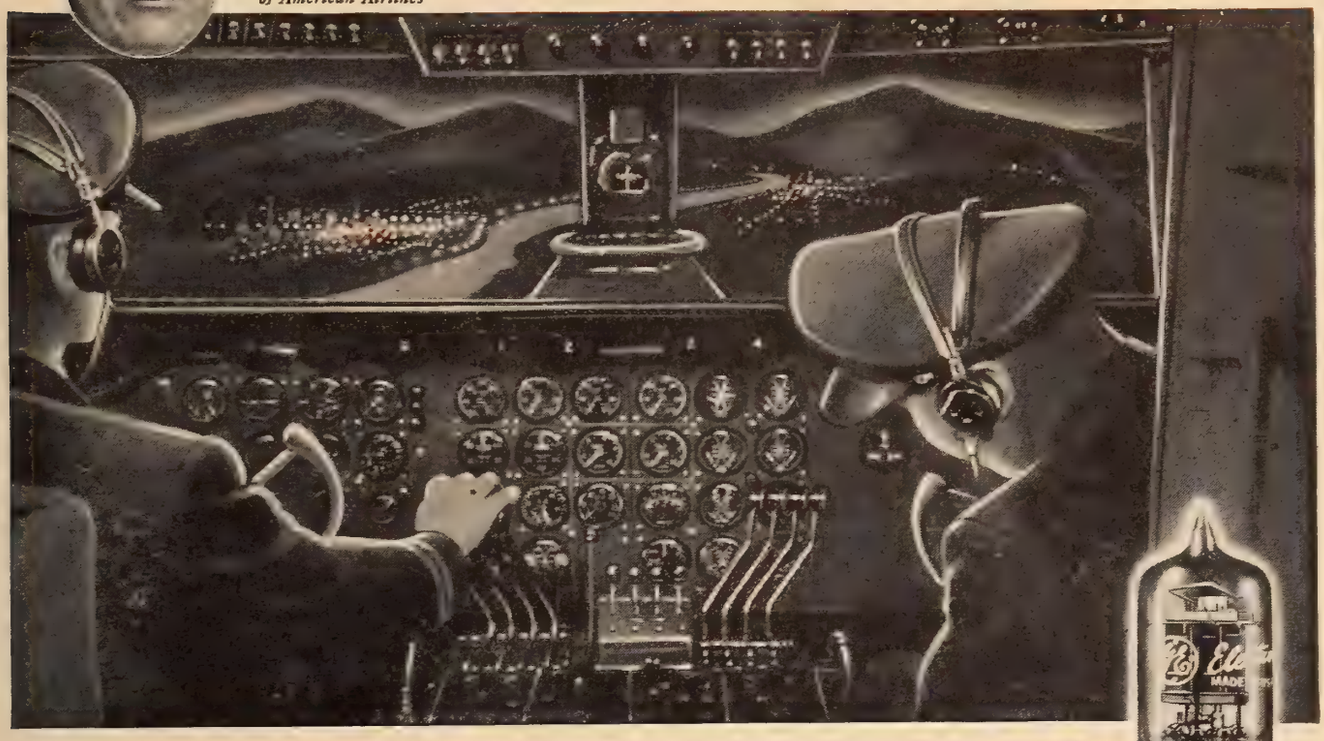
(Continued on page 96)

"with AMERICAN AIRLINES

EXTRA SAFETY IS A MUST..."



States HERSCHEL WOLF
of American Airlines



"...G-E High-Reliability Tubes Lift SAFETY and SAVINGS, Too!"



GL-5654



GL-5670



GL-5686

SAYS Herschel Wolf, in charge of aircraft radio communications for American Airlines: "You can trust G-E High-reliability Tubes to do their job *all* the time. They've helped us lift our high safety standards still higher."

You can't beat these special G-E miniatures for steady performance "under fire"—the kind of day-in, day-out job you can count on. So take a tip from American and other enthusiastic users, and specify G-E High-reliability Tubes in the equipment now on your drawing-boards! You'll lower upkeep costs, increase safety factor, widen your product's acceptance.

Altimeters, radio compasses, radio control apparatus, h-f aircraft receivers—all are employing G-E High-reliability miniatures with marked success. Every tube gets 50 hours' service at the factory under Class A conditions. Also, frequent samples are chosen for life tests, during which the tube is operated normally but intermittently by turning the heater on and off at one-minute intervals.

Communications . . . industry . . . along with aviation, find numerous applications for G-E High-reliability miniatures—the *better* tubes for *better* service where conditions are exacting! Write for further information. Learn more about what these tubes are; what they will do; how they can serve *your* needs more efficiently.
Electronics Department, General Electric Co., Schenectady 5, N. Y.

GL-5654	Sharp-cutoff r-f pentode
GL-5670	H-f twin triode
GL-5686	Power-amplifier pentode
GL-5725	Semi-remote-cutoff r-f pentode
GL-5726	Twin diode
GL-5749	Remote-cutoff r-f pentode
GL-5750	Pentagrid converter
GL-5751	High-mu twin triode
GL-5814	Medium-mu twin triode

GENERAL ELECTRIC

180-J6





ONE HIGHLIGHT of radio for the year 1936 was the clear channel and superpower hearings which began Oct. 5. Left photo: The majority of FCC members attended, although the issues were decided by the Broadcast Division (center three). L to r: Thad H. Brown, Anning S. Prall, Judge E. O. Sykes, Norman S. Case, Dr. Irvin Stewart. At right are Paul D. P. Spearman, regional group counsel; I. Z. Buckwalter, Mason-Dixon Group; Martin Campbell, WFAA Dallas; Herbert L. Pettey, WHN New York; Benedict Gimbel Jr., WIP Philadelphia; Edwin W. Craig, WSM Nashville; Louis G. Caldwell, clear channel group counsel.

* * *

1936

(Continued from page 94)

ence to his newspaper background.

This new friendliness toward radio also was reflected at the spring convention of the American Newspaper Publishers Assn., whose radio committee rejected the plea of its chairman to put pressure on INS and UP to stop selling news to radio stations and extend Press-Radio Bureau for another year. The committee objection to news "commingled with advertising" carried little weight for the vast majority of the 500 stations buying news from the press associations or from Transradio Press, which during the year inaugurated its fifth leased wire to serve its nearly 300 station subscribers, were broadcasting news under sponsorship.

Expectations of a final definition of the extent of a newspaper's or press association's property rights in its news died when the Supreme Court, for technical reasons, disclaimed jurisdiction in the suit of AP against KVOS Bellingham, Wash., for alleged "pirating" of news. The New York State Supreme Court, however, established a precedent when it ruled that the use of person's name in a newscast, even if sponsored, is no violation of the Civil Rights Act.

President Roosevelt on June 5 signed a bill repealing the Davis Amendment which had required the assignment of stations in accordance with state and regional quotas, killing what for eight years had been the most controversial provision of radio law and paving the way for a general readjustment of allocation policies. FCC promptly called a general allocations hearing for October and postponed until after the hearing any consideration of the applications of 10 stations for the superpower operation with 500 kw similar to that experimentally granted to WLW Cincinnati.

Commenting on the hearing, which ran for 13 working days with 45 witnesses putting more than half a million words into the record, BROADCASTING noted that apparently "the term 'allocation' is a misnomer. The hearings very largely resolved themselves into a controversy over superpower and all it implies, rather than over any far reaching revamping of the broadcast band."

Economic and social factors seemed more important than engineering considerations as arguments pro and con raised questions as to whether the installation and operating costs of superpower stations might not exceed any reasonable hopes of advertising income and as to the effects of 30 such stations on regional and local station operations.

One unpredicted result of the hearing was a $100,000 suit filed against BROADCASTING by FCC Comr. George H. Payne. The suit arose from editorial comment on Comr. Payne's vigorous cross-examination of Powel Crosley, operator of WLW, about that station's programming and commercial activities. BROADCASTING considered this not germaine to the hearing, and the performance of a Commissioner "who has evidently forgotten not only his function of public office, but, judging from the short temper of his remarks, also the behavior of a gentleman." (The suit subsequently was withdrawn without trial).

In May the FCC had promulgated new rules and regulations for all radio services outside the standard broadcast band, which became effective with minor changes after a June hearing at which Prof. E. H. Armstrong demonstrated his new system of broadcasting by frequency modulation. He was assigned a license to experiment in the 86.5 mc and 111 mc bands. High-frequency broadcasting was assigned to frequencies between 26 mc and 42 mc and those over 86 mc, TV getting the 42-56 mc and 60-86 mc bands plus any frequencies over 110 mc, with 400-401 mc reserved for amateurs.

All these services, including international and relay, were given one-year licenses, twice as long as those available to standard broadcasters who continued to urge that they be licensed for the full three-year period sanctioned by the Communications Act.

Daily television program service was inaugurated in England by the BBC in November, one day's transmission utilizing the Baird system of 225 lines and 25 frames, the next with the 405-line 25-frame system developed by Electric & Musical Industries, to determine which would provide the better service. In Germany the first TV wire circuit was demonstrated to the public at viewing centers along the 186-mile Berlin-Leipzig route.

Don Lee Demonstrates Cathode Ray Video

Don Lee in June gave the first U. S. public demonstration of cathode ray television, showing a 300-line 24-frame system developed by the network's TV director, Harry R. Lubcke. Don Lee subsequently started weekly picture broadcasts synchronized with sound on KHJ Los Angeles. Philco Corp. demonstrated its 345-line 30-frame system two months later. In November, as part of the NBC anniversary festivities, RCA unveiled its video system, 343 lines and 30 frames.

The music copyright situation provided one of radio's major headaches of 1936. ASCAP refused to reduce its license fees when Warner Bros. withdrew the tunes of its five music companies from the society's jurisdiction on Jan. 1 and began issuing its own licenses and filing infringement suits against non-licensed broadcasters. Feelings ran high between station operators who resented the preferential licenses ASCAP gave the networks, and network executives who charged that the strategy of James Baldwin, NAB managing director who had been unsuccessful in his attempts to win a per-program license plan from ASCAP, had merely served to in-



Mr. Baldwin

(Continued on page 98)



In California . . .
they listen where they live!

8 stations of the Don Lee Broadcasting System . . . in the 8 densely populated trading areas . . . provide absolute coverage of the State of California with its more than 5,000,000 listeners. 1/16 of all the radio sets in the United States are within local distance of these stations. When planning radio in California, let this powerful network deliver your message, economically and effectively, throughout this tremendously wealthy and responsive State. For coverage maps, rates, etc., wire or write . . .

DON LEE BROADCASTING SYSTEM

7th & Bixc Sts., Los Angeles • 1000 Van Ness Ave., San Francisco • The California Unit of The Columbia Broadcasting System

BROADCASTING • *May 1, 1932*

ON THE ENTIRE PACIFIC COAST

They *still* listen where they live and buy!



Don Lee is the ONLY network reaching Pacific Coast people where they live—where they spend their money.

Don Lee's 45 network stations are located within each of 45 important marketing areas, covering the Coast like a blanket.

Don Lee is STILL the best, the most economical and the most effective selling medium for California and the rest of the wealthy, responsive Pacific Coast.

Mutual
DON LEE
BROADCASTING SYSTEM

1313 NORTH VINE STREET
HOLLYWOOD 28, CALIFORNIA

Represented Nationally by
JOHN BLAIR & COMPANY

LEWIS ALLEN WEISS
Chairman of the Board

WILLET H. BROWN
President

WARD D. INGRIM
Vice President in Charge of Sales

(Continued from page 96)

crease the cost of music for radio.

At the NAB convention in July, Isaac D. Levy, WCAU Philadelphia and NAB treasurer, resigned his membership in NAB after a bitter attack on the policies of Mr. Baldwin and the majority of the NAB board, to which the convention responded by enthusiastically endorsing those policies. Warner Bros. rejoined the ASCAP fold Aug. 1, dropping its infringement suits which by then numbered 180 totaling some $4 million, to the annoyance of the broadcasters who had, fruitlessly they felt, paid Warner Bros. about $100,000 in license fees.



Mr. Levy

The NAB Bureau of Copyrights, established in March with E. J. Fitzgerald, former musical director of WLW, as director, went ahead with its first job of cataloging music in the public domain and in the fall, having cataloged 16,000 copyright free compositions, announced plans to convert them into a 100-hour transcription library available at cost to NAB members. Lang-Worth Feature Programs, which had begun transcribing PD music the year before, in December announced that it had 200 playing hours of royalty free music ready for station use.

Washington Declares ASCAP Illegal Monopoly

Largely through the efforts of the Washington State Assn. of Broadcasters and its managing director, Kenneth C. Davis, Seattle attorney, the State of Washington declared ASCAP an illegal monopoly in violation of state laws, putting the Society's business there in receivership. E. C. Mills, ASCAP general manager, subsequently had this dissolved by agreeing that ASCAP in the future would deal with Washington music users in accordance with the state laws.

A new music worry for broadcasters arose early in the year when the Court of Common Pleas in Philadelphia issued an injunction restraining WDAS from broadcasting phonograph records made by Fred Waring and his orchestra without his permission. This was the first legal recognition of performers' rights in phonograph record reproductions. National Assn. of Performing Artists, which had conducted the suit against WDAS in Mr. Waring's name, followed the decision with similar suits against stations in New York and Chicago. American Society of Recording Artists demanded licenses from stations at 5 to 15 cents a side for using records made by its members, which NAB advised stations to ignore.

Meanwhile, claims that record broadcasts hurt record sales were disputed by music dealers who reported that radio was largely responsible for an increase of 150% in the sale of records since 1933.

Better recording news came in January from FCC, which liberalized its rules for identification of recorded program material, ordering such announcements only once every 15 minutes or at the beginning and end of shorter record broadcasts.

Transcribed Shows Bring Over $9 Million

Perhaps stimulated by this action, transcribed programs played a big part in commercial radio during the year, accounting for $9,271,545 in national spot and $2,450,394 in local business, according to the analysis of 1936 business made by Dr. Herman Hettinger for the 1937 BROADCASTING YEARBOOK.

Total time sales, at one-time rates, for the year were $117,781,686, Dr. Hettinger estimated, divided into $59,743,860 for the national networks, $1,389,646 for regional networks, $24,648,180 for national spot and $31,800,000 for local. Leading types of advertising on the air in 1936 were foods, accounting for 18.2% of the total time sales; toiletries, 12.0%; drugs, 9.7%; automobiles 8.1% and automotive accessories, gas and oil, 7.3%.

Procter & Gamble Co. was the top network client in 1936, spending (at gross rates) $3,299,000 for network time. Standard Brands ranked second, Sterling Products third, Colgate-Palmolive-Peet Co. fourth and Ford Motor Co. fifth. Largest spot account was Chevrolet Div. of General Motors, whose WBS quarter-hour transcription series, *Musical Moments*, was broadcast three or five times weekly on nearly 400 stations.

Political expenditures for radio time during the Roosevelt-Landon presidential campaign were estimated as totaling about $2 million. The Republicans started using radio in January with a dramatized series, *Liberty at the Crossroads*, placed on individual stations after both CBS and NBC had refused to accept political business before the party conventions and had questioned the propriety of putting political arguments into dramatic form. Communism was already an issue, broadcasters being soundly criticized both for their anti-Americanism in broadcasting Communist speakers and for censorship and discrimination in refusing time to this party while accepting programs sponsored by the Democrats and Republicans.

CBS got itself boxed by both major parties for a late campaign broadcast by Republican Sen. Arthur Vandenberg in which he "debated" with President Roosevelt through recorded excerpts of the President's speeches of earlier years. Learning of the intended use of records only a few minutes before the speech was to go on the air, CBS first ordered the broadcast cancelled, then decided to let it go on, losing a number of stations who substituted other programs on receipt of the first order.

February blizzards and March floods presented broadcasters in much of the country with their severest public service test, which they passed with universal acclaim as they stayed on the job and on the air around the clock day after day. They broadcast warnings, served as information centers and command headquarters for the Red Cross, military police, relief, firefighting and other agencies, and provided the only link with the outside world for many storm-struck communities.

FTC Reports Radio's Offenses at Low Mark

Radio also won praise from many former critics for the results of its efficient policing of programs and commercials. The Federal Trade Commission reported that out of 667,746 commercial continuities reviewed only 426 had been referred to the FTC legal staff for secondary consideration. Following the example of CBS, Swift & Co. engaged a child psychologist to review its *Junior Nurse Corps* scripts; Blackett-Sample-Hummert employed another psychologist to check on its kid shows.

Broadcasters attending the 14th annual NAB convention in Chicago, July 6-8, elected C. W. Myers, operator of KOIN and KALE Seattle, president; reappointed James Baldwin managing director; paid little heed to WCAU's withdrawal (five others pulled out within the next month and two new members came in, leaving the total membership at 404); set up a Sales Managers Committee with J. Buryl Lottridge, KOIL-KFAB Omaha, as chairman, as a division of the NAB Commercial Section headed by H. K. Carpenter, WHK Cleveland; voted $10,000 for the Joint Committee (of AAAA, ANA and NAB) for Radio Research; adopted a resolution encouraging the formation of state and regional associations as NAB chapters; kept abreast of all developments by reading the convention daily paper published by BROADCASTING.

Interest in Radio Research Increases Rapidly

With both buyers and sellers of broadcast time eager for more accurate statistics, 1936 was an active year in radio research. The Joint Committee produced a county-by-county analysis of radio homes as of Jan. 1, 1936, estimating the national total as 22,869,000, 73.5% of all U. S. families. Paul F. Peter, chief statistician of RCA, was engaged as secretary, to carry out projects authorized by the committee.

The Audimeter, mechanical device for measuring program reception developed by two professors at Massachusetts Institute of Technology, Robert F. Elder and L. F. Woodruff, was first used in a Boston survey and before the end of the year had been acquired by A. C. Nielsen Co. for eventual use for nationwide audience behavior reports. Edgar H. Felix, coverage specialist, began publishing Radio Coverage Reports as a bi-weekly service. ANA established the Advertising Research Foundation, to study all media, with Lee H. Bristol of Bristol-Myers as chairman.

Cooperative Analysis of Broadcasting, gaining acceptance as the gauge of program popularity, reported Major Bowes, Jack Benny, Fred Allen, Rudy Vallee and *Maxwell House Showboat* as the most listened-to programs of the winter 1935-36. King Edward VIII's "woman I love" abdication broadcast at 5 p.m. EST Nov. 11, 1936, broke all previous daytime audience records with a rating of 45, CAB reported. A CBS survey found the average home radio set turned on 4.8 hours a day; an NBC study revealed the average

(Continued on page 102)

* * *

SOME FACES SEEN at the clear channel hearings included (l to r): Left, Hoyt B. Wooten, WREC and WHBQ Memphis; A. S. Clarke, Washington engineer; A. L. Chilton, KLRA Little Rock and WGST Atlanta; W. H. Summerville, WGST, and S. C. Vinsonhaler, KLRA. Center: Lambdin Kay, WSB Atlanta listens appreciatively as Glenn Snyder, WLS Chicago plays "Temple Bells of Texas" on his dime harmonica. Right: William C. Gillespie, KTUL, Tulsa; Walter Bridges, WEBC Duluth; Don Searle, WIBW Topeka, and Edgar L. Bill, WMBD Peoria.







Congratulations

ON 20 YEARS OF "BROADCASTING"





KGW

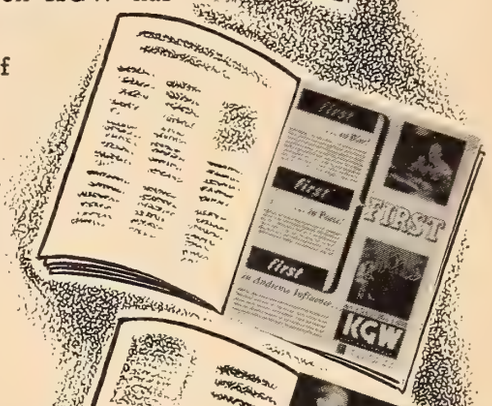
ITSELF HAS BEEN BROADCASTING FOR 28 YEARS!

It's a pleasure to welcome BROADCASTING Magazine to radio's 20-year Club . . . during each history-packed year of operation KGW has claimed its share of "firsts" . . . has kept pace with progress.

A Few Highlights of KGW's History As Depicted in the Pages of BROADCASTING:

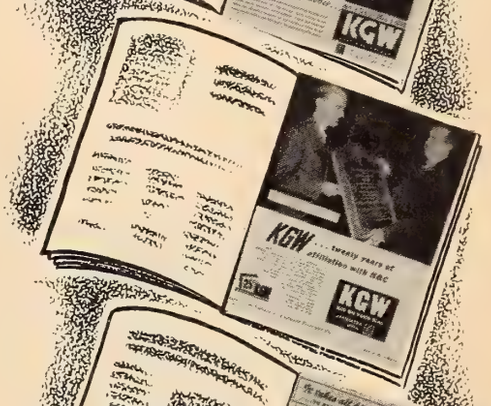
BROADCASTING August 1945

'Way back in 1924 . . . two years after KGW went on the air . . . the station launched an all-girl entertainment act, one of the nation's first. In 1945 KGW loaned "Q" Cox, then assistant manager, to the U. S. Treasury as assistant director in charge of national War Bond radio activities.



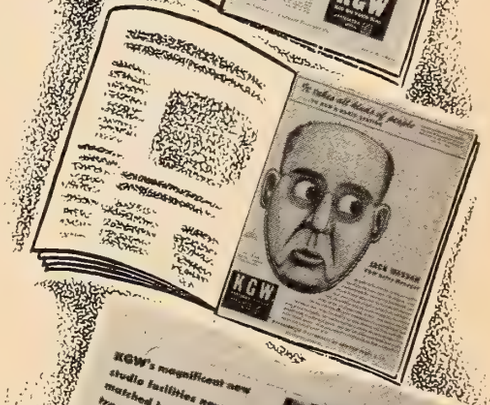
BROADCASTING March 1947

One of KGW's most important steps was taken in 1927 when KGW joined the NBC network. Twenty years later this association was commemorated by a plaque presented by Niles Trammel, then NBC president. During the past 28 years KGW has increased in power from 2500 to 5000 watts, twice has moved to larger quarters.



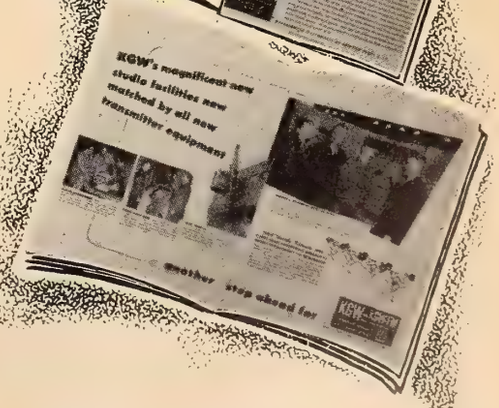
BROADCASTING July 1947

Jack Wassan, KGW's efficient sales manager, depicted in the caricature reproduced here, will be glad at any time to furnish KGW availabilities through your nearest Petry representative.



BROADCASTING December 1949

In this advertisement we pointed with pride to KGW's new studios and transmitting facilities, gave technical reasons why KGW, with its efficient 620 frequency at 5000 watts is the only station which gives the advertiser COMPREHENSIVE COVERAGE of the rich and rapidly growing Oregon market.



KGW PORTLAND OREGON

ON THE EFFICIENT 620 FREQUENCY

NBC AFFILIATE

AFFILIATED WITH NBC

Represented Nationally by
EDWARD PETRY & CO.

WLW

"the Nation's Station"

PRESTO!

...and millions of ears are listening to your program

A decade ago it seemed impossible. Today—a turn of a switch and the vast WLW audience is yours. Because WLW is powered by 50,000 watts, operates on a clear channel with 100 per cent modulation, it can be tuned in clearly and distinctly—imparting all the sparkle and brilliance that makes your program forceful and convincing to an enormous audience of your logical prospects. Successful advertisers are high in their praise of the effectiveness of this radio station. Learn more about WLW in facts, figures and illustrations in our free, 48-page brochure.



The silver voice of Charlie Dameron is well-known throughout the WLW territory. His tremendous popularity benefits greatly the advertisers on whose programs he appears. Like other WLW stars he has a following that listens faithfully to every performance.

Near the Center of the Dial



Near the Center of Population

THE CROSLEY RADIO CORPORATION

POWEL CROSLEY, Jr., President

CINCINNATI



NOW...
18 YEARS LATER
Millions of Ears Are STILL Listening to WLW...

BECAUSE ...WLW plays an important part in the lives of the people within its area. In the course of four weeks, The Nation's Station renders a service to 2,715,000 radio homes—71.5% of the total radio families within the WLW Merchandise-Able Area. These homes reached listen to WLW an average of 445 minutes—7½ hours—weekly. Of the 216 radio stations heard within the area, WLW receives 14.2% of ALL listening to ALL stations.

Among the rural radio homes, WLW is even more dominant. In four weeks, The Nation's Station reaches 81.7% of all the rural radio homes in WLW-Land —1,551,000 prosperous, hard-to-reach customers.

Furthermore, the rural dominance of WLW is shown by the fact that 17.0% of all listening done in rural homes in the area, is to WLW—one out of every six minutes.

FOR FURTHER INFORMATION,
contact any of the following WLW Sales Offices:

140 West 9th St., Cincinnati 2, Ohio
360 N. Michigan, Chicago 1, Ill.
630 Fifth Avenue, New York 20, N. Y.
6381 Hollywood Blvd., Hollywood 28, Calif

WLW
the nation's most merchandise-able station

Data from Nielsen Radio Index, February-March, 1950

CROSLEY BROADCASTING CORPORATION

1936

(Continued from page 98)

auto radio in use 65 minutes daily; CBS also surveyed 250 "very rich" families in Boston, finding an average of three sets per home, with average family listening just under three hours a day.

Trans-American Broadcasting & Television Corp., with $2 million capital and a charter wide enough to cover almost every kind of broadcasting enterprise, was launched with John L. Clark, former general manager of WLW, as president, arousing much industry conjecture. By the end of year Trans-American was acting as sales representative for WLW and a half-dozen other major stations and for programs produced at KFWB Hollywood, Warner Bros. station.



Mr. Clark

The FCC in January set up rules for an FCC bar, with register of those qualified to appear before it. These attorneys soon afterwards organized themselves as Federal Communications Bar Assn. In March President Roosevelt spiked attempts to make the FCC chairmanship an annually rotating office by reappointing Anning S. Prall as chairman.

A complaint filed by WCOA Pensacola against wire line charges for round-about program transmission because AT&T had no repeater stations along the direct route resulted in a 50% reduction in the home company's "back-haul" rates. After an overall FCC investigation of line charges had revealed AT&T earnings from radio of $3,576,357 in 1935 (not counting radio revenue of associated companies, estimated at another $5 million), AT&T filed a new tariff schedule estimated as saving broadcasters $250,000 a year.

Also in 1936: Members of the Distilled Liquor Institute, representing 90% of the country's manufacturing distillers, agreed not to advertise on the air as part of a voluntary campaign of self-regulation in the public interest; the Treasurer of Cook County, Ill., spent $20,000 for two weeks of radio announcements on Chicago stations, collected $10 million in back taxes during the same two weeks; Cream of Wheat Corp. discontinued sponsorship of Alexander Woolcott in favor of *Buck Rogers.*

And: The United States Supreme Court, acting on an appeal brought by KOMO-KJR Seattle against a Washington State Supreme Court decision upholding the state's right to impose a tax on radio stations, ruled that broadcasting is an interstate operation, not subject to state taxation;



Mr. Murray

NBC introduced its silk hat transmitter, first worn by George Hicks in New York's 1936 Easter Parade; Canada disbanded its Radio Commission and set up a Canadian Broadcasting Corp. modeled on BBC lines, which appointed Gladstone Murray, former BBC executive, as general manager at $13,000 a year; a survey of 74 colleges found 38 permitting broadcasts of football games, 36 forbidding them; National Advisory Council on Radio Education found average capital investments in stations (excluding real estate, studios and services as too variable to average) to be $6,600 for 100 w, $30,000 for 1 kw, $63,000 for 5 kw, $224,000 for 50 kw, $582,000 for 500 kw; BROADCASTING opened a New York editorial and advertising bureau in August, and a Chicago editorial office in October, replacing "string" correspondents in those cities.

1937

THE YEAR 1937 was one of crisis and change for American broadcasters. From late winter floods which swept radio out of its accustomed role of public entertainer into the heroic position of the nation's number one public service agency, to December's FCC announcement that many stations would have to move to new homes on the radio dial, the industry faced one emergency after another.

When a vacillating NAB failed to handle the demands of the musicians' union that radio solve its unemployment problem, the station operators not only regrouped to meet this immediate emergency but began drafting plans for a more effective trade association. Meanwhile, they were individually altering labor policies to deal with newly-formed union committees instead of with individual employes as heretofore. And somehow, between crises, they found time to attend to business so effectively that time sales for the year topped the 1936 total by 20%.

Prall's Death Brings FCC Reorganization

FCC also underwent a reorganization in August, when the sudden death of Anning S. Prall brought in a new chairman, Frank R. McNinch, chairman-on-leave of the Federal Power Commission. Chairman McNinch started his clean-up mission by abolishing the Commission's broadcast, telephone and telegraph divisions, requiring all decisions in all cases to be the responsibility of the full Commission. Tacitly acknowledging criticism which had led to the introduction of several bills for Congressional investigation, Chairman McNinch announced that the Commission would henceforth live "in a glass house," backed up the announcement with a ruling that all correspondence regarding any license application would become part of the public record, including letters from Congressmen and other public officials.

Commission action on the reallocations proposal drafted by FCC Chief Engineer T. A. M. Craven (who was appointed to FCC membership in August) and Andrew D. Ring, assistant chief engineer, following the hearings of October 1936, was postponed until after the North American Radio Conference, held in Havana November-December 1937, could settle certain international frequency problems. Major Craven-Ring recommendations called for 50 kw as minimum instead of maximum power for clear channels, which were to be reduced from 40 to 25 with fulltime duplicate use to be made of the others; for inclusion of 1500-1600 kc in the standard broadcast band; for power increases all down the line, and for substitution of "standards of good engineering practice" for the current empirical standards.

Redistribution of broadcast frequencies among North American nations arrived at in Havana generally followed the Craven-Ring pattern and, due to the skillful negotiations of the U. S. delegation and its chairman, Comr. Craven, did not call for the elimination of a single U. S. station. Treaty did, however, call for shifts of 10 kc to 30 kc for a substantial number of stations, sugar-coating these enforced moves by proposing nighttime power increases from 1 kw to 5 kw for certain regionals and from 100 w to 250 w for local stations.

International Broadcasting Interest Rises

Individual U. S. operators of shortwave stations also reflected the new international interest, building new transmitters, including the first one in the West for trans-Pacific use, and increasing their foreign program service, particularly that for Latin American countries. NBC and CBS stepped-up appreciably their domestic broadcasts of Latin American programs as part of a Pan-American exchange of program material.

RCA became the first sponsor

(Continued on page 104)

CONGRATULATIONS
to
Sol Taishoff
from
25-YEAR-OLD
KWKH
Shreveport
50,000 WATTS • CBS

M. L. P. D. M. L. P. D. M. L. P. D. M. L. P. D.*

Year after year the record repeats . . .



The 1949 Broadcast Measurement Bureau audience study confirms KXOK delivers more listeners per dollar than any St. Louis network station. KXOK's audience increase (10.2% daytime—9% nighttime) from 1946 to 1949 makes KXOK an even better buy . . . than in 1948. KXOK actually costs up to 20% less because KXOK delivers more listeners per dollar . . . 587,920 radio families daytime . . . 555,880 radio families nighttime throughout the great St. Louis area.

Hal Fredericks and Johnny Corrigan, KXOK's top disc jockeys, are delivering greater audiences . . . greater sales daily. Ask your KXOK representative, or your John Blair man about the Hal Fredericks "Song and Dance Parade" and the Johnny Corrigan "St. Louis Ballroom" today.

***more listeners per dollar**



all steamed up over its 20th Anniversary

1937

(Continued from page 102)

of a U. S. originated program in a foreign country other than Canada when it bought time on three South American stations for its Saturday afternoon Metropolitan Opera programs, shortwaved and rebroadcast with Spanish comments and commercials. Commercially sponsored shortwave broadcasts were not permitted as all licenses in this field were strictly experimental.



Mr. Craney

E. B. Craney, operator of KGIR Butte, Mont., opened single-handed war on ASCAP early in the year with an open letter to Congress urging a revision of the Copyright Act to discard the statutory $250 minimum for infringements and to require copyright licenses on a per-piece basis, with clearance at the source. He then turned to the local scene and inspired a Montana bill requiring measured service methods of copyright licensing which became law in March despite strenuous ASCAP opposition.

Similar legislation was introduced in a dozen other states, becoming law in Washington, Tennessee, Nebraska, Florida and Wisconsin. Late in the year, ASCAP secured a Federal Court injunction in Nebraska restraining application of that state's anti-ASCAP law.

Set up as an independent corporation to operate on its own instead of as an NAB division, the Bureau of Copyrights auditioned its first transcriptions of copyright-free music at the July convention, securing 58 subscriptions to the library service at $10 an hour. The networks changed their views and agreed with station operators that music should be cleared at the source for network and transcribed programs. John G. Paine resigned as chairman of Music Publishers Protective Assn. to become general manager of ASCAP on May 1, succeeding E. C. Mills, who was given a new post of chairman of the administrative committee. A partial index of some 25,000 ASCAP-licensed tunes, said to be those most played by stations, was prepared by ASCAP and distributed free to licensees requesting it.

Pa. Supreme Court Upholds Waring

The Supreme Court of Pennsylvania upheld the lower court's decision enjoining WDAS Philadelphia from broadcasting records made by Fred Waring without his permission. With this official approval of its argument that artists have property rights in phonograph records they make, National Assn. of Performing Artists offered licenses to other Pennsylvania stations, asking 10 times the stations' highest quarter-hour rate for right to broadcast records made by NAPA members, and anticipated nationwide licensing after decisions of court cases pending in other states.

Meanwhile, American Society of Recording Artists, West Coast organization similar to NAPA, engaged Kenneth C. Davis, Seattle attorney and managing director of Washington (State) Assn. of Broadcasters, to conduct a drive for record performance licenses among Pacific Coast stations, including those he had represented in the fight against ASCAP.

Inspired, or perhaps irritated, by the NAPA campaign, which he said helped only the band leaders, not the men, James C. Petrillo, president of the Chicago Federation of Musicians, led his AFM local in a drive to "end for all time the menacing threat of 'canned' music competition" with the employment of live musicians. CFM members were forbidden to make records except with special permission of the union board, which imposed such stringent regulations that the making of musical records was transferred from Chicago to other cities. Mr. Petrillo took his cause in June to the union's national convention, which instructed the national AFM board to act immediately to bring all recording of music under union control.

Meeting in New York the last week of July, the AFM board called in executives of recording companies, told them that to be able to employ AFM members in the future they must agree to stop "dubbing" (re-recording) music from one record to another and also to stop picking up music from broadcasting studios, to register all records with the AFM and get permission of both national and local unions before using them.

AFM Demands Stations Employ More Musicians

Network officials, also summoned to the board sessions, were told that unless the nation's radio stations increased their employment of musicians to a number satisfactory to the AFM the stations would be unable to employ AFM members or to receive network shows, transcriptions or phonograph records made by union musicians. When the networks explained that they had no authority to speak for any stations except those they owned, AFM told them bluntly they'd better get it, demanding submission of an acceptable industry plan by Sept. 16 under threat of a nationwide AFM strike against radio on that date.

James Baldwin, NAB managing director who although uninvited had attended the AFM board meeting with the network officials, with them sent a letter to all stations, notifying them of the AFM move and asking them to send representatives to discuss the matter with the musicians' union officials. Stations were also asked to provide data on their employment of musicians to combat AFM claims that only 781 of its members were employed by the nation's broadcasters.

Lots of activity followed, but there was little progress toward solving the AFM problem until a dozen major broadcasters, meeting in Chicago, called all network affiliates to meet in New York Aug. 23-24. More than 150 network-affiliated stations represented at that meeting organized themselves as the Independent Radio Network Affiliates, elected Mark Ethridge of WHAS Louisville, chairman, and appointed a committee with William S. Hedges, WLW Cincinnati, as chairman, to conduct negotiations with the AFM.



Mr. Ethridge

First glimpse of a means of meeting AFM demands came in a suggestion from AFM President Joseph N. Weber that a possible yardstick might be for each station to agree to spend five times its evening quarter-hour rate for the employment of musicians. The IRNA committee, after strenuous argument, knocked this down to 3½ times the 15-minute rate. A quick estimate showed that this would amount to some $5.5 million a year for the broadcasting industry, or about enough to employ 3,000 musicians at an average wage of $35 a week.

NAB Calls Its First Special Convention

Mr. Weber promised AFM would not act until the IRNA report had been received by the full AFM board at a special meeting in New York Sept. 16. A second IRNA gathering in New York Sept. 10-12 approved a plan calling for expenditure of an additional $1.5 million a year by network affiliates (practically doubling their previous expenditure) for the employment of AFM members, but took that action only after three days of intensive debate that more than once threatened to split the industry wide open. NAB board, meeting concurrently in New York, called a special convention, first in its history, for Oct. 12 in that city.

Threat of an immediate strike was averted when the AFM board agreed to accept the IRNA proposal as a basis for negotiations, promising to allow AFM members to continue working in radio as long as negotiations were in progress. Emile Gough, Hearst Radio; John Shepard 3d, Yankee Network, and Samuel R. Rosenbaum, WFIL Philadelphia (who became chairman of the IRNA negotiating committee in October when Mr. Hedges left WLW to return to NBC), presented the IRNA plan to the AFM board Sept. 16. Formula of allocating the additional $1.5 million promised among the

(Continued on page 106)

"VIC" DIEHM says:

NBC **WAZL** NBC

HAZLETON, PENNA.

SELLS EASTERN PENN.

- including Luzerne, Carbon, Columbia and Schuylkill counties—one of the great Pennsylvania market areas.
- saturating Luzerne—fourth Penn. county in retail sales: $306,024,000.
- backing your shows with listener and sales promotion to assure sales.
- carefully programmed with NBC's best and local shows to community tastes—the dialing habit since 1932.

for further Enlightenment write to Vic Diehm

or

Robert Meeker Associates

521 Fifth Avenue, New York City 17, N. Y.



Dear Sol:-
We celebrate (?) together;
Best wishes for another "twenty"
Ed

October 16,	1922	KXLY (born)
"	" 1923	
"	" 1924	
"	" 1925	
"	" 1926	
"	" 1927	
"	" 1928	
"	" 1929	
"	" 1930	
October 16,	1931	BROADCASTING (born)
"	" 1932	
"	" 1933	
"	" 1934	
"	" 1935	
"	" 1936	
"	" 1937	
"	" 1938	
"	" 1939	
"	" 1940	
"	" 1941	
"	" 1942	
"	" 1943	
"	" 1944	
"	" 1945	
"	" 1946	
"	" 1947	
"	" 1948	
"	" 1949	
October 16,	1950	

Ed Craney of
The
XL
Stations
Sol Taishoff
of
BROADCASTING
are becoming
"Old Fossils"

The XL Stations

Pacific Northwest Broadcasters

KXL PORTLAND • KXLY SPOKANE • KXLF BUTTE • KXLL MISSOULA • KXLJ HELENA • KXLK GREAT FALLS • KXLQ BOZEMAN

New York 17, N. Y.
347 Madison Avenue
The Walker Company

Hollywood 28, Calif.
6381 Hollywood Blvd.
Pacific Northwest Broadcasters

San Francisco 4, Calif.
79 Post Street
Pacific Northwest Broadcasters

Chicago 1, Illinois
360 North Michigan
The Walker Company





HAVANA CONFERENCE of 1937 found the meeting generally following the Craven-Ring pattern which had been negotiated so skillfully that the U.S. did not lose a single U. S. station. At left, the U. S. delegation (l to r): Lt. E. K. Jett, FCC assistant chief engineer; FCC Chief Engineer T. A. M. Craven, chairman of the U. S. delegation; Dr. L. Gonzales, translator for the American embassy in Cuba; Gerald C. Gross, chief of FCC International Section; Ellis Briggs, second secretary, American embassy; Harvey B. Otterman, Treaty Division, Dept. of State, and secretary to the delegation. At right are others present during the conference (l to r): J. H. DeWitt Jr., chief engineer WSM Nashville; Louis G. Caldwell, Washington attorney and counsel for Clear Channel Group; Glenn D. Gillett, Washington consulting engineer; James W. Baldwin, NAB managing director; Carl J. Meyers, WGN Chicago chief engineer; Dr. C. B. Jolliffe, RCA engineering executive and former FCC chief engineer, and I. R. Baker, chief transmitter sales, RCA.

* * *

1937

(Continued from page 104)

network affiliates, approved only after lengthy debate, was for each station to spend 5½% of its net income to employ AFM members.

Unlike the regular NAB convention held in June in Chicago, which BROADCASTING reported as "three rather dismal days," the special October meeting in New York comprised two days of vigorous activity, climaxed by unanimous approval of a resolution calling for a strengthened NAB with a paid president. Group also voted to increase the NAB dues by 50%, effective immediately, raising the association's annual income from $80,000 to $120,000. Edwin W. Craig, WSM Nashville, was named chairman of a reorganization commitee with Mr. Shepard, Mr. Craney, Walter J. Damm of WTMJ Milwaukee and Edward A. Allen, WLVA Lynchburg, as members. Mr. Ethridge declined committee membership but agreed to serve as advisor.



Mr. Craig

AFM Situation Chief Discussion Topic

Much of the time of the two-day special convention was devoted to a discussion of the AFM situation, the NAB coming in for a great deal of criticism for its failure to provide the industry with leadership in this crisis. Mr. Ethridge reported on the IRNA negotiations and NAB President John Elmer, WCBM Baltimore, whose election in June marked the first time the NAB presidency had gone to the operator of a 100 w station, explained that the NAB, unable to speak for its members, had done what it could by keeping them advised of the AFM demands.

Some 50 non-network broadcasters, at an evening meeting addressed by Mr. Rosenbaum, appointed a committee headed by Lloyd Thomas, WROK Rockford, Ill., "to collect data but not to conduct negotiations" with the musicians' union. In a post-convention session the NAB board drafted a resolution warning broadcasters against giving the AFM the right to determine what material shall or shall not be broadcast as that might be considered tantamount to relinquishing to the union the control of their stations and grounds for cancellation of their licenses by the FCC. (The objected-to clause was eliminated from the final draft of the IRNA contract and a statement inserted providing that nothing in the agreement shall violate any law or any FCC regulation.)

IRNA Agreement Forms Sent to Stations

Completed IRNA agreement forms were sent to stations late in November, with instructions to make them part of contracts with their local AFM unions and return the signed contracts as rapidly as possible, AFM extending its strike deadline only 15 days at a time as a threat to insure promptness. Meanwhile, negotiations with the non-affiliate stations and the recording companies were at a standstill awaiting the action of local stations and unions that would finally approve or reject the AFM-IRNA agreement.

Calling the 1938 NAB Convention for Feb. 14-16 in Washington, the reorganization committee which had engaged Phil Loucks, former NAB managing director, as counsel, in December sent stations its proposals for action at that time. They encompassed an annual budget of $250,000, a paid president with broad policy-making powers, elimination of the position of managing director but with a paid secretary-treasurer as administrative officer, and 21-member board from which an executive committee of six would be elected, this committee, with the president as chairman, to handle such matters of industry policy as copyright.



Mr. Loucks

Unionism, which aside from the AFM had never given much notice to broadcasting, suddenly overwhelmed the industry with an epidemic of organization. AFL's International Brotherhood of Electrical Workers, which had affiliated radio technicians at a few stations, in March announced plans for a nationwide drive, to include announcers, writers and producers as well as engineers. CIO's American Radio Telegraphists Assn. (which shortly changed its name to American Communications Assn.) also widened its organizational activities to cover complete station personnel in the CIO fashion as well as technicians alone and began intensive membership campaigns.

AGRAP Elects Langham President

Roy Langham, production man for CBS in New York, was elected president of American Guild of Radio Announcers and Producers which he helped establish as an independent union in New York. AGRAP shortly won recognition and a new contract from CBS in that city, widened its scope to include other non-organized station personnel and by August, when it signed the sound effects technicians at NBC's New York stations, WEAF and WJZ, claimed some 700 members at more than 20 stations.

Authors League of America formed Radio Writers Guild as a subsidiary union along the pattern of Screen Actors Guild, with four representatives on the League board. Actors Equity Assn. formulated plans for organizing actors, singers and announcers at stations and networks, but soon relinquished this field in favor of a new AFL entertainment union, American Federation of Radio Artists, given jurisdiction over all persons except musicians appearing before the microphone. Emily Holt, associate counsel of Equity for seven years, was named executive secretary of AFRA and began collecting data on radio employment of talent, preliminary to presenting demands to the broadcasters. By December, AFRA claimed its membership included 70% to 90% of radio artists in key cities. Faced with such big-league competition, AGRAP pondered affiliation with AFL or CIO.

Labor Disputes Widespread But Not National

Widespread organization at such a pace inevitably produced a number of labor disputes, strikes, lockouts and Labor Board cases, but none of the disturbances spread to national proportions. Many new-formed unions died aborning, including Mr. Petrillo's organization of announcers, producers and sound effects men, admittedly formed to ward off CIO attempts to sign up Chicago's radio workers. But before bowing out of the picture this new union won a 20% increase for the workers in those categories at WBBM Chicago.

Alarmed by the growing number of suits filed against stations for allegedly defamatory remarks broadcast by ad lib speakers on the air, usually during political speeches, broadcasters sought legislative protection. In 1937 Iowa passed a law absolving the broadcaster from liability for defamation by an outside speaker if the broadcaster exercised reasonable care to avoid it. California passed a similar measure, limiting the protection to political broadcasts, and Indiana adopted a bill limiting a station's liability to actual damages, provided the broadcast was made in good faith and that a full and fair retraction was broadcast within a specified time.

The topic was of such interest that BROADCASTING published a two-installment summation of the legal liability of broadcasters prepared by Joseph A. McDonald and

Call It What You Like

THERE'S no substitute for honest, conscientious, tireless public service . . .

like BROADCASTING has given the radio industry so faithfully and well for 19 years under SOL TAISHOFF . . .

like WHBF (Rock Island, Ill.) has given the people of the Quad-Cities, (pop. 233,000) and adjacent area for 25 years in radio, and NOW in TV . . .

RESULT — undisputed leadership. WHBF, *like* BROADCASTING, *follows the rule—*

FIRST You Must SERVE!

Ira L. Grimshaw of the NBC legal department.

Radio was scarcely mentioned at the annual April convention of the American Newspaper Publishers Assn. which extended the Press-Radio Bureau for another year as a matter of course, reflecting a changed attitude on the part of the publishers who were now accepting radio as a normal factor of American life. A check made at the time by BROADCASTING showed that of the country's nearly 700 radio stations, 209 were identified with newspaper interests. More than 100 publishers with radio affiliations held a private meeting during the convention to discuss the threat of newspapers being barred from station ownership, a bill to that effect having been introduced in the House. In hearings of contesting applications certain FCC members and examiners indicated preference for non-publisher applicants for fear that granting a station license to a newspaper publisher might produce a dangerous monopoly of news in the community.

Radio Pioneer Marconi Dies of Heart Attack

On July 20 Guglielmo Marconi, world renowned radio pioneer, died of a heart attack in Rome. Few inventors have lived to see such great results from their inventions.

The suit of Transradio Press against CBS, NBC, AP, UP, INS and ANPA for $1,700,00, charging conspiracy in restraint of trade, was settled out of court after pending for more than two years. Jack Howard was elected president and Merlin H. Aylesworth, former NBC president, now a Scripps-Howard executive, was elected a director of Continental Radio Co., station-operating subsidiary of Scripps-Howard Newspapers which later that year changed its name to Scripps-Howard Radio Inc.



Mr. Aylesworth

Television activity increased throughout the year: Philco and RCA began testing transmission with 441-line pictures, refined from 1936's 343-line images to conform to RMA recommendations; CBS began installing a transmitter atop New York's Chrysler Tower and constructing studios across the street in Grand Central Terminal Bldg.; Don Lee continued its test transmissions on the West Coast and Farnsworth Television conducted field tests in Philadelphia.

In the spring RCA showed a projection receiver, producing pictures 8 by 10 feet in size, at the IRE convention, and in the fall NBC got its first mobile TV unit, comprising two large vans, for remote pickups. At the end of the year 18 experimental video broadcast licenses had been issued. But TV was still in the laboratory; no sets had been put on sale to the public. Answering BROADCASTING's question as to when TV would emerge, David Sarnoff, RCA president, replied in a signed article: "I do not know and I do not know anyone who does know."

In England, the BBC had decided on the Marconi-EMI system as most suitable and had discarded the Baird system and the alternate telecasts of the two inaugurated the previous year. Reduction from two to one systems cut receiver prices by about a third— from $498 to $315 for the cheapest TV-only sets, with combination TV-radio sets down from $630 to $420. A coaxial cable laid around inner London for remote pickups was first used to telecast the procession at the coronation of King George VI on May 12. Some 2,000 TV sets were sold in England during the first year of telecasting there.

During 1937 the ranks of stations experimenting with facsimile broadcasting swelled from five to more than a dozen, using their regular transmitters for picture and print broadcasts between midnight and morning. Most of the newcomers were using the facsimile equipment developed by W. G. H. Finch, formerly assistant chief engineer of the FCC. By year's end RCA also had a facsimile system on the market and John T. Parkerson had been granted an indefinite leave from Transradio Press to direct the Fultograph Co., manufacturing equipment for the Fulton facsimile system.



Mr. Finch

Gross Time Sales Top $141 Million

Business was good for broadcasters in 1937, with gross time sales of $141,170,000 for the year, according to an estimate made by Dr. Herman Hettinger for the 1938 BROADCASTING YEARBOOK. This represented an increase of 20% over the 1936 total, with national networks up 16%, regional networks up 4%, spot up 35% and local up 20%. Summer business showed less seasonal decline than in any previous year, largely due to baseball broadcast sponsorship, for which General Mills alone spent more than $1 million, with Kellogg Co., Socony-Vacuum Oil Co. and Atlantic Refining Co. also major baseball sponsors.

Demonstrating its faith in radio as a means of promoting attendance at the ball park, the Chicago Cubs sponsored re-enactments of the team's games for an hour each evening on WGN Chicago. Atlantic Refining Co. also was a leading football sponsor, using broadcasts of 163 games along the East Coast. Tidewater-Associated Oil Co. sponsored 90 Pacific Coast football

(Continued on page 108)



"The Prestige Station of the Carolinas"

Serving its area since 1926

as BROADCASTING *has served*

the radio industry

for twenty years

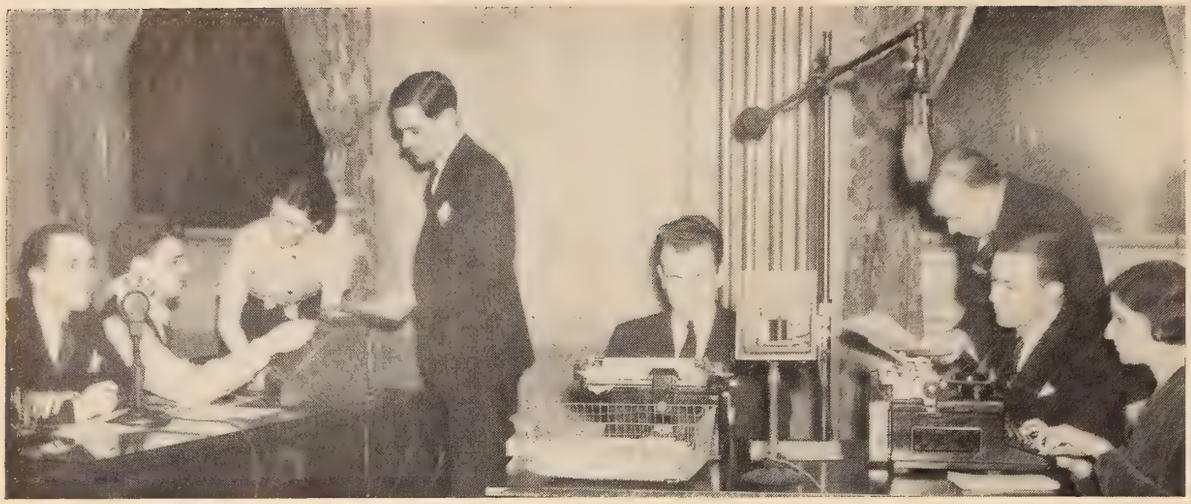
WBIG

Gilbert M. Hutchison, President

CBS Affiliate **5000 watts**

EST. 1926

represented by Hollingbery



FLOOD COVERAGE was one of the most important radio events in 1937. Stations everywhere performed outstanding public service. Above is typical view. This is scene in WSM Nashville studio (l to r): Tom Stewart, Jack Harris, Betty Smith, Manager Harry Stone, Otis Devine, Ed Kirby, David Stone and Mrs. Margaret Ackerman.

* * *

1937

(Continued from page 107)

games, spending $250,000 for rights alone, and Kellogg Co. sponsored gridiron contests from New England to Denver.

Networks continued their expansion in 1937 and at the end of the year CBS had 114 affiliates; NBC-Red had 94 and NBC-Blue 99, with considerable duplication; MBS had 73. FCC issued licenses for 39 new stations during the year and O. H. Caldwell, editor of *Radio Today*, estimated that 7,700,000 home radios and 1,750,000 auto sets were sold, bringing the national total at year's end to 37 million sets and 26 million radio homes. Dr. Daniel Starch, in a study made for CBS, found U. S. broadcasters providing more than 95 million family-hours a day of listening.

The move to Hollywood for program origination became almost a stampede in 1937. In the spring a BROADCASTING analysis of network program sources showed the percentage from the movie capital up from 6.2% the year before to 11.4%, with New York holding its same relative position—58.6% compared with 57.8% the spring of 1936—and Chicago down from 30.6% to 25.0%. CBS began constructing a $2 million Hollywood studio and office building in the spring; NBC broke ground for its new Hollywood headquarters in the fall; World Broadcasting System also that fall started work on a building to house recording studios and a processing plant. Agencies opened or expanded Hollywood offices. By fall the hardest part of putting a new program on the air from that city was to find a studio for it.

Radio Wins Respect With Flood Crisis Activities

From the crowded pages of radio's 1937 chapter the most memorable sequence is that recording radio's part during the flood crisis in the opening months of the year, when the Ohio and Mississippi rivers inundated the land with a flood of unprecedented proportions. Paying its respects to "all the men and women of radio who in the disastrous 1937 flood crisis gave unstintingly and heroically of their time and effort to rescue and relieve distressed humanity," BROADCASTING said, in part:

"Radio has often been accused of having no tradition and being greedy. But youth, too, can build a tradition—and a wholesome example of radio's willingness to forget self was furnished by the complete abandonment by all stations in the flood regions of everything but broadcasts devoted to human needs; by the heroic rescue and relief work of the station managers and their staffs, not to mention their remarkable news coverage of the disaster so that the outside world could know; and by the magnificant results achieved by stations and networks generally in helping the Red Cross put over its great drive for funds."

1938

INVIGORATED by the desire for a strong industry organization able to withstand and repel attacks of the sort which the previous year had found the NAB weak and faltering, the NAB membership, risen to a new peak of 434, met in February for a two-day whirlwind convention which enthusiastically ratified the reorganization plans and elected a new board with orders to put them into effect as rapidly as possible, even including the increased dues schedule.

The board retained Philip G. Loucks, former NAB managing director and author of the reorganization plan, to guide the association until the new paid president should take over, then set about the task of choosing the right man for the job. Finally in what BROADCASTING editorially termed a "master stroke" of industry diplomacy, the board drafted Mark Ethridge, vice president and general manager of the Louisville *Courier-Journal* and *Times* and of WHAS Louisville, as interim president. He had repeatedly rejected offers to become NAB's permanent paid head executive.

Mr. Ethridge immediately dispelled any fears that his would be a watchful-waiting administration.



Mr. Spence

Calling in Edwin M. Spence, former manager of WBAL Baltimore, as acting staff executive Mr. Ethridge began building the kind of headquarters organization required by the new plans. Joseph L. Miller, veteran newspaper man, was appointed publicity director with emphasis on labor relations; Paul F. Peter left his post as secretary of the tripartite Joint Committee on Radio Research to become research director of NAB; Edward M. Kirby, sales promotion director of the National Life & Accident Insurance Co. and its radio station WSM Nashville, was made NAB public relations director.

The executive committee was assigned to tackle at once its toughest long-term task, an exhaustive exploration of the entire copyright situation was the goal of defining a positive NAB position before the expiration of the current ASCAP contracts on Dec. 31, 1940. Mr. Ethridge himself led the industry opposition to Congressional bills for the construction of a Government-owned shortwave radio station which succeeded in blocking

(Continued on page 110)

K·M·B·C

"First—
in the Heart of America"

Now Becomes a Key Station of the Columbia Network

Adding—
Additional Prestige Listener Interest Value

Midland Broadcasting Co.
Pickwick Hotel
Kansas City, Mo.



Two Decades of Broadcasting Operations With the KMBC-KFRM Team

KMBC has made good on its prophetic advertising of years ago:

"In the years to come, KMBC will continue to improve its technical facilities, expand its program services, and deliver even more effective results for advertisers in this rich Middle Western Market."

Space does not permit the listing of all the early accomplishments of KMBC during the last two decades, but following are a few of the highlights:

1. During the 1930's KMBC, with 51% urban and 49% rural coverage, discharged its two-fold responsibilities by pioneering in broadcasting of farm informational services, home service programs, "school house" programs, children's activities, news, sports, public events programs and entertainment features.

2. KMBC became Kansas City's most-listened-to station, both in its metropolitan area (see Hooper & Conlan Kansas City Surveys) and throughout its rural coverage area (see Conlan Rural Surveys) in both Missouri and Kansas.

3. KMBC was the first regional station to win the Variety Showmanship Award for "Program Originating Station."

4. In 1943, under the direction of America's foremost radio farm service expert, Phil Evans, KMBC established one of the first livestock farms in service to farm audiences. Ken Parsons, and marketcaster Bob Riley, round out the full-time Farm department.

5. During the war years, KMBC received numerous citations for outstanding contributions in behalf of the war effort. It was the first station in America to appoint a full-time War Activities director.

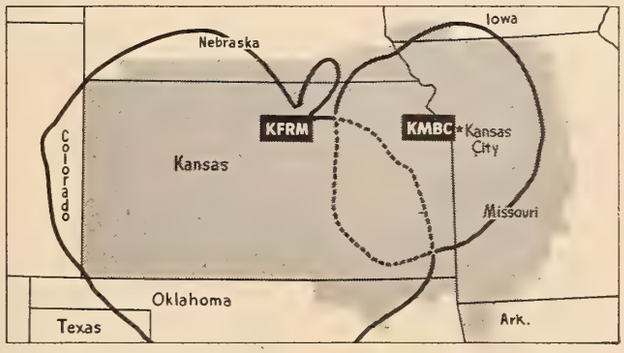
6. In June, 1945, KMBC was the first broadcaster in this part of the world to conduct an Educational Conference, dedicated to a fuller utilization of educational radio programs. Among the highlights of this conference were the nation-wide and international network broadcasts of the "Horizons Unlimited" and "Trans-Atlantic Call" programs.

7. December 7, 1947, Governor Carlson of Kansas threw a switch that put KFRM, the Kansas Farm Station, on the air. With the KMBC-KFRM Team, Arthur Church's dream of effectively covering the vast Kansas City trade area became an actuality, doubling the number of farmers who could take advantage of KMBC's great farm service programs. KFRM, with 5,000 watts on 550 kilocycles, became the first station ever licensed to operate with its transmitter a great distance (170 airline miles) from its home base.

8. On New Year's Day, 1948, Arthur B. Church announced a great new radio and television center for Kansas City, the future home of KMBC, The KMBC-KFRM Team, and KMBC-TV. His prediction that Kansas City would have television before the year 1948 ended did not materialize, although a new TV studio and new TV mobile unit were ready for operation in the spring of 1948, and KMBC paid for Blues 1948 baseball season telecasting rights. The application for KMBC-TV was caught in the FCC freeze.

9. As this ad is written, KMBC has announced plans for a 1,000-foot television tower with high gain antenna for maximum TV service to the people of the Kansas City trade area, and KMBC is preparing for occupancy January 1, 1951, the first great television center in the Heart of America. The half-block square, six-floor building will house all KMBC radio and television operations, with modern studios and an auditorium which will seat over 2,700 people. Arthur B. Church, Jr., son of the founder of KMBC, returned from the Navy, graduated from Amherst, and has begun his broadcasting indoctrination at WBBM.

In 1950, Kansas City's Centennial Year, The KMBC-KFRM Team is confidently looking to the future and new horizons, as it continues to dedicate itself to service in the public interest.



The Kansas City Primary Trade area is shown by the shaded area, and KMBC and KFRM 0.5 MV/M daytime contours are indicated by solid black lines.



1938

(Continued from page 108)

their adoption. He also inaugurated a campaign for stations being licensed for longer terms than the six-month periods of the grants at that time.

In July Neville Miller, lawyer, educator and former mayor of Louisville, nationally known as the "fighting mayor" for his courageous and forceful direction of emergency relief activities during the flood of 1937, was installed as NAB first paid president, with a salary of $25,000 a year, plus $5,000 traveling expenses.

Like Mr. Ethridge, Mr. Miller made the copyright problem his number one concern, attacking it with such vigor that at the year's end John G. Paine, general manager of ASCAP, invited him to sit down for a series of "frank talks" about the copyright difficulties which Mr. Paine insisted were essentially "no more than economic" and were subject to solution on a straight business basis.

With some two-thirds of its income derived from broadcast licenses, which in 1937 had paid ASCAP $3,878,752 of its total revenue from all sources of $5,926,941, ASCAP quickly contested the so-called "anti-ASCAP" laws adopted by a number of states and won some injunctions against the application of these measures as violating the national copyright law, with a Supreme Court review pending at the end of the year.

The NAB Bureau of Copyrights had ceased its activities during the reorganization period and in December the NAB board authorized the sale of its library of copyright-free musical transcriptions to the firm that had recorded them, E. V. Brinckerhoff & Co. Lang-Worth Feature Programs, which had been recording tax-exempt music since 1935 and in October had issued a catalog listing some 2,000 such musical compositions already included in its transcription library, also bid for the NAB library, but lost out by not matching the Brinckerhoff guarantee of a $25,000 cash payment. A third collection of recorded music which broadcasters could use without copyright license worries was announced by Davis & Schwegler, Los Angeles company organized by Kenneth C. Davis, former Seattle attorney who had been active in securing passage of the Washington State anti-ASCAP law. Carl Haverlin, commercial manager of KFI and KECA Los Angeles, joined Davis & Schwegler as general manager.

AFM-IRNA Agreement Becomes Effective

The AFM-IRNA agreement, pledging the nation's network affiliated stations to the expenditure of an additional $1.5 million a year for the employment of union musicians, virtually doubling the group's previous budget for musicians, became effective Jan. 17, after Emile J. Gough, IRNA secretary, and Joseph N. Weber, AFM president, exchanged more than 200 contracts negotiated by the individual station operators and the AFM locals in their cities. Except for a few trouble spots, notably New Orleans where final agreement between union and network outlets was not reached until August, the plan went into effect almost immediately.

Early in February the AFM presented sample licenses to the makers of phonograph records and transcriptions in typical take-it-or-no - union - musician - will - work-for-you fashion. One of the provisions was a ban on serving "unfair" stations. The recorders notified the non-network stations that they had better make terms with the AFM if they wanted to continue to receive recorded music. Lloyd Thomas, WROK Rockford, chairman of a committee set up by these non-network broadcasters who had expressly limited its function to fact collecting, not negotiating, reported that the response to the committee's questionnaire to stations concerning their employment of musicians had been too small to have any value in compiling statistics for the group. He enlisted the aid of Mr. Loucks who persuaded Mr. Weber to hold off any immediate union strike action.



Mr. Thomas

Only 45 of the 329 commercial stations without network affiliation attended a special meeting called by the Thomas committee for March 28. Despite the lack of a quorum the committee, enlarged to nine members, accepted this group's authorization to negotiate the best deal possible with the union. Each station reserved the right to reject it if not satisfactory. The committee went to work and in short order secured AFM agreement to a contract which followed the IRNA pattern of station expenditures of 5.5% of their net income for employment of musicians, but with a blanket exemption of the first $15,000 of each station's income from the calculations and with complete exemption for the 112 stations with annual income of less than $20,000. Although the stations were slow in negotiating new local FM contracts on this basis, the agreement was called officially effective on Sept. 24, when some 80 signed contracts were exchanged by the committee and the union.

Meanwhile, AFM had issued temporary licenses to the recording companies. They accepted restrictions against dubbing music from one record to another without specific AFM consent and against recording for other companies not licensed by the union. They also agreed to a closed shop. The AFM on its part withdrew the stipulation about service to "unfair" stations as unnecessary if the independent broadcasters accepted their new contracts as the IRNA stations had done.

RCA Demands Licensing For Victor, Bluebird Records

In January RCA notified broadcasters that following the Pennsylvania court decision upholding the right of a recording artist in the phonograph records he makes, it felt impelled to assert its own rights by forbidding the broadcast of Victor and Bluebird records by non-licensed stations, offering temporary licenses without charge on written request. Many broadcasters refused to admit RCA's rights by signing such letters, some dropping these two labels from their record programs, others continuing to use them anyway.

RCA also filed suits against both parties involved in the suit of Paul Whiteman against WNEW New York for unauthorized broadcast of a Whiteman recording issued by RCA. When that case came to trial early in December in the Federal District Court in New York, Whiteman withdrew his suit against WNEW which defaulted on its defense against RCA, leaving for trial RCA's suit against the noted band leader, which had not been decided by the end of the year. The Whiteman defense was handled by the National Assn. of Performing Artists, which was endeavoring to establish the rights of performers to their recordings and had unsuccessfully tried to employ James C. Petrillo, president of the Chicago Federation of Musicians, as NAPA head at a salary of $100,000 a year. Stuart Sprague, representing the NAB, secured permission of the court to file a brief stating the position of the broadcasting industry on the issues in the case.

Unionization of the employes of stations and networks continued apace during 1938. At AFRA's first national convention, held in November in St. Louis, the AFL talent union reported to its 6,000 members that contracts for actors and singers on all network sustaining programs had been signed with CBS and NBC, for announcers at six stations and for all employes at WRPN Janesville, Wis., with negotiations then in progress with a committee of the American Assn. of Advertising Agencies for a standard contract for talent used on network commercial programs.

Terms of AFRA Code Submitted to AAAA Group

The code submitted by AFRA to the AAAA committee proposed minimum pay of $15 for an actor appearing on a 15-minute program, with a broadcast fee of $10 and $6 an hour for rehearsal time, compared to the network sustaining fee of $17 for a quarter-hour program including two hours of rehearsal. For soloists on commercial shows AFRA asked $40 for a quarter-hour program, compared to a minimum of $65 a week for a network staff soloist for working on six sustaining shows a week. Announcers terms were put at the same rate as actors, except that if guaranteed 13-week employment on a serial program an announcer's minimum was set at $50 a week for three shows a week, $60 for four, $75 for five and $85 for six, with no extra charge for 45 minutes of rehearsal before each broadcast. The agency committee promptly rejected these demands as "so far out of line with the economic possibilities that they constitute a real threat to the use of broadcasting for advertising purposes" and negotiations were stalemated when the year ended.

Associated Broadcast Technicians, formerly a CBS company union but now representing technical employes of seven other stations in addition to nine CBS owned and operated stations, won over American Communications Assn. (CIO), which claimed representation of engineers at CBS stations in New York and Washington, when the National Labor Relations Board ruled that the proper bargaining unit was all O&O station technical employes and not those at each station, following network testimony that these employes were frequently moved from one station to another.

ACA and IBEW (AFL) continued their organization of tech-

Time Buyers, NOTE!
NO TV
Stations within
60 miles of
YOUNGSTOWN, O.
Ohio's 3rd
Largest Trade Area
Buy
WFMJ
The Only ABC
Station Serving
This Market
5000
WATTS
All programs duplicated on
WFMJ-FM
50,000 Watts on 105.1 Meg.
CALL
Headley-Reed Co.,
National Representatives





THESE Commissioners comprised the 1938 Superpower Committee (l to r): Frank R. McNinch, ex-officio member of committee; T. A. M. Craven; Norman S. Case, who served as committee chairman; George H. Payne. At right is the 1938 facsimile installation of KSD and the *St. Louis Post Dispatch* with George M. Burbach (l), the newspaper's advertising manager and station director, and Elliott Roosevelt, president of Hearst Radio Inc. and the Texas State Network.

* * *

nicians. AGRAP, although overshadowed by AFRA, also continued to expand its membership and decided to remain independent after considering mergers with both AFRA and ACA. The American Newspaper Guild even entered the radio field, winning representation of all employes of WTCN Minneapolis except musicians, engineers, salesmen, executives and supervisory personnel.

1938 opened with the repercussions of Mae West's mid-December appearance on the Charlie McCarthy program drowning out the sound of the New Year bells for NBC's top executives at least, and closed with still crimson countenances for their peers at CBS from Orson Welles' too-realistic simulation of radio reporting in a modernized version of *War of the Worlds* on that network. Miss West's sultry portrayal of Eve in a comedy routine provoked many offended hearers to demand action from the FCC. Mr. Welles' dramatic account of New Jersey's invasion by men from Mars produced considerable confusion and enough hysteria to again require Commission attention and to secure prompt agreement by all networks to forswear any further such misleading use of newscast techniques on non-news programs.

Charges of Censorship Hurled at Commission

During the course of the year the Commission also looked into an NBC broadcast of Eugene O'Neill's Pulitzer prize winning play, "Beyond the Horizon," but as in the other cases, took no official action, program censorship being expressly forbidden the Commission by the Communications Act. These events, however, and particularly the FCC Chairman McNinch's strong rebuke of NBC for the Mae West program, which he termed as falling "far below even minimum standards which should control in the selection and production of broadcast programs," aroused charges of Commission censorship.

A more serious aspect of the whole problem arose in November when Father Charles E. Coughlin, in a broadcast on "Persecution—Jewish and Christian," made statements which many listeners took as anti-Semitic. When several of the stations on the special hookup carrying the series asked for advance scripts of future broadcasts and, failing to get them, did not carry the talks, they were picketed by groups who charged them with censorship and demands were made that they resume the series or forfeit their licenses.

Miller Claims Broadcasters' Right for Advance Script

A statement by Neville Miller noting that a broadcaster had every right to demand a script in advance, since he was responsible for what was broadcast over his facilities, and further pointing out that the Constitution guarantees the right of freedom and religion as well as freedom of speech and "in protecting one right we must not violate other rights" evoked denunciation as well as praise, with a rift even in the ranks of the broadcasters themselves.



Mr. Miller

The Commission in March began notifying stations of all complaints received against them without itself making any prior investigation and many stations received temporary licenses. Broadcasters protested that this policy of itself was tantamount to censorship by intimidation and several groups, notably CIO unions, were using threats of complaints to the FCC as a means of getting broadcast time for material which might otherwise have been turned down. The Commission appointed a committee to study the whole matter of the proper handling of complaints, meanwhile modifying its procedure to investigate complaints before taking action on them.

At the NAB convention in February Chairman McNinch had warned broadcasters against "unwisely yielding to the temptation to exact profits to the impairment of public service." Sen. Burton K. Wheeler (D-Mont.), chairman of the Interstate Commerce Committee, reminded the station operators that they were only "temporary" trustees of public rights and not to get a false sense of ownership that might lead them to abuse their granted privileges.

FCC Acts To Prevent Communication Monopolies

Fear that broadcasters might secure a monopoly of public opinion was reflected in a Commission ruling, adopted in March, that no licenses for second stations be issued to present licensees in the same community unless "it is clearly shown" that the public interest can best be served in that way, and by decisions against newspaper applicants. Bills prohibiting newspaper ownership of radio stations were introduced in Congress.

To investigate radio monopoly on a national scale, the Commission ordered a full investigation into network operations. This hearing got underway in mid-November with the witnesses of NBC, first to be called, still on the stand as the year ended.

In April, William S. Paley, CBS president, launched the industry's defense to the public. Broadcasting his annual report to CBS

(Continued on page 114)

INDIVIDUAL pictures used in this section are contemporary photographs showing the individuals at about the time mentioned in the text.

FOR SOME INTERESTING INFORMATION ON RADIO IN IOWA, PLEASE SEE PAGE 35 OF THIS ISSUE

"COVERAGE"

DOESN'T LISTEN





"Station coverage" is one thing; "audience" is something else. It is, at least, if you are talking to a representative of Westinghouse Radio Stations. And the difference is not a mere "distinction;" it's a difference amounting to thousands of radio contacts per night in the case of almost any station you want to talk about.

COVERAGE (as we use it) means just this: The number of receiving sets reached by an adequate signal from the station in question. That takes in a lot of territory for any first class station . . . including a lot of territory that doesn't mean much to the buyer of broadcasting time.

AUDIENCE (in the Westinghouse Radio Station's vocabulary) means what it sounds like: The actual listeners to station programs.

Coverage may be interesting to know . . . but it's AUDIENCE that makes broadcasting time pay its way.

Westinghouse Radio Stations have developed a new method for measuring AUDIENCE. You can now know with more certainty than ever before the *audience value* of the time you buy. We can tell you in actual trading areas what is the primary zone of influence of Station KDKA, for instance. Also the daily average number of listeners to KDKA in that zone. Month to month records are available of changes in number of listeners.

When you're planning a radio campaign, get the facts about AUDIENCE VALUE. "Coverage" doesn't listen.

WESTINGHOUSE • RADIO • STATIONS

WBZ-WBZA
990 kilocycles

Boston, Mass., Hotel Bradford
Springfield, Mass., Hotel Kimball

KDKA
980 kilocycles

COMMERCIAL OFFICES

Pittsburgh, Pa., Hotel William Penn

KYW-KFKX
1020 kilocycles

Chicago, Ill., 1012 Wrigley Building
New York, N. Y., 50 East 42nd Street

We well remember the ad reproduced by Broadcasting *at the left.. and still agree with its philosophy. Here we add a few words to bring the story up to date.*

Two decades later.. it's still LISTENERSHIP that counts!

We said it in 1931, and we say it today: To the advertiser, *listenership* is what makes a station worth the rates on its card.

But today's advertisers, unlike those of 1931, have a universal measure of listenership. It's the continuing BMB survey, the largest sampling job ever attempted on the radio audience. And for Westinghouse stations, written replies to BMB inquiries indicate a listening audience of more than

4 million families

To reach this huge audience, concentrated in 6 of the nation's greatest markets, be sure that Westinghouse stations top your schedules!

WESTINGHOUSE RADIO STATIONS Inc

KDKA · KYW · KEX · WBZ · WBZA · WOWO · WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

(Continued from page 111)

stockholders over the network, Mr. Paley eloquently opposed any restrictions against the American system of brodcasting which might impair its proven ability to provide the best broadcasting service in the world. He urged the Commission to keep its regulations to the minimum needed to insure broadcast reception without interference, which he stated was the only reason for the Commission's existence.



Mr. Paley

Mr. Paley's forthright speech evoked a flood of approbation, with President Roosevelt writing approval of the open forum plan.

Other industry spokesmen followed suit. Analyzing the role of broadcasting in a democracy, the Federal Council of Churches of Christ in America declared: "No administrative agency is wise enough to be entrusted with power to determine what people shall hear."

The time was ripe and when David Sarnoff, chairman of the NBC board, as first witness in the FCC network monopoly hearing, called on the broadcasting industry for a program of self-regulation, there was an immediate response. All groups within the industry should pool their experience to produce a voluntary code embodying program standards "that advances beyond all previous standards," Mr. Sarnoff urged, "an act of voluntary self-regulation on the part of the entire broadcasting industry in the United States."

NAB President Miller immediately accepted the challenge and appointed a committee of top broadcasting executives to chart procedure for establishing industry self-regulation and developing proper program standards. Committee members were: Edward Klauber, CBS executive vice president; Lenox R. Lohr, NBC president; Theodore C. Streibert, MBS vice president; Paul W. Morency, WTIC Hartford; Edgar L. Bill, WMBD Peoria; Ed Craney, KGIR Butte.



Mr. Klauber

The superpower hearing, expanded into a general hearing on all broadcasting allocations, ran from June 6 to June 30, with 35 witnesses presenting some half-million words of testimony which followed expected lines: The Clear Channel Group advocated retention of a minimum of 25 clear channels with 50 kw made the minimum rather than the fixed power as essential to providing adequate program service to much of the country; the National Assn. of Regional Stations urged duplication of assignments on clear channels with 50 kw retained as the maximum power and regionals granted 5 kw for both day and night operation; the National Assn. of Independent Broadcasters seconded to a large degree the views of the regional group about 50 kw maximum power and duplicate operation on clear channels. Major surprise came with the filing of briefs following the oral testimony, when NBC came out flatly in favor of superpower, first definite network statement on this issue.

Senate Steps In To Superpower Issue

The term "superpower hearing" was somewhat of a misnomer, as just before it got under way the Senate adopted a resolution forbidding the FCC to adopt any rules permitting standard band operation with more than 50 kw, as contrary to the public interest. Measure was introduced by Sen. Wheeler, who made it a condition of his assent to ratification of the Havana Treaty, which required unanimous approval. The resolution adopted, the Senate proceeded to ratify the Treaty, covering the distribution of radio frequencies among the North American countries. Cuba previously and Canada subsequently ratified the agreement as well, but Mexico at the end of 1938 still was refusing to take similar action.

The same FCC committee that had conducted the June allocations hearing—Norman S. Case, T. A. M. Craven and George H. Payne—in July held hearings on WLW's application for continued experimental operation with 500 kw, ten stormy days of argument in which the station's contention that it was rendering an indispensable service to many thousands of listeners was matched by representatives of other stations in the area who claimed that WLW's superpower was giving it a dominant position resulting in a loss of business for them. While the hearing was in progress, WLW received a renewal of the 500 kw experimental license until February 1939, but the committee report, issued in the late fall, recommended its termination, a conclusion which WLW hotly contested, urging the full Commission to permit it to continue its superpower experiments. The committee's report on overall allocations had not been presented to the full FCC at the end of the year.

In connection with the allocations hearing the FCC made public an analysis of the economics of broadcasting, based on responses to elaborate questionnaires sent to stations and networks earlier in the year. The report showed that the industry had netted $18,883,935 in 1937 on a total revenue of $114,222,906, with program and talent costs aggregating more than a third of radio's operating expenses.

More startling was the fact that the broadcasting industry paid the highest average weekly wage of any American industry, unearthed by BROADCASTING through a check with the Bureau of Labor Statistics. The average paycheck of broadcasting's 17,000 full-time employes was $45.12, topping even the motion picture business, which ranked second with an average weekly pay of $41.33, followed by brokerage ($34.47), insurance ($34.17), durable goods industries ($29.95) with the average for all manufacturing $22.46, all figures as of March 1938.

Following a series of adverse court decisions upsetting those of the FCC, Chairman McNinch in October dismissed Hampson Gary as general counsel, replacing him with William J. Dempsey, 33-year old attorney who had left the Federal Power Commission, where he had been assistant general counsel, to serve as special FCC counsel in the network monopoly hearing. Two months later William C. Koplovitz, acting general counsel of the Power Commission, moved over to the FCC as assistant general counsel.



Mr. Dempsey

Meanwhile, the FCC had undergone a thorough overhauling, with the examining division and information-section abolished and their directors dismissed and a new procedure for hearings established. When the McNinch proposal to exempt some 60 attorneys, trial examiners and confidential secretaries from Civil Service classifications was approved by a 4 to 2 vote, Commissioner Case being ill, the feud between the chairman and Commissioners Craven and Payne broke out into the open. One prompt result was the promise of Congressional leaders that the new Congress would be given proposals for a thorough investigation of the FCC.

Gross Time Sales Over $122 Million

Radio's gross time sale for the year totaled $122,890,000, according to an estimate prepared for the 1939 BROADCASTING YEARBOOK by Dr. Herman Hettinger, who pointed out that while the gain over 1937 was less than earlier year-to-year increases, the industry could be proud of any gain in a year whose early months were passed in a period of recession, and in the face of a general decline in advertising volume.

Sportscasts again produced heavy sport revenue, with General Mills, Kellogg Co., Socony-Vacuum Oil Co., Atlantic Refining Co. and B. F. Goodrich Co. the top sponsors of baseball, while Atlantic and Tidewater-Associate Oil Co. were the major football sponsors, although numerous other advertisers, chiefly oil companies, used football on a local level. Politics provided revenue for stations and statewide networks, with a number of new regional hookups created primarily to get this business. Co-op programs provided a growing proportion of network business, especially for MBS. The use of local cut-in announcements on network shows reached a point which led NBC to alter the contracts with affiliates to provide for payment to stations of 7½% of their network hour rate for each announcement, to standardize the practice. Use of cowcatcher and hitch-hike announcements for unrelated products on network programs increased to such an extent that the IRNA committee started discussions of means of curbing this practice with network officials.

Newspapers Drop Logs As Advertising Sags

Newspapers' alarming loss of advertising during the first months of the year while radio billings were hitting new highs revived the old bitterness and many papers, particularly on the Pacific Coast, dropped their radio columns of program news and comment, retaining, however, their program logs.

Radio acquitted itself well enough in keeping the American



public informed of the Nazi conquest of Austria in March, the networks all broadcasting the speech of Adolf Hitler from Vienna on March 15, that of Benito Mussolini the following day and Secretary of State Cordell Hull's statement of the United States position on the 17th, in addition to numerous eyewitness accounts from Central Europe.

With this preliminary experience, the networks were ready in September when the German troops marched into Czechoslovakia. From the Sept. 10 address of President Benes pledging to maintain his country's independence at all costs right through to the final agreement at Munich on Sept. 29, European reporting became the main concern of the networks, which kept the public at their radios day and night for the latest developments for war or peace.

Throughout the month radio was first with the news direct from the scene, right up to the final signing of the pact. The full text was broadcast by NBC 17 minutes after it was released, 46 minutes ahead of any other report to the United States.



Mr. Kaltenborn

CBS won plaudits for its round-ups of comment on each major development from the world's capitals and H. V. Kaltenborn, whose crisp analyses of the news and what it meant were broadcast a dozen times a day, became in a month the possessor of the best known voice in the country, with the possible exception of the President. Approximately $50,000 in rebates to sponsors for cancelled programs were included in the overall network costs of some $175,000 for its crisis coverage.

Hurricane Hits New York, New England

In the midst of those critical days of September 1938, a tropical hurricane swept upward along the coast from New York through New England, pushing over transmitter towers and throwing out power supplies so thoroughly that scarcely a station along its path escaped unscratched and many were put off the air for hours or even days. All those that could stay on or get back on immediately threw all their facilities into the task of rescue, relief and news reporting.

Television moved ahead during 1938 with NBC staging almost continuous demonstrations for interested groups all through the spring, with two companies—Allen B. DuMont Labs and National Television Corp.—putting sets on sale, with the FCC granting TV station licenses to DuMont and Zenith, with Paramount Pictures buying a substantial stock interest in DuMont, and with RCA announcing that it was ready to sell TV transmitters to interested broadcasters (CBS had already bought one and was busily installing it in the Chrysler Tower).

Dr. E. H. Armstrong began building a 50 kw FM station at Alpine, N. J., and Paul F. Godley, consulting engineer, began supervising the construction of another highpower FM station at Paxton, some 45 miles from Boston, for the Yankee Network.

ANPA Meet Sees Three Facsimile Systems

Three systems of facsimile broadcasting were demonstrated at the ANPA convention—Hogan, Finch and RCA—and W. G. H. Finch was licensed to erect a facsimile-and-sound broadcasting station in New York, using the new FM system of transmission for its duplex service.

Also in 1938 Hearst Radio began divesting itself of stations, at year's end had sales of six of its 10 awaiting FCC approval; Elliott Roosevelt, appointed president of Hearst Radio early in the year, also became president of Texas State Network, 23-station regional chain which affiliated with MBS; Arde Bulova, watch manufacturer, bought WPG Atlantic City, subject to Commission approval, to move to New York and merge with his other stations to make one full-time operation; Gardner Cowles Jr., publisher of the *Des Moines Register* and *Tribune* and owner of KSO and KRNT Des Moines and WMT Cedar Rapids, acquired WNAX with FCC approval; NBC appointed A. E. Nelson, former manager of KDKA Pittsburgh, sales manager of the Blue Network, inaugurated a new discount plan for the Blue; CBS and NBC both moved into new Hollywood headquarters; World Broadcasting System in October inaugurated World Transcription Network, one station to a city, to sell spot business on a network basis, absorbing mechanical cost and selling as a package, had 54 affiliates at year's end; the FCC set aside the 41-42 mc band for educational use exclusively, issued licenses to the Cleveland and New York boards of education for such stations; NBC at year's end moved Niles Trammell to New York as executive vice president, Sidney Strotz replacing him as acting manager of the Central Division in Chicago.

1939

THE YEAR 1939 began with the threat of a nationwide strike against broadcasting stations by the American Federation of Radio Artists; it ended with the threat of a nationwide strike against broadcasting stations by the American Federation of Musicians.

It was a year in which two new kinds of broadcasting—FM and TV—came out of the laboratory and began demonstrating their ability to provide regular day-in day-out service; a year in which broadcasters got their terms of license extended from six months to a year and were told they would have to take out licenses to use phonograph records; a year in which the FCC adopted a new set of rules for regulating broadcasters and broadcasters adopted a new code of their own.

Broadcasters Declare Independence of ASCAP

It was a year in which war broke out in Europe and, of much more immediate importance to American broadcasters, 1939 was the year that, at long last, they declared their own independence of ASCAP and began preparing means of backing up that declaration at the end of 1940 when their ASCAP contracts were to expire and musically, they would be on their own.

As 1938 ended, a year of negotiations between AFRA and the American Assn. of Advertising Agencies had brought AFRA's submission of a proposed code of terms and conditions for the employment of actors, singers and announcers on commercial network programs. The AAAA promptly proposed terms of its own. AFRA's answer was to send its code to individual agencies to be signed "immediately" or face a strike.

A meeting of advertisers sponsoring over 70% of all network commercial shows authorized an agency committee to deal with AFRA and, after two all-night sessions, an agreement was reached on what was virtually the original AFRA commercial code. An impasse over the preferential shop clause, which AFRA refused to drop and the agencies insisted neither they nor their clients could accept was averted when the networks agreed to sign the code as producers of the programs, the agencies in turn giving the networks letters agreeing to abide by the code conditions.

AFRA then turned its attention to the Pacific Coast, first getting contracts with the major stations and then negotiating with agencies for a regional commercial code, which was signed by NBC and CBS in New York in September, covering network commercial programs for the 11 western states. This regional agreement was made supplementary to the national commercial code and timed to expire on the same date, Feb. 12, 1941. Sustaining network agreements, both national and regional, were completed with NBC, CBS and MBS. Negotiations in Chicago broke down but a strike was averted by AFRA's proposal that the differences be arbitrated.

AFRA Announcer Demands Arouse Disputes

On the station level, AFRA's demands for extra pay for announcers employed on commercials, starting at $1 for a spot announcement, aroused numerous disputes.

When the IRNA committee met with the AFM board early in November to discuss a renewal of their national agreement, expiring Jan. 17, 1940, the union proposed that the $3 million a year which the network affiliated stations were currently spending to employ union musicians should be raised to $4.5 million, with the networks doubling their AFM payrolls at key stations in New York, Chicago and Los Angeles from $60,000 to $120,000 a year.

Samuel R. Rosenbaum, WFIL Philadelphia, IRNA chairman, asked stations for data on their incomes and their expenditures for musicians, but response was meager. Many broadcasters, particularly those in small cities who

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Dependable PERFORMANCE at LOWER COST

H&P TOWER LIGHTING EQUIPMENT

H & P lighting equipment, consistently specified by outstanding radio engineers, is furnished as standard equipment by most leading tower manufacturers.

MERCURY CODE FLASHER

Only four moving parts which run in lifetime-lubricated ball bearings. No contact points to wear out. Highest quality bronze gears. 3000 watt mercury switch supplied with unit. Speed adjustment, 14 to 52 flashes per minute. Motor separately fused for continuous operation of lights in event of mechanical failure.



OTHER H & P PRODUCTS:
300 MM Code Beacons • Photo-Electric Controls • Obstruction lights • Complete Light Kits for A-2, A-3, A-4 and A-5 Towers

PROMPT SERVICE and DELIVERY
Immediate Shipment Out of Stock
WRITE OR WIRE FOR CATALOG

HUGHEY & PHILLIPS
TOWER LIGHTING DIVISION
326 N. La Cienega Blvd.
Los Angeles 48, Calif.
60 E. 42nd St. New York 17, N. Y.

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complained that the union had not supplied them with competent musicians, were dissatisfied with their experiences of the past two years and either did not reply or told the IRNA committee not to make any further commitments for them.

Mr. Rosenbaum talked with Thurman Arnold, assistant U. S. Attorney General, who had recently stated that the Dept. of Justice would proceed against unions making "unreasonable demands" but reported it was merely an exploratory discussion.



Mr. Rosenbaum

As the year ended, AFM was waiting for some move from the broadcasters, stating that unless a settlement were reached by Jan. 17 they would lose their musicians and the right to receive musical programs from networks and transcription companies.

In February 1939 the United States District Court in North Carolina gave the first Federal Court recognition of the right of a performer in his recorded performance by granting Fred Waring an injunction against WMFD Wilmington to restrain the station from using his records without permission. Bills sponsored by National Assn. of Performing Artists and by AFM to prohibit the use of records on the air without authority from the artists making them were introduced in Congress.

A new twist was added in July by the Federal District Court in New York which, in the RCA-WNEW-Whiteman case awarded the injunction restricting unauthorized broadcast use of phonograph records not to the artist but to the recording company, further enjoining the artist to refrain from claiming any right to restrict the use of his records unless his agreement with the recording company expressly gave that right to him.

RCA followed the decision by offering stations blanket licenses to use Victor and Bluebird records at fees running from $100 to $300 a month, based on card rates, with $10 a month for non-commercial stations to cover accounting costs. At NAB's request RCA put off the starting date of the licenses until Dec. 1.

Without waiting, WNEW took out the first such license and, in response to a request from Decca Records, stopped use of those discs pending authorization. AFM notified all members not to assign any rights in records to the recording companies under threat of loss of union membership; music publishers warned broadcasters that right to record given a record company does not include the right to broadcast.

Appeals Are Filed By WNEW, RCA, Whiteman

Appeals from the court decision were filed by NAB in the name of WNEW, by NAPA for Mr. Whiteman and by RCA, which objected to granting restrictive rights to the artists. But RCA stuck by its decision to issue licenses Dec. 1 without waiting for the appeals to be heard, and reported that a number of stations, not specified nor identified, had taken out licenses in December.

CBS in 1939 entered the recording business by purchase of American Record Corp. from Consolidated Film Industries for $700,000, gaining in the process ownership of Columbia Phonograph Co., then an ARC subsidiary, which in 1927 had set up Columbia Phonograph Broadcasting System to compete with NBC in the network field. The word "Phonograph" was dropped from the name when the network organization was sold to Jerome Loucheim and Isaac and Leon Levy in November 1927. Edward Wallerstein, manager of RCA Victor recording operations, was appointed president of ARC and the company's name changed to Columbia Recording Corp.

Negotiations for CBS to acquire World Broadcasting System as well broke down at the last minute because of a cross-licensing agreement between World and Electrical Research Products Inc., developer of the system of recording used by World, which CBS feared would expose its television developments to this AT&T owned company.

Following a breakdown in relations between the networks and Press Radio Bureau, AP in February began providing NBC with material for two five-minute sustaining newscasts a day similar to those formerly provided by the Bureau but now credited exclusively to AP. This service, supplied with no charge except the cost of transmission, was subsequently extended to several stations.

In April, the AP membership reversed its previous prohibition on the sale of news to radio and a plan was devised whereby member papers could broadcast news locally by paying extra assessments to the association, 5% if the news was used sustaining, when AP was to get air credit, and 25% if it was sponsored, when AP was

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WNAX Yankton, S.D.

The House of Gurney, Inc.

WNAX has a dominant coverage of Eastern South Dakota, Northwestern Iowa, Southwestern Minnesota, and Northeastern Nebraska. The audience of this territory depends upon WNAX; they prefer this station because of its consistent service and superior programs. Reach this rich responsive market through WNAX.

ONLY WESTERN ELECTRIC EQUIPMENT IN SOUTH DAKOTA
ONLY FULL TIME STATION IN THE STATE
ONLY CBS STATION IN THE DAKOTAS AND NEBRASKA

» » Western Electric Turntables « «

1000 Watts 570 Kilocycles Full Time



BIG AGGIE and BROADCASTING Grew up Together!

Twenty years ago, when the stork delivered the first bouncing bundle of Broadcasting Magazines to the radio industry, our "little" Aggie was a shrill-voiced eight-year-old.

Since then, both have grown to become leaders in their fields. Today Big Aggie's powerful voice goes into 405,210 radio homes in 267 BMB counties of Minnesota, the Dakotas, Nebraska and Iowa . . . "The World's Richest Agricultural Area."

A 1950 diary study shows that listeners prefer WNAX during 88% of all quarter hours . . . a better than ten-to-one advantage over the closest of the other 52 stations mentioned in the survey.*

Big Aggie, who for 28 years has been 'Serving The Midwest Farmer', salutes Broadcasting Magazine for its outstanding twenty years' service to the industry.

**Ask your Katz man for complete information about the findings of this study.*



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not to be mentioned on the air. By fall a dozen or more stations were broadcasting AP news under sponsorship, but the 25% assessment kept it from being truly competitive with UP, INS and Transradio Press, in the radio news field.

In July, radio galleries were inaugurated in the houses of Congress, an official recognition of broadcasting's place in the news reporting field that came only after a protracted fight led by Fulton Lewis Jr., Washington commentator for MBS, who was elected first president of the Radio Correspondents Assn.



Mr. Lewis

Developing its spot news coverage technique to an ever-improved level, radio, particularly the networks, in the early months of 1939 brought the listening public on-the-scene reports of such events as the crash of the Imperial Airway, seaplane *Cavalier*, the coronation of Pope Pius XII, the sinking of the Navy submarine *Squalus* and the visit to the U. S. of England's King George VI and Queen Elizabeth.

Methods of reporting and interpreting European political and military moves inaugurated during the Anschluss and Munich crises of 1938 were improved and tested during Germany's annexation of Czechoslovakia in March so that radio was ready for the critical period that was opened Aug. 21 by the announcement of the German-Russian non-agression pact.

"At NBC, CBS and MBS headquarters in New York, special events departments engineers and traffic crews went on 24-hour duty," BROADCASTING reported, adding: "Commentators and newsmen moved into the studios, sleeping on cots between desks, eating sandwiches from nearby lunchrooms, drinking coffee brewed on the spot . . .

"Commercial programs were ruthlessly cancelled or cut into to make way for on-the-spot-of-the-minute news. Transmitters stayed on the air all night, broadcasting hourly summaries and intermittent bulletins with music in between, or, if the stations did sign off, were kept warm and ready to start again at a moment's notice."

After a canvass of responsible government officials, BROADCASTING'S editor, Sol Taishoff, allayed industry fears of censorship, or worse, by reporting that even if war should break out in Europe "there is no present disposition on the part of the U. S. Government to molest normal commercial operations of most stations. On the contrary, the government attitude appears to be that of maintaining a 'hands-off' policy, realizing that broadcasting will serve a singularly useful purpose in informing and maintaining the morale of the people." The only immediate change foreseen was whatever might be necessary to comply with regulations certain to be adopted to preserve this country's neutrality.

War News Plan Submitted to Commission

As crisis turned to war and broadcasting returned from its round-the-clock news job to more normal operating schedules, top executives of the three networks drafted a plan for handling war news and submitted it informally to the Commission, not for approval but merely to keep the FCC informed. Basically the plan called for "temperate, responsible and mature" news broadcasting, with every effort made to "avoid horror, suspense and undue excitement" so far as the news itself would permit, with the source of the news—observed fact, official statement, responsible source, rumor or propaganda — clearly identified to help the public evaluate the news it heard. Programs were to be interrupted for news bulletins as infrequently as seemed consistent with good operation and all war propaganda was strictly forbidden "in either commercial announcements or the context of commercial programs."

Newspaper-radio rivalry was forgotten as radio augmented its staff men in Europe with special assignments to correspondents from newspapers and associations whose oral reports often reached American listeners hours before their written dispatches appeared in print. William Henry of CBS and Arthur Mann of Mutual, the first radio correspondents ever assigned to front line duty, left London Oct. 9 for the war zone, NBC's accredited correspondent being in this country at that time.

Annual Report to FCC Is Established

Harrassed by exhaustively detailed questionnaires from the FCC, which expected them to be filled out and returned at almost a moment's notice, the broadcasters, through NAB, held numerous conferences with FCC accountants and worked out a procedure whereby the information needed by the Commission would be supplied on an annual basis, forms being mailed to stations in the fall for return by March 1 covering the previous year's operations.

Expressing himself "thoroughly dissatisfied with the present legal framework and administrative machinery of the Commission," President Roosevelt had bills introduced calling for replacement of the seven-member FCC by a three-member body. Sen. Wallace White (R-Me.) countered with a proposal for expanding the number of Commissioners to 11. Industry arguments against hasty action prevailed and the measures were soon shelved and forgotten.

In March E. O. Sykes, who had been a member of the original Radio Commission, retired after 12 years' service, with Frederick I. Thompson, publisher of the *Montgomery* (Ala.) *Journal*, succeeding him on the FCC. Paul A. Walker was reappointed for a new seven-year term in July and in September the Commission got a new chairman, James Lawrence Fly, who had made a notable reputation as general counsel of Tennessee Valley Authority. He succeeded Chairman McNinch who retired because of ill health.



Mr. Thompson

How far the FCC should and could go in considering economic issues in granting licenses for new stations was a hard-fought question during 1939. Reversing FCC new station grants in a number of communities where established station operators had complained that additional stations could not be supported without undue hardship on those already in business, the Federal Court of Appeals of the District of Columbia vigorously espoused the opinion that the Commission was duty-bound to take economic matters into consideration in making station grants.

The Commission premise, presented with equal fervor by its general counsel, William J. Dempsey, and by William C. Koplovitz, assistant general counsel, was that Congress had not intended to create a "protected monopoly within the broadcasting field" and that the FCC's regulatory interest is limited to granting licenses, not in how much advertising a station sells or its ability to withstand the competition of other stations and other media. If broadcasting is a private business, the FCC argument ran, it merits no protection; if it does require governmental protection then it is not a private business but a public utility and subject to regulation of rates and limitation of profits.

This dispute was the basic issue of three cases pending before the United States Supreme Court at the year's end—the so-called Pottsville, Heitmeyer and Sanders cases, covering new station grants in Pottsville, Pa., Cheyenne and Dubuque. Meanwhile, in November the FCC Law Dept. saw at least a partial acceptance of its views by the Federal Court of Appeals, which ruled that loss of revenue by existing stations is not sufficient grounds for protesting a new grant, but that the complainants must show that such competition would be truly ruinous.

New Rules Put Into Effect

On Aug. 1 the FCC put into effect broad new rules stemming from the allocations hearing of the previous summer, at the same time extending the broadcast license period from six months to a year. Salient provisions of the new rules were:

Reclassification of stations from clear, regional and local to Classes I (clear), II (duplicated clear), III (regional), IV (local), with upper and lower brackets, based on power limitations and interference protection, for the first three classes. Establishment of 26 channels as unduplicated clear within the continental U. S. Increases for Class III(a) regionals form 1 kw maximum nighttime power to 5 kw full-time and of Class IV stations from 100 w to 250 w, on application where engineeringly feasible. Ban-





1939 BROUGHT an international crisis that put network staffs on 24-hour duty. LEFT PHOTO: NBC workers lunching (l to r): Graham McNamee, announcer; Art Feldman, Ed Heaker, special events; Bill Spargrove, George Putnam, announcers; Milton Burgh, special events, and (background) J. Harrison Hartley, special events. RIGHT PHOTO: Viewing the new form, facsimile, at WOR New York's transmitter are (l to r): Herbert L. Brucker, Columbia U.; Charles Singer (face visible), chief of WOR transmitter operations; Prof. John B. Russell, Columbia U.; Dexter Purinton, architect of WOR plant; Dean Carl W. Ackerman, C. U., and J. R. Poppele, WOR chief engineer.

ning of commercial operation on experimental grants of any character (adopted over strong industry objections). Adoption of standards of engineering practice as part of general regulations for the first time.

Plans for a widespread shift in station frequency assignments affecting all stations on channels above 710 kc (some 650 to 700 of the nation's total of 814 at the end of 1939) were suspended, pending ratification of the Havana Treaty by Mexico, which finally occurred in the last week of the year.

After placing on the public record exhaustively complete details of the operations of NBC, CBS and MBS, the Commission's so-called network monopoly hearing turned to the regional networks and then to the transcription companies, pausing to hear such interested organizations as IRNA and the American Civil Liberties Union before concluding the hearing in mid-May as it had begun with testimony from NBC Board Chairman David Sarnoff. Mr. Sarnoff argued against licensing the networks, stating that they are not station operators but program building organizations and if they were licensed the FCC would inevitably find itself licensing all program builders, including transcripion companies, radio advertisers and advertising agencies. The question seemed to boil down to whether, through affiliation contracts for guaranteed blocks of station time, the networks were not actually station operators for those periods and so properly subject to federal licenses. The Commissioners had evinced great interest in the proposal of Mutual that affiliation contracts be limited to one or two years instead of running for five years as was then the general practice.

Self-Regulatory Code Adopted by Convention

Acting on the suggestion of Mr. Sarnoff at the outset of the hearing the previous November, an NAB committee had worked through the winter and spring on an industry code of self-regulation, which the NAB convention, held July 10-13 at Atlantic City, enthusiastically adopted. The committee which had drafted the code was reappointed as a Code Compliance Committee with Edgar L. Bill, WMBD Peoria, as chairman and Edward M. Kirby, NAB station relations director, as secretary.



Mr. Bill

The code applied strict standards to children's programs, banned attacks on racial or religious groups, forbade editorializing on newscasts, ruled that time for controversial issues should not be sold, except for political campaigning, but allotted fairly to all elements and in accordance with the general interest in the controversy. The code limited acceptable sponsors to those whose products, services and advertising complied with "pertinent legal requirements, fair trade practices and accepted standards of good taste." Commercial copy on daytime programs was limited to 3½ minutes out of 15, 4½ out of 30, 9 out of 60; evening limitations were 2½ minutes of commercial in a 15-minute program, 3 in 30 and 6 in 60.

Hard Liquor Among Items Prohibited

Advertising of hard liquor, fortune telling, schools making unsubstantiated guarantees of employment, matrimonial agencies, home-work offers except by firms of established reputation, tip-sheets and other racing publications, speculative finances, cures, statements known to be false or grossly exaggerated, repellent descriptions or ailments, unfair attacks on competitors and misleading statements of price or value were absolutely prohibited.

The code was generally well received, both within the industry and by those who had been critical of some of radio's practices, such as the official of American Civil Liberties Union who commented: "To the utter astonishment of both NAB and the Union, we find ourselves in complete accord."

Oct. 1 was the date the code became effective and the Code Compliance Committee did not have long to wait for a chance to test its strength. Elliott Roosevelt, then a commentator on MBS three times a week for Emerson Radio & Phonograph Corp. in addition to his duties as president of Texas State Network, deliberately defied the code by expressing his personal opinion of the arms embargo on the air. The committee declined to raise to his bait, however, and ruled that as "talent" he was subject to network rather than NAB jurisdiction. Mr. Roosevelt hurled charges of censorship at the NAB and withdrew four TSN stations from membership, but he agreed to abide by the code rules on his MBS broadcasts.

Coughlin Issue Creates Serious Problem

Far more serious was the issue of Father Charles E. Coughlin, whose Sunday broadcasts were certainly controversial and so were banned by the code for commercial acceptance. Operators of some stations on his special hookup complied with the industry ruling and dropped the programs. Others, notably John F. Patt, vice president of the Richards stations—WGAR Cleveland, WJR Detroit, KMPC Los Angeles—and John Shepard 3d, Yankee Network president, refused to discontinue the series. Feeling ran high and when the NAB board backed up the Code Compliance Committee's ruling a split in industry ranks seemed inevitable. Fortunately, this was averted by a simple solution suggested by Mr. Shepard, who said he would offer to carry the broadcast as sustaining programs, with only wireline costs to be paid by Father Coughlin.

Having put its own house in order, the broadcasting industry set about finding a definite solution to its eternal and eternally annoying dealings with ASCAP. The July convention instructed its negotiating committee to secure from ASCAP a proposal it could recommend to the industry or, failing that, to call a special copyright convention not later than Sept. 15. The committee made an appointment with ASCAP officials but when the time came the group was represented only by John Paine, ASCAP general manager, who informed them that the Society had no proposal to make. The special convention, second in NAB history, was set for Sept. 15 in Chicago, and the committee retained Sydney Kaye, New York attorney and copyright expert, as special counsel and coordinator.



Mr. Kaye

Mr. Kaye, with the assistance of Stuart Sprague, former NBC legal staff member who had represented NAB at the RCA-Whiteman trial, drafted a plan for establishing a new organization, to be owned by the broadcasters as individual stockholders, which would compete with ASCAP as a source of music for radio, building its own catalog of new music, acquiring existing publishers and developing sources of non-copyrighted or public domain music.

The more than 250 broadcasters attending the one-day special meeting approved the plan wholeheartedly, agreeing to underwrite Broadcast Music Inc., as the new organization was to be named, by payments of 50% of their 1937 ASCAP fees, an industry total of $1,900,000, as broadcasters in 1937 had paid ASCAP $3,800,000.

The plan called for experienced executives from the music publishing business to head BMI operations, but as an interm organization for incorporation and registration purposes, BMI was launched with NAB President Neville Miller as president, Everett S. Revercomb, NAB auditor, as secretary-treasurer, and a board comprising Walter Damm, WTMJ Milwaukee, for newspaper stations; John Elmer, WCBM Baltimore, for non-network stations; Samuel R. Rosenbaum, WFIL Philadelphia, for IRNA, with the networks, which had promised to advance their pledges of more than $400,000 to provide funds for immediate expenses, represented by NBC President Lenox R. Lohr and CBS Executive Vice President Edward Klauber.

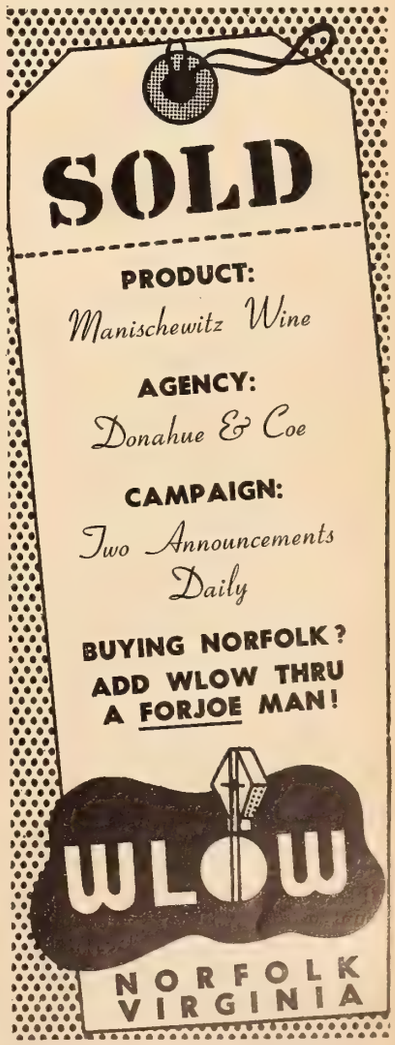
Incorporation and registration papers obtained, NAB President Miller set out on a whirlwind tour of NAB district meetings to raise funds and collect pledges for BMI. Broadcasters were asked to pay 20% of their pledges immediately as BMI stock purchases, with the 80% on call as license fees. In mid-December, Mr. Miller was confident that by Feb. 1 the pledges would pass the $1,500,000 mark set as the minimum required to finance a music supply that would enable the broadcasting industry to get along without ASCAP music, if need be, after the expiration of current licenses on Dec. 31, 1940.

Transcription Companies Back Campaign

The transcription companies promised full support in the campaign by building up a supply of tax-free music on recordings during the coming year. Lang-Worth Program Service, which had acquired NAB's public domain transcription service when a deal with E. V. Brinckerhoff & Co. collapsed early in the year, was well along toward its promised 300 hours of such music and other companies had also entered the field during the past year or two.

The only real criticism of the BMI project had come from Ed Craney, KGIR Butte, Mont., who charged the industry with setting up an ASCAP of its own which

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preserved all of the inequities of the ASCAP licenses, noting that to base the BMI fees on ASCAP payments instead of on station revenue was to perpetuate the preferential deals given the networks and the newspaper stations at the expense of other broadcasters.

Television made its formal public debut on April 30 by telecasting the opening ceremonies of the New York World's Fair, the 3½-hour telecast also marking the first time a President of the United States had appeared before the video cameras. NBC made this telecast the first feature of daily program service from its Empire State Bldg. TV transmitter, offering some 25 hours a week of studio, film and remote pickup programs at the outset and expanding that schedule as the year wore on. More than a dozen set maufacturers put TV receivers on sale to the New York public and CBS prepared for the opening of its New York video station, while Allen B. DuMont Labs asked the FCC for permission to move its TV transmitter from Passaic to New York.

Nine FM Outlets On Air at Yearend

FM won many adherents to its new system of "staticless broadcasting" during the year, which wound up with nine FM stations on the air and 12 grants of construction permits. Yankee Network, whose FM transmitter at Paxton began 16-hour daily program service in July, applied for a commercial FM station in New York, asking FCC for a hearing at which the network could present proof that FM was ready to move out of the non-commercial category to which it was currently restricted.

On Dec. 3 an FM relay was demonstrated, a program originating at W2XCR Yonkers being picked up and rebroadcast by W2XMN Alpine, whose broadcast was again picked up and rebroadcast by W1XPW Meridan, Conn. Observers who heard this final broadcast said that its clarity surpassed the best AM signal they had ever heard. The FCC set Feb. 28, 1940, as starting date of a hearing on the use of UHF for regular broadcast service, with the use of FM versus AM the main issue.

FCC Approves Commercials On International Broadcasts

The Commission in May adopted a rule permitting commercial broadcasting by international shortwave stations, but accompanied it with a restriction that programs must be of a type that will "reflect the culture of this country and will promote international goodwill, understanding and cooperation." This clause produced such an uproar as an attempt at program censorship that it was suspended. Stations were required to boost their power to a minimum of 50 kw by July 1, 1940. First advertiser to take advantage of the new rule was United Fruit Co., sponsoring a quarter-hour of news in Spanish beamed at Latin America by NBC seven evenings a week.

Also in 1939: WLW Cincinnati returned to 50 kw operation after the FCC denied a further extension of its experimental 500 kw operation during normal operating hours; the Appellate Court upheld the FCC's decision and an appeal to the Supreme Court was pending at the end of the year. Arde Bulova was authorized to move WPG Atlanta City to New York for merger with his other stations there into a fulltime 5 kw station, and was planning to start an East Coast network early in 1940. The Commission in the fall gave some 200 local stations power increases to 250 w and raised about 35 regional stations to 5 kw fulltime power. WMCA New York was severely reprimanded by the Commission for advertising claiming a news beat by intercepting private communications of foreign powers, an act which if actually performed would have cost the station its license.

Transcontinental Broadcasting System was organized by Elliott Roosevelt and John T. Adams, executive vice president of Texas State Network, as a new nationwide network which announced 102 affiliate stations and 35 hours a week of commercial business, largely placed by Blackett-Sample-Hummert for its various clients. TBS was to begin service on New Year's Day, 1940, but on Dec. 30 Mr. Adams wired stations that the inaugural had been postponed until Feb. 1.

1940

ALTHOUGH the break with ASCAP did not actually come until the year had passed into history, 1940 is recalled by most broadcasters as the year of the war with ASCAP. More important, it was the year that networks, affiliates and non-network stations, working together as a united industry, established Broadcast Music Inc. as a new music performance licensing organization that was adequate not only for the immediate job of supplying radio with music when ASCAP tunes were not available but for the long term task of protecting American broadcasters for all time from the threats of monopolistic aggression in the music copyright field.

Miller Gathers Contracts On District Tour

In January, Neville Miller, president of NAB and BMI, returned from a 25,000 mile tour of district meetings with contracts from 160 stations and about $100,000 in cash, initial payments on pledges of $500,000 giving the new organization, with the network pledges, some $900,000 of assured funds plus more or less binding commitments from another 200 stations. While somewhat less than the $1.5 million which had been set as the absolute minimum for the new project, this return in so short a time encouraged the BMI board to delay no longer, so they voted to make BMI fully operative on March 2, with licensing to begin April 1.

Sydney Kaye, copyright attorney largely responsible for developing the BMI plan, was designated executive vice president and general counsel, and Merritt E. Tompkins resigned as president of Associated Music Publishers to head up BMI operations as vice president and general manager. Carl Haverlin, for more than 10 years sales manager of KFI and KECA Los Angeles and for the past two years had served as station relations head of Davis & Schwegler, program production firm active in the field of tax-free music for radio, became head of station relations for BMI. Russell Clevenger, from the New York advertising agency, Albert Frank-Guenther Law, was named public relations director. Dana Merriman, who had been in charge of all music and music copyrights at the New York World's Fair after a decade at NBC, was made office manager. Other employes were added and the BMI quarters at 580 Fifth Ave. were expanded and re-expanded as work progressed on the gigantic task of building an adequate supply of music for radio by the end of the year.

Acquiring by a 10-year contract the performance rights to the catalog of M. M. Cole Music Publishing Co., a collection of some 2,500 compositions, largely in the hillbilly, cowboy and folk music category, and, by outright purchase, the 2,000 popular, concert and standard published by Hinds, Hayden & Eldredge, BMI also began building its own musical catalog. By June, its music production line was turning out about seven new compositions a week, plus some 25 new arrangements of public domain music.

BMI Sets Up New Payment System

To get away from the discriminatory rating system which had caused constant turmoil among ASCAP's members, BMI set up its own method of paying writers on a basis of performance only. A writer whose tune was broadcast once over one station would earn one cent in royalties; 20 performances over 50-station networks would bring him $10. The one-cent-per-broadcast-per-station fee was subject to alteration after tests to see how often BMI tunes were broadcast by the average station subscriber.

Meanwhile, ASCAP had launched a publicity campaign of radio persecution, based on the arrest of Gene Buck, its president, in Phoenix on charges of attempting to obtain money under false pretenses and conspiracy to extort, filed in Montana by A. J. Mosby, KGVO Missoula. Network executives, similarly charged, had escaped service by writing denials and refusing to waive extradition, but ASCAP had not taken this precaution and Mr. Buck, vacationing in Phoenix, languished in jail over Feb. 22, when the banks were closed, until bail could be arranged.



Mr. Mosby

ASCAP also had presented radio with its new licenses, which it was estimated would increase its take from radio by from 70% to 100%. The terms of the new licenses, which were to run for 10 years, offered some reduction to the smaller stations but added a 7½% network fee, an obvious attempt to split the industry ranks which was promptly recognized and as promptly rejected.

Joint Session Gives BMI Confidence Vote

A joint session of the boards of NAB, IRNA and BMI, with National Independent Broadcasters, organization of non-network stations, invited but its representative unable to attend, unanimously condemned the ASCAP offer and gave BMI a vote of confidence and a virtual blank check to secure a supply of music that would allow broadcasters to forget ASCAP after the expiration of their current ASCAP licenses at the end of the year.

This extraordinary board meeting worked out a plan of BMI licensing to take effect when the initial one-year licenses expired. It called for BMI royalty payments of 1½% to 2½% of net income by stations, with networks to pay the top scale for their owned and operated stations plus fees of one-half of 1% on their net income from the sale of network time (gross income minus payments to stations) with 1939 revenue used as a base for BMI's 1941 licenses. This new arrangement of licenses based on income was designed to answer objections of a number of broadcasters to the original BMI licenses which, they complained, were based on ASCAP fees and therefore carried over into BMI all the discriminatory features of the ASCAP licenses.

To augment its output of orchestrations and provide a supply of music for the smaller stations

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This is CBS in 1950...

CBS broadcasts more than twice as many of radio's most popular programs as the second-place network: 13 of the top 20 nighttime, 10 of the top 15 daytime.

where more people listen most

CBS has the largest weekly network circulation — leads all the other networks day and night

Network circulation: number of families listening to a network six continuous minutes once a week or more. Measured by Nielsen Radio Index automatic recorders, the single nationwide listening service subscribed to by all networks, available to all advertisers. (Feb.-March 1950 averages.)

CBS stations are listened to more than the stations of any other network— 20% more than the second place network.



(Continued from page 120)

who depended largely on phonograph records and transcriptions, BMI met with representatives of the major transcription companies, securing from each the promise that his company would immediately make transcriptions of eight non-ASCAP tunes, with no duplication between companies, who would themselves absorb the cost of the masters and charge stations only $2 apiece for double-faced discs. In addition the transcription companies agreed to include about 50 non-ASCAP tunes a month apiece in their transcription library services which, even with duplication, were estimated to insure a minimum of about 150 selections a month. The transcription companies owed this cooperation to BMI for setting its recording fee two cents a composition for transcriptions as well as for phonograph records, breaking with the custom followed by most publishers of charging 25 or 50 cents for each transcription despite the statutory limitation of a maximum of two cents a pressing.

The Dept. of Justice had renewed its investigation of ASCAP's activities by subpoenaing the Society's files and records as a prelude to criminal prosecution. Broadcasters and other ASCAP licensees had been questioned about their dealings with ASCAP and by August, when the NAB held its annual convention in San Francisco, ASCAP was more than willing to effect a settlement with radio that would halt the government action. When ASCAP's request for a place on the convention program was rejected by NAB President Miller, who declared "San Francisco will be no Munich," top ASCAP executives established themselves nearby to be available for conferences with individual broadcasters. E. R. Craney, KGIR Butte, told an NIB meeting preceding the NAB conclave that the Washington and Montana broadcasters had arranged to get ASCAP music on a pay-for-use basis, which the industry had long demanded, but even this news failed to sway the industry conviction that now was the time to end the threat of ASCAP monopoly. They rejected all ASCAP dealings in favor of wholehearted support of BMI.

BMI Builds Up Its Music Stock

BMI continued to acquire music for radio, including the catalogs of Southern Music Co., Southern Music International, Mexican Assn. of Composers and Authors, De Musica Internacional, E. C. Schirmer Music Co., G. Ricordi & Co. and Edward B. Marks Music Corp., which by December gave it radio rights to some 250,000 compositions of all types of music. The networks gradually curtailed their use of ASCAP music until in December there was none on their sustainers. Advertisers and agencies cooperated, changing their signature and theme music to non-ASCAP selections and gradually shifting musical programs to BMI-controlled tunes, too.



ASCAP NEGOTIATORS for return of its music to the air were in Washington in 1940 to confer with IRNA representatives in a preliminary conference. The officials (l to r): E. Claude Mills, chairman of the Administration Committee; John G. Paine, general manager, and John O'Connor, director, also took in a couple of days of the White Resolution hearings in the Senate.

* * *

Everything was set for the complete break with ASCAP on New Year's Eve, and not even word that the Dept. of Justice was filing suits against BMI and the networks, for boycotting ASCAP music and conspiring in restraint of trade, as well as against ASCAP, could dampen the industry's feeling that at last it had won its copyright independence.

The Justice Dept. also figured in averting a strike of AFM, threatened at the beginning of 1940, when, after talks with Thurman Arnold, assistant attorney general, the broadcasters told the union they had been advised that the industry - AFM agreements were illegal and that their renewal would bring prosecution for conspiracy in restraint of trade. AFM President Joseph N. Weber notified local unions to negotiate individual contracts with network affiliates whose contracts expired in January and subsequently James C. Petrillo, who had succeeded Mr. Weber as top AFM executive, authorized the same arrangement for contracts of non-network stations.



Mr. Weber

Disputes of KSTP St. Paul, an NBC affiliate, and WRVA Richmond, a CBS station, with AFM locals in those cities assumed nationwide proportions late in June when the AFM national office ordered NBC and CBS to stop feeding remote dance band pickups to those stations. The networks both refused to take such action, which would have been a breach of their affiliation contracts, and AFM pulled the bands from the networks, threatening further curtailment of network musical programs if the local differences were not settled. They were, and a possible network strike was averted.

In October, Mr. Petrillo informed the networks that after the end of current commercial commitments musicians would not be allowed to perform on network co-op shows, which, he said, were sold to local advertisers "for less than the same number of local musicians would cost if the programs were sold locally," terming this "the worst kind of unfair competition." Samuel R. Rosenbaum, WFIL Philadelphia, chairman of IRNA, wrote the union that these programs were not in reality affecting local employment of musicians as no local sponsor could afford to present comparable programs on his own. The union did not immediately alter its rule, but notified Mr. Rosenbaum that he would have the chance to present his views to the AFM board at its next meeting, not scheduled yet but customarily held early in the year.

A major musical victory for broadcasters was announced July 25 in a decision of the U. S. Circuit Court of Appeals in New York that broadcasters could freely purchase phonograph records and broadcast them without obtaining permission of either the recording company or the recording artist and "in entire disregard of any attempt" by either company or performer to restrict such use. This precedent-making ruling reversed a decision of the Federal District Court in the action of RCA against Paul Whiteman, WNEW New York and Elgin Inc., sponsor of a record program on WNEW, that had given both the company and the artist the right to control, restrict or prevent the use of their recordings on the air.



Mr. Whiteman

RCA had followed the earlier decision by issuing licenses to stations to use its records, but at the insistence of NIB President Harold A. Lafount had discontinued this practice and refunded license fees already collected, pending a final court ruling. Decca also had withdrawn restrictions on the use of its records and Columbia had never imposed any restrictions. The Circuit Court decision became the official precedent at the end of the year when the Supreme Court of the United States refused an appeal for its review.

AFRA Strike Threat Peacefully Settled

A threatened strike of AFRA against the nationwide networks after a breakdown in negotiations for a new network sustaining contract was averted in October when William H. Davis, chairman of the New York State Mediation Board, called union and networks together for one last session before allowing a strike to occur. So successful was Mr. Davis in the role of peacemaker that the parties emerged from these new bargaining sessions with not only a new sustaining agreement but also a new commercial code, although the former one would not have expired for four months. AFRA gained a number of wage increases for work by performers and announcers on network sustainers, but the networks secured a renewal without change of the commercial contract whose terms had been fought out so bitterly less than two years before. They also gained a three-year contract for both sustaining and commercial employment, longer than AFRA wanted, by agreeing to a provision for increases in minimum scale if the national cost of living index were to rise 10 points or more over the last year's level. The national agreement, for good measure, also settled a dispute of long standing over the fees to be paid announcers at the network key stations in Chicago.

Chain Monopoly Group Issues Recommendations

In June, the FCC chain monopoly committee issued its long awaited report which recommended to the full Commission that networks be barred from transcription and talent booking activities and be required to extend program service to remote areas even though such extension might be unprofitable, that long-term exclusive affiliation contracts be banned, that clear channels be duplicated to provide for more stations, that station ownership be strictly limited with networks perhaps to be forbidden the right to own stations at all, and that advertising agencies be prevented from having the final say regarding network programs.

These recommendations were vigorously opposed by IRNA as well as by NBC and CBS, with MBS supporting the ban on exclusive affiliation contracts, both in briefs and at a two-day hearing in

December. Before the hearing FCC issued suggested rulings, "to facilitate oral argument," calling for non-exclusive affiliation contracts limited to one or two years duration, with no network permitted more than one fulltime outlet in any community, limiting the number of stations a network could own and ruling that no network-station agreement could limit rates or restrict the right of the station operator to reject any network program for reasonable cause.

Congress as well as the industry was concerned with these revolutionary proposals and measures for redefining the Communications Act and perhaps reorganizing the FCC were prepared for introduction at the next session of Congress. Thad H. Brown, chairman of the chain monopoly committee, was so rigorously attacked during the Senate hearing on his reappointment to the Commission that it was withdrawn, leaving the FCC a six-man body as the year ended.



Mr. Brown

The Supreme Court of the United States upheld the FCC philosophy of "survival of the fittest" in a decision reversing that of the Court of Appeals of the District of Columbia in the so-called Sanders case. In giving the Commission the right to award station grants without any consideration of their competitive economic effect on existing stations, the Supreme Court stressed that the Communications Act had given the FCC "no supervisory control of the programs, of business management or of policy" of broadcast station licensees.

Linked with the Supreme Court ruling in the Pottsville and Heitmeyer cases that the FCC was free to administer the Act without interference from the Court of Appeals, the decision climaxed an 18-month battle of William J. Dempsey, FCC general counsel, and William C. Koplovitz, assistant general counsel, against restrictions on Commission actions which the Court of Appeals had sought to impose.

Shortly afterwards, the team resigned to set up their own law firm in Washington. Telford Taylor, special assistant to the Attorney General, was appointed FCC general counsel; Joseph L. Rauh Jr., assistant general counsel of the Wage & Hour Administration, was named assistant general counsel of FCC.



Mr. Taylor

Shifts in wave lengths in accordance with the Havana Treaty formula were announced by the FCC in September to become effective May 29, 1941, when 777 of the 882 standard U. S. broadcasting stations licensed at the end of 1940 were to move to new frequencies. A long-hinted FCC program of breaking down clear channels was indicated as about to begin in December, when the FCC by a vote of 3 to 2, Chairman Fly not participating, proposed to grant WHDH Boston fulltime operation of 830 kc, Class 1-A channel already occupied by KOA Denver.

The Commission on May 20 awarded full official recognition to FM broadcasting, allocating 35 channels of 200 kc each in the 43-50 mc band to this new type of broadcasting for commercial operation starting Jan. 1, 1941. The wide-swing system of transmission developed by Prof. E. H. Armstrong was approved, as opposed to the narrow-band recommendations of RCA. By the end of the year 29 FM stations had been authorized and assigned the new calls showing the station's position on the dial and its geographical location.

Limited commercial operation for television, approved by the FCC Feb. 28, to begin Sept. 1, was cancelled May 27 after RCA's aggressive campaign for the sale of TV sets in the New York area had aroused fears that video standards might be prematurely frozen. The new art was ordered back to the laboratory stage of experimental operations, while the National Television System Committee, industry-wide group established at Commission suggestion, was attempting to attain agreement of all TV research and manufacturing interests on standards of broadcasting which could then be recommended to the FCC for official sanction.

Experimental TV Grants Number 43 at Yearend

As of Dec. 31, 1940, the Commission had issued 43 licenses for experimental TV broadcasting. CBS in August had announced the development of a system for telecasting pictures in full color, stating that "at the present rate of progress, CBS hopes to have its color system ready for commercial use by Jan. 1, 1941."

Television made its first appearance in politics during 1940, video cameras covering the GOP convention in Philadelphia in June for the benefit of set-owners in Philadelphia served by the Philco TV station and in New York, where NBC telecast convention activities transmitted from Philadelphia via AT&T's new coaxial cable. The cable at that time did not extend to Chicago to permit similar video reporting of the Democratic convention in July.

Both parties for the first time included pledges to protect radio against censorship in their platforms. Radio gave its usual full coverage to both the conventions and the election returns in November, with the expense of this coverage and the commercial cancellations for political purposes just about matching the $2 million estimated to have been spent for radio time during the campaign.

The Nazi spring blitzkreig into Scandinavia and across the Lowlands, culminating with the armistice with France on June 20, and the subsequent "Battle of Britain" found U. S. radio prepared to give the American radio audience the kind of detailed on-the-scene war reporting which in 1939 had been hailed with wonder but was now becoming accepted as a standard part of radio's service to its listeners.

At home, the Defense Communications Board was established in September to plan the role of communications in national defense. FCC Chairman Fly was chairman, its other members being Rear Admiral Leigh Noyes, director of Naval Communications; Maj. Gen. Joseph O. Mauborgne, Army chief signal officer; Herbert E. Gaston, Assistant Secretary of the Treasury (for the Coast Guard), and Breckenridge Long, Assistant Secretary of State in charge of the State Dept.'s Division of International Communications. As the War Dept. expanded its radio activities, the NAB gave a year's leave to its public relations director, Edward M. Kirby, offering his services to the government as a $1-a-year civilian advisor to the Army on radio matters.

NBC Starts Broadcasts To South, Central America

International shortwave broadcasting activity expanded rapidly during 1940, stimulated by permission for commercial operation granted in 1939. In November NBC announced completion of arrangements with South and Central American stations for rebroadcasts of NBC sustaining programs, either as sustainers or under local sponsorship, and with cut-in announcements for local dealers on some of NBC's commercial shortwave transmissions, to start in January 1941. In December CBS announced that it had formed a Latin American network of 39 longwave and 25 shortwave stations in 18 Latin American countries, which would rebroadcast CBS shortwave programs beginning the following fall.

The NAB Code Compliance Committee had a surprisingly easy time in 1940. Not a single complaint about the new code was raised at the summer convention, with only general objection from advertisers and agencies as to the inclusion of contest offers in the commercial time bracket. The committee agreed to work out a standard contests announcement form to solve this problem.

Father Coughlin did not return to the air in the fall as not enough stations accepted his offer of a 52-week series on transcriptions to make it worth while. This followed a code committee ruling that his sponsored broadcasts would be acceptable only during the political campaign period.

A more serious problem arose from free time demands from agencies for their clients. Several hundred stations which had given "bonus" time to one major radio agency found themselves besieged for similar grants by other agencies who said frankly that they did not like the practice, which reduced their commissions, but as long as the stations were acceding to such requests they felt duty bound to go after them for their clients. Complaints over the Tums *Pot O' Gold* and other radio prize contests led some stations to drop these programs, but when the FCC submitted them to the Dept. of Justice they were ruled not to violate the federal lottery laws.

Radio billings in 1940 reached a new high, gross time sales for the first time crossing the $200 million mark to ring up a total of $207,950,000, a rise of 21.6% over the 1939 total.

Peabody Awards for Radio Are Established

The year saw the inception of the Peabody Awards, radio equivalent of the Pulitzer Prizes of journalism and the arts, established in the memory of George Foster Peabody with administration in the hands of the U. of Georgia's Henry W. Grady School of Journalism. It was the year in which Bulova Watch Co. used 293,095 time signals on 175 stations.

Also in 1940: Niles Trammell became president of NBC when Lenox R. Lohr resigned to become head of Chicago's Museum of Science & Industry, and Frank E. Mullen left RCA to become NBC's second in command as vice president and general manager. MBS expanded its network base, with seven organizations representing 57 stations becoming stockholders, pledged to underwrite the network's financial operations under five-year contracts. Keystone Broadcasting System, after a year of reorganization and revised plans, got its "network" started in December, with some 80 stations using its service. Transcontinental Broadcasting System, after many revisions of plans, executive, and personnel, went out of business without ever having put a single program on the air.

Westinghouse and General Electric took over operations of their stations which formerly had been managed and programmed by NBC. Broadcasting celebrated its 20th birthday with appropriate festivities and BROADCASTING entered its 10th year on Oct. 15, announcing on that date that it would start publishing weekly instead of semi-monthly with the beginning of 1941. The FCC on Dec. 17 approved an application for the transfer of WMCA New York from Donald Flamm to Edward J. Noble, industrialist, for $850,000, but before the year ended Mr. Flamm had asked the Commission to reconsider and dismiss the transfer.

(Chronology continues on page 124)

1941

HIGH spot for radio, as for every other industry in 1941, was the Japanese attack on Pearl Harbor and the immediate United States declaration of war.

The months of planning that preceeded the Dec. 7 attack proved their value. There was excitement, but no panic, as radio carried first news of the attack. Within an hour the Defense Communications Board, with FCC Chairman James L. Fly as its head, took over control of all radio. Stations and networks quickly went on a round-the-clock basis relaying news and instructions to civilians but within the week had worked out their news coverage program to give news first priority and yet continue the balance of their program schedules.

The President turned to radio to reassure the people. His address asking for a declaration of war commanded the largest audience that had ever listened to one broadcast.

Price Named To Head Censorship of News

Byron Price, executive news editor of the Associated Press, was named director of the Office of Censorship for radio and press which was entrusted with setting up censorship of news on a voluntary basis. Mr. Price named J. Harold Ryan, vice president and general manager of the Fort Industry Co., to head the Radio Department as assistant director.

A war-time code to guide broadcasters was being drafted and as the year ended radio was functioning smoothly with new stature as the most important news medium. It censored its own news and occupied a key place in the civil defense set-up as the first source of instructions in the case of attack or any similar emergency.

Fears that broadcasting would be seriously curtailed in case of war were quickly allayed after the first few days. While some stations in critical areas broadcast on a restricted basis for a time, most of these restrictions were soon lifted. Only branch of radio seriously affected was the 50,000 amateur operators who were ruled off the air for the duration.

The final crisis in December found radio with its house in order. Principal item on the news budget for many months had been war developments in Europe. Bombing of Broadcasting House in London during January when seven BBC staffers were killed was an example.

On Jan. 13 the Defense Communications Board, set up in 1940, held a meeting—at which Neville Miller, NAB president, was elected chairman of the Domestic Broadcasting Committee and A. D. Ring, assistant chief engineer of the FCC, was made secretary. At the same time Walter Evans, vice president of Westinghouse Radio Stations, was made chairman of the International Broadcasting Committee with P. F. Siling, assistant chief of the FCC International Division, as secretary.



Mr. Evans

By April the radio branch of the Army was nearing completion under the direction of Edward M. Kirby, director of public relations at NAB, on loan to the government. Mr. Kirby was reporting direct to Major General Robert C. Richardson Jr.

On June 2 the President declared a state of national emergency but pointed out that this would have little immediate effect on radio. On June 21 the networks made the first report of the German invasion of Russia.

In the final week of December the Radio Coordinating Committee, representing five industry trade groups, was in session with Mr. Price and Mr. Fly. Representatives of the various groups included: Neville Miller, NAB president; George B. Storer, interim president of National Independent Broadcasters; John Shephard 3d, Yankee Network, president of FM Broadcasters Inc.; Victor Sholis, director of the Clear Channel Broadcasting Service, and Eugene Pulliam, WIRE Indianapolis, president of Network Affiliates Inc.



Mr. Sholis

Although the declaration of war and the attending upheaval in all peacetime plans was by far the outstanding event of 1941 there were many other developments of unusual importance to broadcasters.

Armed with Broadcast Music Inc. and its 250,000 musical numbers, broadcasters started the year by allowing its contracts with ASCAP to expire. While there were many complaints from the music monopoly that some of its tunes were being heard over the air without permission, radio as a whole stood firm. Audience ratings showed little change in musical program standings even though ASCAP numbers were avoided. Broadcasters took this as an indication that the public was supporting their fight.

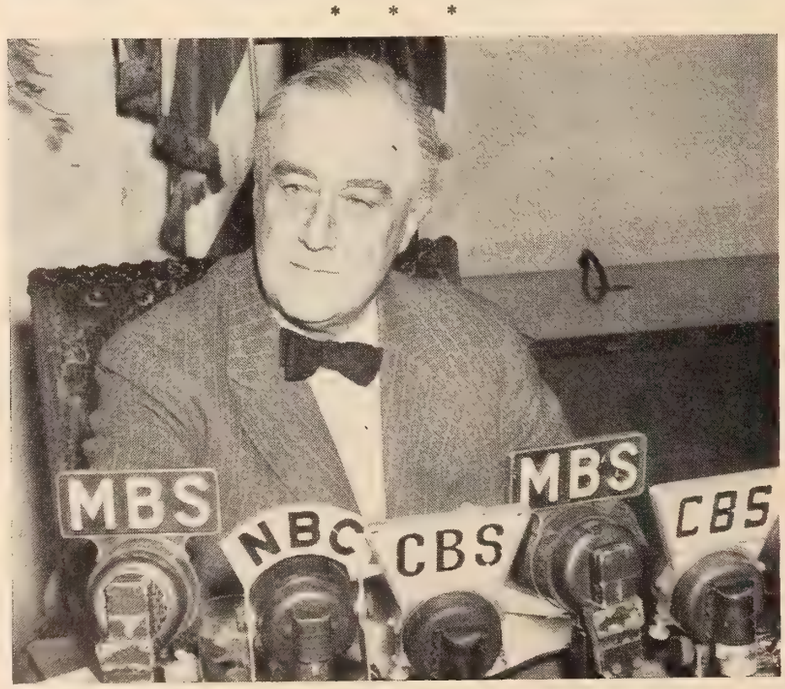
BMI and ASCAP Sign Consent Decrees

Under threat of a government anti-trust suit BMI on Jan. 27 signed a consent decree to go into effect when ASCAP signed a similar document. The decree was put on file with the Federal District Court in Milwaukee. On Feb. 5 the Dept. of Justice filed the promised suit against ASCAP for violation of the Sherman Anti-Trust law naming Gene Buck, president, 25 members of the board and 19 publishing house members. Trial was set for March 5.

ASCAP council immediately met with government attorneys in an effort to work out a consent decree similar to that already signed by BMI. On Feb. 26 it was signed and both BMI and ASCAP decrees became effective within 90 days from that date.

Agreement with the government left the only matters to be adjusted with networks and stations the price of service and ASCAP then began soliciting new agreements with the stations and with networks. For violation of criminal statutes under the Sherman Law, ASCAP was fined $35,250. On April 1 BMI began its second year of operation with 97% of stations which had belonged the first year already signed for the new period.

* * *



PRESIDENT ROOSEVELT as he addressed the nation on Dec. 9, 1941, one day following the United States declaration of war.

Montana Broadcasters, ASCAP Reach Agreement

ASCAP's first agreement came April 9 when it signed with the Montana broadcasters, headed by Ed Craney of the Z-Bar Network. Under the agreement ASCAP dropped infringement suits totalling $250,000 against Montana stations. On May 12 Mutual accepted the ASCAP formula and guaranteed to pay 3% of gross for four years then 3½% of gross until 1950. ASCAP music returned to the network on May 13.

Meantime NBC and CBS were holding daily meetings with ASCAP. Terms and counter-terms were exchanged and on Aug. 1 an agreement was reached whereby the networks would pay 2¾% of net time sales for use of their music. Immediately the networks began a campaign to get affiliates to agree. MBS was given advantage of the lower rate negotiated by the other networks. On Sept. 9 the NAB committee approved the proposed ASCAP contract and labeled it "eminently fair." Leader of the opposition was John J. Gillin Jr., WOW Omaha. On Oct. 30 final agreement was signed between the networks and ASCAP and the music war was over with tunes controlled by the group returning to all networks for the first time in nearly a year.

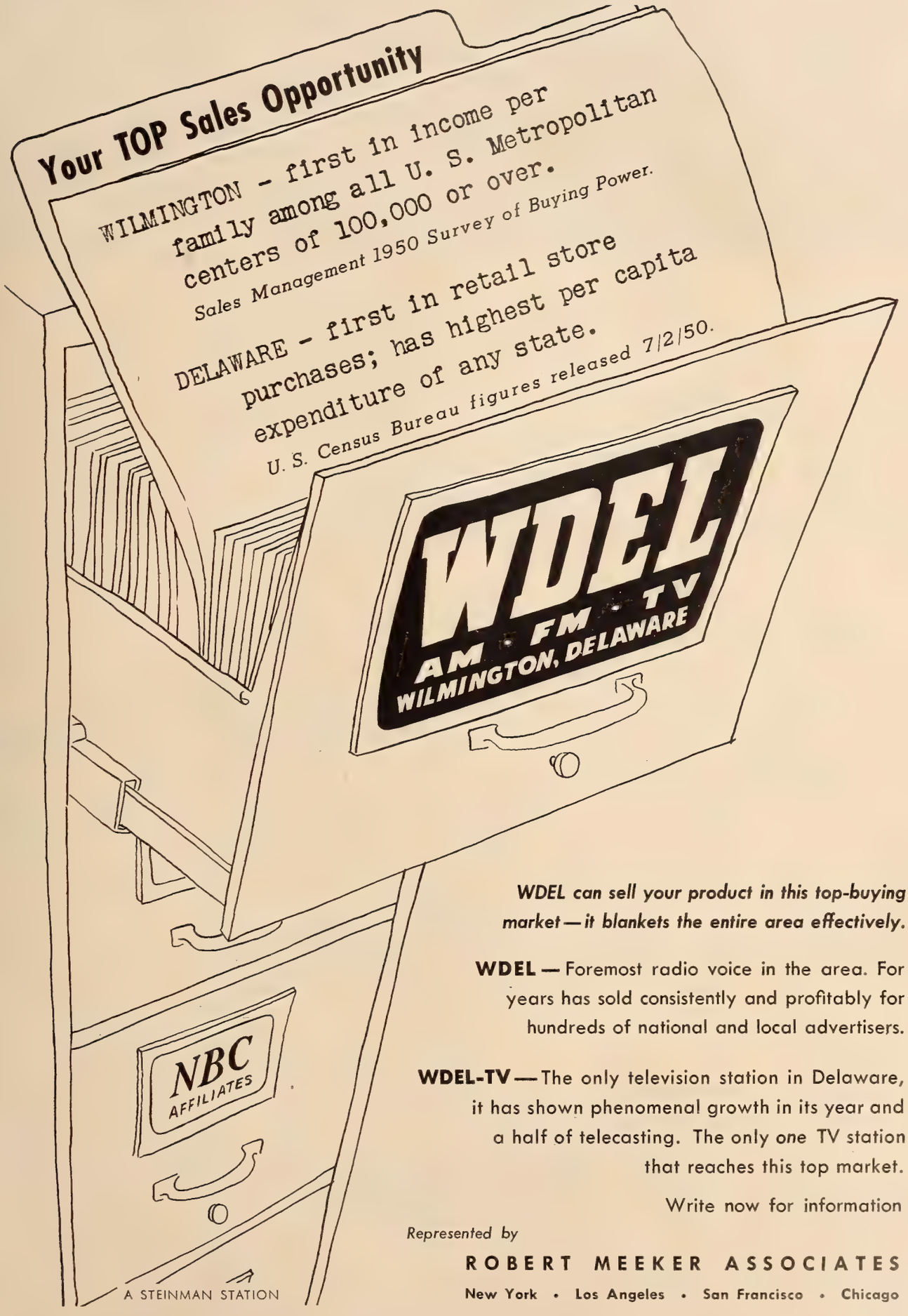


Mr. Gillin

Meanwhile James C. Petrillo, head of AFM, was making moves toward tightening up his contracts. At the beginning of the year stations were notified that AFM contracts, heretofore for 12 months, were being renewed for six. When questioned by BROADCASTING as to reasons, the music czar declared it was just an "experiment."

The year marked a milestone in the history of the magazine. With the Jan. 13 issue BROADCASTING became a weekly after 10 years of operation as a semi-monthly. Size of the issues remained practically

(Continued on page 126)



WDEL can sell your product in this top-buying market—it blankets the entire area effectively.

WDEL — Foremost radio voice in the area. For years has sold consistently and profitably for hundreds of national and local advertisers.

WDEL-TV — The only television station in Delaware, it has shown phenomenal growth in its year and a half of telecasting. The only one TV station that reaches this top market.

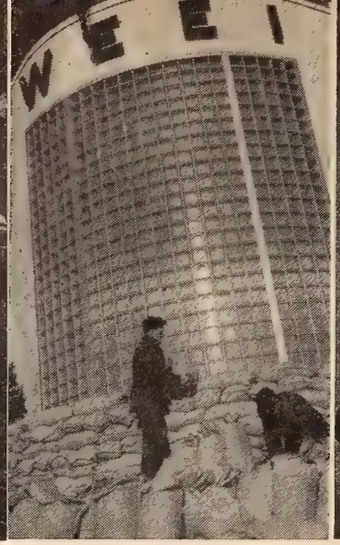
Write now for information

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DR. FRANK CONRAD, often called the "father of radio," is shown (left photo) at work in his laboratory a short time before his death on Dec. 10, 1941. Center: Declaration of War brought many preparations along the home front. Here workmen pile up sandbag rampart in front of the glass brick windows of the WEEI Boston transmitter in Medford, Mass. At right: Ray C. Wakefield, of California, is officially inducted into office on March 22, 1941, as a member of the FCC, succeeding the late Thad H. Brown. The new Commissioner (l) is shown receiving the Presidential commission from his lifelong friend, Associate Justice Justin Miller (r), of the U. S. Court of Appeals for the District of Columbia. Center is FCC Chairman Lawrence Fly.

* * *

1941

(Continued from page 124)

the same.

A good year for radio was forecast in January. In a review of 1940, Blackett-Sample-Hummert topped agency billings with network totals of $12,108,788. BROADCASTING YEARBOOK showed 1940 gross time sales of $207,956,000, a 21.5% increase over 1939. Gross national network billings amounted to $96,456,000 while other billings amounted to $111,500,000, according to calculations by Dr. Herman S. Hettinger, associate professor of marketing at the U. of Pennsylvania.

On the regulatory front radio was not standing still. On March 19 the notorious crackdown on newspaper ownership of radio stations was forced through the FCC by Chairman Fly with Commissioners George H. Payne and Frederick I. Thompson supporting the move. At the time BROADCASTING estimated that about 300 of the 890 stations on the air were either newspaper-owned or newspaper-affiliated.

Newspaper-Owned Outlets Name Ethridge Chairman

Within a few days representatives of newspaper-owned stations met, named Mark Ethridge, vice president and general manager of the Louisville *Courier-Journal*, owner of WHAS, as chairman.

The publisher began immediate steps to forestall the proposed action of the FCC. He named a committee of 44 publishers to act for the industry and visited President Roosevelt. As a result of his visit the President named Lowell Mellett, his public relations advisor and former editor of the Washington *Post*, to study the effect of newspaper ownership of radio stations. He also asked Mr. Ethridge to survey the situation. At the ANPA convention it was decided to leave the radio ownership question in the hands of the Ethridge committee.

Meanwhile the FCC set July 23 as date for the hearings on the newspaper ownership question. After five days the hearings were postponed until Sept. 17. When the hearing reconvened it dragged on periodically, with many recesses and at the end of the year no decision had been reached.

Another proposed decision with possibly more far-reaching effects than the newspaper ownership case was the monopoly ruling of May 2 which banned exclusive network affiliates, ordered the Red and Blue Networks separated, ruled out network option time and banned ownership of more than one station in the same city by the same interests.

Immediately repercussions were felt throughout the industry. NBC and CBS took immediate steps to block the proposal. MBS, which stood to benefit by the proposed rule which hit primarily its more powerful competitors, was pleased.

Sen. White on May 12 introduced a resolution to block enforcement of the proposed regulations and at a hearing which began on June 2 before the Senate Interstate Commerce Committee Chairman Fly made several concessions in the proposals. On Aug. 1 Sen. White introduced a series of amendments to the radio act to reorganize the FCC.

Monopoly Rule Actions Are Postponed

There were repeated conferences between members of the FCC and the networks and deadlines for action on the monopoly rulings were postponed several times. In an unprecedented action on June 17 the Commission approved the proposed MBS affiliation contract.

On Aug. 11 the FCC adopted a proposed order banning multiple ownership of stations in the same area, setting a hearing date for Oct. 6. But when the hearings began it was indicated that the first stringent rules, layed down in the proposed decision, might be eased considerably.

On Oct. 30 NBC and CBS together with WOW Omaha and WHAM Rochester filed suit in U. S. District Court for the Southern District of New York asking a permanent injunction against the FCC chain-monopoly regulations.

At the end of the year no final action had been taken by the Commission on the monopoly rules but in December NBC announced it was planning a separate operation for the Blue Network. Three NBC Blue stations, WJZ New York, WENR Chicago and KGO San Francisco were transfered to RCA. Under the plan the Blue was to have a new name. Mark Woods was mentioned for the presidency and Ed Kobak for executive vice president.

Justice Files Suit Against NBC, RCA, CBS

At the same time the Justice Department had long considered filing anti-trust suits against NBC and CBS. Despite repeated assurances that this action had nothing to do with the FCC network monopoly rules, a civil suit was filed against both networks and RCA on Dec. 31.

As a further concession to the FCC rulings, NBC on Dec. 5 abandoned the exclusive provisions of its affiliation contract making it possible for affiliates to accept programs from more than one network.

One of the most important events of 1941 was the final approval of the Havana treaty and the announcement of changes in frequency of from 10 to 40 kc for 795 of the 883 stations in the nation. Final deadline for the move was set at March 29.

The treaty had been signed by Canada, Cuba, Mexico, Haiti and the Dominican Republic as well as the United States and involved new freqeuncies for some 1,300 stations in those nations.

On Feb. 1 Mexico refused to renew the license of Dr. John R. Brinkley for his 180,000 kw XERA at Villa Acuna. About the same time the Federal District Court at San Antonio declared Dr. Brinkley a bankrupt showing assets of $316,500 and liabilities of $1,100,000. Dr. Brinkley had at one time been counted fabulously wealthy as a result of his "goat gland" rejuvenation treatments.

Mexico also refused to renew the license of Norman T. Baker for XENT at Nuevo Loredo. Mr. Baker had specialized in sale of cancer cures on his station.

Wakefield Succeeds Brown at FCC

There were several changes in Commission personnel during the year. Ray C. Wakefield, 46, of Fresno, a member of the California Railroad Commission, was named to the Republican vacancy on the FCC by President Roosevelt on March 5. The vacancy had been caused by the resignation of Thad Brown. Mr. Brown died unexpectedly on Feb. 26 soon after his resignation.

Also in March Andrew D. Ring, assistant chief engineer, and Ralph L. Clark, senior radio engineer, at the FCC resigned to set up their own firm. Gerald C. Gross was named assistant chief engineer in charge of broadcasting and George P. Adair, chief assistant to Mr. Ring, was named assistant chief of the Broadcasting Division.

On June 30 the term of Frederick I. Thompson of Alabama, who had served two years on the Commission filling in the unexpired term of E. O. Sykes, came to an end. The President did not reappoint him but on Oct. 13 named Clifford J. Durr, assistant general council of the RFC, to the vacancy.

In 1941, for the first time, television came into active competition for the advertising dollar. In March at the FCC commercial television hearing, the National Television System Committee reported to the FCC urging an image of 525 lines and 30 frames interlaced. The NTSC showed con-

siderable enthusiasm for the CBS color system invented by Dr. Peter C. Goldmark.

On May 2 the FCC authorized full commercial television to start on July 1. The image was fixed at 525 lines, 30 frames interlaced with frequency modulation sound. A weekly minimum of 15 hours of program service was set in deference to protests at the proposed 30-hour program service which had originally been indicated. NBC issued its first television rate card on June 27 with Bulova, Lever Bros., Sun Oil and Procter & Gamble the first video sponsors.

With FCC activity constantly posing new problems for broadcasters it is not surprising that the NAB and other trade groups were correspondingly active. At the NAB convention May 12 in St. Louis Chairman Fly was principal guest speaker. Since the convention came hot on the heels of the monopoly order the Chairman found himself the center of a great deal of criticism.

Chairman Fly Hits NAB at News Conference

It was at a news conference at this convention that Chairman Fly spoke of the NAB as a "so-called" trade organization and made his famous remark comparing the industry leadership to "a dead mackerel in the moonlight—it both shines and stinks."

In return the NAB board questioned the Chairman's fitness to head the FCC. In commenting on the meeting BROADCASTING said: "For acrimony and invective the convention had no parallel in NAB annals."

During and after the convention there was considerable criticism of NAB leadership, aims and policies. Ed Craney, operator of KGIR Butte and Z-Bar Network, wrote to a number of independent stations urging the abolition of NAB. Partly as a result of his letters the National Independent Broadcasters met in Chicago, Sept. 22 with Harold A. Lafount, former Commissioner and Bulova executive, as temporary president. Chairman Fly was a principal speaker at the meeting as was Mr. Craney. About 200 broadcasters were present.

The organization scheduled a full scale convention for December but because of the international situation the convention was not held. In a telegraphic poll George B. Storer was elected president and L. B. Wilson, owner of WCKY Cincinnati, vice president. A board of 15 was set up.

Another group which was formed during November was the Network Affiliates Inc., a successor to the Independent Radio Network Affiliates, a trade group which had been active within the NAB for several years. Eugene C. Pulliam, WIRE Indianapolis, was elected president at the meeting Nov. 18 at which it was urged that the NAB be recognized.

Many other events of importance claimed radio's attention during the year. The third inauguration of President Roosevelt on Jan. 20 was given the greatest radio coverage of all times. On March 17 the first nationwide Mile of Dimes drive conducted by radio brought in a total of $200,000.

Early in the year David Sarnoff, president of RCA, announced plans to build the world's largest radio laboratories at Princeton. Work began during the summer on the new plant.

An important station sale was that of WMCA New York which was transferred from Donald Flamm to Edward Noble for $850,000. After the agreement had been made there were charges by Mr. Flamm against Mr. Noble and counter charges when it appeared that Mr. Flamm was not going to go through with the transaction. In the final transfer Donald S. Shaw was retained as general manager.



Mr. Shaw

The first of the annual Peabody awards were made on March 29 at a dinner in New York with CBS winning the network award. In the large station group WSB Atlanta, KNX Los Angeles, WCAU Philadelphia, WBAP Fort Worth, WOR New York and WGEO (shortwave) Schenectady were recognized for various contributions. In medium station group WJJD Chicago, WQXR New York, WOW Omaha, KSTP St. Paul, WBHX New York, WRC-WMAL Washington received recongition while in the smaller station group, KVOS Bellinaham Wash., received a citation.

The House, on Aug. 4, passed a bill to impose a 5 to 15% tax on annual net time sales of stations doing a gross business of $100,000 and over. The bill was later killed in committee.

Death claimed several prominent radio figures during the year. Thomas W. Symons Jr., 52, radio pioneer and part owner with Ed Craney of KXL Portland, KGIR Butte and owner of KFPY Spokane, died on Oct. 2. Dr. Frank Conrad, often called the "father of radio," died on Dec. 10 in Florida and on Dec. 22 death claimed Scott Howe Bowen, 53, president and owner of WBIX Utica and pioneer agency man.

At the end of 1941 FM Broadcasters estimated a minimum of 180,00 FM sets were in use. There were 22 fulltime commercial FM stations.

(Chronology continues on page 130)

• LEADERSHIP IS EARNED • LEADERSHIP IS EARNED • LEADERSHIP IS EARNED • LEADERSHIP IS EARNED •

EXPERIENCE...

AM 28 Years

that results in GOOD SHOWS backed up with AGGRESSIVE PROMOTION

FM 4 Years

Central New York Listeners and Viewers have learned to turn to WSYR

TV 1 Year

WSYR SYRACUSE

AM • FM • TV

NBC AFFILIATE • Headley-Reed, National Representatives

. . . the Only Complete Broadcast Institution in Central New York

EARNED • LEADERSHIP IS EARNED • LEADERSHIP IS EARNED • LEADERSHIP IS EARNED •

Ask the
MAN ON THE GROUND



what station gets the best RESULTS *in* CINCINNATI .....

HALL-RATTERMAN CO.
BURKE GROCERY CO.
CINCINNATI CIGAR CO.
TOM COLLINS JR.
THE CHURNGOLD CO.
LANGE JEWELRY CO.
J. CHAS. McCULLOUGH CO.
MAIN STREET MERCHANTS' ASSOCIATION
THE H. & S. POGUE CO.
ROHDE AND CO.
RALSTON PURINA CO.
GRUEN WATCH CO.
RAYSOL, INC.

The local advertiser knows his market! And in Cincinnati, the local advertisers choose WKRC! Here's why:

Of the 1,302,371 persons living within the listening area of WKRC, 74.4% are habitual listeners to this popular Columbia station (Price Waterhouse Survey) — an audience of practically a million listeners spending an annual income of $235,000,000!

WKRC carries Columbia's finest programs. It SELLS your product, because it presents your product in company with the best on the air! Right at the top of the dial, with 1000 watts power, 100% modulation, finest Western Electric equipment, including double turntables for both 33 and 78 r.p.m., and a full 19-hour unbroken schedule every day, WKRC offers you every facility and advantage! It *reaches* the buyers . . it *sells* them . . . it *keeps* them sold!

That's why these and 60 other advertisers "on the ground" choose WKRC. They know the listening habits and buying habits of this vast million-buyer market. And they know that for RESULTS— profitable, low-cost SALES — *the* station to use in Cincinnati is

WKRC

THE ONLY COLUMBIA BASIC STATION IN THE RICH OHIO VALLEY

RADIO CINCINNATI, INC.

OPERATING WKRC·WKRC-TV·WKRC-FM

Chet — make the following corrections in our 1932 ad and run in the Anniversary issue of Broadcasting
H.T. Jr.

- Now 3 stations—WKRC, AM-TV-FM (Transit Radio)
- 3,311,771 persons in the WKRC area
- 838,510 Radio Homes in BMB regular listening area
- 3 Billion annual income
- CBS program ratings were never higher
- 5000 watts—since 1937
- Combined facilities no other Cincinnati Station can offer—AM, TV and Transit Radio—with coordinated promotion and merchandising.
- Do not list combined advertisers, would take too much room
- Still the only CBS basic station in the Rich Ohio Valley

make the identification read this way

WKRC, WKRC-TV, WKRC-FM (TRANSIT RADIO)
OPERATED BY RADIO CINCINNATI, INC.
AFFILIATED WITH THE CINCINNATI TIMES-STAR
REPRESENTED BY KATZ AGENCY (TRANSIT RADIO, INC. FOR FM)

1942

A NEW year opened less than a month after the Pearl Harbor attack had started a complete upheaval of the nation's economy. Excitement and chaos appeared in all parts of government, military and business operations. This was reflected in broadcasting as station and network owners wondered what the months ahead had in store for them.

Fortunately experienced heads maintained outward calm behind the industry's microphones, and their guidance was responsible for quelling of nationwide as well as worldwide jitters. Panicky citizens and officials quickly caught the spirit and the quieting influence of broadcasting was widely heralded in and out of government.

Actually many broadcast executives had been through difficult days and sleepless nights as they wondered what Uncle Sam might do to their business operations. They were still wondering as 1942 opened whether bombing attacks might put them off the air or induce complete industry control by the military. And they were wondering how far the government might go in deciding exactly what they might say, and not say, on the air.

Even before a formal censorship code could be drawn, broadcasters were publicly praised by White House Secretary Stephen T. Early, speaking on behalf of President Roosevelt, for their observation of voluntary censorship. This tribute, coming in the final days of 1941, was made as the new Office of Censorship was conferring with industry leaders.

Byron Price, Director of Censorship, and J. Harold Ryan, of the Fort Industry stations, who served as industry representative, started building up from the NAB's mid-December wartime code.



Mr. Price

The formal OC code was released Jan. 16, carrying a voluntary observance theme that was to live in radio history as an example of effective industry cooperation. Some complaints arose about restriction of ad libbing but in general the code was well received and the industry quickly fell in line.

Refinements in the document were drafted on the basis of experience, leading to a revised code dated June 15. Rules covering foreign language broadcasts were strengthened, ad libbing was restricted further and a clause inserted to limit mention of possible enemy air attacks.

In the developments of a government war machine there naturally arose the problem of siphoning governmental broadcasts into the industry's facilities. A tug-of-war had been going on for well over a year as federal agencies tried to capture this needed function.

President Roosevelt resolved the dispute by setting up within Office of Facts & Figures a radio division to serve as clearing house for governmental broadcasting. Two industry officials were named coordinator and assistant, respectively—William B. Lewis, recently resigned as CBS program vice president, and Douglas Meservey, NBC assistant to the program vice president.

Carrying out the industry's voluntary enforcement of censorship rules the NAB's Code Compliance Committee Feb. 6 adopted its own suggestions to ensure maximum good taste in handling war news. Basic ideas had been drawn up by the Broadcaster's Victory Council, organized in late January to serve as liaison with all federal agencies handling radio matters. Chairman of the council was John Shepard 3d, Yankee network president, with O. L. (Ted) Taylor, general manager of the Taylor-Howe-Snowden stations, as executive secretary.



Mr. Shepard

With the governmental war machine rapidly moving into action, federal officials were anxious to rally public support for the measures being taken. The War Production Board and the FCC adopted a mid-February order, on advice of the Defense Communications Board, which froze the existing broadcast structure and limited new construction. FCC went on record to the effect that adequate broadcast standards were essential to the war effort and that every part of the country should receive good service.

Form War Ad Council To Coordinate Industry Effort

To bring all media into a joint agency for promotion of the war effort, advertisers, agencies and media formed the War Advertising Council, an agency that was to continue its coordinating job in the post-war years. Chester J. La Roche, Young & Rubicam, was designated chairman. Quickly this council went into action, cooperating with government agencies handling morale-building and propaganda functions.

An official policy governing release of war information was drawn up in mid-March by the Office of Facts & Figures, pledging the American people would get all war news, good or bad, if its publication would not aid the enemy. The policy was designed to guide reporters and commentators.

In mid-June President Roosevelt combined a half-dozen war information agencies, setting up the Office of War Information. Elmer Davis, CBS commentator, was named director and Milton Eisenhower, brother of Gen. "Ike" and veteran federal official, deputy director.

OFF Reports Americans Depend on Radio for News

Just before this action, Office of Facts & Figures had shown in a survey that "a majority of Americans have come to rely upon the radio, rather than upon newspapers, as the primary source of their news about the war; they express greater confidence in broadcast, than in printed, news on the ground that it is swifter, more condensed, more accurate, and gives a greater sense of personal contact with persons and events. . . ."

A month after it was set up, OWI was rolling along at top speed. Gardner Cowles Jr., president of Iowa Broadcasting Co., was named assistant director in charge of all OWI domestic operations. Serving under Mr. Cowles, Kenneth R. Dyke, former NBC advertising-promotion director, was named director of a Bureau of Campaigns.

To implement OWI's operation Mr. Davis in mid-September issued a regulation requiring that all plans or proposals for new or continuing series, or individual radio programs for government agencies be submitted to the OWI Radio Bureau for clearance. Thus OWI became the clearing house for federal use of the broadcast medium.

OWI Buys Alaska Time To Beam to Troops

Desiring to keep American troops supplied with radio service, OWI made arrangements to buy blocks of time over stations in Alaska.

The industry's stations within the United States itself were so faithful in carrying out their war role that Mr. Davis told Congress in early October that stations and networks were contributing time worth $64 million a year at commercial rates for war agencies.

Seventeen broadcast officials were appointed in mid-October to serve as regional consultants to OWI. They were vested with the task of working with OWI branch offices.

Winding up the year, OWI adopted a broad-gauged federal program allocation plan, effective the following Jan. 18, and scheduling transcribed programs and



Collins 12Z remote amplifier

PROTECT YOUR SPORTS BROADCASTS

Here's the experience of WKOW, Madison, Wisconsin, as told by Chief Engineer V. A. Vanderheiden in a letter last November:

"You may be interested to know that the Collins 12Z (with the automatic changeover to battery feature) saved the day for us at the Wisconsin-Indiana football game last Saturday. The power failed at the field during half-time and most of the other stations carrying play-by-play were cut off until midway in the fourth quarter. We fed several other stations in Wisconsin during the emergency.

"Our engineers will probably never feel quite safe with any other remote equipment but the Collins 12Z in the future."

Get a Collins 12Z now, from stock, and protect all your sports and other remote programs every month in the year. Write, phone or wire your nearest Collins office.

COLLINS RADIO COMPANY
Cedar Rapids, Iowa

COLLINS

11 W. 42nd St. NEW YORK 18
2700 W. Olive Ave. BURBANK
417 Rosalyn Ave. DAYTONA BEACH
Dogwood Road, Fountain City KNOXVILLE
1330 N. Industrial Blvd. DALLAS 2

scripts available for local sponsorship.

The Office of Censorship moved along quietly and smoothly through the last half of the year. Broadening its supervision of foreign tongue programs, Assistant Director J. Harold Ryan set up a special foreign language section headed by Robert K. Richards, his assistant.

U. S. broadcasters had stark realization of what war could mean shortly after Pearl Harbor. By prearranged plan, the four stations in Manila were dismantled and destroyed before the Philippine capital was overrun by the Japanese.

Stations Feel Impact Of War in Operations

With the censorship and information agencies of the government quick to get their operations under way, stations felt the war's impact in many phases of their daily operations. Their actual revenues hadn't suffered to any extent in the last month of 1941 but they wondered what to expect in the months to come despite predictions that time sales would smash all records.

In Congress legislation was set in motion to establish universal daylight time. A local Army official on the West Coast had banned network testimonials and request programs, causing a temporary flurry of excitement. NAB's board was called for a meeting on war emergency matters. Talk of priorities and a radio freeze was heard frequently.

At the end of January the FCC halted all future construction of stations in areas receiving primary service from one or more stations, pending issuance of a formal order by Donald M. Nelson, chief of the War Production Board. The formal freeze order was handed down Feb. 24, with considerable discretion left to the FCC. C. M. Jansky Jr., of Jansky & Bailey, was named chief of the WPB Communications Branch radio section.

As mobilization gobbled up American youth, stations started to feel the manpower shortage. Selective Service officials ruled that deferment of station employes belonged in the hands of local draft boards. Criteria in deferment was based on availabilty of replacement and value of the employe to his station.

FCC, on recommendation of Defense Communications Board, relaxed operator requirements, easing the situation somewhat in control rooms and transmitter houses.

First real test of station behavior under war conditions occurred Feb. 25 when Southern California broadcasters were blacked out for six hours when it was feared enemy planes were over the area. Shelling of an oil field by a submarine led to a temporary radio blackout. The two scares found broadcasters responding quickly to blackout orders.

The calm handling of war news by broadcasters was credited with quieting nationwide excitement that promised to develop into hysteria.

Cancellations Are Offset By News Show Sponsors

Station operators were concerned during the early days of the war by effects of federal restrictions on inventories and shortages in industries buying time. Some cancellations developed but most of these were more than offset by sponsors buying news programs.

War Production Board clamped down on construction by setting up a license system for all new building costing over $5,000. Receiving set manufacturers converted as rapidly as possible to war production.

Going far beyond previous freeze orders, the Defense Communications Board recommended that WPB and FCC declare a complete stoppage of all broadcast construction. WPB gave radio a fairly high preference rating for maintenance, repair and operating supplies. Selective Service officials placed broadcastng fourth on the list of seven most important occupations on which deferments should be based.



Mr. McIntosh

Frank McIntosh, Fort Industry Co. technical supervisor, was named chief of the WPB radio section under Leighton H. Peebles, chief of the Communications Branch, succeeding Mr. Jansky, who was assigned to special duty in the Army Air Force.

In a freeze order issued May 4, FCC left the way open for emergency cases and special circumstances.

Talk arose around the industry on behalf of a pooling of critical items needed to keep stations on the air. A pooling plan was sent to WPB May 21 by Defense Communications Board, backed by NAB endorsement. DCB recommended that FCC administer the pool. WPB, however, didn't respond to the plan and NAB acted to set up a voluntary pool pending government action.

As successor to DCB, a new Board of War Communication took an industrywide survey of transmitting tubes in use or available. WPB Sept. 21 issued an order barring all non-essential electronic production and restricting inventories.

Selective Service Declares Broadcast Jobs Critical

The industry's manpower situation was cleared somewhat when Selective Service defined as critical a score of broadcast occupations.

After all the months of discussion, FCC put the industry on a full wartime basis in early November by reducing all transmitter radiated power by one decibel, effective Dec. 1. WPB issued a replacement tube order to insure continued operation of civilian radio sets. FCC took another step toward pooling when it sent a questionnaire to all stations to obtain data on availability of parts.

For the Commission, with its function of regulating the ether and granting permits, the first full war year was fraught with delicate and difficult problems. As the year opened the Dept. of Justice filed civil anti-trust actions against RCA-NBC and CBS, going beyond the FCC's own network regulations and coming just 12 days in advance of Federal court hearings in New York on the network injunction suits against the FCC's regulations.

The Federal court in New York Feb. 21 held it had no jurisdiction to rule on validity of the FCC's

(Continued on page 134)

* * *



TO BE EFFECTIVE Jan. 1, 1942, Edward B. Marks, president of Edw. B. Marks Music Corp., signs the contract transferring the performing rights to more than 15,000 songs from ASCAP to BMI. Looking on are (l to r) Merritt E. Tompkins, vice president and general manager of BMI (seated); Sydney Kaye, BMI general counsel; Max Marks (brother); Herbert Marks (son).

The Market

ALBUQUERQUE
NEW MEXICO
now a metropolitan market

whose City-National index to retail sales (September, 1950, compared to September, 1949) is well above average.*

Sales Management, Sept., 1950.

The Station

KVER
Mutual - - Albuquerque

delivers more listeners per advertising dollar

CHECK SRDS FOR RATES

HOOPER RADIO AUDIENCE INDEX
City Zone, Albuquerque, N. M., Spring 1950

TIME	SHARE OF RADIO AUDIENCE			
	KVER	Station "B"	Station "C"	Station "D"
SUNDAY thru SATURDAY 8:00 PM - 10:00 PM	32.1	30.7	22.6	10.2
SUNDAY 1:00 PM - 6:00 PM	30.6	30.6	21.3	16.7
MONDAY thru FRIDAY 10:00 AM - 12:00 Noon	30.9	34.0	23.9	7.4
MONDAY thru FRIDAY 12:00 Noon - 3:00 PM	23.0	50.0	14.8	11.5
MONDAY thru FRIDAY 3:00 PM - 6:00 PM	30.6	36.6	21.6	9.7

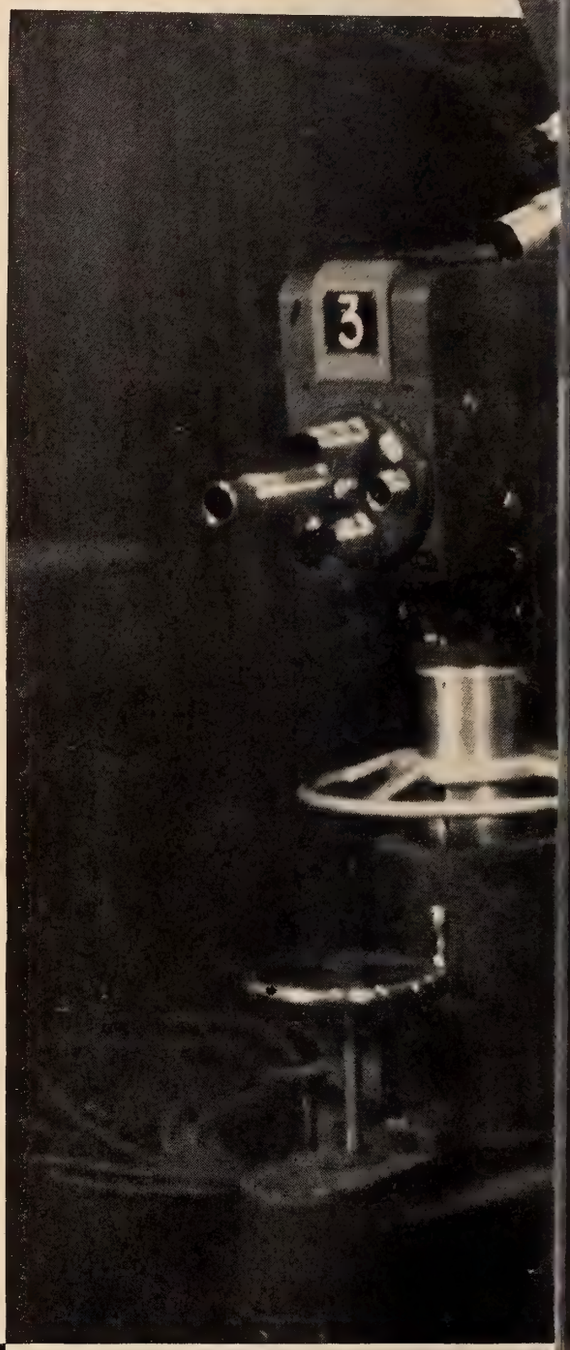
M. G. M. Radio Attractions. Local and National Sports. Only Albuquerque Station with morning, afternoon, and evening Spanish programs.

WM. T. KEMP, President
KEITH TYE, Manager
PAUL KEHLE, Sales Manager
BERT LEBHAR, III, Ass't Manager

Represented by

FORJOE & CO.
NEW YORK CHICAGO
LOS ANGELES SAN FRANCISCO
ATLANTA

America's Key Network Stations Use RCA TV Equipment... *WNBT for instance*



ON THE AIR LONGER than any other TV station in the New York metropolitan area, this key network station of the National Broadcasting Company is setting a record for on-air time—with more than 312 hours of local and network transmission a month to a potential audience of 1½ million families.

Well-known in the business for its high-quality programming . . . and technical excellence of operation . . . we are proud that WNBT is supported by RCA television equipment *throughout the station!*

For instance, a complete transmitter room—with all associated equipment. Everything in field equipment—including microwave relays. Film projection equipment. Remote video relay switching. Studio control room equipment. Control consoles, amplifiers, projection changeovers, synchronizing generators, power supplies, etc.

When you face up to the job of planning your TV station . . . or add on facilities to your operations . . . select the same equipment the key network stations use. *Go RCA!*

Your RCA Television Equipment Sales Engineer is at your service.

From camera lens to antenna—everything in WNBT is RCA! ▶





TELEVISION BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

1942

(Continued from page 131)

network rules. On appeal by the networks, the court March 2 decided to stay effective date of the regulations. The U. S. Supreme Court decided March 16 to hear the case and on June 1 sent the network rules back to the Federal district court in New York for full review on the merits. The court in New York dismissed the NBC and CBS injunction petitions Nov. 16, continuing its stay order until appeal could be taken to the Supreme Court, which scheduled a hearing for early 1943.

Another important decision by the court, handed down Sept. 12, held that a broadcast station has a definite right acquired through its operating license and the FCC cannot tamper with or degrade a station's facilities without giving it a hearing.

Early in the year rumblings were heard on Capitol Hill pointing toward a Congressional investigation into the FCC's affairs. Rep. Eugene Cox (D-Ga.) introduced a probe resolution Feb. 2.

SCOTUS Upholds Right Of Stay Orders Against FCC

An important Supreme Court ruling April 6 upheld right of the U. S. Court of Appeals for the District of Columbia to issue stay orders against FCC decisions.

The U. S. Court of Appeals for the District of Columbia upheld the FCC in permitting subpoena of witnesses and conducting a newspaper ownership investigation, but it also served notice on the Commission that it should not discriminate against newspaper ownership. FCC held hearings during the spring months but reached no decision during the year. FCC Chairman James Lawrence Fly was questioned at length on the Commission's newspaper ownership proceedings during Senate committee hearing on his nomination by President Roosevelt to continue in office another seven years. The Senate confirmed Chairman Fly's nomination June 29.

The only inquiry into FCC's policies held during the year was that of the House Interstate & Foreign Commerce Committee, which heard testimony over a 10-week period in the spring and early summer. This hearing dealt with the Sanders Bill to curtail FCC's powers. FCC Chairman Fly testified eight times against the bill, with Comr. T. A. M. Craven favoring it as leader of an FCC minority. The Sanders Bill was still in committee as the year ended.

While the networks were in the throes of legal proceedings all during 1942, they also experienced the normal ups and downs—mostly ups—of business enterprises. As a result of the network monopoly rules, forcing RCA to divest itself of one of its networks, RCA Jan. 9 announced formation of Blue Network Co., a separate wholly-owned subsidiary of RCA. Mark Woods was elected president and Edgar Kobak executive vice president. The company started with $2 million working capital.



Mr. Woods

Mutual network Jan. 10 filed a $10 million suit against RCA-NBC charging conspiracy in time-option provisions of affiliation contracts.

Total network sales for 1941 were estimated by Dr. Frank Stanton, CBS research director, at $107 million, 10% above 1940.

In early February the four networks, as part of their extensive war activities, joined in producing a program, *This Is War*, in cooperation with Office of Facts & Figures.

Klauber, Keston Get New CBS Positions

CBS revamped its executive staff March 25 by naming Edward Klauber chairman of the executive committee and Paul W. Kesten vice president and general manager. William S. Paley, continued as president. In mid-May CBS dedicated a Latin American hookup, with 76 affiliates. Research Director Stanton and Paul M. Hollister, agency official, were elected CBS vice presidents in September. In August CBS had bought WEEI Boston from Boston Edison Co. for $500,000. The network had been leasing the station.

Network billings in general more than held their own during the wartorn months of 1942, all four hookups showing an increase during the first half of the year. The new Blue network continued to prosper and Aug. 1 the NBC and Blue networks split up their joint Washington operation. Frank M. (Scoop) Russell continued to direct NBC's capital office. Kenneth H. Berkeley, who had managed WRC (NBC) and WMAL (Blue), was named Blue representative and manager of WMAL.

NBC effective Aug. 1 granted an extra over-all 10% discount to sponsors using the full 125-station hookup. Similar arrangements were in effect on other networks.

NBC's parent company, RCA, dedicated the industry's most elaborate research laboratory at Princeton, N. J.

Mutual departed from precedent in November by naming Dr. Miller McClintock, executive director of the Advertising Council, as its first salaried president. W. E. Macfarlane, business manager of the *Chicago Tribune* and one of Mutual's founders, continued as chairman of the executive committee and Alfred J. McCosker, president of WOR New York, continued as chairman of the board. Fred Weber continued as network general manager.



Dr. McClintock

Network rates were placed under scrutiny of the Federal Trade Commission but FTC explained it was merely a preliminary study.

As the year ended the important Yankee and Colonial Networks in New England were sold to General Tire & Rubber Co.

Networks and stations alike were harried during the year by difficulties with the American Federation of Musicians. AFM President James C. Petrillo decreed that all recording and transcribing of music for public consumption would cease Aug. 1. In a letter to record and transcription manufacturers, dated June 25, Mr. Petrillo notified them their licenses to make recordings would expire July 31 and would not be renewed.

The Dept. of Justice promptly went to court, asking an injunction, but the suit was dismissed Oct. 12 by Federal Judge John P. Barnes, in Chicago, on the ground that it was a labor dispute. A short time prior to the decision the Senate had adopted the Clark resolution calling for an investigation of the AFM. Sen. Worth Clark (D-Idaho) introduced legislation Sept. 23 to curtail authority of the AFM president to interfere with recording.

Senate Sets Up Group To Probe AFM Recording Ban

A special Senate subcommittee to investigate the AFM recording ban named Herbert M. Bingham, Washington attorney, as counsel and directed that hearings begin Jan. 12, 1943. Dept. of Justice took an appeal from Judge Barnes' decision to the U. S. Supreme Court.

While war was going on all over the world, NAB had a little war all its own. Rumblings of discontent, heard during the winter, erupted in March into a threatened reorganization, with demands for new leadership and removal of networks from active membership.

The NAB board, at a March 19-20 meeting in New York, served notice it would defend President Neville Miller to the limit. This amounted to a vote of confidence. Intra-industry discord was put aside at the NAB convention May 11-14 in Cleveland as broadcasters decided to devote their efforts to the job of providing maximum war service. The convention voted active membership for networks.

In early March Walter J. Damm, WTMJ Milwaukee, had been elected president of FM Broadcasters Inc., formed to promote that form of aural broadcasting.



Mr. Pulliam

Another association, Network Affiliates Inc., was formed in mid-May to work apart but not against NAB. President was Eugene C. Pulliam, WIRE Indianapolis. At the same time Independent Radio Network Affiliates was dissolved. It had been

1942—AMERICA's first year of active participation in World War II was marked by the intensifying of radio's effort toward the goal of victory. Left photo: At Hollywood conference of J. Walter Thompson Co. executives, advancement of the war effort through coordination of network programs was discussed by (l to r) Daniel Danker, Southern California vice president in charge of radio; Norton W. Mogge, Los Angeles office manager; Stanley Resor, JWT president, and Norman Strouse, San Francisco executive. Center photo: As a security measure, entire staff of KMBC Kansas city, led by Manager Arthur B. Church (pictured), was finger-printed for the local police files as well as the FBI. Right photo: Government wartime messages were the topic of September conferences with Washington officials of the OWI. Attending (l to r) were Don Belding, Los Angeles vice president of Lord & Thomas; Jack Smalley, Hollywood manager of BBDO; Nat Wolff, OWI deputy chief in charge of Hollywood office; Seymour Morris, chief of allocation division of OWI; Douglas Meservey, OWI deputy chief of Washington bureau; and Sidney N. Strotz, western division vice president of NBC.







formed in the late '30s primarily to meet the music-copyright crisis.

Again during the summer discontent was apparent among NAB members. This led to formation Sept. 25 of a competitive association, American Broadcasters Assn. Its founders included John Shepard 3d, of Yankee Network and chairman of Broadcasters Victory Council; Mr. Damm; James D. Shouse, WLW-WSAI Cincinnati; Mr. Pulliam; George B. Storer, president of Fort Industry Co. as well as National Independent Broadcasters; Harry Bannister, WWJ Detroit; E. B. Craney, Z-Bar Network; Stanley Hubbard, KSTP St. Paul; O. L. (Ted) Taylor, of Taylor-Howe-Snowden stations and BVC executive secretary.

Though ABA wanted Mr. Miller removed as president, the NAB board at a special mid-October meeting gave him a new vote of confidence. ABA conducted a survey of station reaction and decided in mid-November to abandon the whole project.

It was a good business year despite all the disturbing war influences, judging by statements of industry leaders at the yearend, promising to surpass the $237.6 million gross time sales in 1941 ($176.3 million net), as estimated in January by BROADCASTING YEARBOOK. FCC's 1941 analysis, appearing in November, placed 1941 net time sales at $178.1 million.

The U. S. Census Bureau had announced Aug. 3 that as of April 1940 82.8% of U. S. Homes had radio receivers.

The year saw many industry figures leave their desks and microphones to take part in the war effort. The military services drew such persons as David Sarnoff, RCA president and NBC chairman, who entered the Signal Corps; Harry C. Butcher, CBS Washington vice president, who became aide to Gen. Eisenhower; John A. Kennedy, head of West Virginia Network, to the Navy; Edward M. Kirby, NAB public relations director, to head the Army's radio section, and Frank E. Pellegrin, NAB director of broadcast advertising, to the same section, to mention just a few of those in the industry who donned uniform.



Mr. McNamee

Several pioneers in the industry died during the year. Among them were Graham McNamee, announcer; Dr. John R. Brinkley, onetime Kansas and Mexican broadcaster; Maj. Gen. C. McK. Saltzman, chairman of the Federal Radio Commission from 1930 to 1932; C. Roy Hunt, general manager of KOIN and president of KALE Portland, Ore.; Paul H. La Stayo, president of WAAT Newark; Edward A. Hanover, vice president in charge of manufacturing and broadcast operations, Stromberg-Carlson Telephone Mfg. Corp.

1943

AFTER more than a year's experience in operation under war conditions, the broadcast-industry found itself in harmony with most of the government's key officials. This was especially the case at Office of Censorship and Office of War Information.

As the year was getting under way, key broadcasting and OWI officials had just completed a three-day conference in which a plan was drawn up for government war-effort programs. Heart of this plan was a five-weekly quarter-hour program, slated for Feb. 1 inauguration, to be available for sponsorship on all stations. A station allocation plan was adopted by OWI to aid broadcasters in planning war information programming.

One of the first radio war heroes was Lt. Thomas E. Knode, of NBC Washington, who received the Distinguished Service Cross for extraordinary heroism in action. Lt. Knode was twice wounded near Buna, New Guinea, on Dec. 5, 1942. Later he was promoted to captain and before the year ended had returned to his duties as NBC Washington news editor.



Lt. Knode

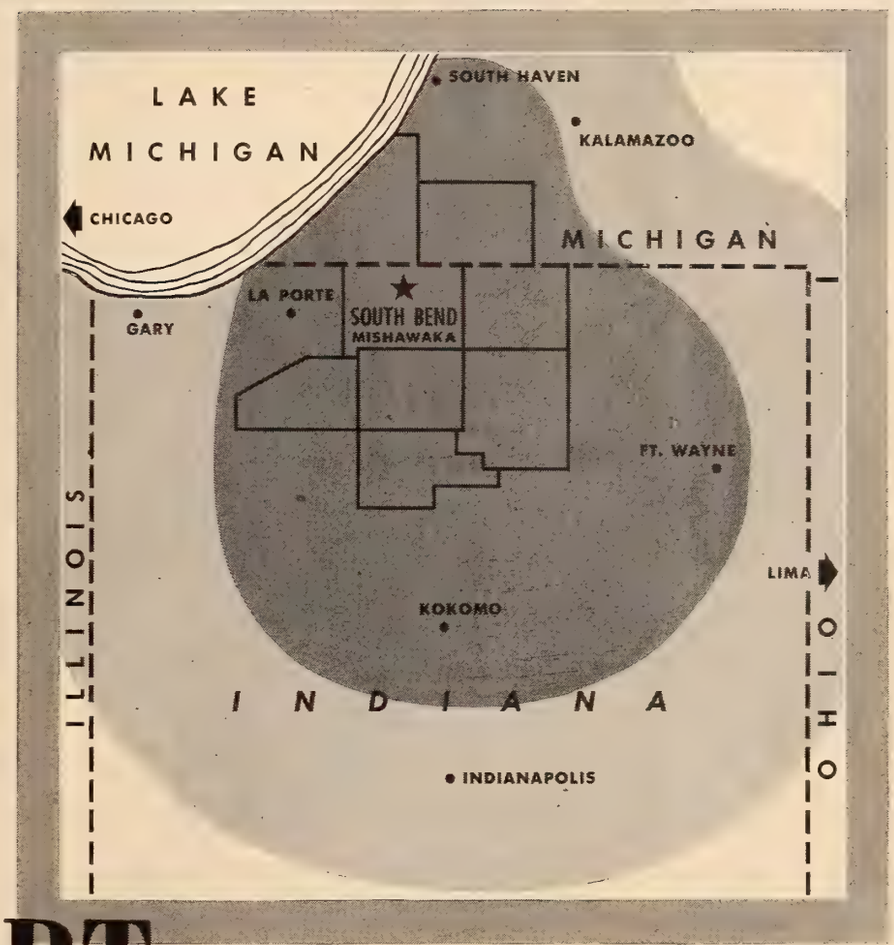
Broadcasters were granted important manpower relief in a revised list of critical occupations issued Jan. 28 by Selective Service officials.

Though WLW Cincinnati had been directed to cease operating with 500 kw the first of the year, it was authorized to continue engineering tests at peak power of 750 kw. The plant was earmarked for use in psychological warfare.

Office of Censorship announced Feb. 10 a revision of its code to centralize domestic activities and strengthen supervision of foreign language broadcasts.

As War Production Board perfected its technique, Frank H. McIntosh was promoted in March to assistant director of the WPB Radio Division under Ray C. Ellis. The OWI's series of quarter-hour programs, started in February, continued to attract sponsors and by mid-March stations all over the country had sold the series locally or regionally. War industries were using radio time in larger quanti-

(Continued on page 136)



WSBT GIVES YOU BONUS COVERAGE!

The South Bend-Mishawaka trading area — all by itself — is a market worth covering. Over half-a-million people live in these eight counties alone. They spend nearly half-a-billion dollars a year on retail purchases.

And that's just *part* of WSBT's primary coverage! The entire primary area takes in 1½ million people who spend nearly $1½ billion a year. That's what we mean by *bonus* coverage!

Want your share of this big, rich bonus? It's yours with WSBT, the only station which dominates the entire market.

WSBT SOUTH BEND
5000 WATTS • 960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

1943

(Continued from page 135)

ties on the networks.

Several states were operating on standard time despite governmental decree specifying Fedral time, and high military officials criticized dissenting states.

President Roosevelt settled an internal dispute over handling of psychological warfare activity by transferring propaganda functions to OWI, under Director Elmer Davis. OWI's Radio Bureau estimated in March that broadcasters had donated $87 million in time and talent to OWI war messages. The one-year total was estimated later in the year (November) by OWI at $103 million.

Phillip H. Cohen was named in early April to be assistant chief of the OWI Radio Bureau, succeeding Douglas W. Meservey. Richard F. Conner was named head of the Station Relations Division.



Mr. Storer

Capt. Joseph Redmond was again named by the Navy as director of Naval communications, succeeding Capt. Carl F. Holden, given a battleship command. A prominent industry executive, George B. Storer, president of the Fort Industry stations, entered the Navy in mid-April as a lieutenant commander.

Hoyt Named to OWI In Domestic Branch

OWI withdrew its quarter-hour series from sponsorship in mid-May, effective July 30, after many stations had complained the program lacked name talent attractive to sponsors. Palmer Hoyt, editor and publisher of the *Portland Oregonian* (KGW-KEX), was named assistant director of OWI in charge of the Domestic Branch, succeeding Gardner Cowles Jr., who resigned to return to his business interests.

At the end of May President Roosevelt named James F. Byrnes head of the new Office of War Mobilization. Judge Byrnes resigned as economic stabilization director to take the position. His assistant, Walter J. Brown, vice president of WSPA and WORD Spartanburg, S. C., remained with him.

W. B. Lewis resigned in June as assistant director of the OWI Domestic Branch. Later he became executive vice president and general manager of American Network (FM).

Maj. Gen. Harry C. Ingles was nominated Chief Signal Officer of the Army succeeding Maj. Gen. Dawson Olmstead, who retired June 30. Another industry figure, Samuel R. Rosenbaum, president of WFIL Philadelphia, entered the Army special reserve as a lieutenant colonel.

At the Office of Censorship, Eugene Carr left the Broadcast Division to become assistant to the president of the G. A. Richards stations.

Radio had its biggest wartime news assignment Sept. 8 when Italy surrendered. Gen. Dwight D. Eisenhower read the proclamation and his voice was carried by radio throughout the world.

The flow of broadcasting leaders into wartime work continued. In early October William S. Paley, CBS president, accepted an OWI assignment at Gen. Eisenhower's headquarters, and was commissioned colonel. At OWI's Washington office Phil Cohen succeeded Don Stauffer as chief of the Domestic Radio Bureau. Mr. Stauffer returned to Ruthrauff & Ryan, New York.

First major relaxation in wartime censorship rules occurred Oct. 18 when the Office of Censorship eased its rules covering broadcasting of weather reports. J. Harold Ryan, OC assistant director, praised cooperation of broadcasters in observing the weather ban. With its lifting, stations were quick to resume reports, a source of substantial revenues.



Mr. Butcher

Two months after the Italian surrender, the news leaked out that a broadcasting engineer, R. Morris Pierce, WGAR Cleveland, had been largely responsible for surrender of the Italian Navy. This credit came from Adm. Sir Andrew Cunningham, British commander in the Mediterranean. Comdr. Harry C. Butcher "accepted" the fleet in Gen. Eisenhower's name after Mr. Pierce had rigged a haywire transmitter tuned to 500 kc, the distress frequency, to inform the Italian fleet the government had surrendered.

In another OWI change Edward Klauber, former chairman of the CBS executive committee, became associate director under Elmer Davis. He succeeded Milton S. Eisenhower, who resigned to become president of Kansas State College.

OWI States Policy On News Release Decision

Wider news coverage by radio and publications was made possible Dec. 10 when Office of Censorship announced it had final decision over release of news. This policy answered complaints that local military and civil personnel had exercised arbitrary censorship powers.

A U. S. war agency, Office of Civilian Requirements, found in a nationwide study that approximately 32.5 million American families had one or more radios, or 89% of all families in the country.

For the broadcast advertising industry 1942 had been a good year. Just how good the year had been was made known in early February when BROADCASTING estimated gross time sales at $254.8 million and net time sales at $191 million, 6.1% over 1941. Again the industry attained new sales records whereas competing media had trouble holding their own during the difficult war year.

Also brightening the early part of 1943 was the revelation by Cooperative Analysis of Broadcasting that listening had increased during the war months. Another survey showed 59,340,000 radio sets in operation in the United States.

An important agency development at the turn of the year was dissolution of Lord & Thomas and creation of a new agency, Foote, Cone & Belding.

Petrillo Appears Before Senate Probe Committee

There were dark portents in the broadcasting realm ere 1943 had proceeded many days. AFM President James C. Petrillo, appearing before a Senate investigating committee headed by Sen. Worth Clark (D-Idaho), finally agreed he would draw up a program of "demands" that must be fulfilled before settlement of the six-month AFM ban on phonograph and transcription recording. A few days later Mr. Petrillo pulled AFM musicians off CBS and Blue network remote dance pickups because of a local dispute in Pittsburgh.

In an era of continually mounting costs, the industry benefited by substantial AT&T rate reductions covering network lines.

By March 1 the music impasse was becoming more acute as recording and transcription companies formally rejected a demand by Mr. Petrillo for "fixed fees" on each recording. They termed it a "starling new kind of social philosophy." Recorders and transcribers on March 19 asked Mr. Petrillo to confer on the recording ban March 24, but the AFM head put the meeting off to April 15. This session proved futile.

AFM-industry negotiations were broken off May 13 when AFM demanded transcribers withhold their recordings from stations cited as unfair by AFM. The impasse continued until late September when Decca Records and World Broadcasting System, its transcription subsidiary, broke off from the rest of the industry and agreed to permit royalty fees on recordings.

A month later four large independent transcription producers signed with AFM and resumed recording after 14-month shutdowns. That broke the back of industry resistance to the musicians' union.

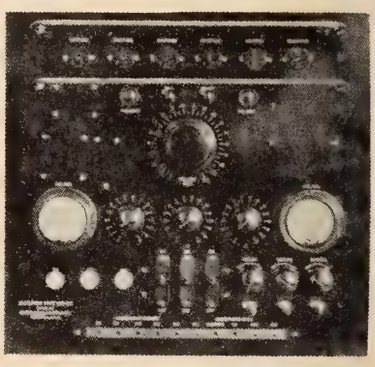
Blue network intensified its musical programming in mid-March 1943 by naming Paul Whiteman director of music.

Network scheduling suffered setbacks during the 1943 winter and spring months as several midwestern states refused to abide by Federal daylight saving time. Eventually these deviations brought pleas from high government and military officials in which the en-

(Continued on page 138)

WHILE CONFORMING TO G.O. 116

Install Speech Input Amplifiers of Improved Design



Gates Type 102-CR Speech Input amplifier is the very last word in speech input equipment.

It includes level indicator, three channel mixer with every detail of construction for wide uniform frequency response and unrepulsive operation. It has a gain of plus 80 db and an output capacity of 8 watts.

Price $325.00

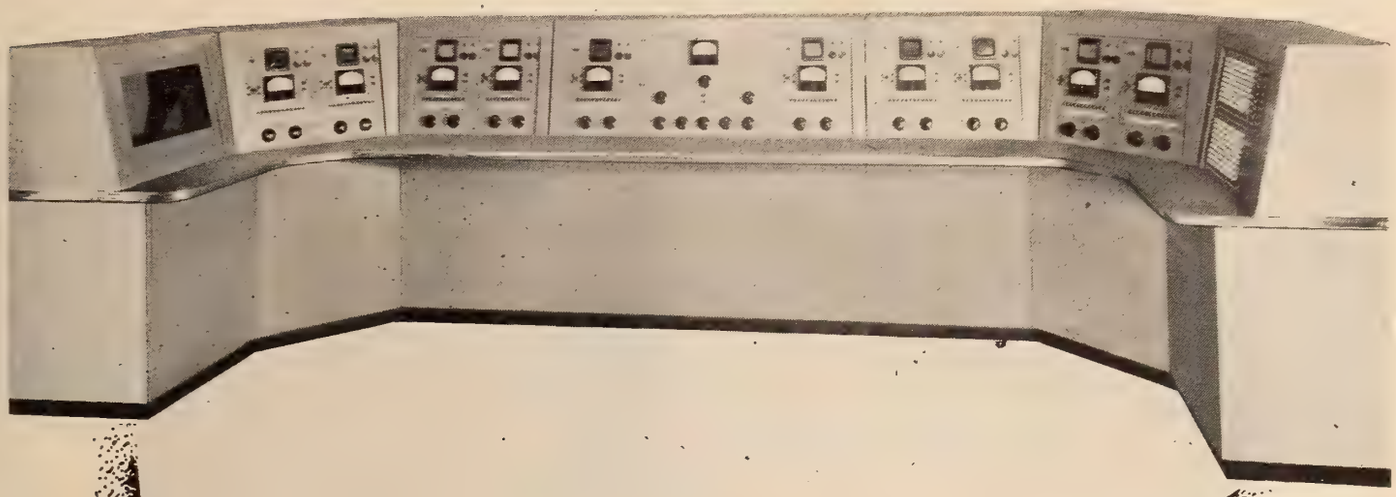
Send for Bulletin No. 2 for full description.

GATES RADIO & SUPPLY CO.

Manufacturing Engineers

Quincy, Illinois, U. S. A.

spotlight on PROGRESS



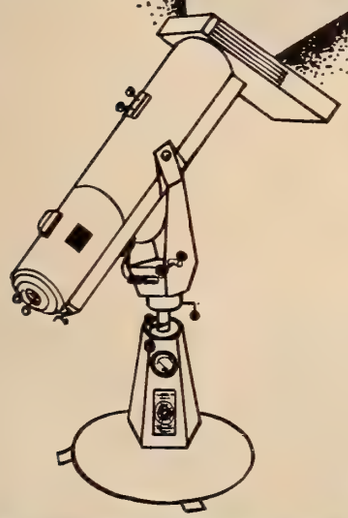
Gates Special design master controlled console . . . a typical '50 decade progressive Gates Product

It was not just a coincidence that GATES joined hands with Broadcasting magazine during its first year of publication...

Twenty years ago, as today, we at Gates recognized progressive industry steps...

Broadcasting magazine has helped Gates progress through complete advertising coverage of Gates products just as Gates has helped broadcasters progress with fine equipment and service...

Gates congratulates "Broadcasting" on its twentieth anniversary and is eagerly looking forward to celebrating our Golden Jubilee.



GATES RADIO COMPANY
QUINCY, ILL., U. S. A.

Warner Bldg., Washington, D. C.
2700 Polk Ave., Houston, Texas
Canadian Marconi Company, Montreal
Rocke International, New York City

(Continued from page 136)

tire nation was asked to cooperate in observing war time.

An anti-trust suit that had been pending against RCA was dropped March 27 by the Dept. of Justice, without explanation.

In a nationwide survey *Life* magazine found that 91.9% of families reported having radio sets, though 4.2% reported sets out of order.

Fort Industry Co., owning several stations, in mid-May bought WFTL Fort Lauderdale, Fla., for $275,000. It became WGBS.

While the industry was having its troubles with the musicians' union, another headache appeared with notification by ASCAP that musical programs preceded or followed by commercial announcements would be classified as commercial programs in pre-program license contracts.

In what was to be a momentus year in network operations, Fred Weber resigned as general manager of Mutual network in mid-June to become manager and part owner of WDSU New Orleans. CBS affiliate stations opened a campaign to eliminate "cow-catcher" and "hitch-hike" announcements on sponsored programs.

CBS started testing a program analyzer technique in mid-July, using selected small groups as listener laboratories for evaluation of program impact.

Federal Trade Commission, which had been studying network rate and discount practices, announced in late July it had found no violations of fair trade laws by the networks.



Mr. Noble

Historical development in the life of broadcast networks occurred July 30 when Edward J. Noble, owner of WMCA New York and chairman of Life Savers Corp., bought the Blue Network Co. for $8 million cash. The sale was approved by the RCA board a week later. (See U. S. Supreme Court decision upholding FCC network monopoly rules later in 1943 summary.)

A month later Mr. Noble sold WMCA to Nathan Straus, New York financier, and took over the Blue from RCA Oct. 15. Time Inc., publishing firm, and Chester J. LaRoche, bought interests in the network just before the year ended.

Heeding the request of affiliates, CBS announced that effective Oct. 1 it was eliminating "hitch-hike" and "cow-catcher" announcements from commercial programs. The CBS Affiliate Advisory Board in turn agreed to cooperate by limiting station-break announcements.

Blackett-Sample-Hummert Ordered Dissolved

One of the important advertising agencies in the radio field, Blackett-Sample-Hummert, was ordered dissolved at yearend, it was announced in later summer. Out of it arose Dancer-Fitzgerald-Hummert, with Bill Blackett opening his own agency. Frank and Anne Hummert set up Hummert Radio Productions.

Yearend analysis by BROADCASTING showed time sales at a high level, with industry leaders predicting new records would be set in 1944.

The regulatory year 1943 was an exciting one, dominated by Congressional hearings into FCC practices and a U. S. Supreme Court decision upholding the FCC's issuance of rules regulating monopoly in network practices. These rules, which had been finally adopted Oct. 11, 1941, were upheld in a Supreme Court decision handed down May 10, which gave the FCC implied broad program control through use of the phrase "control of composition of that traffic." It was this phrase that eventually led to the FCC publication of its controverted "Blue Book." The rules were scheduled to become effective the following June 14.

Industry circles were upset by the decision, with demand for corrective legislation arising.

A week later the Supreme Court issued a decision protecting existing station facilities by requiring FCC to hold hearings before modifying service of stations. This decision was issued in the case of stations seeking assignments on the 850 kc clear channel occupied by KOA Denver.

Earlier in the year (February) the court had upheld Federal Judge John P. Barnes' ruling in which a U. S. Dept. of Justice anti-trust suit against the AFM was thrown out. Judge Barnes allowed a second suit of the type to come to trial.

In July, Advertising Federation of America voiced "profound concern" over the network monopoly decision because it gave FCC the right to determine the nature of radio traffic.



Rep. Cox

Congress and the FCC spent much of 1943 in the throes of investigations and charges and counter charges. Rep. Pehr G. Holmes (R-Mass.) in late January introduced a bill to reorganize the FCC and the House passed a resolution introduced by Rep. Eugene Cox (D-Ga.) for a far-reaching investigation into the FCC's behavior.

Cox Heads Committee To Probe Commission

Rep. Cox was named chairman of a select committee to probe the FCC. The committee named Eugene L. Garey, New York attorney, as chief counsel and he promptly started scouring government records involving the Commission.

Then on March 8 a bill was introduced in the Senate, by Chairman Burton K. Wheeler (D-Mont.), chairman of the Interstate Commerce Committee, and Sen. Wallace H. White (R-Me.) calling for revision of the Communications Act.

All spring the House group worked up material for its investigation. It ran into an obstacle in July when President Roosevelt barred some government files from the investigators, citing conflict with the war interest. The House committee made charges in which FCC Chairman James Lawrence Fly was impliedly given partial responsibility for the Japanese Pearl Harbor attack.

Chairman Fly, in turn, charged that the Cox committee attack was the work of the "radio monopoly" and Wall Street interests.

For weeks the committee and the FCC engaged in brisk sparring, with all sorts of political ramifications. Finally Rep. Cox resigned as chairman of the committee and Rep. Clarence F. Lea (R-Calif.) was named chairman. In November and December the Senate Interstate Commerce Committee held hearings on the White-Wheeler Bill.

Average Radio Salary Jumps 7% Above '41

FCC still found time for its routine regulatory activities despite Congressional and court developments. Its statistical unit disclosed in March that the broadcasting industry paid average salaries of $52.32 in 1942, 7% above 1941 salaries. In December FCC announced that broadcast salaries averaged $55.75 in 1943, 6.6% over 1942.

George Henry Payne was renominated an FCC member June 30 by President Roosevelt and the next day the nomination was withdrawn without official explanation.

William D. Terrell resigned Aug. 9 as chief of the FCC Field Division. He was one of the original Federal Radio Commission officials and was often called the "father of radio regulation."

In September the Commission granted WGAR Cleveland permission to move to 1220 kc, paving the way for a future 50 kw assignment.

Harry M. Plotkin became an assistant general counsel of the FCC in late December when

* * *

1943's NAB convention site was Chicago. Among the delegates:

LEFT PHOTO—seated, Howard Meighan (l), Radio Sales, New York; J. Kelly Smith, Radio Sales, Chicago; standing, Thad Holt (l) and Ed Norton, WAPI Birmingham.

MIDDLE PHOTO—CBS O&O managers convening in the Palmer House (l to r): Harold Fellows, WEEI Boston; Jack Van Volkenburg, WBBM Chicago; Merle Jones, KMOX St. Louis, and Carl Burkland, WTOP Washington.

RIGHT PHOTO—CBS vice presidents enjoying the conclave (l to r): Frank Stanton, New York; H. Leslie Atlass, Chicago; Donald W. Thornburgh, Hollywood.



Nathan H. David enlisted in the Navy.



Mr. Egolf

The industry's trade association, NAB, was deeply tied into the war effort in 1943 after a flurry of internal bickering that had marked 1942. Willard D. Egolf became head of NAB public and industry relations, coming from KVOO Tulsa.

In line with government wishes, the association scheduled a war conference April 27-29 in Chicago, restricting attendance. Despite 1942 dissension it had 524 members who paid $343,075 in dues. The war conference devoted much of its time to war service operations, with dissension talk at a minimum. CBS President William S. Paley called on the industry to improve program service. FCC Chairman Fly urged the industry to set up a postwar planning board. Byron Price, censorship director, praised the industry for its adherence to censorship rules but warned stations not to get "smug."

The conference discussed the AFM recording ban, but most industry officials said the ban had not yet hurt.

NAB's board met June 3-4 and called for legislative safeguards to protect radio as a free medium.

NAB Votes To Retain Miller As President

Industry elements were still talking about NAB administrative changes but the board, at an extraordinary meeting July 31, voted to retain Neville Miller as president. At the same time it set up machinery for nomination of a new president after expiration of Mr. Miller's term July 1, 1944.

Robert T. Bartley, Yankee Network vice president, joined NAB in August as war service director. NAB's code of practices came under attack in late summer when the CIO protested the ban on sale of time for controversial issues.

Huge industry promotion drive to aid sale of time to retailers was started Oct. 12 when NAB unveiled a $125,000 motion picture, "Air Force and the Retailer," in Washington. This set off a series of showings all over the country.

War service and illness took many industry leaders during 1942. Ira L. Grimshaw, NBC assistant general counsel, died Jan. 1 of a heart attack. William C. Gillespie, vice president and manager of KTUL Tulsa and supervising director of KOMA Oklahoma City, died Jan. 13 as the result of a fractured skull suffered in a fall at his home.

A radio pioneer known all through the industry, I. R. Baker, died Feb. 9 of a cerebral hemorrhage. He was in charge of RCA broadcast transmitter sales and was working on high-frequency apparatus at the time of death.

Fred D. Fleming, news editor of KLZ Denver, died March 10 of a heart attack. Lt. James L. Carroll Jr., announcer of WCSC Charleston, S. C., was killed March 12 in the crash of an Army plane.

Allan B. Miller, director of Clear Channel Broadcasting Service, died May 2 after becoming ill at the NAB War Conference.

The year 1943, second wartime year, was an eventful one as the industry continued its war service and at the same time kept business at record levels. In Washington there was much bickering between politicians and regulators, but broadcasters and government war officials cooperated completely.

1944

THERE had been many exciting years for newscasters and commentators in radio's 2½-decade history, but nothing could exceed 1944 for sheer drama and excitement.

Packed into that 12-month period were the D-Day invasion of Europe; Republican and Democratic conventions; autumn political campaigns and November elections, and the continuing campaign as U. S. troops moved eastward.

The broadcasting industry threw all its facilities into coverage of the momentous stories that unfolded during the year. As early as January networks and stations were prepared for an invasion at any time. By June 6, when troops hit the Normandy beaches, their plans were so perfect that staffs went into their routines within minutes of the first German disclosure that France had been invaded.

Operating under strict War Production Board rules governing supplies and construction of facilities, the industry obtained some relief in late January when WPB eased some of the provisions to permit limited building of facilities.

With 6,000 industry employes under arms, a non-military broadcaster in an official wartime role became one of the better publicized heroes of the worldwide conflict. That hero was R. Morris Pierce, chief engineer of the Psychological Warfare Branch, Allied Force Headquarters, who in November of the previous year had rigged up a haywire transmitter on the SOS frequency and had persuaded the Italian Navy to surrender. For this feat he received the Marconi Memorial Medal of Service from Veteran Wireless Operators Assn.

By the end of 1944 Morris Pierce again had drawn worldwide acclaim for another feat—capture of Radio Luxembourg, with its 150 kw transmitter, in mid-November.

At Office of Censorship John E. Fetzer, WKZO Kalamazoo, Mich., was named to succeed J. Harold Ryan as assistant director for radio, Mr. Ryan having been elected NAB president. Radio's wartime role again was lauded in late February by Secretary of the Treasury Henry Morgenthau.



Mr. Fetzer

The music situation continued acute as AFM musicians remained on strike against recorders and transcribers. Government war agencies became interested and the National Labor Relations Board panel decided in March that the AFM ban was a dispute interfering with the war effort and urged NLRB to use its powers to end the strike. National War Labor Board granted AFM's plea for a hearing.

In mid-June NLRB ordered AFM to withdraw its recording ban, at the same time approving the AFM fee plan for creation of an employment fund. AFM didn't comply so President Roosevelt asked President James C. Petrillo to obey the order. The AFM president refused. Finally, RCA-NBC and Columbia capitulated in mid-November to the Petrillo royalty demands, ending a strike that had lasted more than a year. AFM was loser, however, in an effort to force NBC and Blue stations in Chicago to use AFM musicians as turntable operators, NLRB awarding the decision to NABET.

Through the winter and spring months networks and stations were refining plans for coverage of the anticipated D-Day invasion of Europe. Shortly after midnight June 6 (12:37 a.m.) came the first flash tip from a Nazi source and almost immediately the broadcast coverage plans were in operation. Official announcement came in the early morning hours and broadcasting started its biggest job of spot news reporting.

Few who heard the broadcasts, or took part in them, will forget the early days of the invasion as broadcasting brought the roar of guns right into the living room. History was made in heavy chunks, and rapidly, in those tense days and every American with a radio had a front seat at the proceedings.

The government's wartime machine in Washington moved along smoothly, with a few personnel changes. George P. Ludlam succeeded Phil Cohen as director of OWI's Domestic Radio Bureau in April and Neville Miller was named deputy UNRRA chief in Cairo, Egypt.



Mr. Ludlam

While networks kept large staffs operating on the European front, Howard L. Chernoff, news director of West Virginia Network, was the first independent broadcaster accredited as a war correspondent. He left in mid-summer for the front, bringing the voices and messages of West Virginia soldiers to the folks at home.

Aside from its war coverage and service, the broadcasting industry entered the year with the knowledge that net time sales in 1943 had totaled $233.9 million, 21.8% over 1942, according to BROADCASTING. Surveys showed listening was increasing.

NBC announced in January its programs would be available to FM adjuncts of affiliate stations at no cost. CBS followed suit in a fortnight. FM Broadcasters Inc. held a convention in New York Jan. 26-27, laying plans for postwar expansion. FCC Chairman James Lawrence Fly said, "FM is of age and has come to stay." This set in motion an active FCC campaign to boost FM.

Walter Damm Elected President of FMBI

All manufacturers promised to make sets, the FMBI delegates were told. Walter J. Damm, WTMJ Milwaukee, was elected FMBI president.

At the same time television interests were looking toward the postwar period. Television Broadcasters Assn. was formed Jan. 12 at a Chicago meeting. A fortnight later Dr. Allen B. DuMont, president of Allen B. DuMont Labs, was elected president.

Sale of WQXR New York to the New York *Times* in early February for $1.1 million was first of many 1944 station transfers. O. L. (Ted) Taylor sold minority interest in four outlets and bought KTOK Oklahoma City. KFAB Lincoln, Neb., WBBM Chicago (CBS) and WBT Charlotte, N. C., made a three-way contract in which KFAB acquired control of WBT but the deal fell through and WBT was sold to Jefferson Standard Life Insurance Co. John J. Louis, agency man, bought control of KTAR Phoenix and interest in other Arizona stations. Indianapolis *News* bought WIBC Indianapolis.

In March Marshall Field bought WJJD Chicago for $700,000. The Washington *Post* acquired WINX Washington for $500,000 in May and the Philadelphia *Bulletin* bought WPEN from the Bulova interests. Westinghouse Radio Stations bought KEX Portland from the Portland *Oregonian* and the Cowles interests acquired WHOM Jersey City. Cowles also bought WCOP Boston from Bulova and named Comr. T. A. M. Craven as vice president of the stations. Finally, Cowles swapped WMT

(Continued on page 140)

(Continued from page 139)

Cedar Rapids, Iowa, for WOL Washington.

In September Marshall Field took over operation of WSAI Cincinnati, formerly owned by Crosley along with WLW Cincinnati.

An early 1944 event was February appointment of Paul Porter, assistant to the economic stabilizer, to be public relations director of the Democratic National Committee.

Niles Trammell, NBC president, announced in March that NBC's affiliation policy would apply to its television stations. Mutual network decided to tighten its rules governing commercial religious programs.

Blue network was reorganized in September into ABC network, with Chester J. LaRoche, chairman of the executive commitee, becoming vice chairman of the board and operating head. Edgar Kobak resigned Oct. 21 as executive vice president to become president of Mutual. A few weeks later he named Robert D. Swezey, Blue general counsel, as vice president of Mutual and Phillips Carlin, Blue program vice president, as MBS program vice president.

Paul Porter, after a few months with the Democratic committee, was named FCC Chairman in November. He succeeded Chairman Fly, who had resigned to enter private practice of law. Mr. Porter took office Dec. 21 after Senate confirmation.

Final personnel changes of the year were appointment of John F. Royal, of NBC, to a vice presidency in charge of television, and naming of Theodore C. Streibert to presidency of WOR New York as Alfred J. McCosker moved up to board chairmanship.

In line with oft-heard criticism of station break policies, WWJ Detroit in late November placed a ban on transcribed announcements. A few days later WJZ New York ruled out chain break spots 8-10 p.m., except time signals.

Television Broadcasters Assn. held its first convention in mid-December, calling on the industry for united TV effort. Some 750 were registered. Jack R. Poppele, WOR New York, was elected president.



Mr. Poppele

The Broadcast Measurement Bureau board held its first meeting Dec. 15, approving corporate articles and laying preliminary plans for a cooperative industry coverage service.

NAB, as industry trade association, in January culminated months of internal dissension by naming J. Harold Ryan, assistant censorship director, as president to succeed Neville Miller. In the promotion field the NAB Sales Managers Committee recommended production of an industry movie film for school and civic showings.

NAB Run by Networks, Ed Craney Charges

E. B. Craney, of Z-Bar Network, enlivened the winter scene with a charge that NAB was run by the networks and did not truly represent the industry. Mr. Craney was "unofficial attache" to the Senate Interstate Commerce Committee, writing new radio legislation.

Lewis H. Avery, NAB broadcast advertising director, announced in April that a clinic test of radio would be made at Joske's department store, San Antonio.

Mr. Ryan formally assumed the NAB presidency April 15, calling for cooperation between NAB and FCC. John Morgan Davis joined NAB during the summer as general counsel in charge of labor relations.

NAB War Conference was held Aug. 28-31 in Chicago. Creation of a radio circulation bureau was approved, with Assn. of National Advertisers and American Assn. of Advertising Agencies adding their approval in October.

In November the NAB board appropriated $75,000 to launch BMB. Final NAB action of the year was a call by President Ryan for the industry to observe radio's 25th anniversary in 1945.

FCC experienced an exciting year in 1944, dealing with such topics as multiple and newspaper ownership, allocations and programming. Starting out the year the Commission issued a tentative ruling in which it said it "tolerates" newspaper ownership of stations. Then a fortnight later the Commission did an about face, leaving the way open for newspapers to own stations and have their applications considered on individual merits. That ended a state of uncertainty that had existed since March 1941.

Ewell K. Jett, chief engineer, was nominated and confirmed as Commissioner to fill the vacancy created in mid-1943 when nomination of George Henry Payne for another term was withdrawn.

FCC announced in January that total 1942 time sales were $190,147,052. BROADCASTING'S 1942 YEARBOOK had estimated in January 1943 that total 1942 income was $191,000,000.

George P. Adair was named FCC chief engineer to succeed Mr. Jett.

Commission Suspends Duopoly Order

Another FCC perennial, the multiple ownership problem, came to the surface in April when the Commission suspended its duopoly order, originally scheduled to become effective May 31. In the television field FCC ruled in May that one company could own five video stations.

Tentative amendment was adopted in May to ease requirements on announcement of recordings and transcriptions but this was rejected in August. The FCC in August announced that frequency allocation hearings would start Sept. 28.

The censorship issue arose when a CIO local charged WHKC Columbus had not operated in the public interest when it rejected sponsored program material of the union. This charge was made as hearings began in August. NAB's code also was a CIO target.

Allocation hearings opened before the FCC Sept. 28. Radio Technical Planning Board urged setting aside of 75 FM channels in the 41-56 mc band.

FCC issued an estimated figure for station revenue in 1943, placing the total at $154,050,661. This covered stations only, and not networks.



Mr. Willoughby

John A. Willoughby was named in November as FCC assistant chief engineer in charge of the Broadcast Division. The year ended with Paul Porter sitting in the FCC chairmanship.

The House Select Committee, which had been working for months on its FCC inquiry, ran into a rebuff in January when J. Edgar Hoover, FBI director, refused to answer committee questions. He acted under Presidential orders. Eugene Garey quit as committee counsel in February, charging the investigation had become a whitewash of the FCC. John Sirica, Washington attorney, was named his successor in April.

In March the special Senate committee investigating the AFM reopened its hearing, calling for drafting of legislation to curb AFM activities.

Draft of new legislation, the White-Wheeler bill, was completed in May. This bill covered a long list of changes in FCC procedure and included a ban on sponsorship of news.

Court Upholds WJBK Against Polish Group

Only one court decision of industrywide consequence was handed down during the year. This occurred in Detroit when a county court denied petition of a Polish group to enjoin WJBK Detroit from terminating its contract with the group and taking the program off the air. The station contended the program had failed to promote unity among population groups.

The mid-year conventions of the Republican and Democratic parties followed a few weeks after the exciting D-Day events, giving broadcasters two more major developments to report. Both conventions were covered in great detail by 300 reporters, technicians and officials. The GOP plank included a "free radio" platform. The Democratic platform made no direct mention of radio but included a free-speech clause.

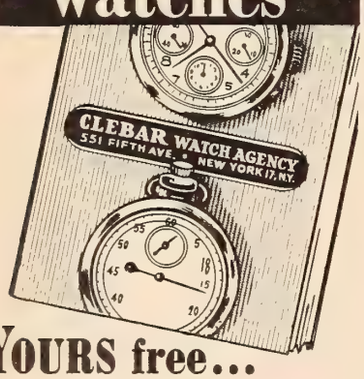
An important mid-year development in the history of BROADCASTING occurred in early June when Sol Taishoff, editor and general manager, bought the 50% interest of Martin Codel, publisher, becoming with Mrs. Taishoff owner of all outstanding capital stock in the magazine. Mr. Taishoff became publisher and editor. In September Robert K. Richards, assistant chief radio censor, was named editorial director of BROADCASTING.

A number of prominent industry figures passed away during the year. Arthur H. Kudner, prominent agency man, died Feb. 18 of pneumonia. Daniel J. Danker, West Coast vice president of J. Walter Thompson Co., died July 5 of a heart attack. Three days later William A. Winterbottom, vice president and general manager of RCA Communications, died of a heart attack.

D. E. (Plug) Kendrick, president of WINN Louisville, died suddenly July 20. Richard M. Fairbanks, president of WIBC Indianapolis, died July 26 after an operation. W. E. Macfarlane, vice president of WGN Chicago, died suddenly Oct. 9 of a heart attack. Samuel W. Cook, president of WFBL Syra-

(Continued on page 142)

STOP watches



YOURS free...

New 1950 catalog of internationally famous Clebar stop watches. Most complete line of stop watches in America . . . for every timing purpose.

In use by the foremost industrial firms, laboratories, colleges and athletic competitions.

MAIL COUPON TODAY!

Clebar Stop Watches meet and exceed the rigid specifications of the National Bureau of Standards!

CLEBAR Watch Agency

Dept. B, 551 Fifth Ave. • N.Y. 17, N.Y.

Please rush me a FREE copy of the new 1950 catalog of the internationally known Clebar Stop Watches.

Name .....

Address .....

City ..... State .....

DO YOU REMEMBER?

BROADCASTING

860 K C

WFOX

MILWAUKEE

THEN

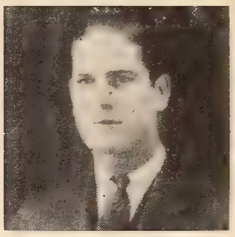


NOW



CHARLES J. LANPHIER
Pres. & Gen'l. Mgr.

THEN



NOW



CHARLES A. LaFORCE
Production & Continuity

THEN



NOW



ARTHUR T. JONES
News Editor

HERE are six of the WFOX Personnel who have been continuously in the broadcasting business since the first issue of BROADCASTING Magazine in 1931. . . .

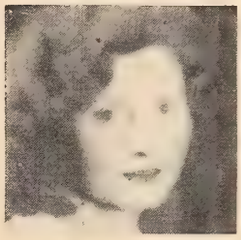
Six WFOX veterans representing over 120 years of broadcasting service . . . yet not one of these six is over 41 years of age.

WFOX gives you experience, regional coverage at local rates—results unsurpassed anywhere in the country!

FROM ALL OF US TO ALL OF YOU AT BROADCASTING

"*Happy Anniversary*"

THEN

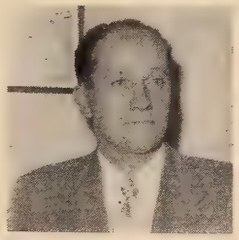


NOW



VIOLA WILSON
Comptroller

NOW



THEN



NEIL SEARLES, Sports Director

THEN



NOW



CONRAD RICE, Special Events

1945

IN RADIO'S exciting history, events tumble all over the electronic escutcheon with increasing rapidity and intensity. As a result every year was more exciting than the previous year.

Certainly 1945 was to be a year of superlatives, surpassing even the D-Day and other highspots of 1944. Of special significance was the fact that commercial broadcasting was 25 years old during the year, an event observed all during the 12 months and culminating in the first National Radio Week Nov. 4-10. That week found set makers, broadcasters, dealers and all related industries bound together in a celebration worthy of the occasion.

January 1945 was barely under way when the government banned gatherings of more than 50 persons, forcing cancellation of NAB's May convention. The broadcasting industry was operating on a wartime basis, with 30% of station personnel in uniform by early spring.

MacArthur Broadcasts Return of Philippines to Filipinos

First major U. S. victory was brought to the nation in March when Gen. MacArthur was heard in a broadcast turning over the Philippine government to Filipinos. By April peace rumors were flying and radio was alerted for the expected event. Before it could occur, the industry was saddened by the death of President Roosevelt April 12. All commercials were cancelled as the industry and nation mourned. An estimated $3 million in advertising was thrown aside in honor of the President.

One of Harry Truman's first Presidential acts was to appoint J. Leonard Reinsch, head of the Cox stations, as radio-press secretary but after newspapers protested, the post was given to Charles G. Ross, of the *St. Louis Post Dispatch*, and Mr. Reinsch returned to his business affairs with a parttime role of Presidential radio advisor.

The Nazi opposition in Europe was falling apart in May so an elaborate pooling arrangement was set up in anticipation of the peace announcement.

May 8 was V-E Day and President Truman's peace proclamation was heard on all stations at 9 a.m. Before the day ended broadcasters had cancelled a million dollars in time charges to cover the epochal event.

Voluntary censorship rules were greatly relaxed along with construction controls.

Gen. Eisenhower returned to the U. S. in mid-June, with Capt. Harry C. Butcher. From New York to Kansas he was given a triumphant celebration. At a Washington luncheon he paid tribute to commercial broadcasting as a symbol of American freedom.

When James F. Byrnes became Secretary of State in July he named Walter J. Brown, WSPA Spartanburg, S. C., as special assistant.

At 7 p.m. August 14, President Truman announced Japan had accepted surrender terms and broadcasters repeated their performance of V-E Day. A special White House broadcast was staged at 7:30 p.m., with high government officials taking part. The idea came from the White House itself. As the program was closing President Truman entered the room and voiced his congratulations, saying he had been listening on his radio.

Through the night networks and stations brought comprehensive coverage to listeners. In contrast, British Broadcasting Corp. read the surrender terms and promptly shut off its national service for the night after only a seven-minute program.

Office of War Information Abolished by Truman

President Truman abolished Office of War Information Aug. 30.

Mr. Brown left the State Dept. in December, returning to WSPA Spartanburg. Office of Price Administration issued its first postwar price ceilings for radio sets in September.

The broadcasting industry, with commercial business at record levels, faced the year confidently. The BROADCASTING YEARBOOK estimated 1944 net time sales at $285 million, 25% above the $228 million in 1943.

With the industry immersed in plans to set up a system of uniform coverage measurement, Hugh Feltis, of KFAB Lincoln, Neb., was named executive head of Broadcast Measurement Bureau.

In the technical field, RCA announced it had developed a TV transmitter tube that would develop 5 kw at 300 mc.

National War Labor Board ruled in January that WMAL Washington must pay fixed fees to announcers for commercials. With the European war moving along nicely, station sales became common talk. First major transfer was that of WINS New York, sold to Crosley for $1.7 million. A few days later WQAM Miami was sold to the Miami *News* and WBYN Brooklyn to the Newark *News*.

Jefferson Standard Buys WBT, Strauss & Blosser Get KHQ

Jefferson Standard Life Insurance Co. bought WBT Charlotte for $1.5 million and Straus & Blosser, Chicago brokers, bought KHQ Spokane for $850,000.

Early in the year WJZ New York, ABC key, banned transcribed shows from 8:30 a.m. to midnight. In February James C. Petrillo, AFM president, placed a ban on musical performances for television. NBC dropped middle commercials from newscasts in June.

Robert D. Swezey was moved up to the general managership of Mutual network. CBS named Vice President Frank Stanton general manager and director; Joseph H. Ream, vice president-secretary, was named a director as was Frank K. White, vice president-treasurer. Comdr. Mefford R. Runyon, a vice president on war leave, resigned from the board to become executive vice president of Columbia Recording Corp.

Crosley Corp. (WLW Cincinnati, WINS New York), was sold to Aviation Corp. for $22 million in late June. CBS acquired KQW San Francisco for $950,000.

Paul F. Peter, NAB research director, joined BMB as executive secretary and John Churchill, CBS research director, took a similar BMB post. Art King resigned from Office of Censorship to become managing editor of BROADCASTING.

The *Washington Post* (WINX) bought the experimental FM station operated in Washington by Jansky & Bailey, consultants. A fall business roundup by BROADCASTING indicated time sales would set new records.

In late July Howard Lane was named general manager of the Field Enterprises' radio division. A new development in broadcast transmission was first disclosed in early August by BROADCASTING. It was Stratovision, developed by Westinghouse to provide radio networking through use of high-flying airplanes.

An historic event of mid-summer was a statement of confidence in the U.S. broadcasting industry by President Truman. In a letter to Sol Taishoff, editor and publisher of BROADCASTING, the President said radio was in good hands and must be maintained as free as the press.

It marked the President's first radio expression since assuming office in April.

Kirby Leads Tour Of European Radio Facilities

A group of 10 broadcasting and four trade paper executives took off by plane Aug. 11 for an inspection of European broadcast facilities. Col. E. M. Kirby led the expedition.

Mark Woods, as ABC president, assumed active direction of the network in September. When William Benton became Assistant Secretary of State, Subscription Radio folded. Mr. Benton had headed that branch of Muzak.

First station sale of the autumn was that of WFIL Philadelphia, transferred by Lit Brothers to Philadelphia *Inquirer* for $1 million. The Boston *Herald Traveler* bought WHDH Boston for $850,000 from Matheson Radio Co. The Spokane *Chronicle* bought KHQ for $1.3 million.

National Radio Week observance in November directed the nation's attention to the industry's quarter-century of achievements. During the week BROADCASTING unveiled a series of four mural paintings by W. B. McGill, advertising manager of Westinghouse Radio

(Continued on page 144)

1944

(Continued from page 140)

cuse, died Nov. 8. Ernest H. Gager, chief engineer of KYW Philadelphia, died Nov. 19.

Through 12 months of turmoil arising out of regulatory and legislative developments the broadcasting industry achieved an outstanding record of public service as it covered the major domestic and international events. The autumn weeks were spiced by bitter Presidential campaigning, in which candidates used the radio medium heavily and successfully. And when President Roosevelt was renominated for a fourth term, the entire nation heard the returns as networks and stations put them on the air.

The dark days of December brought the Battle of the Bulge as American troops fought their way out of the war's last serious European crisis. Again the nation followed the fighting by radio, finally hearing the cheering news as Nazi foes were driven back.

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
STerling 3626

COMMERCIAL RADIO
Monitoring Company
PRECISION FREQUENCY MEASUREMENTS
Engineer On Duty All Night Every Night
PHONE JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

USED BY EFFICIENCY-CONSCIOUS BROADCASTERS-THROUGHOUT THE WORLD! Andrew phasing and tuning equipment
Andrew CORPORATION 363 E. 75th St., Chicago 19, Ill.

CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 2414
*Member AFCCE**

McNARY & WRATHALL
RADIO ENGINEERS
906 Natl. Press Bldg. 1407 Pacific Ave.
Washington 4, D.C. Santa Cruz, Cal.
*Member AFCCE**

A 43-year background
—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J.
MOntclair 3-3000
Laboratories Great Notch, N. J.

GEORGE C. DAVIS
501-514 Munsey Bldg.—STerling 0111
Washington 4, D. C.
*Member AFCCE**

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
PORTER BLDG. LO. 8821
KANSAS CITY, MO.

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.
*Member AFCCE**

There is no substitute for experience
GLENN D. GILLETT
AND ASSOCIATES
982 NATL. PRESS BLDG. NA. 3373
WASHINGTON, D. C.
*Member AFCCE**

GAUTNEY & RAY
CONSULTING RADIO ENGINEERS
1052 Warner Bldg.
Washington 4, D. C.
National 7757

JOHN J. KEEL
Warner Bldg., Wash., D. C.
National 6513

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
*Member AFCCE**

McIntosh & Inglis
710 14th St., N.W.—Metropolitan 4477
WASHINGTON, D. C.
*Member AFCCE**

RUSSELL P. MAY
1422 F St., N. W. Kellogg Bldg.
Washington, D. C. REpublic 3984
*Member AFCCE**

Dixie B. McKey & Assoc.
1820 Jefferson Place, N. W.
Washington 6, D. C.
REpublic 7236

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave.
Dallas, Texas Seattle, Wash.
1728 Wood St. 4742 W. Ruffner
*Member AFCCE**

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.
*Member AFCCE**

CHAMBERS & GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
MICHIGAN 2261
*Member AFCCE**

KEAR & KENNEDY
1703 K ST., N. W. STERLING 7932
WASHINGTON, D. C.
*Member AFCCE**

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W. REpublic 3883
WASHINGTON, D. C.

JOHN CREUTZ
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.
*Member AFCCE**

GUY C. HUTCHESON
1100 W. ABRAM ST. AR 4-8721
ARLINGTON, TEXAS

A. R. Bitter
CONSULTING RADIO ENGINEER
4125 Monroe Street
TOLEDO 13, OHIO
Telephone—Kingswood 7631

SILLIMAN & BARCLAY
1011 New Hampshire Ave. RE. 6646
Washington, D. C.
2915 Red River 2-5055
Austin, Texas

LYNNE C. SMEBY
"Registered Professional Engineer"
820 13th St., N. W. EX. 8073
Washington 5, D. C.

GEORGE P. ADAIR
Radio Engineering Consultant
EXecutive 5851 1833 M STREET, N. W.
EXecutive 1230 WASHINGTON 6, D. C.

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road — Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

ADLER ENGINEERING CO.
TELEVISION AND BROADCAST FACILITIES
DESIGN AND CONSTRUCTION
18 Grand St., New Rochelle, N. Y.
New Rochelle 6-1620

*Member AFCCE**

1945

(Continued from page 142)

Stations Inc., depicting progress of the broadcasting art.

Just before Christmas the industry received a gift from AFM President Petrillo in the form of a demand that all network affiliates employ musicians.

Lt. Col. John S. Hayes left the Army in December to accept appointment as manager of WQXR and WQXQ (FM) New York.



Mr. Hayes

The regulatory year 1945 also was an active one as the FCC went into AM, FM and TV assignments In January FCC proposed to place FM in the 84-102 mc band and give TV 12 channels between 44 and 212 mc. That started a stampede of protests, followed a few weeks later by setting May 9 as date to start a clear-channel hearing, later deferred to September. That issue, incidentally, hasn't yet been decided.

Charles R. Denny, general counsel, was nominated in March to succeed Comr. T. A. M. Craven on the FCC. In June William Henry Wills, ex-governor of Vermont, was nominated to succeed Norman S. Case, who entered law practice on expiration of his term.

In April FCC refused to renew the license of WOKO Albany, N.Y., charging hidden ownership.

WKHC Cited for Refusing To Sell Time to CIO

Proposed FM and TV allocations, with alternatives, were submitted by FCC May 17, and in July FM was moved to the 88-106 mc band. A July proceeding that drew wide attention was the citing of WHKC Columbus for refusal to sell CIO time for controversial issue discussions.

Sale of Crosley stations to Avco was approved in August by a 4-3 vote. A few days later FCC announced the freeze on station construction would end in October and the rules covering station financial reports were strengthened.

Station assignments for the 92-108 mc commercial FM band were adopted in mid-September, followed by a 13-channel TV allocation plan. Through the autumn FCC issued AM and FM permits in large numbers. FCC's accounting department found 865 broadcast stations had $194,228,101 in broadcast revenues during 1944.

Technical standards for FM were announced in October and Stratovision tests were sanctioned. A new TV allocation scheme was announced in late November.

An FCC survey of farm areas showed that rural people like U.S. radio. Rules for commercial TV stations were finally adopted in early December. Number of authorized AM stations reached the 1,000 mark in December.

THE WHITE HOUSE
WASHINGTON

July 3, 1945

Dear Mr. Taishoff:

In my opinion, the free voice of radio never has faced a more important challenge in its 25-year history than that which lies before it now as Allied weapons are turned upon the last enemy of liberty. Broadcasters must direct their energies in the future, as they have so nobly in the past, toward the liquidation of all resistance to the principles upon which their own free charter is founded.

Our lawmakers demonstrated admirable foresight by decreeing that America, as the birthplace of radio, should have a free, competitive system, unfettered by artificial barriers and regulated only as to the laws of nature and the limitation of facilities. That this system has worked is demonstrated by radio's remarkable strides as a public service medium. The wisdom of that original policy, moreover, is reflected in radio's quick transition to full-fledged war service -- a task yet unfinished. Since Pearl Harbor, American radio has written its own Magna Charta. But beyond the day of final victory there lie myriad problems.

Radio, with the press, must give inspired leadership and lend its facilities to making more intimate and workable the relationship between the people and the Government. For radio itself there are challenging days ahead. New services are in the offing -- services such as television and FM broadcasting, which will open new vistas of opportunity for public service.

American radio is in good hands. With many hundreds of new stations possible by virtue of the opening of these new frontiers by our scientists and engineers, the free competition of the present will become even freer.

The American system has worked and must keep working. Regulation by natural forces of competition, even with obvious concomitant shortcomings, is to be preferred over rigid Governmental regulation of a medium that by its very nature must be maintained as free as the press.

I salute America's broadcasters who have been, in their fashion, warriors for our common purpose and solicit their continued zeal in the cause of freedom and decency.

Very sincerely yours,

Harry Truman

Mr. Sol Taishoff,
Editor and Publisher,
Broadcasting Magazine,
870 National Press Building,
Washington 4, D. C.

For NAB the year was highly eventful, starting with cancellation of the annual convention. District meetings were held, as usual, during the early months of the year, featuring endorsement of BMB as well as pledging of financial support. The NAB board at a March meeting urged abolition of hitch-hiker and cow-catcher announcements.



Mr. Willard

Two months later the board named a new committee with broad powers to select a permanent president. This committee on July 14 named Justin Miller of the U. S. Court of Appeals, District of Columbia, as president with a five-year $50,000-a-year contract. A few days later the board named A. D. Willard Jr., of WBT Charlotte, as executive vice president. The board abolished the code of ethics and adopted standards of practice which did not distinguish between commercial and sustaining time for discussion of public issues, a code clause that had drawn harsh comments from FCC.

Westinghouse Radio Stations Inc. withdrew from NAB in late summer, dissatisfied with conduct of association affairs and irked because it felt an NAB broadcasting chronology had not given proper recognition to the 1920 broadcast of KDKA Pittsburgh.

Frank E. Pellegrin returned from the Army to his broadcast advertising directorship at NAB. His wartime successor, Lewis H. Avery, entered the national representative field, forming Avery-Knodel Inc.

Official Washington joined industry leaders at the Oct. 1-2 induction of Judge Miller as NAB president. The NAB board took part in the ceremonies. The board arranged for absorption of FM Broadcasters Inc. into NAB. Later Robert T. Bartley was named to head the NAB FM Dept.

Industry leaders met with Judge Miller in November to consider the increasingly serious music situation. NAB set up the Small Market Stations Division in mid-November under J. Allen Brown, of WFOY St. Augustine, Fla. Winding up the NAB year was approval of a standard agency contract form.

After the active 1944 series of hearings and charges and counter-charges, 1945 was relatively quiet on Capitol Hill. The House Select Committee closed two years of hearings in January with a series of sweeping charges that added up to proposed changes in the Communications Act.

Senate Radio Gallery Opened by President

President Truman formally opened the new Senate Radio Gallery Nov. 7, taking an active part in the ceremonies.

The judicial year had several high spots. In January Cecil B. DeMille lost his court fight to prevent AFRA from suspending him for failure to pay a $1 election assessment.

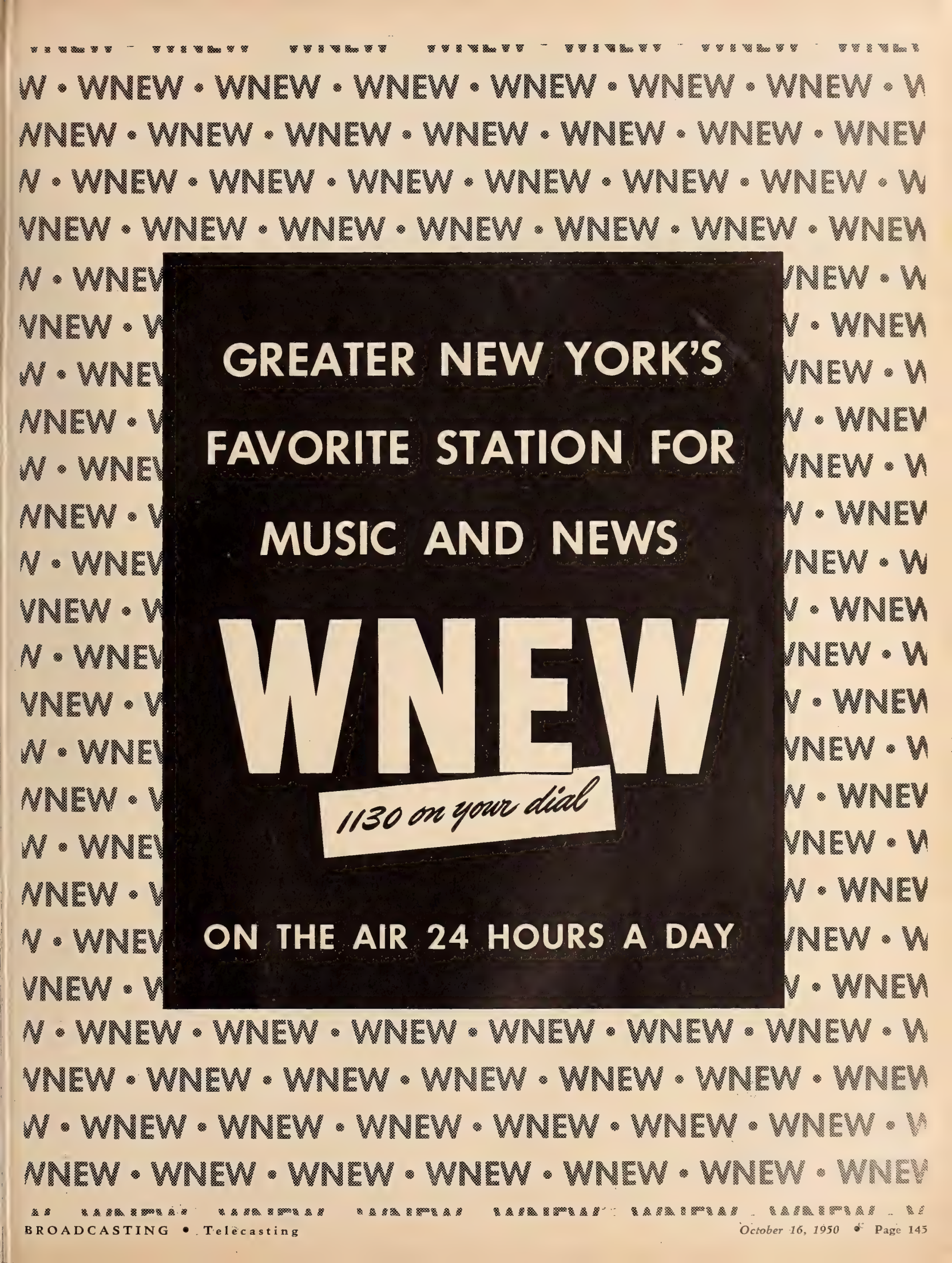
In June the U.S. Supreme Court ruled that the FCC must decide the ownership case involving WOW Inc., Omaha, and Woodmen of the World Life Insurance Co. The U.S. Court of Appeals, 2d District, ruled in July that networks must recognize certification by the National Labor Relations Board of NABET as bargaining agent for platter turners.

The Supreme Court held in December that FCC must hold hearings where applications are mutually exclusive.

A number of leading industry figures died in 1945. George Henry Payne, former FCC Commissioner, died March 3. Victor H. Hanson, owner of WSGN Birmingham, died March 13. Joseph V. Connolly, president of King Features Syndicate, died April 23. Dr. George W. Young, founder of WDGY Minneapolis, died April 27. A member of the original Federal Radio Commission, Judge Eugene O. Sykes, died June 21 of a heart condition, and James H. Hanley, who served two years on FRC, died July 9. Walter J. Neff, partner in the advertising agency of Neff-Rogow and at one time WOR New York sales manager, died Dec. 9.

As the year came to a close the industry was fast returning to normal operations. FCC was swamped with AM, FM and TV applications after disposing of the

(Continued on page 146)


GREATER NEW YORK'S
FAVORITE STATION FOR
MUSIC AND NEWS
WNEW
1130 on your dial
ON THE AIR 24 HOURS A DAY



AT DEDICATION of WLEE Richmond, Va., in 1945, timebuyers turned the tables by presenting President Thomas G. Tinsley (also president of WITH Baltimore), their host, with a desk set. Mr. Tinsley had chartered a plane to fly the group from New York to Richmond. Present were, front row (l to r) Roland Van Nostrand, Benton & Bowles; R. C. (Jake) Embry, vice president, WLEE; Mr. Tinsley; Irvin G. Abeloff, WLEE general manager; Frank Silvernail, BBDO; Frank Haas, Erwin, Wasey & Co.; Carlos Franco, Young & Rubicam. Back row: Fritz Snyder, Betty Powell, Biow Co.; Gordon Mills, Arthur Kudner Inc.; Vera Brennan, Duane Jones Co.; Jack Allison, Headley-Reed Co., WITH-WLEE representative; Mary Dunlavey, Pedlar & Ryan; Chester Slaybaugh, Morse International; Gertrude Scanlan, BBDO; Frank Hayes, Headley-Reed; Linnea Nelson, J. Walter Thompson; William C. Dekker, McCann-Erickson; Bea Gumbinner, Lawrence C. Gumbinner Adv. Agency; Frank Headley, Headley-Reed; Betty Barrett, Donahue & Coe.

1946

THE FIRST full peacetime year since 1940 forcefully reminded broadcasters that they lived in an industry with more problems to the square inch than most any segment of the American economy.

With laboratories and factories once again in non-war pursuits, technical problems came to the fore early in the year. The noise of New Year's Eve celebrations had scarcely faded when Zenith Radio Corp. went to the FCC to protest moving of FM "upstairs" to the 88-108 mc band.

Television—especially with color—was to be a 12-month worry. James C. Petrillo and the AFM, irked by legislation, retaliated with strike threats and other maneuvers designed to keep broadcasters off balance. NAB completed its staffing and moved toward the first convention since 1944.

In early January CBS promoted President William S. Paley to the board chairmanship. Paul Kesten moved to vice chairman, Frank Stanton became president and Adrian Murphy vice president. Later in the year Mr. Kesten resigned to serve in a consulting capacity. Earl H. Gammons, Washington director, and Howard S. Meighan, station director, advanced to CBS vice presidencies in the autumn.



Mr. Gammons



Mr. Kesten

NBC realigned its staff in February, naming Roy C. Witmer staff vice president. Harry C. Kopf took Mr. Witmer's sales vice presidency. Later in the year William F. Brooks and Ken R. Dyke were elected to vice presidencies.

ABC and MBS also went through top echelon reorganizations. ABC in November named Robert E. Kintner executive vice president and Joseph A. McDonald vice president. A. A. Schechter and Esterly Page were named to MBS vice presidencies in the spring.

Gloom hovered over the industry as spring approached because of a ban on all construction, handed down by Civilian Production Administration. Girded for vast expansion, the industry found itself limited to buildings costing less than $1,000.

With the war over, spring brought a recurrence of the annual daylight saving time headache. ABC decided to adopt an intricate plan of recording programs and feeding them to stations in various areas. While it was working out this project the company announced a plan to sell stock to the public. Purpose of this securities project was revealed in part when the network announced in May it was buying WXYZ Detroit and WOOD Grand Rapids along with Michigan Radio Network for $3,650,000.

Leo J. Fitzpatrick, WJR Detroit vice president and general manager and an industry pioneer, resigned from the station in May. Three months later he bought controlling interest in WGR Buffalo.

Business-wise the industry had started the year with knowledge that 1945 net time sales had totaled $310,450,000, according to the BROADCASTING YEARBOOK. This was a gain of 7.3% for the year. Eleven months later FCC announced its 1945 income report. This amounted to $310,484,000, within a fraction of 1% of the BROADCASTING estimate.

Census Bureau figures compiled during the spring months showed the number of radio homes in 1945 was 33,998,000 compared to 28,847,000 in 1940, with 90.4% homes, and 76.2% of farms having sets. In June Broadcast Measurement Bureau announced that 95.2% of urban homes had radios, 87.4% of rural non-farm homes and 76.2% of farm homes. Cooperative Analysis of Broadcasting, which had measured program audiences for more than a decade, was abandoned effective July 31, with C. E. Hooper Inc. continuing to supply program reports to CAB subscribers.

Mixed Reception Meets BMB Station Coverage Figures

BMB's station coverage figures met a mixed reception, which flared out at the NAB convention in October and led to an NAB board demand that BMB's board prove value of the statistics.

While the research situation had its flurries, the extent of radio's coverage was appreciated as never before. President Truman took advantage of this medium May 24 when all railroads were on strike. The Chief Executive addressed the nation by radio and laid groundwork for a settlement as well as mobilizing the nation in case a prolonged strike might develop.

The vast U. S. audience heard the June 30 atom bomb experimental blast at Bikini, in the Pacific, though the program was marred by faulty Navy arrangements. The second blast four weeks later was handled smoothly and the world got a thrill as the bomb was detonated.

A major research project conducted outside the industry but on its behalf showed that three out of five listeners prefer programs with advertising. The finding came out of an extensive study conducted by National Opinion Research Center.

Despite criticism of the BMB coverage figures, BMB's board voted in the autumn to conduct a second study in 1948.

The year provided broadcasting with one of its alltime headaches—FCC's "Public Service Responsibilities of Broadcast Licensees," better known as the "Blue Book." In this 139-page document, issued March 7, the Commission put broadcasters on the spot by asserting and suggesting vast powers over broadcast programs.

Industry Joins in Opposition To FCC 'Blue Book'

Reaction was violent from industry circles, starting a series of battles whose reverberations are still heard from time to time. NAB shouted its anger, joined by broadcasters everywhere. BROADCASTING ran a series of articles and editorials dissecting the document.

The "Blue Book" was a cruel blow at industry freedom but it was met by an expression of confidence in the industry by President Truman, who received NAB's board at the White House May 9. The President reiterated his belief that radio must be kept as free as the press and added "there must be complete freedom of radio."

FCC held hearings in January, originally slated the previous May 9, on the clear channel question but the matter dragged through the year without decision. The Zenith protest against shift of FM to 88-108 mc was reviewed at a January hearing but the protest was denied.

Paul Porter, FCC Chairman, left in February to join the Office of Price Administration, with Charles R. Denny becoming Acting Chairman. Comr. William H. Wills died in March of a heart attack. Rosel Hyde, general counsel, was nominated for the post and Bene-

(Continued on page 148)

basic frequency allocation task. NAB was running smoothly with the aid of a new administration.

Never before had broadcasting lived through a war. The industry's record had commanded widespread recognition as networks and stations supported the war effort loyally and enthusiastically. The war over, broadcasting looked ahead to 12 months in which the noise of guns and shackling rules of wartime operation would be lacking for the first time in several years.

IS YOUR RADIO BUDGET FLYING BLIND?





It's easy to stay on the beam in radio today when you have all the facts about audience and coverage and can make station selections to coincide with your distribution areas. As the authorized servicing agency for the B M B data, STATISTICAL can give you complete tabulations of radio station coverage pertaining to your market or any part of it. Audience figures* can be furnished for any combination of stations you choose, showing a breakdown by territories, distribution areas, and so forth. You don't have to guess how to invest your radio dollar to get maximum results. STATISTICAL can prepare tabulations that will match radio coverage with your trading area. STATISTICAL offers the largest independent punched-card tabulating service in the country and can prepare these studies for you, utilizing the vast amount of data compiled for B M B.

Each report, when completed, will carry the B M B seal of approval and all work will be done in accordance with methods and specifications approved by the Bureau.

Phone or write our New York office for full details.

**Gross, unduplicated composite, total weekly (or other frequencies), for day or night, etc.*

STATISTICAL TABULATING COMPANY

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Chicago *Newark* *St. Louis*

1946

(Continued from page 146)

dict P. Cottone became general counsel.

Only charter member of the FCC, Comr. Paul A. Walker, was renominated in May for a third term. Acting Chairman Denny became Chairman in December.

FCC revised its clear-channel daytime policy in June, with Clear Channel Broadcasting Service claiming the change opened the way to breach clear channels. In October CCBS drafted a plan to provide 20 clear stations having 750 kw power. The Commission announced in mid-summer it was revising hearing procedure under the Administrative Procedure Act.

Flooded with applications, the Commission by July had granted 221 standard broadcast stations, augmented by 456 FM and 30 TV grants. Many applications remained so the Commission set up a "processing line."

In mid-summer FCC announced it would not issue an "advisory opinion" on legality of the *Pot O' Gold* contest. It approved transfer of WINS New York from Hearst Radio to Crosley Corp., of which James D. Shouse was president.

A momentous summer decision by the FCC denied petition of Robert Harold Scott, atheist, for revocation of licenses of three San Francisco stations but said "freedom of religious belief necessarily carries with it freedom to disbelieve."

Sen. Charles W. Tobey (R-N. H.) on July 26 introduced a resolution proposing investigation of the FCC's FM allocations.

A "Blue Book" reaction developed when Drew Pearson and Robert S. Allen, newspapermen, applied for the facility of WBAL Baltimore.

As the regulatory year closed, FCC eased the rule governing recordings to permit one-minute-or-less spots without identifying announcement. Last act of 1946 was to order networks to report on sustaining programs, under "Blue Book" specifications.

Besides regulatory headaches, the broadcasting industry was constantly badgered during the year by AFM jockeying. NAB's board in the opening days of the year ordered President Justin Miller to ask President Petrillo, of the AFM, for a conference. Judge Miller appeared before the AFM board Jan. 18 and agreement was reached for an AFM-industry meeting within a few weeks.

AFM suffered a setback in February when the House voted the Lea Act 222-43. This bill was aimed directly at AFM featherbedding. The bill passed the Senate and became law April 16. Less than a month later Mr. Petrillo ordered musicians not to play for FM and AM simultaneously unless they received double pay. At the AFM convention in June he demanded a court test of the Lea Act and carried through by ordering WAAF Chicago to double its music staff and then calling a strike.

Judge Miller in late May called on Mr. Petrillo to quit stalling and live up to his promise to negotiate. The union head was placed under $1,000 bond June 17 on charges of violating the Lea Act. The government charged in Federal court that Mr. Petrillo had violated the Lea Act as well as other laws, in calling the WAAF strike.



Rep. Lea

Within a month Mr. Petrillo demanded increases up to 500% from transcription companies, giving only 24 hours to comply. The transcribers agreed to pay a substantial wage increase.

Judge Walter LaBuy held Dec. 2 that the Lea Act was unconstitutional, a decision that was later to go to the U. S. Supreme Court. The highest court, incidentally, Dec. 9 upheld FCC's denial of the WOKO Albany license renewal.

An important development on Capitol Hill was the defeat of Burton K. Wheeler, chairman of the Senate Interstate Commerce Committee, in the Montana primaries. His successor was to be Sen. Edwin C. Johnson (D-Col.).

Technical progress in the electronic arts, and removal of wartime restrictions, combined to enliven 1946. Spectacular development of late January was the achievement of Lt. Col. John H. DeWitt, WSM Nashville, in shooting the moon via radar. The event commanded worldwide attention.

CBS Sees Color TV Within One Year

CBS declared in early February that color television would be feasible within a year. By September the network had successfully transmitted live color television programs and it asked FCC to authorize UHF commercial color. FCC started hearings late in the year.

First New York-Washington telecast was carried by coaxial cable in February. A few days later Westinghouse announced that it had transmitted usable Stratovision signals 225 miles. RCA in March demonstrated airborne television around Washington and predicted military and commercial advantages. W. G. H. Finch and Radio Inventions each demonstrated high-speed facsimile.

Television had one of its bigger moments June 19 when the Louis-Conn fight was telecast and carried on the cable.

TV's progress was shown at the Television Broadcasters Assn. convention Oct. 11 in New York, with prediction made that a nationwide TV network would be operating by 1951.

RCA joined the color parade Oct. 30 by demonstrating electronic color at its Princeton laboratory, in contrast to the rotating-disc scanning system shown by CBS. DuMont showed a trick of its own by transmitting television over a light beam.

NAB had music troubles during the year as well as legal and regulatory crises, but it went ahead with the job of rebuilding the association under Judge Miller. Don Petty was named general counsel, Lee Hart assistant director of broadcast advertising and Dr. Kenneth H. Baker research director. A large new building was acquired in May as Washington headquarters. The board voted to set up a program department.

Edward J. Heffrom became public relations head and James L. Middlebrook was named engineering director. Mr. Middlebrook resigned late in the year to join ABC. Richard P. Doherty was appointed employe-employer relations director.

NAB Meet Sets Plans For 'New Era' in Radio

First convention in two years was held Oct. 21-26 at Chicago, with the association having 1,100 members. Plans were laid for the "new era" in broadcasting. As the year ended Judge Miller proposed a legislative program in which powers of the FCC would be more clearly defined.

FM Assn. was taking shape after an FM committee had been formed at the convention and the first convention was planned for Jan. 10, 1947.

On the international side, broadcasters met a reverse early in 1946 when the North American Regional Broadcasting Agreement, expiring March 29, was renewed. Industry sources provided many protests over concessions to other North American nations, particularly Cuba. The renewal was for three years.

An innovation in industry affairs was the first BROADCASTING TRENDS poll in which station, network, agency advertiser and other groups were asked their opinions on current industry problems. The first poll, released in November, showed that listeners do more to improve agencies than those who buy time, that program service was adequate and that four out of five station mangers felt their stations needed improvement.

All during the year AFRA had had been threatening to strike. Negotiations with networks made progress and an agreement was near in early December but AFRA negotiators suddenly walked out of the meeting and arbitration efforts were suspended.

The obituary column for the year included W. H. Cowles, KHQ Spokane and *Spokane Chronicle*, Jan. 15; George W. Smith, Fort

(Continued on page 152)

SUNSHINE LAUNDRY
SAINT LOUIS

Mr. L. A. Benson, President,
Radio Station WIL,
St. Louis, Mo.

My Dear Mr. Benson:

A crew of five men whom we have had out interrogating housewives concerning their radio listening habits have reported such an interesting situation as regards Radio Station WIL, that I feel I should inform you of it.

To our very great surprise, we found that approximately 90 per cent of these households know of our musical program on your station and listen to it. We would not believe this to be true, unless it had been reported to us by our own men, after a very careful survey of some 10,000 homes.

This, we feel, is one of the reasons why the Sunshine Laundry has not been affected by the financial interlude, as have other firms in our line. In fact, our business is maintaining the same volume today as we were experiencing during the "boom" days.....certainly one of the few instances of its kind among the laundry businesses of the Middle West.

Thanking you very kindly for the friendly, cooperative spirit you have always shown, I am,

Sincerely yours,
Charles W. Weal
Pres.

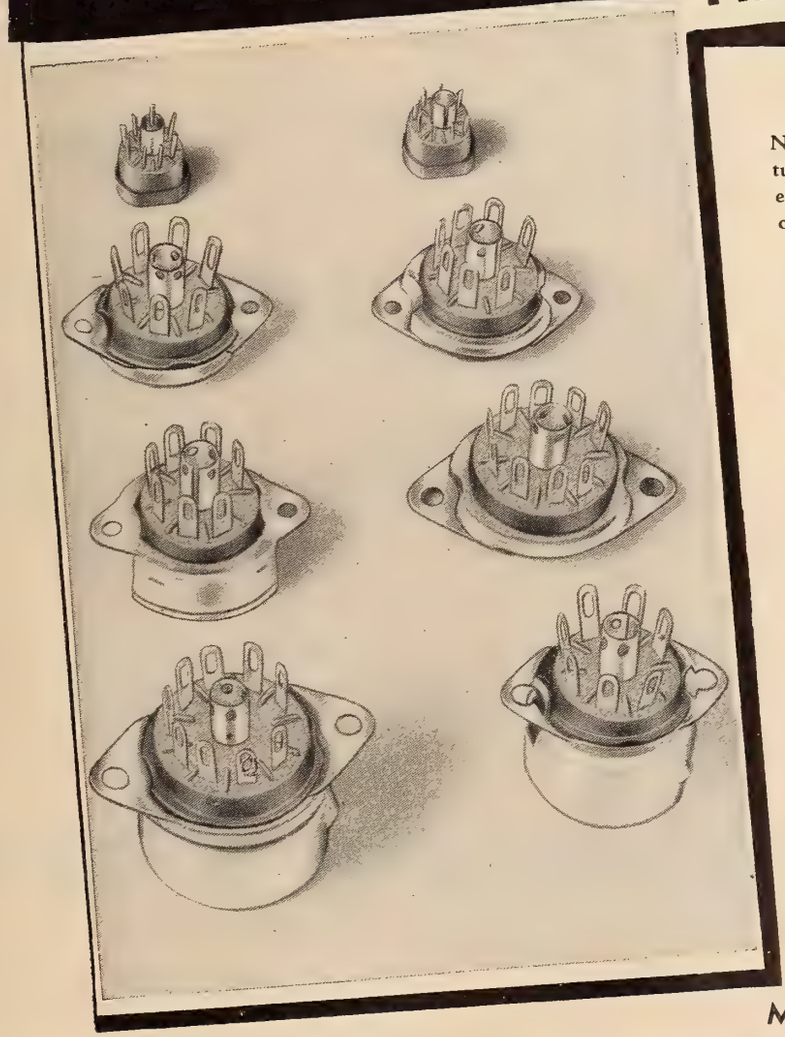
• • • your clients, too, will be Just as Happy with W·I·L

MYCALEX

MINIATURE TUBE SOCKETS

7-PIN and 9-PIN... and SUBMINIATURES

PREMIUM INSULATION PRICED COMPETITIVELY



Now MYCALEX offers both 7-pin and 9-pin miniature tube sockets . . . with superior low loss insulating properties, at prices that offer ceramic quality for the cost of phenolics.

MYCALEX miniature tube sockets are injection moulded with precision that affords uniformity and extremely close tolerances. MYCALEX insulation has high dielectric strength, very low dielectric loss, high arc resistance and great dimensional stability.

Produced in two grades: MYCALEX 410 conforms to Grade L4 specifications, having a loss factor of only .015 at 1 MC. It is priced comparably with mica filled phenolics.

MYCALEX 410X is for applications where low cost of parts is vital. It has a loss factor only one-fourth that of "everyday" quality insulating materials, and a cost no greater.

Prices gladly quoted on your specific requirements. Samples and data sheets by return mail. Our engineers will cooperate in solving your problems of design and cost.

Mycalex Tube Socket Corporation
"Under Exclusive License of Mycalex Corporation of America"
30 Rockefeller Plaza, New York 20, N. Y.

SINCE 1919 MYCALEX THE INSULATOR TRADE MARK REG. U.S. PAT. OFF.

MYCALEX CORP. OF AMERICA

"Owners of 'MYCALEX' Patents"

Executive Offices: 30 Rockefeller Plaza, New York 20, N. Y. Plant and General Offices: Clifton, N. J.

KMOX

ST. LOUIS •

KEY STATION OF THE MISSISSIPPI VALLEY

50,000 watts

• Advertisers are now making reservations for 1932. No evening time is available for the remainder of this year. A few choice morning and afternoon periods for the balance of 1931 are now available for early reservation.

KMOX • is located at the most strategic point in the United States. KMOX broadcasts from the center—not the rim.

KMOX • with its 50,000 watt transmitter on a cleared channel, is heard regularly throughout the entire Mississippi Valley. (Write for the KMOX Listening Area Map, measuring its *minimum* habitual audience).

KMOX • dominates its immediate district. It is the only radio station capable of providing full time reception to listeners in St. Louis and its trade territory.

KMOX • maintains the finest network program standard 18 hours a day, insuring for its audience the best radio entertainment and special broadcasts.

THE VOICE OF ST. LOUIS, INC.

OPERATING

KMOX

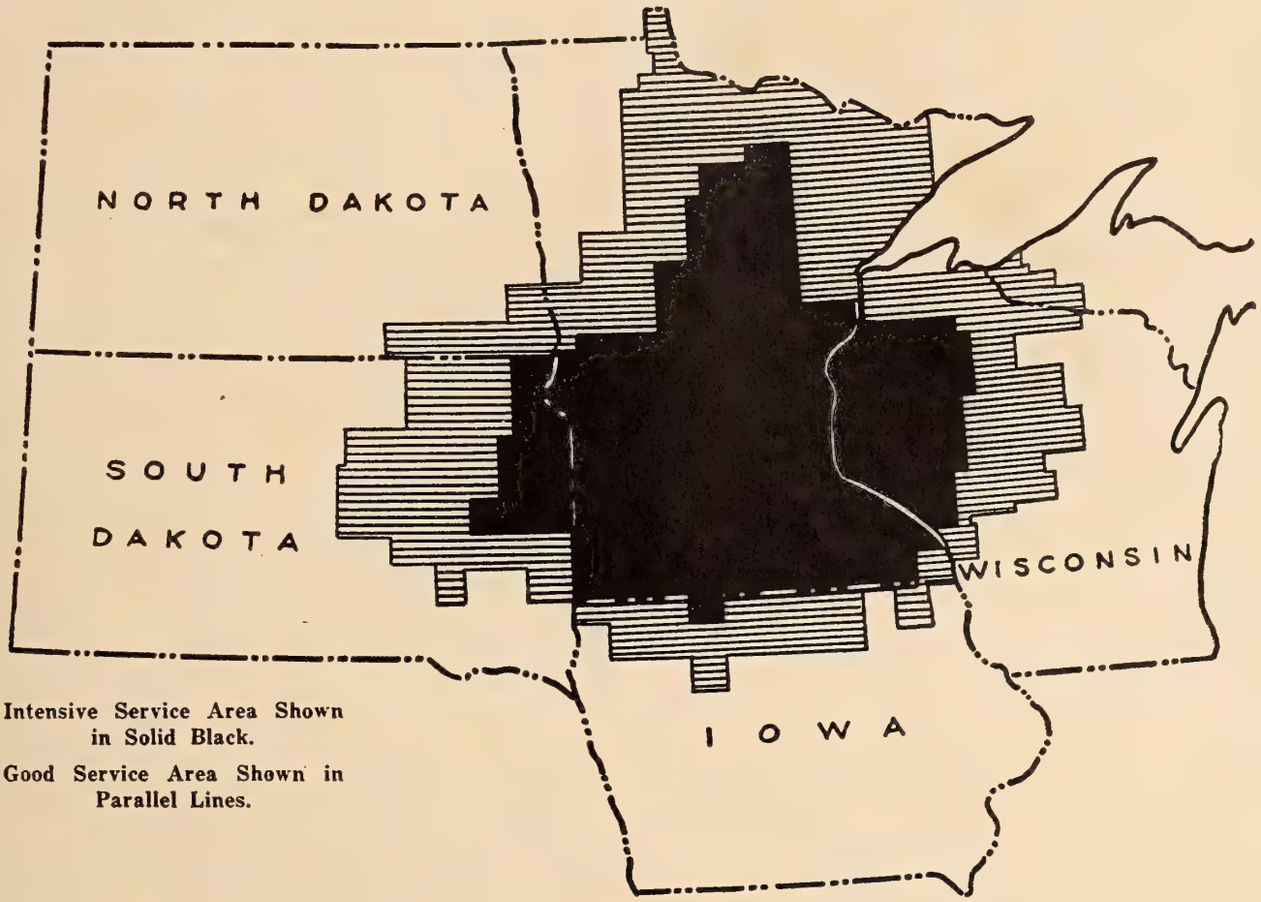
50,000 Watts • 1090 Kilocycles • 275.1 Meters

Studios and Offices: Mart Building, St. Louis, Mo.
Transmitter: Baumgartner Road, St. Louis County

BASIC STATION OF THE COLUMBIA BROADCASTING SYSTEM

MINNEAPOLIS **WCCO** SAINT PAUL

Cleared Channel -- 810 Kilocycles



Intensive Service Area Shown in Solid Black.

Good Service Area Shown in Parallel Lines.

$0.00052

Half an hour's evening time on WCCO at the general one-time rate, costs fifty-two-one-thousandths of a cent for each receiving set in WCCO's demonstrated intensive and good service area.

414,130

Receiving sets are in this good service area, as shown on the map. In the intensive service area there are 283,551 sets.

A 2-Cent Stamp

Covers the cost of delivering a half-hour's evening program from WCCO, normal talent cost included, to twenty-five receiving sets in the intensive and good service area.

The foregoing figures are based on the following factors:

1. The recent survey made by WCCO to determine its area of dependable service, full details of which are available on application.
2. The United States Census Bureau's 1930 figures for radio receiving sets in homes.
3. WCCO's published rate card.

What other medium can offer such wide regional coverage at so small a cost?

NORTHWESTERN BROADCASTING, *Inc.*

H. A. BELLOWS, Pres. Offices: Nicollet Hotel, Minneapolis E. H. GAMMONS, Vice Pres.

1946

(Continued from page 148)

Industry Co. vice president, May 9; Harry Tennyson, FCC Accounting Dept. assistant director, July 11; George B. Porter, radio attorney, Aug. 11; William C. Alcorn, WBNX New York vice president, Aug. 28; Jack Powers, co-owner of KUTA Salt Lake City, Aug. 31; George Washington Hill, president of American Tobacco Co., Sept. 13; C. Marion Dobyns, owner of KGER Long Beach, Calif., Oct. 15; Julian Price, board chairman, Jefferson Standard Life Insurance Co., Oct. 25; Earl E. May, owner of KMA Shenandoah, Iowa, Dec. 18.

That first full postwar year had opened with important regulatory, technical and commercial problems. It closed on a color television note, backed up by a blue tint arising from FCC's program supervision.

Ex-FCC Chairman Paul Porter left OPA Nov. 29 to head a U. S. mission to Greece, with rank of ambassador.

Station sales during the year included WCAU to the *Philadelphia Record* for $6 million, a transfer that received FCC approval, and acquisition of interest in WIND Chicago by John S. Knight, publisher of the *Chicago Daily News*.

Looking ahead, broadcasters were given a BROADCASTING prediction that gross revenues would continue upward but net income might drop.

1947

RADIO's second post war year, 1947, found the medium continuing the healthy growth that characterizes its entire history. Net time sales in 1947 were estimated by BROADCASTING at $356,690,000, a gain of 7.5% over 1946.

At the same time the total number of stations in the United States was rising from 1,520 when the year began to 1,962 as it ended, only a few stations short of the record 516 stations which had gone on the air the year before. Of these stations 374 were FM and 19 TV. ABC ended 1947 with 265 stations, CBS with 174, MBS, 488, and NBC with 167.

Radio homes reached a new high of 35 million, according to a Nielsen survey reported by CBS early in April. Listening for these radio homes was reported at 150 million hours each day. At the end of the year the number of radios in the United States stood at 66 million, a notable increase over the 60 million sets reported at the beginning of the year and partly attributable to the NAB-RMA "radio in every room campaign" which was launched in February.

Local advertising was the outstanding leader in 1947 with an increase of 16.6% over the preceding year. For the first time in history local sales of $135,750,000 exceeded national network sales which totaled $125,450,000 for the year. The network figure was a loss of 1.1% from the total in 1946.

FCC Announces Freeze On Filing New Applications

While radio business was showing such a satisfactory gain the FCC chalked up one of its busiest periods. Faced with a flood of work at the beginning of the year a freeze on filing of new applications was announced Feb. 7. During the last week before the deadline some 325 AM applications were filed for new or improved facilities, making a total of 1,200 such applications in the hands of the FCC as it went into the freeze. In addition the FCC had 250 FM and 13 TV applications on file. At the time the war-time freeze was lifted in 1945 there were 1,300 AM, FM and TV applications on hand.

The Commission had set the freeze for a three-month period and although there were serious doubts that it would be able to finish its work by the announced date of May 1, it finished up the marathon with a burst of speed seldom equalled in Commission history and ended on schedule. Every case on Processing Line 2, some 250 in all, had been granted or set for hearing. There was less success with Processing Line 1, composed of cases in which engineering was not the primary problem. About 200 of the 300 cases on this processing line were acted upon.

Decision to lift the freeze on schedule was made by a 3-to-2 vote with Chairman Charles R. Denny and Comrs. Ray C. Wakefield and Rosel H. Hyde voting against extension while Comrs. E. K. Jett and C. J. Durr favored such a move.

New Hearing Division Formed by Commission

In an effort to further expedite Commission action, on May 29 the Commission set up a new Hearing Division to be composed of examiners responsible only to the Commission. In addition to the Hearing Division a Review Section was set up in lieu of the former "Hearing Section" which broadened the scope of examiners authority and spelled out precedures.

On June 4 the Commission began its daytime skywave hearing and heard the Clear Channel Broadcasting Service ask for more protection for their stations. Later this hearing was consolidated with the Clear Channel hearings which resumed Oct. 20.

Also early in June the Commission made new FM frequency assignments and adopted a policy of four-channel separation for stations in the same area. Stations were given until Oct. 1 to make changeovers to the new channels.

One of the more noteworthy hearings of the year was the WBAL case in which the point at issue was the FCC Blue Book. WBAL was put on temporary license and a hearing date set when Drew Pearson, commentator and columnist, and his former collegue, Robert S. Allen, appplied for the WBAL facility. In February WBAL took its case to the courts asking for a stay against the FCC's Blue Book charges. On Feb. 19 an injunction was granted and the hearing was postponed pending the court decision.

Supporting a motion denying the court's jurisdiction in the case, the FCC on April 4 said that the Blue Book *did not attempt to control station programming* and was "not an order" and therefore was not reviewable by the court. In July the court dismissed the complaint until the FCC made its final decision in the case. In November the hearing got underway and lasted for three weeks. At the beginning of 1948 the case had not been decided. [It is still pending, with the FCC reportedly deadlocked 3-3 with Comr. Robert F. Jones not participating.]

In February a final decision was announced in the long-fought *New York News* FM case which was decided against the newspaper. The newspaper in turn brought charges against Chairman Denny's part in the decision saying that at the time the decision was made Mr. Denny had already become an NBC vice president and his participation in the case was illegal. They also charged that some Commissioners who voted had not heard all of the arguments. As a result the decision was set aside late in December and a new hearing scheduled for early in 1948.

Another important change in Commission policy made during the year was the first invoking of the so-called Avco rule and a proposed decision granting sale of KMED Medford, Ore., by the principal stockholder, Mrs. W. J. Virgin, to one of the competing bidders, Medford Radio Corp. Gibson Broadcasting Co. had offered $250,000 in cash and $20,900 in stock for the station. Medford Broadcasting was made up of eight residents of Medford while the Gibson firm was owned by Luther E. Gibson, licensee of KHUB Watsonville, Calif. The decision resulted in a long legal tangle and the eventual refusal by Mrs. Virgin to go through with the sale to the Avco bidder. After the KMED case there were numerous occasions on which Avco ruling bids were filed.

On the television front FCC and the industry were turning their thoughts toward color. On Jan. 27 at the invitation of the FCC, Dr. Peter C. Goldmark, inventor of CBS field sequential system, presented CBS developments at a hearing in New York with the plea that CBS be granted permission to proceed immediately with commercialization of its technique.



Dr. Goldmark

As a surprise addition to the hearings RCA made a demonstration of its simultaneous electronic method. E. W. Engstrom, vice president in charge of research, RCA Labs., said that only the day before the first live pickup had been made by the RCA method. Dr. Allen B. DuMont, president of DuMont Labs, criticized the CBS color, pointing out that the size of the screen had not been increased from the 6x8-inch images first demonstrated in 1940.

In March the FCC decided that color television was not yet ready for the public and that the proposed CBS standards were not acceptable. The decision resulted in an immediate boom in black-and-white set sales and a marked step-up in plans to get black-and-white stations on the air. Altogether television had its busiest year thus far.

Poppele Is Re-named TBA President

Early in January, at the annual meeting of the Television Broadcasters Assn., J. R. Poppele, vice president and chief engineer of WOR New York and its video associate then under construction in Washington, was re-named president. Plans were made for a TV program code, a counterpart of the NAB code in use by radio stations.

Early in February Westinghouse Electric Corp. completed its test of Stratovision, reporting that the system was feasible.

In March NBC and DuMont announced their experiments with the Zoomar lens which promised to solve many of the problems of telecasting outdoor events. AT&T announced proposed coaxial rates which the television networks classed as too high. As a counter proposal DuMont announced a plan for microwave video relays which would serve eight stations 28 hours a week for $5.15 per hour per station. Subsequently AT&T announced revision of its proposals.

Another action which had far-reaching effects was the lifting on July 1 of the wartime ban on new building construction which allowed

(Continued on page 154)

if your programs reach Canadian listeners and use music in any form . . . .

then, you should be fully cognizant of the services we offer . . .

it is generally agreed that to effectively hold and sell an audience you must give them what they want and like . . .

for example, Canadians are proud of their Canadian heritage—they like Canadian music . . .

which would indicate the use of Canadian music to please the largest possible Canadian audience . . .

allow us to help you, since we control a vast repertoire of music by leading Canadian authors, composers and publishers . . .

in addition, we maintain a complete station service (program continuities, phono. records, sheet music and orchestrations) in French and English specially selected for programming in Canada . . .

BMI CANADA, LIMITED

MONTREAL
TORONTO

IN THE U. S., CONSULT BROADCAST MUSIC, INC.: NEW YORK, CHICAGO, HOLLYWOOD

1947

(Continued from page 152)

radio stations to go ahead with expansion and rebuilding plans.

In August RCA made an offer to help other manufacturers get started in the production of television sets and on Oct. 5 the first telecast was made from the White House with President Truman, Charles Luckman, head of Lever Brothers and chairman of the Citizens Food Committee, and others participating.

Both the Republican and Democratic conventions were set for Philadelphia largely because that city offered the best television facilities of any of those bidding for the meetings. On Nov. 13 the Boston-Washington coaxial cable was opened with the first program carried on WNBT (TV) and WABD (TV) New York, WPTZ (TV) and WFIL-TV Philadelphia, WMAR (TV) Baltimore, WRGB (TV) Schenectady, WNBW (TV) WMAL-TV and WTTG (TV) Washington, with NBC facilities used in the multiple hookups.

Personnel-wise 1947 saw a number of changes at the Commission. On Feb. 7 President Truman nominated Commodore Edward M. Webster to fill the post left vacant when Chairman Paul A. Porter left the FCC to become OPA administrator. The nomination was approved by the Senate.

Wakefield Name Withdrawn, Jones Named to FCC

In May the President submitted the renomination of Ray C. Wakefield, California Republican, to the Commission. Then on June 18 he unceremoniously withdrew the nomination and named instead Rep. Robert F. Jones of Lima, Ohio, for the seven-year term. The switch in nominations was made without the approval of Chairman Denny who had been known to favor Mr. Wakefield. The Jones nomination was approved by the Senate.

A change in the chairmanship came when Chairman Denny resigned effective Oct 31, to accept a post with NBC as vice president and general counsel. His salary in the new post was reported at $35,000 a year as compared with the $10,000 he received at FCC.

On Dec. 26 the President nominated Wayne Coy, director of the *Washington Post* stations, to the chairmanship. The nomination had been predicted in BROADCASTING in October.

On the same day Chief Engineer George E. Sterling was nominated to a commissionership to succeed veteran E. K. Jett, who resigned as of Jan. 1, 1948, to become vice president and director of radio of the Baltimore *Sunpapers*. This made two promotions within the year for Mr. Sterling who had succeeded George P. Adair to the chief engineer's post in March.

Other highlights of the Commission year included the request for a $7.5 million budget, the largest in history. An appropriation of $6,240,000 was eventually granted. On June 10 the channel separation rule was adopted allowing assignments of AM stations only 30 kc apart in adjacent cities within certain engineering restrictions—but not within the same cities.

Stanley Hubbard Buys Control of KSTP

In mid-March the Commission reversed itself in two days in the KSTP Minneapolis-St. Paul case allowing President Stanley E. Hubbard to buy control after Aviation Corp. relaxed its option for repurchase. Mr. Hubbard, who already owned 25% of the stock, bought the remaining 75% for a reported $825,000.

Two events late in June did much to relieve the labor troubles which had beset radio for many months. One was the enactment of the Taft-Hartley Act, which put management on an equal footing with labor in negotiations. The same week the Supreme Court upheld the Lea Act as constitutional. Both the Lea Act and the Taft-Hartley Act made feather-bedding unlawful and appeared to make unlawful Mr. Petrillo's proposed rule that music broadcast on AM could not be duplicated on FM.

Upholding of the Lea Act started the wheels turning again in the 1946 WAAF Chicago suit against the AFM leader for calling a strike against the station. Both



AFM PRESIDENT James Caesar Petrillo (right), listens to some legal points from Joseph A. Padway, AFM chief counsel.

sides began to prepare for trial which was set for Dec. 15.

In direct answer to the double blow of the Lea Act and the Taft-Hartley Act, Mr. Petrillo ordered the networks to stop use of live music on FM which was used on AM.

Negotiations dragged on for weeks and the AFM head refused arbitration efforts. On Sept. 15 Mr. Petrillo ordered Continental, an FM network originated through WHFM (FM) Rochester and WASH (FM) Washington, to stop use of live music.

Negotiations continued and on Oct. 18 Mr. Petrillo announced a ban on recording to begin Dec. 31. All recording companies began to build up a backlog of records. Meanwhile, following up NAB charges, the Justice Dept. had begun a probe of the violation of the Taft-Hartley and Lea Acts.

Sentiment against the music czar began to crystalize on all fronts. A Chicago theatre owner refused to pay AFM stand-by fees. The CIO began planning entry into the music field, anticipating the possibility of capitalizing on AFM errors.

The weight of industry action against the union leader and of public opinion, together with threatened loss of revenue for AFM members, finally began to tell. After threatening to withdraw all union musicians from network programs after Jan. 31, 1948, Mr. Petrillo, late in November, announced that he was approaching negotiations with the networks on the basis that "we want to settle."

A week later he announced that AFM would lift its ban on network co-op programs, telling BROADCASTING that in the future the single engagement rate for network programs would apply to co-op broadcasts.

As the year ended the music czar had postponed proposed talks with the networks until "after the holidays." The hearing in the government's case was postponed to Dec. 29. As the year ended the labor leader was in court and his musicians were set to begin the long recording strike.

Other activities on the labor front included a six-and-a-half year contract signed Oct. 30 by the Radio Writers Guild with the four networks. The pact marked the first time that ownership and control of scripts by freelance writers had been established. It covered authors' rights and credits, minimum fees and establishment of a joint adjustment board representing both networks and writers.



Mr. Feltis

The Broadcast Measurement Bureau enjoyed an active year with Hugh Feltis, BMB director, making the rounds of NAB district meetings. First copies of the area audience report were issued in March. Many top-flight agency and advertising executives spoke in support of the service but there were complaints from subscribers as to the accuracy of the figures and the methods used.

A BROADCASTING TRENDS survey immediately after the report was issued found that 74% of subscribers found methods effective.

On July 24 the BMB board set up a 15-point plan to assure continuous operation of the service with ANA and AAAA support.

In September C. E. Hooper offered his service to BMB but his plan was rejected by the directors. In November the NAB Finance Committee considered the knotty problem posed by the U.S. Treasury ruling that BMB did not come under the non-profit classification and was being billed for taxes in the neighborhood of $200,000. The firms of Root, Ballantine, Harlan Bushby & Palmer and of Ernst & Ernst, accountants, were named as counsel to fight the tax case. As the year ended 536 AM members were signed up as subscribers to BMB.

The NAB held its 25th convention Sept. 15 in Atlantic City and adopted new Standards of Practice to become effective Feb. 1, 1948.

Other pressing problems and the actions taken on them included: The preliminary draft of legislation designed to take the FCC out of the program and business fields; invitation to other organizations to join the effort to solve problems posed by Mr. Petrillo's demands; a resolution proposing appropriate NAB action to secure reversal of the FCC Mayflower decision withholding from broadcasters rights to present their own opinions on the air.



Mr. Raymer

On Sept. 26 the National Assn. of Radio Station Representatives was formed to promote spot radio. The organization grew out of a meeting called by Paul H. Raymer and Edward Petry in New York. Mr. Raymer was elected chairman, H. Preston Peters, of Free &

Joseph Hershey McGillvra INC.

for

SALES GETTING REPRESENTATION

Contact our nearest office

Chicago 185 N. Wabash Avenue
Atlanta Rhodes-Haverty Building
Baltimore 2104 N. Charles Street
San Francisco 68 Post Street
Los Angeles 684 S. Lafayette Park Pl.
New York 366 Madison Avenue
Executive Office

RADIO STATION REPRESENTATIVES • AM • FM • TV

Peters, vice chairman; Joseph Weed of Weed & Co., secretary, and Lewis Avery of Avery-Knodel, treasurer. There were originally 22 member firms.

Early in October NARSR filed a complaint with the U. S. Attorney General and the FCC against CBS, charging the network had illegally encroached on their business by taking over non-network time sales of several CBS affiliates formerly represented by members of the association.

On May 23 the long heralded "radio bill" was introduced by Senate Majority Leader Wallace H. White Jr. (R-Me.) to revise the Communications Act of 1934, which, too, had been framed largely by Sen. White. The new bill proposed to split the Commission into two autonomous divisions of three members each, one to handle broadcast matters, the other to be in charge of common carrier problems. Each division was to have its own chairman with the FCC Chairman to serve as executive officer.



Sen. White

Almost immediately opposition began to form. Judge Justin Miller, president of the NAB, issued a statement in which he said he saw possibilities that from the bill a workable radio law could be passed. Committees were named in both the Senate and House (where the bill had been introduced by Rep. Charles A. Wolverton). Hearing dates were set for June 17.

Broadcasters' opposition to the bill continued to mount. At the hearing Judge Miller told Senate committee members the White Bill should be revised to assure full application of the First Amendment to insure radio's freedom. This stand met solid opposition from several committee members.

As a result of the hearing several revisions were made in the bill which was submitted to the seven-man Senate committee and given its approval to be taken up at the regular session of Congress to meet early in 1948. Among other provisions of the redrafted bill was one which would prevent entry of FCC staffers into radio or active practice before that agency for one year following their retirement from that body.



Mr. Dillard

The first general meeting of the FM Assn. was held Jan. 10 amid predictions that 1947 would be "the FM year." Roy Hofheinz, operator of KTHT-KOPY (FM) Houston, was elected president. J. N. (Bill) Bailey (former associate editor of BROADCASTING) was named executive director. Throughout the year the FMA was active in all radio problems including measures taken against Mr. Petrillo, the White Bill and other industry causes. At a meeting held Sept. 12 in New York, Everett Dillard, president of Continental FM Network, was elected president.

One of the most important radio transfers of the year was the purchase on Feb. 1 by the *Philadelphia Bulletin* and its president, Robert McLean, of WCAU Philadelphia and the then strike-bound *Philadelphia Record* and Camden (N. J.) *Courier-Post* from J. David Stern for more than $10 million. The stripped price of WCAU was figured at $3 million. Purchase of WCAU made it necessary for the *Bulletin* to sell its WPEN Philadelphia which was sold in June to Sun Ray Drug Co. for approximately $800,000. Both transfers were approved by the FCC in December.

The conclusion that without exception every type of broadcast program can be adapted to the retail advertiser was reached with publication of the second part of the Joske report on Feb. 5. This continuing study by the NAB of the uses to which the big Texas department store could put radio techniques showed the store had broadened its trading area, found new customers and enhanced its reputation through the use of radio.

On March 31 it was announced that Victor Sholis, director of the Clear Channel Broadcasting Service, would resign to become general manager of WHAS Louisville, replacing W. Lee Coulson who was retiring because of ill health.

On April 4 Carl Haverlin, vice president in charge of station relations for Mutual, was elected as the first paid president of BMI. In making the announcement the board anticipated a more vigorous competition in the radio music field.



Mr. Haverlin

The International Telecommunications Conference opened on May 15 in Atlantic City. After holding discussions throughout the summer the representatives of 78 nations attending the conference signed on Oct. 2 two basic agreements covering technical and operating aspects of international communications.

In celebration of Radio Week in October, President Truman said: "You know how strongly I feel the importance of radio communication is to the welfare of the nation and the world. . . . In contrast to the use in totalitarian nations, radio in America has developed as a service to the people, rather than a servant to the government . . . this fact imposes on American broadcasters the responsibility of striving always to improve and increase their contribution to better understanding among our citizens and among the nations of the world."

Several widely known radio personalities died during the year. Arthur L. Bright, 54, president and general manager of KHQ Spokane and prominent in radio for two decades, died on March 8. On April 23 John Gregg Paine, 57, general manager of the Society of Composers, Authors and Publishers, died. Also in April, on the 29th, Sherwood Brunton, secretary-treasurer of the Pacific Agricultural Foundation, owner of KQW San Francisco, passed away. The same week death claimed F. C. Eighmey, secretary-treasurer of the Lee stations, KGLO Mason City, Iowa, and WTAD Quincy, Ill.

On May 30 Norman MacKay, 47, commercial manager of WBAY Coral Gables, Fla., was killed in the Eastern Airlines Maryland crash. On Aug. 3 death claimed Richard G. Bath, 49, vice president and general manager of WKNE Keene, N. H. During the same week in August Joe Maland, 59, vice president and general manager of WHO Des Moines, and Lt. Gen. J. G. Harbord, 81, former president and chairman of the board of RCA, died. The former general manager of SESAC and veteran Hearst radio and newspaper executive, Emile J. Gough, 58, died on Oct. 14. Charles W. Myers, 66, former president of KOIN Portland, Ore., and president of NAB in 1936-37, died Nov. 3.

1948

THE LONG-HERALDED strike of AFM musicians against the recording and transcription companies started on schedule as 1948 began. Except for putting a lot of James C. Petrillo's musicians out of work, the strike had little immediate effect on broadcasting. All recording companies had been busy building a backlog of numbers and new releases continued to be issued.

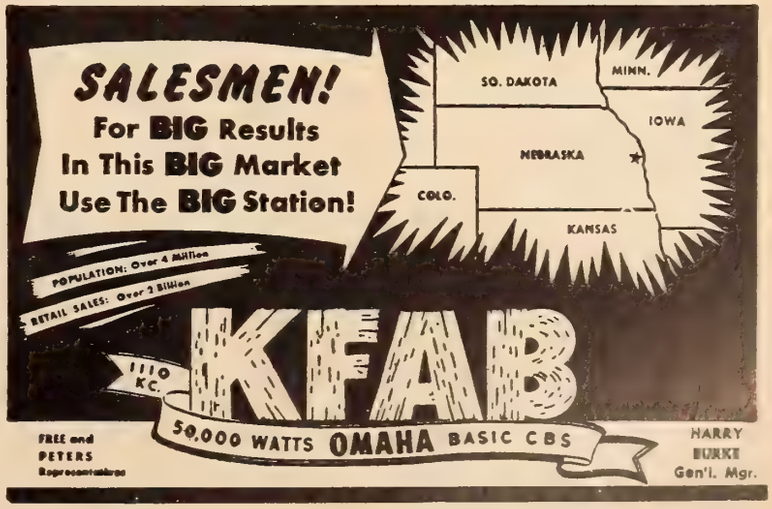
As the AFM started its strike, Mr. Petrillo sank deeper into hot water. He faced Judge Walter LaBuy of the U. S. District Court in Chicago, charged with violating the Lea Act. This case stemmed from earlier charges by WAAF Chicago that the union had coerced the station into hiring unneeded musicians. On Jan. 7, however, the union czar was cleared when Judge LaBuy found that there was "no evidence whatever in the record to show that defendant has knowledge of the lack of need for additional employes prior to the trial of this case."

Congress got into the act as the House Education and Labor Committee held hearings on the possibility of stiffening the Taft-Hartley Act to apply to the "extra-judicial operations" of the "Petrillo music monopoly." Committee Chairman Fred A. Hartley (R-N.J.) said there was little possibility of adding a clause to the Taft-Hartley Act to apply anti-trust laws to labor unions.

On Jan. 31 the AFM contract with the networks expired. A 60-day extension was granted, however, and the duplication of AM music on FM stations was approved. On March 18 a new AFM contract was signed for a three-year period. The pact also approved use of live musicians on TV and that wage scale was set at the end of April.

Early in March Standard Radio Transcriptions and Capitol Records moved toward forcing artists under contract to comply with their contract terms despite the AFM record ban. The firms termed the record ban a secondary boycott, illegal under Taft-Hartley. By May Associated Program Service and Lang-Worth had joined the fight and NLRB started hearings. In December the board said it did not feel the evi-

(Continued on page 156)



(Continued from page 154)

dence presented showed any violation of the law.

After striking for almost a year, the AFM signed with record and transcription companies late in December. Instead of paying royalties to the AFM, a trustee was set up to handle the union's welfare fund.

As the fall radio season was about to get under way, CBS bought the *Amos 'n' Andy* show for a reported $2 million under a capital gains deal, the first of its kind in radio. The team of Freeman (Amos) Gosden and Charles (Andy) Correll, which had started its radio career 20 years earlier in Chicago, switched from NBC Oct. 3 under sponsorship of Lever Bros.

NBC and CBS continued the talent battle, this time over Edgar Bergen and his wooden assistant, Charlie McCarthy. After proposals from both sides, Mr. Bergen announced he would retire from radio, at least temporarily, following his Dec. 26 broacast.

It was announced in November that Jack Benny and his program would move to CBS, occupying the same time slot as it had held on NBC.

By year end it was speculated that *Fibber McGee & Molly* and Red Skelton might move to CBS from NBC; Al Jolson was reported to be quitting radio, and Fred Allen was said to be considering similar plans.

Capital gains deals, a phrase which appeared in almost all the talent change talks, stirred interest not only in the industry but also in the government. The Treasury Dept., which was queried for its views on the matter, had not announced a decision by year end. Sen. Styles Bridges (R-N.H.) proposed a probe to determine the methods by which movie and radio stars were selling themselves as "businesses" for tax reduction purposes.



Sen. Bridges

Aimed at getting coverage rights to the cream of sports, CBS in December bought into the Tournament of Champions, a sports promotion group composed of Music Corp. of America and Allied Syndicates Inc., in addition to CBS.

At ABC some of the biggest talk of 1948 was the proposed sale of the network to 20th Century-Fox. This plan, however, was shortlived and within a week ABC said negotiations had been terminated.

For four of the network's executives the year had a happy start when they were elected vice presidents. Effective Jan. 1 ABC named Ivor Kenway vice president in charge of advertising, promotion and research; Frank Marx, vice president in charge of general engineering; Robert Saudek, vice president in charge of public affairs, and Thomas Velotta, vice president in charge of news and special events.

ABC Makes Changes In Executive Staff

In May Paul Whiteman and Murray B. Grabhorn were named ABC vice presidents. Owen D. Young, educator, lawyer and radio pionneer, was named to ABC's board in August. When Edwin R. Borroff quit the nework in June, John H. Norton Jr. replaced him as ABC vice president in charge of the Central Division.

Toward the end of the year, in November, Don Searle, vice president in charge of the Western Division, announced his resignation. Charles C. Barry, vice president in charge of programs and television in New York, replaced him.

To finance the expansion of television operations, ABC in May offered 500,000 shares of voting stock at public sale. In less than two hours the stock was bought at $9 per share.

ABC opened its television network April 18. The first rate card was issued early in June, covering 10 stations, eight of which were not yet on the air. Later the network made TV history by presenting the first telecast of an opera. On Nov. 29 ABC-TV carried "Otello," telecast from the stage of the Metropolitan Opera House in New York. The Texas Co. sponsored the venture.

In a full-page ad of Jan. 5—placed in 37 newspapers in 18 cities—NBC announced that its television network was "open for business." At that time there were 19 television stations on the air and an estimated 175,000 receivers in operation. Carleton D. Smith, general manager of NBC's WRC and WNBW (TV) Washington, was named manager of the TV department, with headquarters in New York. The announcement was made in early February by Noran Kersta, NBC television director. A plan for integrating AM and TV operations was instituted by NBC in April.



Mr. Smith

Frank Mullen, whose primary functions had been in television at NBC, announced his resignation in May to become president of the G. A. Richards stations (WJR Detroit, WGAR Cleveland and KMPC Los Angeles). Sidney N. Strotz replaced Mr. Mullen as vice president in charge of television.

Charles Denny Becomes NBC Executive Vice President

As the year started its second half, Charles R. Denny, who had left the FCC chairmanship eight months before to become NBC vice president and general counsel, was promoted to the post of executive vice president.

At Mutual, Robert D. Swezey, vice president and general manager, submitted his resignation in November following a major change in network policy.

At World Series time MBS carried the games under Gillette sponsorship. WFSC Somerset, Ky., joined MBS in August as its 515th affiliate. In May, during the NAB convention, Don Lee opened new $2.5 million studios in Los Angeles.

At CBS Howard S. Meighan became vice president and general executive in early January. James M. Steward became vice president in charge of operations; J. L. Van Volkenburg was named director of station administration, supervising CBS owned stations; S. R. Dean became treasurer; I. S. Becker and Henry Grossman became director of program operations and director of technical and building operations, respectively. The departments under Joseph H. Ream, executive president, and Adrian Murphy, vice president and general executive, also were realigned. A new policy on recorded programs—permitting use of recordings before 6 p.m.—was announced by CBS in November.

For the radio and television industry 1948 was a good year. On Jan. 1 there were 1,518 AM stations licensed and 450 construction permits outstanding. There were only 84 licensed FM stations but 222 conditional grants and 745 construction permits had been issued. Six TV stations were licensed and 66 construction permits were out. There were 17 TV stations on the air.

By year end 1,852 AM stations were licensed and 1,908 were on the air. FM licenses had jumped to 198—there were 697 operating. In TV only one station was licensed during the year—WNBW (TV) Washington which received the first post-war license. Stations on the air, however, jumped to 50.

Radio income increased by over $6.5 million between 1947 and 1948, reaching an all-time high of $144,948,054 in the latter year. This FCC figure on net revenue covers seven networks and 1,824 stations. Aggregate TV revenues were reported as $8.7 million for the four networks and 50 stations.

The gross network radio billings, reported by PIB, were shown as $198,995,742 for the year. NBC was the leading network with gross billings of $69,697,590. The top network time user, Procter & Gamble, had gross billings of over $18 million in 1948.

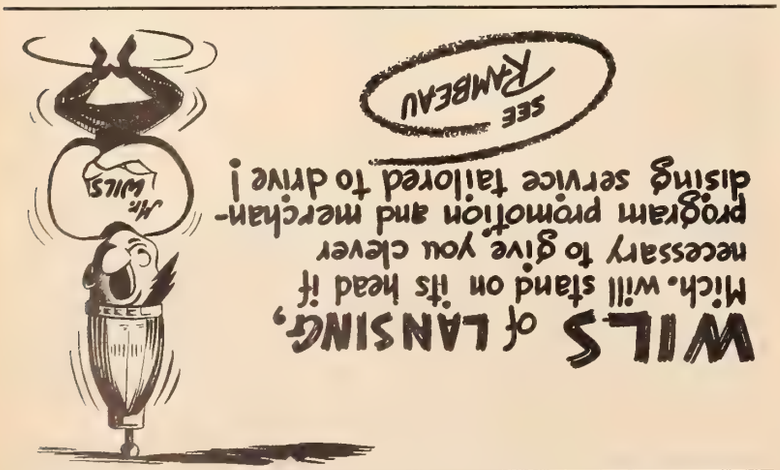
PIB did not keep comparable TV figures in 1948. The *Rorabaugh Report on Television Advertising*, started in June, showed that total TV advertisers jumped from 234 to 680 by year end. For the December report period there were 37 network advertisers, 230 spot advertisers and 413 local users of TV time.

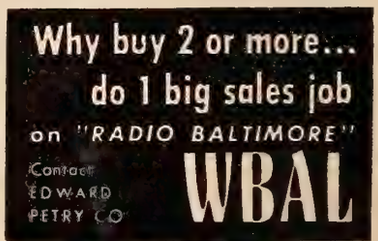
TV Freeze Declared As FCC Workload Climbs

As the number of stations and applications continued to grow the Commission dropped behind on its processing. Late in the year the freeze was placed on television applications when it became obvious that the spectrum space allocated to TV would not supply the needs of nation-wide television service.

In addition to the problem of allocations, FCC also was faced with a congressional probe, the Clear Channel case; Mayflower, Scott and Port Huron decisions; problems of the Avco Rule; repercussions of the Blue Book, and many other cases which required more than routine handling.

At the end of January FCC closed the record in the Clear Channel case, which had then been before it for three years, and expected to announce its decision





within two months. A month later, Congress sent orders to hold up the decision, two days after Sen. Ed Johnson (D-Col.), ranking minority member of the Senate Interstate & Foreign Commerce Committee, introduced a bill to break down clear channels and limit power to 50 kw. Congressional hearings were held in April. As the record was closed, Sen. Charles Tobey (R-N.H.), acting chairman of the Senate committee, announced that he had ordered a full-scale probe of FCC. In June the committee notified FCC that it was free to issue its Clear Channel decision. No action was taken, however.

In an election year, the proposed decision in the Port Huron case (WHLS Port Huron, Mich.), prohibiting stations from censoring political broadcasts even if the material was felt to be libelous, drew fire from all sides. Although the license of WHLS was renewed, the majorities views on Sec. 315 were upsetting to the industry.

Conflicts with local laws were pointed up as Texas and New Jersey jurists held that local libel laws would be enforced despite FCC's tentative ruling that stations could not be held accountable for statements by politicians.

Hedging slightly from its original stand, FCC adopted the decision in early July. The new version said "it would appear" that broadcasters would be relieved of responsibility for comments in political statements.

The permit of WGOV Valdosta, Ga., was renewed in August although the station had admitted censoring a political speech.

WGOV Decision Draws Fire From Capitol Hill

On Capitol Hill the decision drew fire as a House select committee started its probe of FCC. In testimony by FCC Chairman Wayne Coy, he said the decision was not intended as a rule or regulation and common sense processing of material would provide safety. Fairness will be the yardstick, he said.

Another election year issue, the Mayflower Decision against editoralizing by stations, also drew fire. In March FCC opened hearings on the seven-year-old decision. At the end of April the proceeding ended, after a long recess in between, and observers felt that the ban would not be lifted unless strict restrictions were applied. There was speculation several times during the year that some action would be taken but it failed to materialize.

FCC's Avco Rule on station sales also caused the Commission trouble during 1948. KMED Medford, Ore., balked when FCC ruled that the station should be sold to Medford Radio Corp. rather than Gibson Broadcasting, the firm which originally had "purchased" the station. Mrs. W. J. Virgin, KMED owner, told FCC in January that she would not sell the station to Medford Radio Corp., a competing bidder under the Avco Rule. In September Medford withdrew and Mrs. Virgin filed another application for sale of the station to Gibson. No final action was taken during the year.

In October papers were filed with FCC asking transfer of WHAS Louisville and its FM and TV properties to Crosley Broadcasting Corp. Consideration was $1,925,000. By year end the Fort Industry Co. and Bob Hope, filing as Hope Productions Inc., had entered the competitative bidding and a hearing appeared certain.

Earlier in the year FCC rejected a request that AM and FM properties be sold separately under Avco.

FCC Turns Attentions To Giveaway Programs

Giveaways, heavily sponsored throughout 1948, received a great deal of attention from FCC. The case of WARL Arlington, Va., which FCC had contended violated Sec. 316 of the Communications Act against lotteries with its *Dollar for Answers* program, continued throughout the year against the background of growing complexity.

In August FCC proposed rules which would forbid most giveaways with the exception of a few which used only studio audiences. As the basis for its action it cited Sec. 316 of the Act. Toward the end of the month Frank Bow, general counsel of the House Select Committee to Investigate FCC, wrote to Chairman Coy pointing out that Sec. 316 had been removed from the jurisdiction of FCC by Congress on June 25, 1948, and made a part of the Criminal Code.

FCC, however, contended that despite the removal of Sec. 316 it still had power to issue rules and after a slight delay from the original date held hearings on giveaways in October.

When the Mansfield and Lorain (Ohio) *Journal* companies applied to FCC for facilities in the two towns, hearings were held in February and May. A proposed decision of denial was made final in July and the Commission said that the papers, under joint ownership, have "sought to suppress competition in the dissemination of news and information and to achieve an advertising monopoly in the community through the use of exclusive advertising contracts." The newspapers took the case to the U. S. Court of Appeals for D. C. in November.

The news policies of G. A. Richards, owner of KMPC Los Angeles, WJR Detroit and WGAR Cleveland, came under FCC surveilance in March, following a complaint filed by the Radio News Club of Hollywood. A hearing into the charges was ordered by FCC late in November.



Mr. Richards

The U. S. Court of Appeals for the District of Columbia dealt FCC a blow when, in April, it ruled that FCC must grant existing stations the right to be heard when it is alleged that they will be adversely affected by the grant of a pending application. The ruling followed a petition by WCKY Cincinnati to reverse FCC's non-hearing grant for a 10 kw daytime station in Philadelphia on WCKY's 1-B clear channel of 1530 kc. When the Commission attempted to appeal the decision it was turned down.

Later in the year an appeal by WJR Detroit made the decision even stronger. At that time the Appeals Court said even a claim of interference outside the protected contour requires a hearing.

Competitive hearings on the license renewal bid of WBAL Baltimore and the request for the facilities by Public Service Radio Corp. were held during the first part of the year. The record was closed April 15 in the case which had started in 1945. No definite action was taken by the Commission during the year.

Ban Set on Station Sales Which Reserve Time for Seller

Rules banning station-sale contracts which reserve time for the seller's use were proposed in February. Comments were filed and in July FCC held formal hearings. The proposal was adopted later.

In February the FCC said that programs of horserace information will not be frowned upon if they are part of a balanced program service.

The problem of allocations for television resulted in FCC's September freeze on licensing and hearing functions pending study of the 475-890 mc region.

Five Baltimore stations and a commentator were cited for contempt of court under the "Baltimore Gag Rule" which forbade publication of certain information about persons accused of crimes. NAB and other interested parties came to the defense of the stations, charging censorship, and trial was postponed until 1949.

Paul M. Titus, Rudolph J. Fjellstrom and Charles J. Husband, principals in a proposed "fifth network," were sentenced Aug. 23 to serve prison terms of from one to five years for violating California's Corporate Securities Act. They had pleaded guilty June 10 to selling stock without a permit from the state corporation commissioner.

Mildred Gillars, "Axis Sally," was indicted in September by a federal grand jury in Washington on charges of treason in connection with radio broadcasts for the Nazi's during the war. Conviction of Douglas Chandler, former U. S. broadcaster in Berlin, on charges of treason was upheld by the First U. S. District Court of Appeals in Boston Dec. 3.

With the nation engaged in a cold war, radio's place in defense planning was scanned throughout the year. Nineteen members of the industry served on a committee which helped draft the communications aspects of civil defense planning. The Munitions Board and other defense planning agencies also called upon radio representatives for sound advice.

Meetings to draw a new North American Regional Broadcasters Agreement, scheduled for August, were postponed until 1949. At the High-Frequency Broadcasting Conference held in Mexico City no definite action was announced before the end of 1948 and conferences continued into the next year.

The Assn. of Independent Metropolitan Stations was formed with 18 members during a meeting at KSTL St. Louis on July 10.

New or reorganized agencies announced during the year included: W. Wallace Orr Adv. Agency, offices in New York, Baltimore and Philadelphia; Fletcher D. Richards Agency, New York, replacing Campbell-Ewald; Taggart

(Continued on page 158)

RCA INSTITUTES, INC.

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Rhymaline Time, featuring emcee David Andrews, pianist Harry Jenks and KMBC-KFRM's celebrated Tune Chasers, is one of the Heart of America's favorite



morning broadcasts. Heard each weekday morning from 7:30 to 8:15, Rhymaline Time is a musical-comedy program that pulls more mail than any other current "Team" feature.

Satisfied sponsors have included, among others, Katz Drug Company, Land-Sharp Motors, Jones Store, and Continental Pharmaceutical Corp.

Contact us, or any Free & Peters "Colonel" for availabilities!

KMBC of Kansas City
KFRM for Rural Kansas

1948

(Continued from page 157)

& Young, Los Angeles; Norman A. Mack agency merged with Buchanan & Co.; Wallace Davis & Co., Dallas, merged with Frank Stewart & Co.; George R. Nelson Inc.; Advertising, Schenectady.

The biggest special events of the year were the Republican and Democratic national conventions held in Philadelphia, a city selected for its television facilities. Complete radio and TV coverage were given of the two events, along with the convention of Henry Wallace's third party. Election returns also came in for heavy broadcast coverage.

In NAB circles the big topic was the code. This and television were two of the top subjects at district meetings which opened in late September with District 4. Plans for the All-Radio Presentation film were formulated and in December Victor M. Ratner, CBS, was authorized to spend funds to bring material to the script stage by early January 1949. Gordon Gray, WIP Philadelphia, headed the overall committee for the film.

Discussion of the code dominated the March board meeting and a revised version was released late in the month. At the Los Angeles NAB convention in May the code was adopted, effective July 1.

Frank E. Pellegrin, NAB director of broadcast advertising, quit March 1 for station work in St. Louis. In August, Maurice B. Mitchell, general manager of CBS' WTOP Washington, joined NAB as director of the Broadcast Advertising Dept., a post vacant since Mr. Pellegrin left for KSTL St. Louis.



Mr. Pellegrin

Oct. 1 Forney A. Rankin was named international adviser to Judge Miller. Hugh M. P. Higgins, assistant director of broadcast advertising, became vice president and general manager of WMOA Marietta, Ohio, early in November.

As the number of television stations jumped from 17 to 50 during the year, the telephone company was hard pressed to make interconnection facilities available.

To help relieve the crowded cable between New York and Washington, NBC proposed in January to build a microwave relay between Philadelphia and Baltimore, linking with Philco's relays at both ends to complete the circuit.

In the Midwest AT&T opened a coaxial link between Chicago and St. Louis in February. During the same month Western Union announced plans for service between New York and Philadelphia. The project was approved by FCC in April. AT&T links between Chicago and Milwaukee and Detroit and Toledo received an FCC ok in the same month.

Harness FCC Probe Bill Passes 80th Congress

As the second section of the 80th Congress closed, a bill introduced by Rep. Forest A. Harness (R-Ind.) was passed authorizing an investigation of FCC. Rep. Harness headed the House investigating committee and Frank Bow, veteran of many Congressional investigations, was named general counsel. A Senate subcommittee of the Interstate & Foreign Commerce Committee, headed by Sen. Charles W. Tobey (R-N.H.), undertook a probe of the whole communications picture, both national and international.

The House investigation of FCC started early in August as the committee gathered a mass of information from witnesses on all phases of the Commission. At election time, however, the probe came to a grinding halt when Committee Chairman Harness was defeated at the polls. Rep. J. Percy Priest (D-Tenn.), slated to head the committee when the new Congress opened in January 1949, expressed the view that public hearings should be discontinued. In December the group wrapped up its probe and started preparing a report for the forthcoming Congress.

Transit Radio completed a successful test in Cincinnati during February and plans were developed to expand the service to other cities. Five stations in as many cities were carrying the service by yearend and proposed rates and standards were announced during a meeting with agency executives held in New York during December. At that time General Manager Frank Pellegrin also announced expansion plans.

Stratovision, the airborne TV relay system developed by Westinghouse, was shown and tested on many occasions during the year. FCC, however, failed to take any definite action toward authorizing its extended use.

As the result of allegedly "slanderous" broadcasts, the Voice of America came in for Congressional investigation. In July NBC and CBS withdrew from programming activities which they had performed for the Voice but continued service for three months to give the State Dept.'s International Broadcast Division time to take over the work which the networks had done.

FM was moved from its original 44 mc band to its new place in the radio spectrum despite protests by the FMA, which during the year developed into a full-fledged trade association; Prof. Edwin H. Armstrong, FM inventor, and proposed legislation to prevent the move.

The Hoover Commission, known formally as the Commission on Organization of the Executive Branch of the Government, studied FCC along with all other government agencies but did not make its formal reports until early in 1949.

Coy, Sterling Appointments Approved by Senate

Presidential appointments of Wayne Coy and George E. Sterling to the FCC were sent to the Senate for confirmation early in January. Following hearings by the Senate Interstate & Foreign Commerce Committee both men were confirmed in February, Mr. Coy as chairman.

Following the retirement of Comr. Clifford J. Durr, President Truman named Frieda B. Hennock, New York lawyer and Democratic party worker, to fill the vacancy. Miss Hennock was sworn in July 6 as the first woman member of the FCC.

CBS demonstrated its color television to the Commission in early November, "solely for purposes of information. . . ." Later in the month Comr. Robert F. Jones, speaking in Columbus, Ohio, said about color: "I have viewed two systems in the laboratory stage. One of them takes more space than the (6 mc) black-and-white system, but the other is now able to give a bright picture as sharp, as beautiful and as accurate as any technicolor movie I have seen."

The Assn. of Federal Communications Consulting Engineers was formed in Washington on April 28.

Thomas F. Flanagan was named managing director of the National Assn. of Radio Station Representatives, giving the group full trade association status. Paul H. Raymer, NARSR president, made the announcement in early August.



Mr. Flanagan

Effective Sept. 1, O. L. (Ted) Taylor and Edward R. Borroff announced the formation of Taylor-Borroff & Co., succeeding Taylor-Howe-Snowden Radio Sales, radio representative.

Radio Representatives Inc. started operation Sept. 20. It was headed by Harry S. Goodman, president of the program packaging house bearing his name, and had among its officers Peggy Stone and John North.

In December Blair TV Inc. was formed as "the first independent company to engage exclusively in the representation of television stations."

Everett-McKinney Forms To Represent Stations

Everett-McKinney Inc., former radio department of J. P. McKinney & Son., newspaper representative, broke from the parent company to represent radio stations.

Sen. Wallace H. White Jr. (R-Me.), chairman of the Senate Interstate and Foreign Commerce Committee, retired after 31 years of Congressional service in both the House and Senate. He had originated numerous pieces of radio legislation, including the original Radio Act of 1927.

Frank E. Butler, 70, credited with setting up the first broadcast station with Dr. Lee De Forrest, died in January. In April Burridge D. Butler, 80, owner of WLS Chicago, KOY Phoenix and KTUC Tucson, died in Phoenix. Frank S. Megargee, 47, WGBT Scranton, succumbed to pneumonia March 30.

In June, Louis H. Brush, 76, board chairman of Brush-Moore Newspapers Inc. (WHBC-AM-FM Canton, WPAY-AM-FM Portsmouth, Ohio), died. The founder of D'Arcy Advertising Agency, William C. D'Arcy, 74, died in St. Louis July 21. Col. H. C. Greer, 71, president of West Virginia Radio Corp. (WAJR-AM-FM Morgantown, WDNE Elkins, WKJF-FM Pittsburgh), passed away early in August. The manager and editor of American Radio Relay League, Kenneth B. Warner, 53, died following a heart attack in September. Edmund M. Stoer, 60, vice president, director and general manager of Hearst Radio Inc., succumbed to a heart condition on Nov. 7.

Frank B. Noyes, 85, chairman of the board of the *Washington Evening Star* (WMAL-AM-FM-TV Washington), passed away Dec. 1. At the end of December, John Shepard Jr., founder of the Yankee Network, died.



1949

RADIO's post-war "holiday" was over in 1949 as the nation's economy meshed gears and swung about from a buyers to sellers market. Competition was back in advertising media as in every business endeavor.

Broadcasters and advertisers were warned that each medium had to pull its own weight. While approaches for tapping new advertising sources were sounded by radiomen, the advertiser wanted to know what his radio and TV money was returning him in dollars and cents. The time was ripe for extra effort along the radio sales front.

Temper of the times called for economy; an inevitable impact was felt in network and station operations. To add to usual broadcaster woe was the rising threat of television inroads in radio markets. That few TV stations were making money didn't help his outlook.

But the second half of 1949 found the economy steadying with signs of a general upswing. At summer's end, spot and local business were brisk; broadcasters found TV hadn't cut so deeply in the radio dollar. Evidence appeared that new money was finding its way into television, some of it from media other than radio. The networks, however, more closely tuned to national business gyrations, were off 13.9% in actual sales as compared to the pre-fall period in 1948.

Television and Radio Set New Records

Vital statistics on AM, FM and TV stations showed 1949 as a year when TV kicked off its baby shoes, while AM, shaking down after the post-war "Gold Rush" for new stations, retained its leadership. World War II ended with 950 AM stations on the air. At 1949's beginning, the count was up to 1,911 AM, 698 FM and 51 TV stations; by yearend the totals were 2,087 AM, 744 FM and 97 TV stations in 57 markets.

A radio-TV set record output by manufacturers was reported for fall months in 1949 with the year's totals at AM, 6,391,371; AM-FM and FM only, 875,505; TV, 2,413,897. While total production was below 1948's output, average dollar value had increased as TV output comprised the large share of the total.

An unabated spiral of operating costs in 1949 plagued broadcasters. While gross broadcast revenues from time sales shot up an estimated 4.5% to $435 million in 1949, operating costs correspondingly rose 4% in the year. National spot business continued upward in the year, increasing 13%. But overall average of station profits, before federal taxes, had fallen well below the 20% mark for the second consecutive year. Total network billings amounted to $187,830,799, a decrease of 5.6% from 1948 which had an all-time record volume.

Mixed feelings clouded the issue of whether radio could withstand the TV boom. In any case, video was chalking up an impressive record. In the first quarter of 1949 alone, 14 more TV outlets made appearances. Set owners had increased some 450,000. Time sales surpassed the $5 million level. Sponsors increased from 680 to 1,027 with the number of hours doubled. TV families had grown an estimated 500% from July 1948 to the corresponding month in 1949.

Gill Survey Shows AM Listening Unshaken

The Gill Survey in June came up with figures showing AM listening in TV homes jumped back almost to former levels 9 to 13 months after a TV set was installed. The survey was conducted by Sam Gill, director of research, Sherman & Marquette, New York.

Talent war among networks, eyeing choice Sunday nighttime audiences, boiled over before the year was a month old. CBS, with its Jack Benny, Bing Crosby, signed in January, and *Amos 'n' Andy* acquisitions, had NBC against the ropes Hooper-wise. Chief negotiater for CBS was William S. Paley, board chairman.

The talent transactions came under study of government tax experts who ruled Mr. Benny subject to personal income levies, excepting Amos 'n' Andy package as capital gains (a difference of as much as 50% in Uncle Sam's take). The Bureau of Internal Revenue in May closed the door on inclusion of capital gains in contracts in the case of Fibber McGee & Molly and NBC.

In late January CBS signed Edgar Bergen, who did not return to the air until fall, Red Skelton, Ozzie & Harriet and others. NBC prepared to review its program aims following the CBS talent-path blazing, by presenting to affiliates in the spring plans to revitalize a drive for new program development, simultaneous AM and TV personality-program growth and policy labeling lavish investments in talent as unsound practice.

Realignments Started Within NBC Structure

But the networks had other pressing problems in their own organizations In May NBC released an estimated 60 employes in a step toward cutting its overhead $1 million. Meanwhile, the firm of Booz, Allen & Hamilton, management consultants, were making a study of the entire NBC operation.

NBC's revamp started in October with a new president, Joseph H. McConnell. Three months earlier, Mr. McConnell had been elevated from vice president in charge of RCA finance to vice president of the firm, third in command to Brig. Gen. David Sarnoff, board chairman. As McConnell became president, Niles Trammell, NBC's president nearly 10 years, was made NBC board chairman.



Mr. McConnell

NBC's reorganization was a continuous process wherein three self-contained units were set up: AM, TV and high-level management. In the realignment, Sylvester L. (Pat) Weaver, formerly vice president and radio-TV director of Young & Rubicam, became vice president in charge of television. Frederic W. Wile Jr., agency's supervisor of radio-TV operations, accompanied Mr. Weaver to NBC as the latter's assistant.

Dr. Stanton, of CBS, signed a $1 million contract to continue as president at a base salary of $100,000 a year for 10 years. CBS lumped news and public affairs for radio and TV under a single command late in June. In September Howard S. Meighan, CBS vice president and general executive, was made chief CBS officer on the West Coast.

Among first executive changes was ABC's reassigning Charles C. Barry, vice president in charge of western operations, to head up all TV operations; Ernest Lee Jahncke Jr. to chief of AM-TV stations department; J. Donald Wilson to vice president in charge of programs.

Transactions on the stock market by ABC executives renewed talk that ABC was thinking of a sale to 20th Century-Fox film company. But in the spring, Mark Woods, ABC president, scuttled talk and announced renewed effort on the program and facility front. ABC acquired in May the old Warner Bros. Vitagraph Studios in Hollywood for use as a TV center. Mr. Woods was signed to a $75,000 a year contract with ABC the same month.

Frank K. White, president of Columbia Records Inc., was elected president of Mutual on April 8, succeeding Edgar Kobak, who had headed the network since 1944.



Mr. White

Fort Industry Co., on New Year's Day, simplified its corporate structure by dissolving four wholly owned subsidiaries and placing their radio operations under the parent firm. Stations were: WWVA Wheeling and WMMN Fairmont, W. Va.; WAGA Atlanta, WJBK Detroit.

In May, Don Lee Broadcasting System reshuffled its top management, elevating Lewis Allen Weiss, president, to chairman of the board; Willet H. Brown, executive vice president, to president.

FCC's problems in the year included opening of the color television question; issue of proposed TV allocations including UHF and VHF; a new Mayflower Decision; proposed ban on giveaways, and preliminary plans to reorganize.

In May, FCC grouped all its major TV problems into a proposed single proceeding but underscored its intention not to lift the VHF freeze before a definite timetable was set for a final decision on combined UHF-VHF allocations. It later announced color, as the first of the TV subjects on the agenda, would be heard Sept. 26.

Prior to FCC's opening of Pandora's color box, the Radio Mfrs. Assn. and the National Bureau of Standards began studies of their own. Sen. Ed C. Johnson (D-Col.), Senate Commerce Committee chairman, was reported by BROADCASTING early in May to have re-

(Continued on page 160)



KROD carries more spot advertising than any other El Paso station. The reason is simply that KROD, being the favorite with more responsive listeners in this area, does a better job for advertisers. That's why spots on KROD have more pulling power —actually cost you less per dollar of sales volume in this vital market.

KROD
CBS, EL PASO
KEY STATION, SOUTHWEST NETWORK
5000 WATTS
600 TOP O' THE DIAL
RODERICK BROADCASTING CORP.
DORRANCE D. RODERICK, *President*
VAL LAWRENCE, *Vice Pres. & Gen. Mgr.*
REPRESENTED NATIONALLY BY THE O. L. TAYLOR COMPANY

(Continued from page 159)

quested an NBS report on the color status. Two months later, NBS announced membership of a group, headed by its director, E. U. Condon.

RMA's 11-man group had Max Balcom, Sylvania Electric Products and past RMA president, chairmaning prominent engineers from networks and manufacturing firms.



Mr. Balcom

A month later, FCC called on manufacturers or experimenters with know-how in color TV sets or adapters to speedily produce them as aids to field testing of color systems in advance of the hearings.

RCA in August unveiled its compatible electronic color TV system. CBS, turned down two and a half years before with a color system for the 16 mc band, said it welcomed RCA's entry and revealed a color converter for its own system.

CBS color was telecast successfully in mid-August from Baltimore to Washington—distance of 35 air miles—where it was picked up by modified TV sets. Service also was picked up off-the-air in Washington and rebroadcast.

RCA, a week before the scheduled hearings, announced a regular schedule of live and film color programs over WNBW (TV) Washington.

The hearings, off to a brisk start, settled down to long technical argument. Main antagonists were RCA and CBS. A third main party was Color Television Inc., San Francisco, also boasting an all-electronic, compatible system. Six of the seven Commissioners sat at the hearings, Comr. Rosel H. Hyde being in attendance at NARBA conferences in Montreal.

Fireworks Erupt At Opening Sessions

Opening rounds saw tempers flare. Industry spokesmen were gruelled principally by Comrs. Robert F. Jones and Frieda B. Hennock who attacked pleas for the cautious approach. Opposition to immediate color standards voiced earlier in the year by Allen B. DuMont, president, Allen B. DuMont Labs, was heard again at the Commission sessions.

RCA showed its system on Oct. 10 over WNBW-NBC in the Wardman Park Hotel, Washington, picking up the signals on color sets in the Washington Hotel, same city. Two weeks later, FCC okayed comparative color demonstrations of CBS and RCA systems which were expected to run well into 1950. Denied was an RCA request for postponement of scheduled Nov. 14 comparative showings. FCC also decided to delay cross-examination until all comparisons were made, and set the CTI showing for Feb. 6, 1950, in Washington.

Color sessions were recessed with the holding of comparative tests on Nov. 21.

As early as January broadcasters were hearing predictions the TV freeze would thaw in the summer; meanwhile, FCC warned TV permitees they must go ahead with construction or take the consequences, and shrugged off such excuses as "uncertainty" over the freeze and related problems.

In February, RCA-NBC asked FCC for authority to build a satellite high-band TV station at Bridgeport, Conn., for its low-band WNBT (TV) New York.

On June 2 FCC reversed an eight-year-old Mayflower doctrine against a licensee's right to be an "advocate." The new Mayflower stand condoned editorializing by stations within undefined limits of "fairness" and "balance." The former term was to be radio's yardstick.

Giveaways, which had been booming for over a year, were next on the agenda. On Aug. 19, FCC promulgated a set of regulations effective Oct. 1 and designed to do away with the giveaway by labeling all such programs on networks and stations as violation of criminal lottery statutes.

The ruling came when the four networks alone were carrying a total of 38 jackpot programs occupying about $650,000 worth of air time per week—with offerings at a dizzy height conservatively estimated at some $185,000 in money and merchandise every seven days. BROADCASTING's giveaway survey found ABC with 13; CBS with eight; NBC with seven; Mutual with 10.

Within a week ABC, CBS and NBC said they would meet the challenge in court. Suits subsequently were filed. Majority of the nation's leading newspapers claimed FCC had overstepped its authority, though themselves critical of the giveaway program. Sen. Johnson congratulated the Commission on its action. By October, a BROADCASTING survey found the giveaway less popular and still declining in popularity.

The Hoover Commission's proposal to reorganize FCC, disclosed in March, provided for pay raises of Commissioners from $10,000 per year to $15,000. The pay hikes were cleared by Congress later in the year.

The Hoover proposal would revamp FCC while retaining it as an independent agency. It would have streamlined FCC's functions for efficiency. Highpoint was the suggestion that administration responsibility be vested in the chairman who also would have the services of an executive director.

Crosley's WHAS Bid Denied by FCC

FCC ruled in September on the long-pending WHAS Louisville case, by denying its sale to Avco's Crosley Broadcasting Corp. WHAS, a 50 kw clear channel outlet owned by Louisville *Courier & Journal Times*, was bid by Crosley (also owner WLW Cincinnati) for $1,925,000. Overlapping signal of the clear channel stations was described as the principal reason.

Commonly-owned AM, FM and TV stations using common base call letters but located in different communities were given until July 1 to change their FM or TV calls under an FCC policy statement.

Rattling a 13-year-old collection of skeletons, the Commission in early May granted regular license renewals to Arde Bulova's WOV and WNEW New York, clearing the watch manufacturer of charges dating back to 1936 and wiping away the last of the Commission's original duopoly case. It cleared the way for the sale of WOV.

The much protested Avco Rule on station sales was repealed outright June 9. The rule, growing out of a 1945 decision on Avco Mfg. Corp.'s acquisition of WLW Cincinnati, required submission of competing bids on transfer and assignment applications.

A planned revision of procedure on handling of nearly all major broadcast applications, embracing advertising of most applications, even sales, was placed on the Commission docket, but received strong industry opposition.

Also in June, FCC took a step to speed up its hearing procedure by creating a five-man separate staff responsible directly to the Commission.

Its proposal to place limitations on the new 540 kc broadcasting channel drew fire from NAB. The association claimed that the limitations, if coupled with 1-A protection to existing and proposed Canadian and Mexican operations, would leave 540 kc available only in a narrow strip running through parts of Kansas, Missouri and Arkansas.

Fire Sweeps FCC Headquarters

FCC's physical plant took a beating on Nov. 1 when a $150,000 explosion and fire partially damaged its seventh and eighth floor quarters in the Post Office Bldg. in Washington. No valuable records were lost and nobody was seriously hurt.

Activity in appeals courts on cases involving the FCC kept legal staffs busy. The U. S. Court of Appeals for the District of Columbia early in January flatly upheld FCC's right to examine percentages of commercial and sustaining time proposed by applicants.

The same court in March upheld the Commission's right to call off a competitive hearing and grant one or more of the competing applications when enough frequencies become available to permit grants ultimately to all.

But on May 5 the appeals court rapped the Commission for failure to show the basis of decisions and for inconsistency in applying its yardsticks to rival applicants.

The TV industry won a victory when Pennsylvania Federal Judge William H. Kirkpatrick ruled on Oct. 26 that the Pennsylvania State Board of Censors could not issue regulations requiring censorship of motion picture film used on television.

The U. S. Supreme Court ruled in June in the so-called WJR Detroit daytime-skywave case. FCC, it found, has the right to use its discretion in granting or denying oral argument on the legal sufficiency of a licensee's claim of potential interference from pending applications. The unanimous decision reversed a lower court's ruling.

Appeals Court Reverses Gag Rule

Also in June, the Maryland Court of Appeals reversed a lower court ruling on the notorious "Baltimore Gag" on free speech. The appellate court's action reversed contempt citations against WCBM, WITH and WFBR Baltimore, along with James P. Connolly, former news editor of WITH. WBAL that city had filed a separate appeal and also was affected by the action. Broadcasters had been cited in the summer of 1948 for contempt of court after they had broadcast factual matter about an indicted criminal on the basis of statements from police officials. An appeal to the Supreme Court was promised.

Hearings were held in Federal

WERD

Atlanta

860 Kcs 1,000 Watts

THE shortest route to the hearts and ears of 200,000 Negroes in the Greater Atlanta Trading Area

According to the Hooper Radio Audience Index for June, 8 A.M. to 12 Noon . . .

Network Station A	26.0%
INDEPENDENT WERD	17.5%
Network Station B	16.0%
Network Station C	13.0%

WERD, America's first and only Negro owned radio station, offers *YOU* the lowest "cost per thousand" in the ATLANTA AREA...

NATIONAL REPRESENTATIVE:

Interstate United Newspapers, Inc.

NEW YORK • CHICAGO • DETROIT

District Court in Cleveland involving Government accusations against the *Lorain* (Ohio) *Journal* of anti-trust law violations in the treatment of advertisers who used WEOL-AM-FM Elyria-Lorain or the weekly *Lorain Sunday News*.

The Maryland Court of Appeals held on Nov. 11 that broadcast priviliges do not embrace television rights since TV is a completely distinct medium. The decision, first of its kind, reversed a lower court's ruling.

The Supreme Court on Dec. 5 denied the request of KGHI, KARK Little Rock, Ark. and NAB for rehearing on its decision not to hear an appeal from the Arkansas Supreme Court on the radio station tax case. The Arkansas court in May had held valid Little Rock's city tax on radio stations.

Johnson Attacks FCC Practices

In Congress action was turned on FCC by an active Senate Commerce Committee which had at its helm radio-minded Sen. Ed C. Johnson, a Colorado Democrat. In a fiery attack in April on the Senate floor, he denounced the Commission for "prostituting" democratic principles by "scandalous, shocking, and disgusting" practices.

As the key legislator concerned with radio's business, Sen Johnson eyed clear channel problems, color TV, TV allocations, realignment of FCC's procedural methods and liquor advertising on radio and TV.

An original Johnson Bill (S 1626) included cease-and-desist orders, elimination of FCC's discretionary power to modify licenses and construction permits and incorporated a fraud section. Later in the year, it was watered-down to a reorganizational bill (S 1973) introduced in June by Sen. Ernest W. McFarland (D-Ariz.), which comprised some of the features of the old White Bill and certain parts of the Johnson measure.

The McFarland Bill, including provisions for deadlines on FCC's workload, was given a two-day hearing by the Senate Commerce unit soon after introduction. Industry sentiment in general was favorable although the Commissioners displayed a sharp conflict among themselves. FCC felt many of the suggested changes cumbersome and restrictive.

Bill Languishes In House Committee

Passing the Senate in August, the bill bogged down before the House Commerce Committee where it had silent opposition.

President Truman's inaugural on Jan. 20 was covered by an array of TV's cameras and microphones as well as the omnipresent AM-FM radio. Telecasts were pooled among all networks.

President Truman made two appointments of interest to the industry. Gordon Gray was named Secretary of the Army. Mr. Gray, president and publisher of the Piedmont Publishing Co., Winston-Salem, N. C. (WSJS Winston-Salem, the *Winston-Salem Journal* and *Twin City Sentinel* and head of WMIT (FM) Winston-Salem), took office June 20.



Mr. Gray

The President early in May nominated FCC Comr. Edward M. Webster for reappointment to a seven-year term. Action was delayed in the Senate Commerce Committee but he subsequently was confirmed by the Senate and sworn into office July 21.

Sheppard Bill On Station Ownership

A controversial issue was re-introduced with Rep. Harry R. Sheppard's (D-Calif.) bill to prohibit station ownership by either networks or manufacturers of electronics equipment. It marked time in committee.

Congress passed funds for the Census Bureau for the 17th decennial housing census to include a sampling of television and radio sets in U. S. homes.

Sen. Johnson, who urged the FCC to break down clear channels and maintain the power ceiling at 50 kw for stations in the AM band, introduced such a bill (S 491). It resembled a proposal he had made during the 80th Congress. It also was put on the committee shelf.

NAB in 1949 concerned itself with streamlining its broadcast services. Plans for an overhaul of BMB, a broadcaster-financed unit, came in January as BMB disclosed it had signed a total of 802 subscribers with 1,000 its goal.

First forward step was loan of NBC's research director, Dr. Kenneth H. Baker, to supervise its second nation-wide survey of station and network audiences. A second was to begin an intensive drive for new subscribers. Hugh Feltis resigned as BMB's president during the winter and Dr. Baker became chief. Mr. Feltis assumed general managership of KING Seattle on April 15.



Dr. Baker

During its annual convention in April, the NAB board came up with proposals to batten its hatches and prepare for the battle of advertising media. One of the board actions was a loan of $75,000 and a vote of confidence for BMB.

Another was creation of BAB, Broadcast Advertising Bureau, to begin June 1. It voted a formidable sum for BAB and named Maurice B. Mitchell, director of NAB's Broadcast Advertising Dept., to head the new unit.

Other matters which came up for NAB study were recording standards, its TV operation and overall reorganization.

A new BMB drive was launched in late April and by November received an endorsement from the Assn. of National Advertisers and the American Assn. of Advertising Agencies, two of three organizations governing the bureau. On Nov. 18, the BMB board voted to work with ANA, AAAA and NAB to continue its research under the plan proposed by the NAB board. Deadline for BMB's dissolution, set for the yearend, was put off until 1950.

Compliance with the NAB code, which was promulgated in 1948, became formal in May after a year for new contracts to be drawn. The networks also approved. NAB also was instrumental in circulating a U. of Chicago study which showed American listeners in favor of privately operated broadcasting.

Assn. of National Advertisers gave notice in late February that radio's rate structure would get top billing by a newly created radio and television committee.

A BROADCASTING survey in June found broadcasters generally had faith in NAB, particularly in President Justin Miller, who also had been lauded at the Chicago convention in April.

Radio Success Script Approved

The All-Radio Presentation Committee gave final approval on Aug. 25 to the shooting script of the industry-wide promotion film to dramatize radio result stories. Script was authored by Victor M. Ratner, CBS vice president in charge of advertising and sales promotion, who left the network in September to join Macy's.

During the year, NAB absorbed the Assn. of Women Broadcasters in March and the FM Assn. in December.

A. D. (Jess) Willard Jr., former WBT Charlotte, N. C., general manager who had held NAB's executive vice president job since 1945, declined an offer in August to head up NAB's Video Division after the executive vice presidency was abolished. He subsequently joined WGAC Augusta, Ga., as president and general manager.

Royal V. (Doc) Howard resigned on July 20 as director of NAB's Engineering Dept. and was succeeded by Neal McNaughten, who was serving as assistant director.

A new and more compact NAB appeared in August following a touching up of its internal components. In staff changes, G. Emerson Markham, station director, WGY Schenectady, became director of a newly formed NAB Video Division, and Forney A. Rankin, Judge Miller's international adviser, became director of the new Dept. of Government Relations.

NAB's Executive FM Committee studied Transit Radio and came up with findings in September that the FM broadcasting system was approaching the profit stage and attracting national advertisers in increasing numbers.

NAB also took an active part in international affairs. Announcing it would take careful view of NARBA negotiations, NAB protested the FCC's 540 kc proposal. At the same time, strong protests were voiced against Cuban and Mexican channel jumping and their failure to come to an understanding at the NARBA Montreal meeting.

Industry Cooperates In National Planning

Industry cooperated throughout the year with a communications advisory committee which worked hand-in-hand with the National Security Resources Board on national defense and tentative plans for mobilization.

On the labor scene, Television Authority, a new union made up of video talent, was formed Nov. 16 and immediately found itself in a jurisdictional fight with Screen Actors Guild and Screen Extras Guild over television films. George Heller, executive secretary of AFRA, was named president on Dec. 7.

In March, a rift broke out between IATSE (AFL) and NABET over television technicians. The jurisdictional squabble dealt with the question of which union had

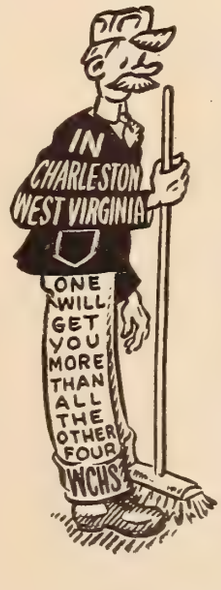
(Continued on page 162)

Joseph Field
Compton Advertising, Inc.
New York City

Dear Joe:

Hit certainly is a honor ter be carryin' Lowell Thomas in his 21st year uv broadcastin', an' I tho't y'ud like ter know thet yuh got 'im on th' best possible radio station in this here part uv th' country! Yessir, Joe, Charleston, West Virginny, is jest about tops in any way yuh want ter take it, an' hit really pays ter advertise in a place where people's got money in their pockets. An' hit pays doubly well when yuh advertises on WCHS, cause this here station gives yuh more lissenners fer oney half as much money as effen y'ud bought all th' other four stations in town! Now thet's worth knowin', ain't it, Joe?

Yrs.
Alex



WCHS
Charleston, W. Va.

1949

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the right to acquire TV technicians for membershp.

CBS and IBEW signed a pact in August; NBC and ABC signed contracts on May 11 with NABET covering approximately 1,000 engineers. Plan was offered in September for a merger of NABET with the Communication Workers of America (CIO).

A jurisdictional fight between actors on the one hand, and musicians on the other in September was joined by the Associated Actors & Artists of America which voted to support one of its member unions in a row with American Federation of Musicians. This was the occasion when the 4 A's international board defied the order of AFM President James C. Petrillo that no member of the union be permitted to join or remain a member of American Guild of Variety Artists, a 4-A union.

The NARBA agreement expired early in the spring. Negotiations to obtain a new agreement stalled as Latin delegates stood firm on assignments given to them prior to the third treaty conclave which was held in Montreal.

The Cuban bombshell came on Sept. 15 when island delegates called for a breakdown of clear channels. They urged a change to national channels to give unrestricted rights, within certain limits, to each nation. U. S. delegates rejected Cuban proposals in December, the month when the conference recessed.

Also on the international front, Argentina's Peron slapped a ban on broadcasts by foreign news correspondents; Voice of America was given a larger budget as it opened new plush penthouse studios atop the Interior Dept. Bldg. in Washington. Voice boosted its Russian language broadcasts in late April amid reports of increasing Russian attempts at jamming.

Ford Motor Co. began sponsorship of broadcasts of United Nations proceedings in July, setting a landmark in radio coverage.

A pooled "Golden Spike" telecast Jan. 11 marked extension of the Bell System's coaxial cable from Pittsburgh to Cleveland, bringing TV network service to a quarter of the nation's population. In March, AT&T predicted 13 cities would be added by the end of the year. Late in March, the company filed with FCC for 20 microwave radio relay links between Pittsburgh and Chicago to complete its New York-Chicago TV relay system scheduled for mid-1950. Cable and relay expansion started a network scramble for time allocations.

A brief but healthy fight which extended through spring and early summer was engaged in by RCA and Columbia Records Inc. over their 45 rpm and 33⅓ rpm disc offerings, respectively. Columbia publicly labeled the situation a "record war." By April, it was conceded the disc jockey would play the key part in determining public preference.

Million-Dollar Pact Signed With Goodman

Among big money transactions in the year: A 10-year contract in May for more than $1 million between WJZ-TV New York and Harry S. Goodman Productions, that city, for a quiz show package; sale in November of WNEW New York by Arde Bulova and associates to new corporation headed by William S. Cherry Jr., Rhode Island industrialist and broadcaster, for a gross in excess of $2 million, radio's biggest independent station deal.

Newell-Emmett Co., New York advertising agency with a $26 million annual billing and radio-TV user, re-formed at yearend as Cunningham & Walsh Inc. John P. Cunningham became president of the agency.

Death took a toll of broadcasting pioneers. Among them were Major Edney Ridge, president and general manager of the North Carolina Broadcasting Co., part-owner of WBIG Greensboro, on Jan. 13; Benjamin A. McDonald, general sales manager, Westinghouse Radio Stations Inc., on March 2; Morgan H. Sexton, general manager, KROS Clinton, Iowa, on March 27; Elmer J. Boos, vice president and treasurer, Crosley Broadcasting Corp., on May 3; Beauford H. Jester, Texas Governor and president and 50% owner, KWTX Waco, on July 11; G. W. Covington Jr., owner, WCOV-AM-FM Montgomery, WGWC Selma and WGWD Gadsden, Ala.; Ray C. Wakefield, former FCC Commissioner (1947), on Sept. 29; Harold B. Morrill, general manager, WLAW Lawrence, Mass., on Oct. 5; Eldon A. Park, vice president of Crosley Broadcasting Corp. and general manager, WINS New York, on Dec. 12.

FEW SALES STEM FROM VINEYARD (Ky.)!

Vineyard is a "gen-u-wine" Kentucky town—sweet, perhaps, but awfully low proof, and just too small for WAVE to cultivate. . . .

In fact, WAVE Bellows to just one Regal market — the Five Star, 27-county Louisville Trading Area. Here we really X-cel with a *big* market in which purchasing power is 41% above the State's average outside our Trading Zone!

So why not keep Mumm about Vineyard and squeeze your Gold Coin out of Louisville? Ask us or Free & Peters for the full case!

LOUISVILLE'S WAVE

NBC AFFILIATE . . 5000 WATTS . . 970 KC

FREE & PETERS, INC. National Representatives

1950

THE FIRST 9½ months of 1950 saw broadcasting once again moving with the nation toward a semi-wartime preparedness footing, with radio and television officially designated "the nerve system of civil defense" in the emergency security program which followed the Korean outbreak on June 25.

Radio time sales continued at a high level. Television kept up its fantastic rate of growth, despite the licensing freeze which seems likely to remain at least until mid-1951. NAB weathered a series of crises. A million-dollar "super-BAB" was projected to intensify radio's business-getting campaign.

Congress received bills to license networks, to forbid the broadcast of horse-race information, to ban alcoholic beverage advertising from the air—and enacted none. Efforts to negotiate a new NARBA to promote North American AM harmony have been and are still in progress. The decennial census was taken, preliminary reports showing a U. S. population of 150,520,000, with radio and TV set-ownership findings awaited. And FCC finally wound up the color television hearings—but not the color TV issue.

The Korean outbreak spurred radio and TV into action—and incidentally aroused some healthy fears of radio silence and TV blackouts, and of freezes, shortages and other restrictions reminiscent of World War II.

NAB won White House approbation for its steps to organize a Broadcasters Advisory Council, currently in the final phases of formation. A new radio manufacturing committee to help direct mobilization from a top policy level—the National Electronics Mobilization Committee—was formed in August by the Radio-Television Mfrs. Assn. and the National Security Industrial Assn. FCC sped its plans for a disaster communications service following the Korean crisis.

Early in August the Commerce Dept. placed radio and television on its list of "essential" industries, and in mid-September President Truman sent to Congress his masterplan for civil defense, designating radio and TV the "nerve system" which would inform and educate the public and give warnings if enemy attack is imminent.

Muir Incident Draws Quick Fire

The nation's heightening security mood also brought another type of problem, precipitated in late August when General Foods expelled Jean Muir from the *Aldrich Family* TV cast because of complaints that her name had been linked with Communist-front groups. In the ensuing controversy the American Federation of Radio Artists called for formation of a committee — probably including representatives of the networks and NAB, AAAA, AFRA, TV Authority and Assn. of National Advertisers—"to assure full security" against Communists and their sympathizers, and "at the same time preserve individual liberties."

Business-wise, 1950 saw the resurgence of spot business continue, with predictions that it will reach $125 million in 1950 after a record $112 million in 1949. Summer sales on the networks remained steady, and broadcasters generally —both AM and TV—looked forward to new fall sales records. Receiver production has moved substantially ahead of 1949's, with 8,750,000 radio sets turned out in the first eight months while TV output in the same period, estimated at 4,146,000, was already 1,100,000 above the full 1949 total.

Looking back, BROADCASTING-TELECASTING YEARBOOK in January estimated 1949 AM-FM-TV time sales at $460 million—an estimate later borne out by FCC's 1949 report, released in April, placing the overall total at $459.8 million, a 10.3% gain over 1948. The breakdown: AM-FM $426 million; TV $33.8 million. There was no sign of TV inroads on AM sales.

Fearing TV's future effect, however, the Assn. of National Advertisers' powerful Radio and TV Steering Committee stirred up a mid-summer flurry by launching a radio rate-cut campaign looking toward evening rate reductions ranging up to 55% on some AM stations in TV markets. But the four networks rejected ANA's invitation to confer, and the question was touched only lightly at ANA's late-September convention, with indications that the steering committee would continue its studies but that each ANA member would handle his rate negotiations as he sees fit.

The national network rating field was returned to a one-firm operation in February for the

first time in about a decade, when A. C. Nielsen Co. acquired the national services of C. E. Hooper Inc. for an estimated $500,000. Mr. Hooper continued and expanded his operations at the local level.

Television, despite the freeze, continued to expand. AT&T's TV network facilities, which already reached 28 cities, were extended to an additional 14 on Sept. 30, and the telephone company was at work on a $20 million construction project approved by FCC in June to make coast-to-coast TV program service available by Jan. 1, 1951.

The number of TV stations on the air increased from 97 to 107, in 63 markets.

Plans for television's formal entry into the field of higher education this fall were announced in August when WWJ-TV Detroit and the U. of Michigan made arrangements for an experiment in home study on the university level, via TV.

Video's Effect Covered In Jordan Report

The debate over TV's effect on other attractions intensified as the medium expanded. Final results of an exhaustive study conducted by Jerry N. Jordan were released in May, showing that television does not hurt sports attendance after the first-year novelty wears off. Yet several football conferences "experimentally" banned live telecasts of this fall's games. Further research was slated, under the joint sponsorship of the networks and the National Collegiate Athletic Assn.

The pace of television's development was clearly evidenced when Gillette paid $800,000 for TV rights to the 1950 World Series—four times the 1949 figure—plus $175,000 for radio rights.

In the radio network field, Liberty Broadcasting System climaxed three years of expansion by initiating fulltime service as the nation's fifth network on Oct. 2. Progressive Broadcasting System, a new organization offering daytime shows to local stations only, announced the same week that it has completed arrangements with about 250 stations and will start full operation on Nov. 26.

NAB Board Meeting Sets Organization Changes

NAB has had its share of headaches and organizational changes.

In a February meeting at Chandler, Ariz., the board gave President Justin Miller far-reaching powers; authorized the appointment of a general manager as No. 2 executive; revoked an existing 12½% discount in dues and increased small station dues; abolished its Radio Division; authorized appointment of a station relations director; raised NAB's budget $100,000 to a total of $798,000, and voted to proceed with plans for a million-dollar audience measurement successor to BMB.

At the NAB Convention in Chicago in mid-April—a convention attended by almost 1,500 member delegates and stressing broadcasters' responsibilities — the board named William B. Ryan, KFI Los Angeles, to the general managership effective May 1 under a three-year contract. Broadcast Audience Measurement Inc. was incorporated that same week.



Mr. Ryan

A month after the convention, CBS resigned from the association, and two weeks later ABC followed suit, leaving NAB to face the problem of maintaining normal operations without the benefit of approximately $65,000 in dues from the two networks. At the June board meeting, the $798,000 budget was cut back to $706,000.

In the June meeting the board also reaffirmed its desire to separate BAB from NAB, with April 1951 as target date.

Maurice B. Mitchell, first director of BAB, resigned effective Aug. 15 to join the executive sales staff of NBC in charge of new AM business development—a post he left in September to become general manager of Associated Program Service. Hugh M. P. Higgins, of WMOA Marietta, Ohio, was named interim director of BAB.

Plans for creation of a super-BAB, headed by the best available executive in the broadcasting industry and backed by a million-dollar budget, were approved by the NAB board in early August.

B. Walter Huffington, WSAP Portsmouth, Va., was named NAB station relations director in May. He died suddenly on July 13, and was succeeded in October by John F. Hardesty, of the Public Affairs Dept.



Mr. Huffington

A feeling of harmony and confidence with the association management was evidenced in the series of district meetings which started in September.

Radio Mfrs. Assn. changed its name to Radio-Television Mfrs. Assn. and launched a search for a fulltime paid president under a reorganization plan approved at its annual convention in Chicago in June.

R. C. Sprague, Sprague Electric Co., was named chairman of the RTMA board and also succeeded R. C. Cosgrove as president pending selection of a paid chief executive. Bond Geddes, executive vice president and secretary for 23 years, retired to an advisory post Aug. 1 in line with plans announced earlier. James D. Secrest was promoted to secretary and general manager.

J. R. Poppele, WOR New York, was re-elected president of Television Broadcasters Assn. in February when TBA held its annual television clinic in New York, and in June the association launched a nationwide membership drive.



AT the board reception held during the ANA September meeting are (l to r): Andy Quale and Hugh Conklin, General Foods; D. H. O'Dell, assistant advertising director, General Motors; Hank Volle, advertising manager, A. E. Staley Mfg. Co.; Gerhard Exo, General Foods; William Brooks Smith, advertising director, Thomas J. Lipton, and chairman of the ANA Radio and Television Steering Committee.

No. 1 on FCC's 1950 agenda was the color television case. Hearings were completed in May and the Commission began its deliberations in early July. FCC's report came out Sept. 1, favoring the CBS system over those of RCA and Color Television Inc.

The Commission said it would hold up a pro-CBS decision on one condition—that manufacturers signify by Sept. 29 that they would build "bracket sets" capable of tuning CBS standards as well as present black-and-white. The set makers replied — some in sharp language—that they couldn't conceivably meet FCC's early November manufacturing deadline. The next move is FCC's.

Phonevision, Theatre TV Among FCC Problems

In other television fields, FCC in January announced plans for a hearing on theatre TV, and, in February, approved Zenith Radio Corp.'s request for a 90-day Phonevision test. This was to have started Oct. 1 but has been at least temporarily snarled by Zenith's inability to secure rights to top movies.

FCC in late July partially terminated the two-year-old proceeding based on the National Assn. of Radio Station Representatives' complaint against networks serving affiliates as advertising representatives. FCC ruled that existing regulations do not preclude such network activities, but left open the question of whether the regulations should be changed.

Several policy questions were raised by the Commission. A proposal to require forfeiture of permits for stations which are sold before program tests commence was announced in January and abandoned in October. Another January proposal — still undecided — dealt with the desirability of establishing a "uniform policy" toward applicants who violate anti-trust and other non-radio laws.

An all-out battle appears certain to develop over the Commission's Oct. 6 proposal posing the question of "temporary" rules to govern the amount of time TV stations may accept from any one network.

More favorably received by the industry were the antenna-site standards proposed in May to ease the perennial headache involved in getting CAA tower-site clearances.

An FCC hearing, length of which seemed likely to rival that of the color TV case, is the one involving news-slant charges against G. A. Richards (KMPC Los Angeles, WJR Detroit, WGAR Cleveland), in progress since June.

Petitions filed against transit radio service, coupled with a Muzak proposal for rules changes to permit it to pipe its music by FM instead of telephone lines, appeared headed for an FCC hearing—not yet called—which might go far toward shaping FM's future.

In Washington, the Public Utilities Commission stood firm on its ruling in favor of transit radio, and, when Transit Riders Assn. and others appealed, was upheld by U.S. District Court in June.

A number of long-established FM stations ceased operations during the first half of the year, including WTMJ-FM Milwaukee, WMIT (FM) Charlotte, KWK-FM St. Louis, WMAR-FM Baltimore and WKY-FM Oklahoma City. Though the pace of drop-outs has slackened, the number of operating stations dropped from 743 in January to 686 in October. Hoping to revitalize FM, a special five-man committee was formed in August in an FM meeting at NAB headquarters.

While FM's operating total declined, the number of AM stations on the air increased from 2,086 in January to 2,188 in October.

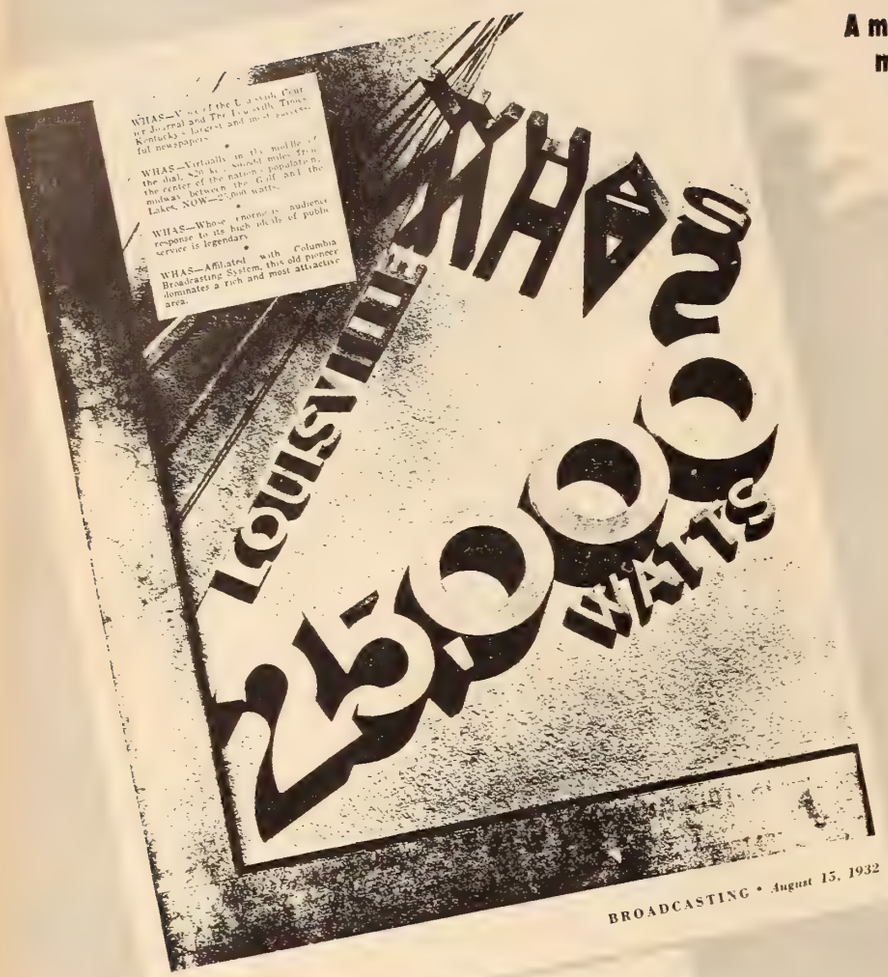
The year has seen the first in a series of FCC changes designed to put its staff on a functional foot-

(Continued on page 168)

Promotion Panorama of

A montage of display advertisements which appeared in the semi-monthly issues of BROADCASTING—Broadcast Advertising* during its first year—Oct. 15, 1931-Oct. 1, 1932.

**still copyrighted*



BROADCASTING • August 15, 1932

Page 4

Radio's Most Powerful Voice!

W S M

NASHVILLE, TENNESSEE

50,000 WATTS

NATIONAL CLEARED CHANNEL
650 KILOCYCLES

To the advertiser W S M guarantees intelligent and efficient sales and merchandising cooperation.

In the interest of the listener W S M continues the same friendly, high-class program which has made it "The Favorite Station of the South."

W S M

50,000 Watts 650 Kilocycles N. B. C. Network

Owned and Operated by
The National Life and Accident Insurance Company
INC.

BROADCASTING • *September 15, 193*

There is
SOMETHING NEW
In Station Representation!

Of course you will want to know about the new plan that ADVERTISERS RADIO SERVICE, Inc. is offering to a limited number of radio stations.

A few more of the better stations may still take advantage of our sales and sales promotion facilities. No commissions, no brokerage ...

Drop in to
Advertisers Radio Service, Inc.
Headquarters: Room 226, Statler Hotel
Detroit, Mich.

during the Convention and Mr. William G. Rambeau will be glad to give you complete information.

Page 23

October 15, 1931 • BROADCASTING



STATION MANAGERS »»

This FREQUENCY MONITOR is the answer to General Order 116

which requires you to install an *accurate* and *approved* frequency standard independent of your transmitter. The General Radio frequency monitor meets all requirements of accuracy, convenience, and price. Here are six good reasons for installing General Radio equipment:

1 CONTINUOUS MONITORING ■ ■ Both the precision crystal oscillator and the deviation indicator operate continuously so that the transmitter frequency can be checked at any instant without throwing switches or making an adjustment of any kind.

2 ALL VISUAL INDICATION ■ ■ The large meter (shown ¼-size above) indicates direction as well as amount of a frequency drift. Simply read the dial.

3 ACCURACY GUARANTEED ■ ■ An accuracy much more than sufficient to meet government requirements is guaranteed.

4 NEW CRYSTAL CIRCUIT ■ ■ A new circuit, which we believe to be more stable than any other, reduces frequency variations to ± 5 cycles even when tubes are changed.

5 ALL ELECTRIC SYSTEM ■ ■ No moving parts except the mercury thermostat, thermostat relay, and the meter itself.

6 BACKED BY 15 YEARS OF EXPERIENCE WITH FREQUENCY-MEASURING EQUIPMENT ■ ■ The United States and the governments of Great Britain, Canada, Holland, Russia, and Japan are among our customers for precision frequency standards.

ASK YOUR CHIEF ENGINEER
We have sent him complete details. We'll send another "frequency monitor bulletin" air mail if he hasn't one. Address Department C.

WE CAN SHIP FROM STOCK
everything but the made-to-order crystal

PRICE
$550
COMPLETE
Less 5 Tubes

Order Now!

GENERAL RADIO COMPANY
CAMBRIDGE A, MASSACHUSETTS

Page 25

Reproduced from November 1, 1931 BROADCASTING

IF YOU ARE INTERESTED IN

The Iowa Market

We Are in Position to Give You

Certified Facts

regarding the coverage of

WMT

Write for detailed Information

The Waterloo Broadcasting Co.
WATERLOO, IOWA

PROFESSIONAL DIRECTORY

JANSKY and BAILEY
Consulting Radio Engineers
Commercial Coverage Surveys
Allocation Engineering
Station and Studio Installations
Engineering Management
National Press Bldg., Wash., D. C.

T. A. M. CRAVEN
Consulting Radio Engineer
National Press Building
WASHINGTON, D. C.

CARL H. BUTMAN
Radio Consultant
National Press Building
WASHINGTON, D. C.

BROADCASTING'S Early Thirties...

KYA . . . . where San Francisco Dials Stop More Often —and Stay Longer

THE people of San Francisco and its immediate territory are high in their praise of KYA. This station is first in strictly local listener interest in San Francisco. KYA is a regional station, and its programs are built by people who understand the program desires of the listener. That is why it has gained and retains listener preference in this area.

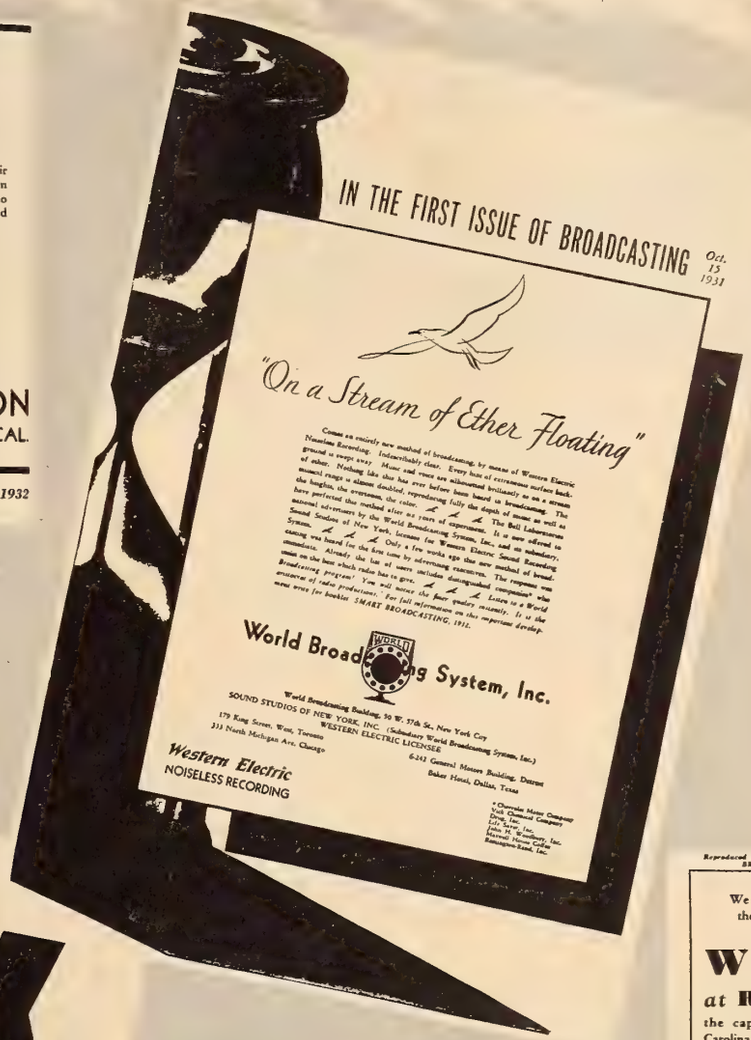
The listener preference of KYA is your assurance of advertising results. The sales messages from this station are accepted in the homes of our listeners who have learned to depend on this station for programs that are sincere. This listener preference means immediate profitable results for your product. Let this station deliver your message throughout this responsive territory. Our program department will be pleased to assist you. Write or wire for rates, coverage data, etc.

Electrical Transcriptions

We are equipped to handle programs by electrical transcription using WESTERN ELECTRIC single or double turntables, 33 1/3 and 78 r.p.m.

PACIFIC BROADCASTING CORPORATION

988 MARKET STREET — 1000 Watts .. 1230 Kilocycles — EDWARD McCALLUM, Manager — SAN FRANCISCO, CAL.



Reproduced from October 15, 1931 BROADCASTING

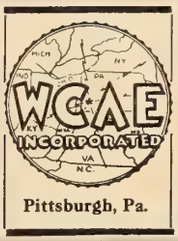
We don't claim the World—
BUT
WPTF
at **Raleigh**
the capital of North Carolina, is the only station within a radius of 90 miles.

•

National, Local and NBC Chain Clients have been using this station with profit—Why not investigate?

•

1000 WATTS
Western Electric Radio and Reproducing Equipment





Place Your
SPOT PROGRAMS
Where they will Produce Results
Electrical Transcriptions
— OVER —
WIP-WFAN
500 WATTS—610 KILOCYCLES

PHILADELPHIA'S PREMIER STATION
reach a potential audience spending 2 Billion Dollars Annually
WIP-WFAN uses the most modern Western Electric Apparatus
100% Modulation
33 1/3 and 78 R.P.M. Turn Tables

SEVERAL VERY DESIRABLE PERIODS ARE NOW OPEN
RATES ARE ATTRACTIVE

Write or wire immediately for reservation.
WIP WFAN Broadcasting Co.
Philadelphia, Pa.

Promotion Panorama of

A montage of display advertisements which appeared in the semi-monthly issues of BROADCASTING—Broadcast Advertising* during its first year—Oct. 15, 1931-Oct. 1, 1932.

**still copyrighted*

COMPLETE COVERAGE
of the WEALTHY
HIGH PURCHASING CAPACITY
MARKETS of
MONTREAL



Montreal and its immediate suburbs have a population of over a million and a quarter people. At the head of tidewater on the St. Lawrence River, Montreal is commercial and industrial metropolis of Canada and presents a concentrated market of unusually responsive purchasing power. Montreal has 104,705 English families and in addition has 125,646 French families of whom it is conservatively estimated that 65% speak and understand English . . . the predominant and essential language of trade and commerce.

The real wealth of the Montreal markets is in these English and English speaking families. They have money to spend, have many and varied needs. Tell them about your products over CFCF and VE9DR.

SEND FOR BOOKLET — Here you will find the complete story of CFCF and its coverage, also of VE9DR, Canada's highest powered Short Wave Station. VE9DR operates in conjunction with CFCF and broadcasts your message to all parts of the world without extra charge. Write for booklet.

Associated Station National Broadcasting Company—RED or BLUE Networks.

CFCF MONTREAL, CANADA
and short wave station
VE9DR

OWNED AND OPERATED BY
CANADIAN MARCONI COMPANY, MONTREAL, CANADA

Page 3

May 1, 1932 • BROADCASTING

CALL LETTER SIGNIFICANCE—

W E told the curious, in the early days of radio, that WMAQ meant "WE MUST ANSWER QUESTIONS."

M ANY years—ten, to be exact—of earnest attention to business have shown our listeners that WMAQ stands for "WE MAINTAIN ABSOLUTE QUALITY."

A LL careful advertisers insist upon a station with Quality Programs because Quality Programs mean Quality Listeners.

Q UALITY is our keynote—NO one-minute announcements; NO phonograph record commercials; NO long-winded advertising plugs; but a Daily Parade of Quality Features.

That is why

THE WMAQ AUDIENCE IS A BUYING AUDIENCE

▼

For rates and particulars, write or wire

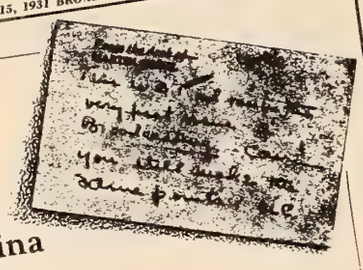
WMAQ

Daily News Plaza, 400 W. Madison St., Chicago, Ill.

February 15, 1932 • BROADCASTING

Reproduced from October 15, 1931 BROADCASTING

first
in North Carolina
and South Carolina



. . . in power

WBT's 5000 watts makes it the most powerful station in the Carolinas; 100% modulation, full time and clear channel gives fullest audience assurance.

. . . prestige

Pioneer radio broadcaster of the South, WBT has grown to its commanding position with a loyal audience constantly interested in its varied and colorful program schedule.

. . . market

Strategically and centrally located to serve the rich Piedmont section of the Carolinas, concentration point of wealth and population.

Here is a market well worth conquering! Rich, responsive, compact, it offers tremendous possibilities to manufacturers and advertising agency. Lacking only in the razor-edged competition of metropolitan markets, the Piedmont Carolinas offer large rewards to aggressive invaders of commerce!

WBT's equipment and staff is competent to effectively promote any commodity; its executives are capable in creating broadcast advertising plans and programs productive of gratifying sales records. Get the details . . . NOW!

Station WBT, Inc.

Key Station of the Dixie Network of the Columbia Broadcasting System
Wilder Building Charlotte North Carolina

BROADCASTING • Broadcast Advertising

Page 34 • October 15, 1940

A Million Dollar Market For Advertising—
At 500 Watt Rates

Population 671,044 — $284,955,000 Bank Deposits

Consistently Covered By

Basic Outlet of the Columbia Broadcasting System

WOKO
ALBANY, NEW YORK

Full Time Operation
—
W. E. Transcription Equipment

A Dozen Cities Concentrated in a 25 Mile Area—At 500 Watt Rates
And Remember, the State of New York's payrolls have not been cut.
The Capitol District of The Empire State can still spend!

Page 24 — BROADCASTING • *March 15, 1932*

A UNIQUE
RADIO SITUATION
IN
OMAHA

In the Omaha-Council Bluffs area KOIL is the favorite station of 61% of the total listeners. Few are the stations that can boast of such leadership.

This great popularity accounts for KOIL's amazing pulling power.

A large market with money to spend is Omaha-Council Bluffs. (Figures show retail trade now 90.4% normal.) Its only full-time station of 1000 watts or over is KOIL. Write for new low rates.

Affiliated with NBC's Blue Network

KOIL
OMAHA
THE TEST STATION
"Voice of Barnsdall—
the World's First Refiner"
COMMERCIAL DEPT. • OMAHA, NEB

IS YOURS
a "drygoods" studio?

These are a few of the stations which have combined Acoustics and Sound Insulation with beautiful interiors:

WBRC, WNAC, WBEN, WDOD, KYW, WJKS, WBBM, WMAQ, WENR, NBC (Chicago & New York), WHK, WCFL, WHFC, WCHI, KMBC, WIBA, WCCO, WMCA, KQV, KWK, KMOX, KLX, WBZ, WWVA, WTAG, WGAO.

USG Specializes in Studio Design

Sound Absorption	*Sound Insulation*
Acoustone	Floors
Acousteel	Ceilings
Sabinite "A"	Walls
Sabinite 38	Doors
	Machinery Isolation

USG

Send for Complete Information

UNITED STATES GYPSUM COMPANY
302 W. ADAMS STREET
Chicago, Illinois.

BROADCASTING'S Early Thirties...

Reproduced from October 15, 1931 BROADCASTING

CREAM of the
NEW ENGLAND
COVERAGE

Every other home in the New England States owns a radio —according to the United States Census Bureau. This figure is as of April 1, 1930. In the eighteen months that have elapsed since that date, the proportion of radio-owning families has substantially increased.

This rich, responsive market has proven a profitable territory to local and national advertisers. This is evident by the exceptionally large number of WCSH advertisers on renewed contracts.

Southern Maine and Eastern New Hampshire are among the richest concentrated population areas in all New England. They are the areas dominated by - - -

WCSH Portland, Maine

Affiliated with the NBC Basic Red Network

1000 Watts .. . Full Time .. .. 940 Kilocycles

Owned and Operated by the CONGRESS SQUARE HOTEL CO.

Reproduced from November 1, 1931 BROADCASTING

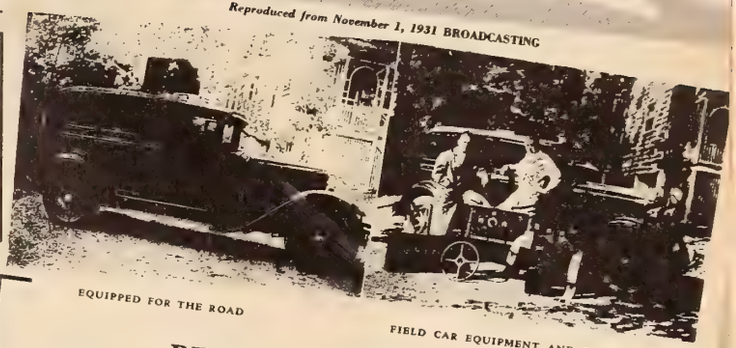
The only chain affiliated station in Washington taking electrical transcriptions.
SPOT YOUR SPOT
BROADCASTING OVER
WMAL
Washington, D. C.
500 Watts 630 K. C.
The station that completely covers that area of the United States that rates 4th in radio population percentage (U. S. Census).

Reproduced from November 1, 1931 BROADCASTING

"Voice of the Alleghenies"
WFBG
ALTOONA, PA.
Near the Famous Horse Shoe Curve

COVERS CENTRAL PENNSYLVANIA with population area of 300,000.
IN THE HEART of rich farming, railroad and mining section.
LOCAL STATION that gives only reliable service available in a forty mile radius.
Equipped with 33 1/3 and 78 r.p.m. turntables.

Reproduced from November 1, 1931 BROADCASTING



EQUIPPED FOR THE ROAD — FIELD CAR EQUIPMENT AND PERSONNEL

READY TO DETERMINE
THE COVERAGE of YOUR STATION

SCIENTIFIC methods for accurately measuring the coverage and "potential audience" of broadcasting stations are now available. These involve surveys in the field which determine both reception conditions as well as the strength of signal produced throughout the area served.

Our work is based on field experience with the problems of broadcast coverage, which dates back to the beginnings of broadcasting itself. The uniformity and impartiality with which we conduct our studies and computations result in a degree of accuracy never before obtainable and not capable of approach by other methods.

From field studies on your station we prepare a "CERTIFIED COVERAGE REPORT" analyzing both primary and secondary coverage data on the basis of United States Census Bureau population and receiving set figures.

THE NET RESULT IS ACCURATE COVERAGE DATA WHICH WILL COMMAND THE CONFIDENCE OF THE ADVERTISER.

We will be glad to supply further information together with copies of coverage reports based on surveys we have already made.

Uniform Standardized Methods of Measurement Impartially Applied to all Broadcasting Stations

JANSKY & BAILEY
NATIONAL PRESS BUILDING. WASHINGTON, D. C.



50,000 WATTS

WCAU

PHILADELPHIA

announces the

OPERATION

of its

NEW 50,000 WATT TRANSMITTER

SEPTEMBER 15, 1932

NEW RATES EFFECTIVE OCTOBER 1, 1932

Rate Card Upon Request

NOW MORE THAN EVER

It is necessary to employ every ounce of experience and skill to make advertising pay—particularly radio advertising.

A. T. Sears & Son, Inc., make it possible for agencies to offer their clients efficient, effective service on radio accounts, without a dollar additional cost and without adding to their personnel. We maintain up-to-the-minute information on radio stations all over the country . . on markets . . and listener habits.

Use this information. Take advantage of Sears' Service; which, for many years, has been recognized as the last word in radio station representation. It includes, if you wish, the complete preparation and production of electrical transcription programs.

A. T. SEARS & SON, Inc.
Radio Station Representatives
520 N. Michigan Ave. Chicago, Ill.
Offices in Principal Cities

NOW AVAILABLE . . THE FIRST SURVEY OF ITS KIND IN THE HISTORY OF RADIO . . .

WCLO's southern Wisconsin - northern Illinois

MARKET SURVEY

ENDORSED BY EDGAR H. FELIX—SEE PAGE 44 OF JUNE 9 ADVERTISING AND SELLING

Now . . . a new authentic way to buy advertising . . . proven coverage with radio's conclusive proving ground . . . the listener. Write for your free copy. See how well WCLO covers the active southern Wisconsin-northern Illinois market with astonishing listener preferences. Thirteen WCLO programs vie for honors with the first sixty five most popular programs listened to in this area. This honest survey tells the whole story and tells it honestly. Write for your copy.

HAVE YOU INVESTIGATED THE NAPG?

NATIONAL ADVERTISER'S PROVING GROUND

WCLO is affiliated with the Janesville Daily Gazette and has facilities to offer complete merchandising service and counsel. Assistance will be gladly given for thorough merchandising of your product or service.

WCLO RADIO CORPORATION
100 Watts Janesville, Wisconsin 1200 Kilo.
LATEST WESTERN ELECTRIC TRANSMITTER



HEADS of delegations to NARBA Conference pose at opening plenary session Sept. 6 (l to r): Kenneth R. Ingraham and Alan D. Hodgson, Bahamas and Jamaica; Dr. Miguel A. Herrera, Dominican Republic; Dr. Jose Ramon Gutierrez, Cuba; Capt. John Cross and FCC Comr. Rosel H. Hyde, United States; Commander C. P. Edwards, Conference chairman, of Canada; Miguel Pereyra and Arturo Melgar, Mexico; G. C. W. Browne, Canada, and Conference Secretary Jean Millot.

1950

(Continued from page 163)

ing. The Common Carrier Bureau was set up in March; the Safety & Special Services Bureau in July. Yet to come: Broadcast Bureau, and Field Engineering & Monitoring Bureau.

Comr. George E. Sterling, whose term expired June 30, sailed through a Senate commerce committee hearing and won unanimous confirmation for a full seven-year term.



Comr. Sterling

A number of major station sales have occurred. A new firm headed by William S. Cherry Jr., chief owner of WPRO-AM-FM Providence, acquired WNEW New York from Arde Bulova and associates for $2 million in a transfer approved in January. The *Dallas News'* WFAA bought KBTV (TV) Dallas for $575,000-plus in March, and KLEE-TV Houston was sold by W. Albert Lee to the *Houston Post's* KPRC-AM-FM for $740,000 June 1.

Atlanta Newspapers Merge Radio Properties

In Atlanta, merger of the powerful *Atlanta Journal* (WSB-AM-FM-TV) and *Constitution* (WCON-AM-FM-TV) was announced in March. WOIC (TV) Washington was bought by the *Washington Post's* WTOP (45% owned by CBS) from General Teleradio, operator of WOR-AM-FM-TV New York, for $1,400,000 in July. General Manager Harry Maizlish became chief owner of KFWB Los Angeles in late September when he and Lansing Foundation bought the station from Warner Bros. for $350,000.

What presumably would be the year's biggest money transaction, however, involved the Don Lee Network, a part of the estimated $9 million estate of Thomas S. Lee, who died in a fall in January. The estate was offered for sale, and when bids were filed Oct. 6 there were two—one by General Tire & Rubber Co., which owns Yankee Network, and one by a syndicate including Industrialist Edwin W. Pauley, Hoffman Radio Corp., a group of West Coast businessmen and bankers, and WOR New York.

Internationally, NARBA was in the limelight in February and March, when U.S. and Cuban delegations met in Havana in an unsuccessful attempt to smooth out their AM allocations differences, and again starting Sept. 6 when the overall NARBA sessions which convened in Montreal in 1949 were resumed in Washington.

On the national level, a board review of the government's communications policies and government and industry frequency uses—with a hopeful eye toward saving spectrum space and effecting economies in the communications field—was initiated by President Truman in February by creation of the President's Temporary Communications Policy Board, headed by former FCC Comr. Irvin Stewart.

'Lorain Journal' Hit In Anti-Trust Suit

In the courts, the U.S. Supreme Court upheld the generally established American standard of free speech in reporting crime news when it refused, in January, to review a 1949 Maryland court ruling against the so-called "Baltimore Gag Rule."

In the first case of its kind, a federal court in Cleveland ruled in August that the *Lorain* (Ohio) *Journal* was guilty of anti-trust actions against WEOL-AM-FM Elyria-Lorain, and the Justice Dept. came back with a proposed decree containing far-reaching terms almost certain to be appealed if the Cleveland court accepts them.

In Pennsylvania, the State Board of Censors lost—and television stations won—another round in the battle over censorship of TV films when the Third U.S. Circuit Court of Appeals ruled in September that states have no such censorship rights.

Another Federal court in Philadelphia dismissed a political libel suit against KYW Philadelphia in March, holding that a broadcaster is not liable for libel contained in an uncensored political speech.

Chief radio legislation enacted in 1950 stemmed from the increasing security mood of Congress.

To help carry the U. S. story abroad, the State Dept.'s Voice of America received a record appropriation of nearly $60 million, including $2.8 million to purchase and distribute receiving sets in Communist and other "critical" areas, as Brig. Gen. David Sarnoff, board chairman of RCA, had advocated in Congressional hearings during July.

A 10% excise tax on TV sets, defeated by industry earlier in the year, was authorized in September. A far-reaching Communist control bill, also enacted in September, included a requirement that Communist and Communist-front organizations put a Red label on any broadcasts they sponsor.

The McFarland Bill to reorganize FCC procedures (S-1973), already passed by the Senate, was passed again in July as an amendment to another bill, but died in the House commerce committee after August hearings at which FCC opposed the measure.



PERHAPS the oldest active time salesman in radio today, Ben Wolff (r), 83, still gets his share of contracts at WFOX Milwaukee. Charles Lanphier, president and general manager, extends warm congratulations.

The President's plan to reorganize FCC in line with the Hoover Commission proposals, vesting greater authority in the FCC chairman, was killed by the Senate in May. Proposals to levy fees for services rendered by various government agencies — including FCC—were revived in March and received intermittent attention thereafter, finally being referred to the various committees for further study next year.

The so-called Condon Committee filed its color TV report with the Senate commerce committee in July, about the time FCC commenced its color deliberations.

Many Radio Measures Left Unenacted

A Justice Dept. anti-gambling bill which would have forbidden the broadcast of horse-race information, a network-licensing bill sponsored by Rep. Harry Sheppard (D-Calif.); one by Sen. William Langer (R-N.D.) to prohibit interstate advertising of alcoholic beverages, and one by Rep. George Sadowski (D-Mich.) to create a high-level communications policy board were among the 1950 measures left unenacted.

Death, as always, took its toll. Its victims included Frank R. McNinch, 1937-39 FCC chairman, who died Feb. 20; Col. George C. Johnston, for more than two decades chief owner of WDBO Orlando, Fla., on April 29; J. Fred Johnson Jr., on May 2, a month after he became chief of FCC hearing examiners; John G. Wilson, executive vice president of RCA Victor Div., on June 1; John Shepard 3d, founder of the Yankee Network, on June 11; Clyde P. Scott, general manager of KECA-AM-FM-TV Los Angeles, on June 13; Herman Bess, vice president of WPAT Paterson, N. J., who had been active in New York radio for a quarter of a century, on June 29; Charles Hammond, NBC vice president in charge of advertising and promotion, on June 30; John J. Gillin Jr., president and general manager of WOW-AM-FM-TV Omaha, on July 18; Austin E. Lathrop, Alaska industrialist and president of KFAR Fairbanks and KENI Anchorage, on July 26; G. A. C. Halff, chairman of the board of WOAI-AM-TV San Antonio, on Sept. 11.

Anniversary Open Mike

(Continued from page 66)

ciates probably has done more than any other single factor to help me intelligently use from day to day whatever I have learned about broadcasting and telecasting.

The industry and all of us in it owe much to BROADCASTING-TELECASTING for its intensely authentic reporting of industry affairs throughout the years. We owe even more to you for your fearless editorializing on many problems that have beset our industry. Never stop!

My very best personal wishes for the next twenty years.

Clair R. McCollough
President
The Steinman Stations

* * *

EDITOR, BROADCASTING:

There are many milestones in the development of radio, and this one provides another occasion to congratulate the industry on its amazing development and progress.

Robert McLean
President
The Evening Bulletin-The Sunday Bulletin
Philadelphia
(Owner WCAU-AM-TV)
(President, Associated Press)

* * *

EDITOR, BROADCASTING:

I note with interest that BROADCASTING will celebrate its 20th anniversary this October. Twenty years is a relatively short period of time in most industries but it almost covers the entire period of commercial broadcasting as we know it, and the history of commercial broadcasting is splendidly recounted within the pages of BROADCASTING.

BROADCASTING under your guidance has served the industry well. It has given complete and accurate information and I take pleasure in joining with your many friends in wishing you and your staff continued success.

Neville Miller, Esq.
Miller & Schroeder
Pres. Federal Communications Bar Assn.
(Former Pres., NAB)

* * *

EDITOR, BROADCASTING:

As president of Radio Pioneers, I am delighted to welcome BROADCASTING into the twenty-year group of pioneers. All of us who have survived the pioneering era of broadcasting are familiar with the many fine contributions to the progress of our industry made by the publisher and editors of BROADCASTING.

Sol Taishoff individually deserves our praise and our appreciation for his stalwart defense of the industry and a free radio. His publication has kept full pace with the technical, economic and social advances of radio in the last twenty years.

I am sure everyone joins me in extending our best wishes for the future to him and to the entire editorial staff with every confidence in their continued service and success.

Frank E. Mullen
President
Radio Pioneers
New York

* * *

EDITOR, BROADCASTING:

BROADCASTING in a very real sense has grown up with the radio industry during the past two decades. It has faithfully chronicled this growth and now is just as accurately covering an era which historians may call the Age of Television.

BROADCASTING as a trade magazine of the industry has not been only a trusted reporter of developments in the field; it has been more than that. Through its editorial columns it has served both as the staunchest friend of the radio and television industry and as its severest critic. If it had not successfully served in this capacity, I would not have this opportunity to salute BROADCASTING with a "well done" on its 20th Anniversary.

I know I speak for the entire industry when I say that the courage and purpose you have shown in the past two decades are the ideal guides to your continued success in the years ahead. Good luck and best wishes.

Edward J. Noble
Chairman of the Board
ABC

* * *

EDITOR, BROADCASTING:

Of all the various enterprises with which I have been engaged in my business career, I believe I have found more continuous interest and satisfaction in my associations in the broadcasting industry. I believe that radio makes a substantial contribution to the life of the cities and states in which it operates by bringing its citizens many constructive entertainment and educational features.

My first association with radio began very shortly after BROADCASTING'S founding, and I have watched with interest and approval your efforts toward the sound development of the industry by your coverage of its week-to-week activities. I wish for you the greatest continued success as we go forward into the new era of television.

Edward Lee Norton
Member, Board of Governors
Federal Reserve Board
(Chmn. of Board, Voice of Ala. Inc. and Florida Broadcasting Co.)

* * *

EDITOR, BROADCASTING:

It is a particular delight for me to salute BROADCASTING on its 20th anniversary. I recall reading your first issue from cover to cover—and I never abandoned the practice during the past two decades.

BROADCASTING, like the industry

(Continued on page 172)

COLUMBIA BROADCASTING SYSTEM, INC.
485 MADISON AVENUE, NEW YORK 22, N.Y.
PLAZA 5-2000

FRANK STANTON
PRESIDENT

September 29, 1950

Dear Sol:

Congratulations from CBS on BROADCASTING's twentieth birthday.

It occurs to me that we've grown up together in radio, for CBS was a youngster of only three when you arrived on the scene. And we've seen some wonders together; the headlong growth of an industry that is not only an impressive business enterprise, but an enormous social force.

Together we have watched radio penetrate the country, and in this penetration link the American people in a common community of interest.

And we have watched radio move beyond our national boundaries to become an international medium of exchange, offering great hope for better understanding between nations throughout the world.

I think you have every reason to be proud of the part BROADCASTING has played in charting and reporting this great American adventure.

And now we're watching another young giant, television, take its first seven-league strides. I'm confident that all of us can continue to look to BROADCASTING for the important news, information and opinion in television as in radio; and that the next twenty years will be even more useful and rewarding ones for both of us.

Sincerely yours,

Frank

Mr. Sol Taishoff, Publisher
Broadcasting
National Press Building
Washington 4, D. C.

THE SECRETARY OF COMMERCE
WASHINGTON 25

Mr. Sol Taishoff
Editor and Publisher
Broadcasting
National Press Building
Washington 4, D. C.

Dear Mr. Taishoff:

As your news magazine Broadcasting goes into its twentieth year, the radio industry continues to increase its importance in the lives of our citizens. During the past two decades many amazing improvements have been made in radio transmission and reception.

Today it is more important than ever before to satisfy the public thirst for news, entertainment, culture, and especially for enlightenment on topics which affect the destinies of all of us. I know that the radio and the relatively new television industry will work hard at the job of furnishing our citizens with facts and informed opinion. Democracy thrives in the bright light of truth. By furnishing the truth the radio industry can help keep us free.

Sincerely yours,

Secretary of Commerce

CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Opportunity for sales organization manager, WNEW type operation, independent station experience, car, necessary. 1000 watt fulltime up-state New York station going 5000. Write full qualifications. Box 576F, BROADCASTING.

Station manager, newspaper owned MBS outlet, 15,000 Nebraska town. Prefer good commercial man, fully experienced. Will share profits with man who proves himself. Permanent. Box 601G, BROADCASTING.

Experienced radio man to take charge production, programming, etc., do some selling, local fulltime station in growing east coast community of 15,000. Opportunity to buy interest requiring 5-6 thousand. Will stand full investigation. Reply fully in confidence. Box 603G, BROADCASTING.

Opportunity to invest in and manage 250 watt station midwest town 15,000. Present owner has other business interests. Good deal for right man. Box 625G, BROADCASTING.

Help wanted. Commercial manager, capable of acting as general manager. Outstanding opportunity, with brilliant future in large major eastern market for man who can give references as to selling ability. Box 695G, BROADCASTING.

Salesmen

Progressive local station wants aggressive salesman. Permanent to right man. Must have car. Salary and commission. East coast. Immediate. Give full details and picture. Box 604G, BROADCASTING.

Experienced, reliable, effective salesman for California network station in medium sized market. Lucrative proposition for producer. Minimum competition. Box 715G, BROADCASTING.

Salesman capable of writing own copy. Permanent. Leading station eastern city 70,000. Salary plus incentive arrangement. Give full particulars, references. Box 720G, BROADCASTING.

Southern salesman, a man currently employed in a southern station is wanted for a responsible sales position with a growing, aggressive organization. Must be experienced, friendly, able to overcome being "out-of-towner," able to travel to southern city for interview at own expense. Salary, car allowance, plus commission. Send photo and full particulars with reply to Box 730G, BROADCASTING.

Advertising salesman, include references and snapshot in letter of application to KVOC, Casper, Wyoming.

Salesman, experienced. Starting salary $125.00 per week plus commission. Do not apply unless you can produce billing records of present or previous employment. 5000 watt ABC affiliate, WMAW, Milwaukee, Wisconsin.

Announcers

Network affiliate Rocky Mountain area has opening for announcer-copywriter. Send transcription and full details with first letter. Box 909F, BROADCASTING.

Announcer, first class ticket, small town, southwest. Must be good. Experienced. We want quality. Box 675G, BROADCASTING.

50,000 watt southern station need a No. 1 newscaster, able to gather and write for toprated periods. Our newscasters are tops so we need a top man. You must write and broadcast. Send all details first letter, including disc, picture and samples of writing to Box 686G, BROADCASTING.

Experienced announcer, handle news and straight shift with ability to run tables and console. Midwest NBC affiliate. Box 733G, BROADCASTING.

Help Wanted (Cont'd)

Combination announcer-engineer. Good working conditions. Top salary. Housing no question. Wire Box 704G, BROADCASTING.

Announcer-engineer, top quality experience announcers. Box 724G, BROADCASTING.

Announcer with ticket. One year experience announcing. Start $225 raise in six months. Phone or wire J. B. McNutt, KBUD, Athens, Texas.

Announcer-engineer needed immediately. Must have had two or more years experience announcing and handling all types programs. Average-to good-combo men not wanted, as this job is open only to top talent. Pay is in full accord. Must show stability and a good record of service which will stand inspection from the station where you are now employed. Air mail qualifications including draft or reserve status to KNCM, Moberly, Missouri.

Wanted. Combination announcer-engineer. Send all details and disc to WBHF, Cartersville, Georgia.

Combination announcer-engineer, send history, picture, disc, minimum starting salary, references, draft status. H. R. Winsor, WBYS, Canton, Illinois.

WGCM, Gulfport, Mississippi, has opening for experienced announcer, send complete information and audition disc.

Hill Billy DJ, engineer, will pay high salary if you have first phone and the personality to run a top hill billy DJ show, in one of south's richest rural markets. Rush disc, tape or wire; background details; WKUL, Cullman, Ala.

Combination announcer-engineer, first class ticket, Virginia daytimer independent. Living accommodations available. Send disc and letter giving reserve or draft status. WNNT, Warsaw, Virginia.

Wanted: Announcer, south Georgia independent wants experienced announcer, one that can write copy. Write or call WVOP, Vidalia, Georgia. Telephone 327.

Wanted immediately. Announcer, combination man, program director. Jobs waiting. Bert Arnold, Keene Road, Clearwater, Florida.

Technical

Men with at least 8 years combined electrician and radio experience to install and maintain custom built audio devices. Must want to travel throughout any area in the United States continually. Excellent salary plus expenses. Transportation provided. Must have automobile drivers license. Send personal snapshot with record of experiences and references. Box 764D, BROADCASTING.

Combination man or straight engineer interested some sales work. Good salary, station, city. Box 680G, BROADCASTING.

Wanted, chief engineer for 1000 watt network affiliate, with previous experience as chief. Work includes full shift on transmitter. Box 696G, BROADCASTING.

Electronic engineers. Graduates with broadcast experience preferred for development and field work with good future. Send resume, photo, advise salary desired and availability. Box 718G, BROADCASTING.

Engineer, first phone. Experience not necessary. State qualifications. Box 725G, BROADCASTING.

Applications invited from engineers residing in New England area for permanent employment with an established regional station. Starting pay $75.00 for 40-hour week, paid vacation and sick leave. Box 728G, BROADCASTING.

Immediate opening for first class engineer, car necessary, no announcing. Salary open, apply in person, KXJK, Forrest City, Ark.

Help Wanted (Cont'd)

Wanted: Engineer-announcer, combination man. Must have first class ticket. Call Lyle Motley, Chief Engineer, WBTM-FM, Danville, Virginia.

Transmitter operator. No experience necessary. Good working conditions. Conveniently located. Write for details. Chief Engineer, Radio Station WCNC, Elizabeth City, North Carolina.

Production-Programming, others

Wanted—Program director 1000 watt southern independent. Program director also handles early morning show directed rural audience. State salary desired and reference first letter. Box 661G, BROADCASTING.

Young man or young lady to take over writing, copy work at successful, progressive southern station. Box 679G, BROADCASTING.

Capable young woman to handle bookkeeping, billing and air daily woman's show. Small livewire NBC affiliate midwest. Air mail photo and complete details. Box 681G, BROADCASTING.

California small market network station needs versatile experienced program director. Excellent opportunity for right man. Send full details Box 714G, BROADCASTING.

Copywriter-salesman, salary and commission, unusual opportunity. New York State NBC station. Submit background, copy samples, availability. Box 719G, BROADCASTING.

Woman continuity editor, some air work. Prefer experience but consider all applicants. Air mail photo, details. J. B. McNutt, KBUD, Athens, Texas.

Opening now for copy man. Some announcing. Small station, congenial staff, WAYB, Waynesboro, Virginia.

Punch writer. Well paying position open for young man who can make commercial copy stand up and sell! Send sample copy, qualifications, photo and salary expected to Program Director, Station WFDF, Flint, Michigan.

Wanted: Young lady to direct traffic, write some copy, along with other station details. State age, salary desired, experience and photo. Radio station WJXN, Box 786, Jackson, Mississippi.

Situations Wanted

Managerial

Managing director, long experience, available for revitalizing station operations not now profitable. Knows every phase of station management from A to Z. Good judge of personnel. Will accept remuneration on percentage of increased profits, a straight fee, or a combination of both. Only interested in 1 kw, or more, fulltime. Box 132G, BROADCASTING.

Manager, program director, salesmanager. Highest industry references and requisites. Can cover all phases station operations and produce going concern. College degrees; average age, 30. Can assume control of new CP or turn losing station into profitable operation. Sound, long range policy. Large and small market experience. Expert low cost operation. Desire to relinquish control of present station. No fly-by-night investors need apply. We are reliable, sound radio businessmen. Box 497G, BROADCASTING.

Manager over 18 years experience net and independent stations. Box 560G, BROADCASTING.

Manager, emphasis on sales, desires contact with owner whose station is operating in the red. Owner must be willing to pay a percentage of profits. Highest quality references, proven background of developing money making community service stations. Box 612G, BROADCASTING.

All in one from manager to DJ, including first phone license. 4½ years experience, specialize in special events. Have copyrighted giveaway show. Southwest preferred for $90.00 a week. For details dial Box 620G, BROADCASTING.

Sales manager, not a desk executive. Does most of the selling himself. Many years selling experience with independent and network stations. Family man well over draft age. Now in Ohio. Available at once. Box 627G, BROADCASTING.

Situations Wanted (Cont'd)

Now employed manager. Strong on management, sales, publicity. All phases radio, public relations, newspaper. Writer. Young, proven record, educated, top references. Good man for net, agency, station, private firm. Capable making more money, want it. Box 664G, BROADCASTING.

Manager-commercial manager. Solid radio man, 4 years newspaper display, 12 years radio management and sales. Large and small markets, strong on sales and sales promotion. Can keep overhead down. Prefer midwest. Box 691G, BROADCASTING.

Manager, understands all phases for profitable operation. Program and sales expert. Licensed engineer. Full experience. Box 692G, BROADCASTING.

Manager. Record of 14 years successful management small stations, desires to locate in south or west. Box 699G, BROADCASTING.

Manager, bottom to top background, all phases of radio. Extensive experience independent and network affiliates. Proven efficient low budget operator. Box 700G, BROADCASTING.

Manager—Sales, programming. 25 years with metropolitan network stations every phases operations. Desire locate east or midwest metropolitan areas. Excellent industry references. College. Box 713G, BROADCASTING.

Salesmen

Salesman—Extensive background includes announcing, copy, programming, production, selling. Desire permanent opportunity in good station, friendly community. Box 667G, BROADCASTING.

Announcer-salesman. Early bird or midnite show. Experienced. Excellent references. Over draft age. Box 674G, BROADCASTING.

Ambitious young lady. College graduate, journalism, three years radio work, selling, announcing, continuity. References. Prefer California, northwest. Prefer "selling" job. Box 687G, BROADCASTING.

Manpower shortage? Maybe. Newspaper shortage? Maybe. I too, am looking for "security"! Also looking for advancement. However, if you're daytime operation, FM, or independent, please do not answer. Otherwise, will forward complete resume of my salesability. Box 722G, BROADCASTING.

Announcers

Sportscaster, currently working baseball and football in the southeast. Three years experience in calling college basketball and hockey. Looking for basketball and/or hockey work. Preferably in the northeast. College graduate and draft exempt. Box 563G, BROADCASTING.

Draft exempt announcer, newscaster. Long on training and talent. Short on experience. Hard worker. Family man. Age 31. Now on west coast. Prefer west coast or Ohio. Disc, pictures available. Box 596G, BROADCASTING.

Experienced combination man available immediately. Desire permanent position. Married, car. Box 610G, BROADCASTING.

After October 15th this experience can be yours: Three years every phase top station announcing: newscaster three years model center; over a year news editor, plus a year directing programs. Family man, conscientious, congenial. A solid bulwark your staff awaiting right proposition. References, details on request. Box 624G, BROADCASTING.

Sports announcer, experienced play-by-play baseball, boxing, basketball. All replies considered. First class license. Box 638G, BROADCASTING.

Aggressive young man with training wants announcing position. Good diction, specialize in disc, news. Disc or personal audition will prove. Box 641G, BROADCASTING.

At liberty. Experienced announcer who prefers a midwest location. Box 642G, BROADCASTING.

Network play-by-play man and sports commentator. Available soon. Now employed. Money secondary, year-round play-by-play essential. Midwest or far west preferred. College graduate. Ex-athlete. Box 646G, BROADCASTING.

Married vet with family. Net voice, programming, copy, accountant, 4F. Three years radio. $60.00. Box 660G, BROADCASTING.

Morning man, 29, veteran, single, two years experienced, DJ—can operate console, news and sports. Will travel. Box 662G, BROADCASTING.

Situations Wanted (Cont'd)

Announcer, thoroughly trained in all phases of radio including operation of console. DJ. News, sports. Draft exempt. Travel anywhere. Box 663G, BROADCASTING.

Announcer. DJ news four years experience. Employed only indie serving metropolitan area of 500,000. Disc available. Box 665G, BROADCASTING.

Interested southwest—Available two weeks notice. No bragging build up of self, just good hard worker. Experience, sales, remote interviews, announcing, kiddie quiz shows. General all-round man. Married. Salary must be good. Come well recommended from present job. Box 666G, BROADCASTING.

Experienced announcer. Young, ambitious. DJ, news, remotes, etc. Box 673G, BROADCASTING.

I can't get a job without experience and I can't get experience without a job. Therefore I will work four weeks for you without pay and then leave you. You have no obligation whatever. I'm good! Box 677G, BROADCASTING.

Attention station managers. Your station in the red? Your Hooper down? You need a personality man. Am averaging over 300 letters per month on a 250 watter. Have highest Hooper in five radio station towns. Doing hillbilly, pop, sports, desire change. Present management knows of desired change. No floater. Married, two children. Box 678G, BROADCASTING.

Announcer with flair for programming wants job with alert station. Married, 32, 6 years experience, college grad, non-reserve status. Dependable, capable, permanent. Box 684G, BROADCASTING.

Staff announcer, 28, single, 1 year experience, desire to hook up with progressive outfit. disc, references. Box 706G. BROADCASTING.

Sports. Looking for permanent location. 4 years experience play-by-play all sports. 25, married, no children. Have handled major network sport interviews. Now employed. Available with two weeks notice. Can apply top references and play-by-play discs. Write Box 707G, BROADCASTNNG.

Job wanted as disc jockey. Special kind of show. "Latin American Show." Age 22. Single, New York experience, will travel. Box 709G, BROADCASTING.

Announcer, experienced all sports, news, topflight basketball play-by-play, college grad, veteran, disc available. Box 710G, BROADCASTING.

Announcer-NBC trained. Three years general experience, knowledge of music, college. Family, draft exempt. Box 712G, BROADCASTING.

Recent graduate of Stanford-NBC Radio Institute desires position in western states, announcer, producer, programming. Expect modest salary, married. Disc sent on request. Box 716G, BROADCASTING.

Announcer. Single, 26. Medically discharged veteran. Metropolitan 5 kw experience. College education. Sober, industrious staff man. References, disc, photo on request. Box 721G, BROADCASTING.

Anouncer-disc jockey. Two years experience, draft exempt, single, relaxed style, east. Can write, produce, program. Box 723G, BROADCASTING.

Need a top newsman? Bright disc jockey? Ace sportscaster? I'm your man! 12 years proving it. Transcription, available. Box 726G, BROADCASTING.

Experienced announcer, work console, late twenties, draft exempt, available immediately. Box 727G, BROADCASTING.

Newlywed, draft exempt vet. Age 31, 6 foot two, 172 lbs., neat, good mixer. College education plus NBC Radio Institute. Can handle farm programs. Anthony A. Krancunas, 3822 N. Troy, Chicago 18, Illinois.

Announcer, 7 years experience, family, desires position as staff announcer. Exceptionally capable, sports, disc jockeying. John Mackin, 552 W. 183rd St., N. Y. 33, N. Y.

Staff sports announcer, 3 years play-by-play and commercial announcing, college grad. Contact Mike Wynn, 370 Columbus Avenue, NYC, Phone TR 7-2617.

Technical

Engineer, 32 months transmitter, remotes, tape recordings. Army radar experience. Graduate RCA Institute, N. Y. C. Presently employed. Box 473G, BROADCASTING.

Situations Wanted (Cont'd)

Engineer, license, degree, 12 years experience. Box 528G, BROADCASTING.

Young man with 1st phone, seeking engineering position, no experience but ambitious, willing to learn. Northeast preferred. Box 533G, BROADCASTING.

Chief engineer invites correspondence with established broadcaster. Long creditable experience in all phases engineering includes multi element directionals. Draft proof. Ready for TV. Top references. Box 545G, BROADCASTING.

Engineer, experienced, first phone, FM trans and control remotes, recording, own car. Box 585G, BROADCASTING.

Am 4F, single and over 25. Want chance to become first class engineer. Have had some practical experience, am taking correspondence course from Capitol Radio Engineering Institute. Am willing to start on low salary. Will go anywhere. Box 648G, BROADCASTING.

Chief engineer, management-minded, non-union. Available after November First. Best references, good character. Veteran, age 28, married, one child. Box 670G, BROADCASTING.

Operator-announcer, dependable, industrious, college graduate, no local accent, 2½ years in small eastern station wants to locate in the west. Box 671G, BROADCASTING.

Graduate of School of Radio Technique wants first job, trained in all phases of broadcasting, including operation of console. Vet, married, draft exempt, prefer south. Box 676G, BROADCASTING.

Engineer, 1-year experience, trans. control room, remotes. Graduate leading school. First phone. Box 694G, BROADCASTING.

Engineer, 3 years 5 kw, 1 kw directional station. Transmitter, control, remotes, recording, all other phases. Graduate leading school. Trained for TV. Married, veteran, 28 years old, one child, have car. Box 698G, BROADCASTING.

Girl, holder of first phone license, desires position in radio. Will travel anywhere. Money no object. Write Box 701G, BROADCASTING.

Transmitter operator, reliable, capable, 3⅓ years experience in 250 watter, wants position in a larger station. Will go anywhere. Box 672G, BROADCASTING.

18 years 1st telegraph, 1st phone license, last five years 1 kw broadcast, looking for something better, anywhere U.S. Box 702G, BROADCASTING.

Engineer, licensed. Three years experience transmitter operation, maintenance. Studio controls, remotes. Car, will travel. Box 705G, BROADCASTING.

Engineer, 7 years experience, all phases of broadcasting. Draft proof. Desire middlewest. Box 708G, BROADCASTING.

Combination man. 1st phone license, vet, 23, single, sober, looking for future in radio, desires to settle in small New England community. Box 711G, BROADCASTING.

Engineer-announcer 3 years. Ditto college. 27, married, car, veteran. Amateur, employed. Offers? Box 717G, BROADCASTING.

First phone license. Recent graduate of top radio school. Will accept job anywhere. Inexperienced but full of ambition. Norris Buehler, Wilson, Kansas.

First class ticket. Tech school grad. Want experience, vet, V. Daley, 280 E. Burnside Ave., NYC.

Broadcast position wanted: Young man, 26, ex Navy radio operator. Hold first phone and telegraph license. Active ham. Travel anywhere U. S. Charles Glock, 137-35 Springfield Blvd., Springfield Gardens, New York.

Veteran, first phone license, leading school graduate, experience wanted. Robert Gori, 2158 Crotona Avenue, Bronx, N. Y.

Chief engineer, 15 years in radio, 6 as chief, powers to 5 kw, complete construction experience, personnel supervision, age 36, family. Prefer southwest coast, consider other than chief if power high and chances of advancement good. Excellent references. Available approximately 30 days. Quintin Prochaska, KDIX, Dickinson, N. Dak. Phone 172.

Vet, 1st phone. Graduate 2 leading schools desires experience. William Rogel, 1275 Grant Ave., New York, N. Y.

Situations Wanted (Cont'd)

Veteran with first phone, experience in radio, television repair. Single, will travel, desires permanent position. Mike Torruella, 546 W. 180th St., N. Y. 33, N. Y.

Production-Programming, others

PR man, experienced copywriter. News analyst. Also announcing. Draft exempt. Box 406G, BROADCASTING.

Woman's program director; formerly with northwest CBS affiliate, available immediately. Proven sales-building personality. Background, more than ten years radio, major networks, vocalist, actress, script writer. Scrapbook, transcription available. Box 595G, BROADCASTING.

Good copywriter, 8 months experience daytimers northeast. No announcing, but traffic, console. Male, 20. Mature and responsible. Box 668G, BROADCASTING.

Newscaster-editor—Experienced in writing news and commercial copy; journalism training; MA Degree. 24. Single, draft exempt. Presently employed, but seeking betterment, preferably with conservative eastern metropolitan station; references, copy, audition disc furnished. Box 669G, BROADCASTING.

News editor. Thoroughly experienced at getting and writing fast paced news show. Top emphasis on local news and features. Veteran, 29. Write Box 688G, BROADCASTING.

PD, newsman, A.P. experience, 27, married, military exempt. Got rebuilding job? Box 689G, BROADCASTING.

Program director-announcer. In two years reached top at local N.Y. market indie. Seek similar program position, or announcing job at larger outlet, if advancement possible. Excellent idea man and administrator. Know sales, promotion. Tops on play-by-play. Married. B.F.A. Cum Laude, radio N.E. preferred, will consider and answer fully all inquiries. Disc and references on request. Box 690G, BROADCASTING.

Program director, fine announcer, first class license, plenty of common sense and experience. Box 693G, BROADCASTING.

Perhaps I'm the man you've been looking for in your news department. Chief qualifications: honesty, industriousness, accuracy. Experienced, veteran, married. Highest references. Desire far west location. Box 731G, BROADCASTING.

Program director-announcer. Head complete programming department (music, announcing staff, continuity, production). Hard worker, dependable, draft exempt. Excellent references. Available immediately. Minimum salary $60. Sam McClaughary, 8521 S. Loomis Blvd., Chicago. Phone Triangle 4-1459.

Television

Technical

Attention TV chief-engineers: If you prefer to train your own personnel, try me. 26, single, 3 years all phases AM-FM studio and transmitters. Willing and able to learn from bottom up. Box 633G, BROADCASTING ● *TELECASTING.*

Production-Programming, others

Former production head, TV packager. Background production, direction, theatre, TV, radio, seeks assistant TV production position with station, agency, packager. Box 685G, BROADCASTING ● *TELECASTING.*

For Sale

Stations

Complete studio building available, complete with wiring and air conditioning-heating system. Control room, studio, three offices, news. Can be moved anywhere. Box 729G, BROADCASTING.

Equipment, etc.

Never used, original factory wrapped model 210-A Hewlett Packard square wave generator. $117.50 Box 683G, BROADCASTING.

RCA 1050-B transmitter 50 kw modified with factory built overall feedback and A.C. on all tube filaments. $18,000 will buy it FOB Des Moines, which includes $7200 worth of tubes and spare parts. Also Blaw-Knox diamond 530 foot guyed tower at $10,000 FOB transmitter site including lighting fixtures. This is a proven structure and a buy. WHO, Des Moines 7, Iowa.

For Sale (Cont'd)

Two Federal field strength meters. Bureau of Standards certificates. Current use. Good condition. Box 732G, BROADCASTING.

Make offer FM WE 506B-2 complete, spares, 10 kw transmitter. New, never uncrated. H. Edwin Kennedy, WILM, Wilmington, Delaware.

Have several used guyed Wincharger towers will sell erected. Tower Construction Co., 107 Fourth St., Sioux City, Iowa. Phone 5-6761.

One Western Electric type 451-A1 250 watt AM transmitter with 3 sets of tubes and crystals for 1450 kc. United Broadcasting Co., 1143 Conn. Ave., N.W., Washington, D. C.

Wanted to Buy

Equipment, etc.

Wanted to purchase console, turntables, microphones and 1000 watt transmitter. Box 703G, BROADCASTING.

Wanted: Used 5000 watt AM transmitter. State condition and price in first letter. Al Tedesco, WKLK, Cloquet, Minnesota.

Help Wanted

Announcers

NEWSWRITER-ANNOUNCER

●

Experienced combination newswriter-announcer needed by 50,000 watt midwest radio station. Excellent opportunity. Send background, picture and disc to

●

BOX 544G, BROADCASTING

WSTA, St. Thomas, Virgin Islands

needs a combination man with first phone; emphasis announcing. Won't get-rich-quick during initial stages; but the right man will find opportunity in this year-round resort area comparable to that afforded in States. Disc, photograph, salary requirements, first letter please.

Technical

National Broadcasting Co.

Needs • • •

Experienced Engineers

Expanding television technical operations requires engineers with commercial television operating experience or standard broadcasting control room experience. Apply Room 505, 30 Rockefeller Plaza, New York, N. Y.

Situations Wanted

Announcers

Progressive stations and agenices. After two-year absence Stanley Vainrib, former star NBC coast-to-coast network program "Dr. I.Q." announces return to radio-TV. Subject nationwide publicity campaign can add prestige, business to your organization. Ten years all phases: announcer, newscaster, DJ, MC, PD. Desire permanent association stable organization in talent and/or executive capacity. Prefer New York, California; consider other localities. 31, married, two children, vet, service exempt. College. Best references. Personal interview call or write Stan Vainrib, 2820 Avenue "S", Ensley Highlands, Birmingham 8, Alabama. Telephone: 6-5310.

(Continued on next page)

For Sale

Stations

only station in rich Iowa market

Realistically priced by absentee management. No brokers.

Box 682G BROADCASTING

RADIO STATION FOR SALE

250 watt independent, New England. Only station in city. Small, but important market. Write Box 605G, BROADCASTING.

Equipment, etc.

MOBIL TV UNIT

Attention TV stations: Here's your chance to buy an ACF-Brill bus, completely equipped for use as a mobil TV unit, at a reasonable price. Unit adapted from 1946 32-passenger, air-conditioned, cross-country bus. Roof platform reached by trap door. Excellent tires and mechanical condition. Driven less than 25,000 miles since completed in April, 1948, by WLW-Television. Have two other mobil units so this one is no longer needed. No technical equipment included. Call or write J. R. McDonald, WLW, Cincinnati 2. Phone CHerry 1822.

Anniversary Open Mike

(Continued from page 169)

it services so well, has gone through quite a transition in its laudable years as a trade journal. The appearance of the word TELECASTING in its mast-head is a case in point.

Whether it be aural or visual, broadcasting has become a vital force on the American scene. By the same token, BROADCASTING, being a visual delight at all times —and extremely "vocal" when the occasion demands—has established itself as a vital force in our industry.

My sincerest well-wishes for many more decades of service to the broadcasters of America.

J. R. Poppele
President
Television Broadcasters Assn.

EDITOR, BROADCASTING:

I congratulate BROADCASTING on its twenty years of service to the radio industry. It is difficult to realize that I personally have examined and read almost every issue of this publication for the past fifteen years. A rough calculation would indicate that about three months of eight-hour days have been devoted exclusively to reading BROADCASTING during this period. I have no idea what that proves except that as one interested in the art, I have found the magazine to be consistently informative, stimulating and indispensable to one whose personal and professional interest requires knowledge of radio developments.

Paul A. Porter
(Former Chairman, FCC)

* * *

EDITOR, BROADCASTING:

In the engineering vernacular, we salute BROADCASTING-TELECASTING for optimum service to the broadcasting and telecasting professions during the last two decades.

Throughout those years, we consulting engineering practitioners have learned to rely upon your journal for accurate, comprehensive and timely reporting of events on the national and international engineering scene. You have never failed to espouse the highest principles of ethical practice and scientific allocations.

We have no doubt that in the years and generations ahead, which will witness the achievement of new heights of service by the electronics arts, that BROADCASTING-TELECASTING will continue in the forefront of its field, chronicling all of the radio-TV news that's worthy of print in the same honest, forthright and courageous fashion that has animated your wholesome progress since those chewing-gum and haywire days of 1931.

From radio's engineering profession, a resounding "73."

Andrew D. Ring
President
Assn. of Federal Communications Consulting Engineers

NATIONAL BROADCASTING COMPANY, INC.
A SERVICE OF RADIO CORPORATION OF AMERICA
RCA Building, Radio City, New York 20, N.Y.
CIRCLE 7-8300

NILES TRAMMELL
CHAIRMAN OF THE BOARD

September 19, 1950

Mr. Sol Taishoff
Editor and Publisher
Broadcasting Magazine
870 National Press Building
Washington, D. C.

Dear Sol:

On behalf of the National Broadcasting Company I want to extend to you our heartiest congratulations as you begin your twentieth year of publication of Broadcasting and Telecasting Magazine.

The past twenty years during which Broadcasting Magazine was founded and flourished and expanded have, indeed, been the most significant in the history of the world.

During the past two decades sound broadcasting grew into a communications medium which reaches virtually every home in America. In a much shorter span of time television was born and outstripped the predictions of its most optimistic prophets by so quickly capturing the heart and imagination of the people.

And, during the same two decades Broadcasting Magazine, which now includes Telecasting Magazine, has on its intrinsic merits won for itself the affectionate support of the broadcasting industry and a permanent place in the hearts and minds of all of us. The extensive and complete news reports to which we have become accustomed in reading Broadcasting, its penetrating, brilliant and witty editorials, the well researched trend and statistical articles, the attractive typography and format and your continuing ability to meet and break impossible deadlines with last minute news bulletins are assurance that in the many years to come Broadcasting will always be of indispensable value to those of us in radio and television advertising and related industries.

Again, heartiest congratulations from all of us in NBC.

Cordially,

Niles

Niles Trammell

EDITOR, BROADCASTING:

I understand that in October, BROADCASTING begins its twentieth year of publication. The usual thing under such circumstances is to congratulate the publication and its editor and publisher for the record it has made. In the case of BROADCASTING, however, it seems more fitting to congratulate the industry on having had during these critical years of its infancy an industry publication of the quality and caliber that BROADCASTING has always shown. It has kept broadcasters generally informed as to what is going on in their particular world, has sounded the alert when dangers have appeared on the horizon and has been just the kind of a publication that the industry has needed.

May its next decade prove as great a milestone of progress for itself and for the industry it so capably serves.

J. Harold Ryan
Vice Pres. & Treas.
The Fort Industry Co.
(Former Pres., NAB)

* * *

EDITOR, BROADCASTING:

My sincere congratulations to BROADCASTING and its excellent staff on entering its 20th year. As your first copy editor, I have a personal pride in the success of BROADCASTING and since joining RTMA I have relied on it constantly to keep me informed of industry developments and trends.

You, Frank Beatty and other members of your staff, are doing a grand job of reporting and interpreting the day-to-day events affecting our fast-moving industry. You have achieved an enviable record as a spokesman for broadcasters, and I am glad to note your increasing interest in the manufacturing end of the industry.

Here's hoping your next 19 years will be as productive and as effective as the first 19.

James D. Secrest
General Manager
Radio-Television Mfrs. Assn.

* * *

EDITOR, BROADCASTING:

As one who has the pleasant recollection of having stood by during the founding of your magazine;

Midwest
$85,000.00

Fulltime network property located in excellent farm market. Business is good and station is profitable, but does not have fulltime management. Cash and net quick assets of $15,000.00 included in purchase price.

Southeast
$39,500.00

A fulltime independent in one of Carolina's booming markets. This facility is making some money, but needs one or two resident-owner-operators to take full advantage of real opportunity for profits.

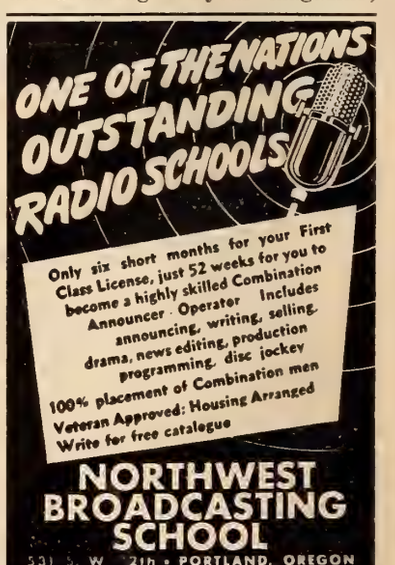
CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY
RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
Washington Bldg.
Sterling 4341-2

CHICAGO
Harold R. Murphy
360 N. Mich. Ave.
Randolph 6-4550

SAN FRANCISCO
Ray V. Hamilton
235 Montgomery St.
Exbrook 2-5672



and of having watched its day-to-day growth over a 20-year period, I am most gratified to be able to congratulate you on your accomplishments. I have an even stronger wish that the future development of BROADCASTING will continue in the same fine tradition.

The position of BROADCASTING as the spokesman and one of the great actuating spirits of the development of mass communication is an enviable one. The fields you serve are those of the exchange of knowledge between man and man, so your participation in the development of that exchange of knowledge should bring you a high gratification. In a world of strife and confusion I am sure that you will agree with me that there is probably nothing more important than social intercourse.

Paul M. Segal, Esq.
Washington, D. C.

* * *

EDITOR, BROADCASTING:

So you are 20 years old! As one who has been associated with you quite closely throughout that entire period, I feel privileged to comment freely. One such comment would be that sometimes you act your age. Take that in whatever way you like.

As one, too, who has been a continuous advertiser in BROADCASTING throughout that 20 years, I can add that we have never been disappointed in the confidence we had then in the future of BROADCASTING as an advertising medium and as a voice of value to the industry. Throughout those years, you have been a vigorous spokesman for the good of the industry, and whatever is good for the industry as a whole is good for every individual in it.

I have no less confidence in the progress of the industry in the next 20 years, nor in your service to it.

Sincere congratulations and good wishes.

Glenn Snyder
Manager
WLS Chicago

* * *

EDITOR, BROADCASTING:

Congratulations to BROADCASTING at the start of its 20th year.

It is needless to state what the development of radio during the past two decades has meant. That is obvious all around us. At the same time, it seems to me worthwhile to remember that our American broadcasting industry would probably not have grown as quickly and as well into a great communications medium if there had not been a method of communicating within the industry—a means for the interchange of ideas and new developments.

In a large measure, BROADCASTING has provided the needed means for this internal communications. As radio and television continue to grow, I feel confident BROADCASTING will continue to fulfill its necessary function in the thorough manner that is now almost traditional.

Paul B. West
President
Assn. of National Advertisers
New York

* * *

EDITOR, BROADCASTING:

I note that BROADCASTING begins its 20th year on Oct. 16 and I am moved to this comment: "Without BROADCASTING (and Sol Taishoff), our industry would be a disjointed and disconnected mess."

You deserve the prestige and the prosperity that has come to you.

Bill Wiseman
Promotion Manager
WOW Omaha

American Broadcasting Company, Inc.
30 ROCKEFELLER PLAZA · CIRCLE 7-5700
NEW YORK 20, N.Y.

MARK WOODS, VICE CHAIRMAN

September 25 1950

Mr Sol Taishoff, Editor
BROADCASTING
National Press Building
Washington 4 D C

Dear Sol:

Here is my short note for inclusion in your 20th anniversary issue if it meets with your approval:

"For the past two decades BROADCASTING has played a triply important role for the radio industry. First, as an outstanding compendium of news and information. Second, as a spokesman for the industry and as an important link between it and government. Third, as a stern guardian watchful of broadcasting, prompt to point out shortcomings and shortsightedness, eager to espouse the highest aims and aspirations of radio.

"Now, with television emerging into full stature and with AM broadcasting continuing its vigorous part in the national economy, the part played by BROADCASTING-TELECASTING will live up to the fullest implications of the obligation laid upon it to continue in its triple role. At the start of its third decade of service to the industry, I am happy to salute it and to wish it well."

Sincerely yours

Mark Woods

Mark Woods

MUTUAL BROADCASTING SYSTEM · INC
WORLD'S LARGEST NETWORK
1440 Broadway, New York 18, N.Y. Telephone: Pennsylvania 6-9600

FRANK WHITE
PRESIDENT

October 3, 1950

Mr. Sol Taishoff
BROADCASTING
870 National Press Building
Washington 4, D. C.

Dear Sol:

BROADCASTING has turned a big milestone, and now stands just one year short of voting age. This surely calls for congratulations, and I am sure that my greetings are echoed by the Mutual personnel here at headquarters and by all of the 536 stations which comprise this largest of broadcasting networks.

But I happen to feel that anniversary celebrations can be over-emphasized in this business of ours. Radio itself has always been measured in terms of its specific results at 8:30 Tuesday night, say, or at 11 A.M. across the board. So, while radio's decades of longevity are, of course, significant, perhaps even more important is the day-to-day and week-to-week service which radio renders both to its listening audience and to its sponsors.

That is why my honest respect for BROADCASTING is based on the constructive job it does for the industry every Monday morning -- rather than on the twenty candles which happen to decorate its cake today.

Cordially,



PINNED for 20-years' service with Westinghouse is W. C. (Bill) Swartley (r), WBZ Boston station manager. Doing the honors is Walter E. Benoit, vice president of Westinghouse Radio Stations Inc., himself marking 35 years with the firm.

Keel Appointed

APPOINTMENT of John J. Keel, consulting radio engineer, Washington, to the staff of the President's Communications Policy Board was announced last week. Mr. Keel was on the staff of the Bell Telephone Labs during World War II, engaged in special communications work, and for the past 22 years has specialized in the communications branch of the radio and electronics field.



Mr. Keel

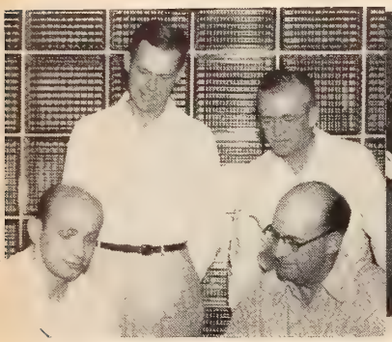
WWJ to 24 Hours

AS a defense measure, WWJ Detroit began 24-hour broadcasting Oct. 2. Previously, the outlet's hours had been from 5:30 a.m. to a sign-off time of 2 a.m. Harry Bannister, WWJ general manager who announced the change of hours, said WWJ-FM would continue on its 20½-hour schedule.

LATEST Clarostat No. 50 catalog released showing various resistors, controls and resistance devices. Copies may be obtained from distributors or firm in Dover, N. H.



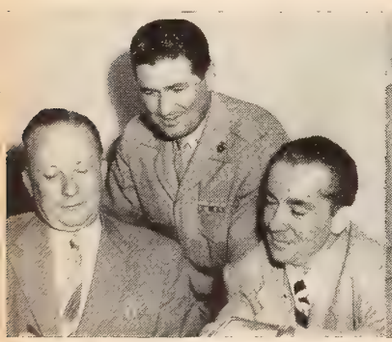
GREATER New York fans are assured of play-by-play broadcasts of all Notre Dame football games over WMCA, sponsored by General Electric Supply Corp. for GE Black-Daylite Television and Hotpoint Appliances. Setting deal are (l to r): Seated, Charles Roberts, adv. mgr., GE Supply Corp.; Norman Boggs, WMCA exec. v. p.; standing, Richard W. Brahm, WMCA account exec.; John S. Hicok, Hotpoint's eastern dist. mgr.; James H. Sheils, pres., Notre Dame Club of New York, and James G. McGoldrick, 1938 captain of Fighting Irish.



CLOSING purchase of 52 weeks of *Tomorrow's News Tonight* on KOOL Phoenix by Wolf & Burke Beverages (Blatz beer distributor) are (l to r): Seated, Frank Wolf, pres., Wolf & Burke; George Agnew, KOOL sales mgr.; standing, "Oddie" Burke, W&B; Charles H. Garland, KOOL.



PLANS for current football season are discussed at WHLI Hempstead, L. I., by (l to r) Bob Zellner, sports editor of *Newsday*, who is giving play-by-play descriptions of the nine high school games scheduled; Art Paterson, WHLI and Paul Godofsky, WHLI manager.



ARRANGING for Red Nichols (r), novelty music group leader, to make transcriptions for Dept. of Defense series, are Will Voeler (l), president, Universal Recorders Inc., Hollywood, and Lt. Jack Sorenson, USMC officer in charge of radio.



COOPERATIVE sponsorship of all San Jose State College grid games on KSJO San Jose, Calif., is set by (l to r): Seated, Charles F. Mallory, KSJO v. p.-gen. mgr.; Glen Hartranft, San Jose physical education dir.; Don Gilbert, Hoffman Radio & TV Corp.; standing, Ralph Shafor, Accent table shakers; Don Langendorf and Irving Langendorf, Langendorf Bakery.

THE situation is well in hand as Major Anthony Caputo (seated) inks the contract making Uncle Sam sponsor of the Quantico Marines football games on WEAM Washington. Looking on with approval are (l to r) Nat Allbright, WEAM sports director; Capt. J. M. Jefferson, USMC, and Howard Stanley, WEAM manager.

SMILING broadly is John S. Phillips (l), gen. mgr., WCAW Charleston, W.Va., as Tommy Woodrum of Woodrum's (retail furniture store), contracts for some 800 sports events on WCAW.





District 3

(Continued from page 58)

York; Kendrick, Mr. & Mrs. Herbert, WHGB Harrisburg, Pa.; Levi, Win, BROADCASTING, Washington.

MacCosbe, E. E., WRYO Rochester, Pa.; MacKenzie, Grace, WGBI Scranton, Pa.; Mahoney, James T., program consultant, New York; Marcoux, Rudy, WCMB Lemoyne, Pa.; Martin, Thomas E., WEEU Reading, Pa.; Matta, William G., WLOR Braddock, Pa.; Mattiot, J. E., and McCollough, Clair, WGAL Lancaster, Pa.; McFarland, C. H., WEIR Weirton, W. Va.; McKibben, Bill, WACB Kittanning, Pa.; Meeker, Robert, Robt. Meeker Assoc., New York; Megargee, Madge A., WGBI Scranton, Pa.; Merrill, Mr. & Mrs. Glacus G., WHAR Clarksburg, W. Va.; Metzger, T. W., WMRF Lewiston, Pa.; Midlen, John H., attorney, Washington, D. C.; Milbourne, L. Waters, WCAO Baltimore; Miller, Clare I., WORK York, Pa.; Miller, Harold E., WGAL Lancaster, Pa.; Miller, Mr. & Mrs. Justin, NAB, Washington; Miller, Paul J., WWVA Wheeling, W. Va.; Moore, Louis, Robt. Meeker Assoc., New York; Morse, Otis, WJBA York, Pa.; Moren, James E. WJSW Altoona, Pa.; Murray, Louis H., WPAM Pottsville, Pa.; Myers, W. F., SESAC, New York.

Nelson, Robert R., WARD Johnstown, Pa.; Newburg, David, RCA, Cleveland; Nicely, Lloyd O., WEST Easton, Pa.; Patch, Campbell E., Johnstown, Pa.; Pelletier, Joe, WACB Kittanning, Pa.; Petrie, Charles R., WISL Shamokin, Pa.; Pontius, Don, Robt. Meeker Assoc., Chicago; Potter, David, and Potter, Jim, WNAE Warren, Pa.; Purvis, J. W., N. W. Ayer & Son, New York; Reilly, Philip J., WLBR Lebanon, Pa.; Richmond, Robert M., WCAO Baltimore; Rine, William E., WWVA Wheeling, W. Va.; Rosene, Marshall, WSAZ Huntington, W. Va.; Rothensies, Walter J., WSBA York, Pa.; Rounsley, Mr. & Mrs. N. S., WEEX Easton, Pa.; Sambrook, A. B., RCA Thesaurus, New York; Sanders, Robert E., WFIR Weirton, W. Va.; Scheue, John D. Jr., WFIL Philadelphia; Scott, Herbert, and Sefick, Bob, WARD Johnstown, Pa.; Shannon, Jayne M., J. Walter Thompson Co., New York; Shein, Alice, WBTH Williamson, W. Va.; Skinnell, Julian, WLBR Lebanon, Pa.; Smith, Charles E., WMMN Fairmont, W. Va.; Smith, Ed K., WCMB Lemoyne, Pa.; Smith, Frank R., WBVP Beaver Falls, Pa.; Smith, Homer R., WKOK Sunbury, Pa.; Smith, Jos. L. Jr., WJLS Beckley, W. Va.; Snyder, Jack, WFBG Altoona, Pa.; Sonis, Berton, WTIP Charleston, W. Va.; Stearns, Frank M., AP, Washington; Stoner, George L., Johnstown, Pa.; Strine, Leroy K., WORK York, Pa.; Surrick, John E., WFBR Baltimore.

Thompson, Mr. & Mrs. Roy F., WRTA Altoona, Pa.; Tidmore, A. V., WPPA Pottsville, Pa.; Tito, Thomas A., WLTR Bloomsburg, Pa.; Trace, Bob, WMEW Meadville, Pa.; Traugh, Henry M., WKBO Harrisburg, Pa.; Tuhy, Stephen, Jr., attorney, Washington, D. C.; Union, Will, WVAM Altoona, Pa.; Walsh, J. Gorman, WDEL Wilmington, Del.; Walter, Robert G., WYAM Altoona, Pa.; Weils, Mr. & Mrs. Pierre, Lang-Worth, New York; White, Paul G., WEIR Weirton, W. Va.; Williams, David R., Standard Radio, New York; Young, Mr. & Mrs. Bill, Lang-Worth, New York; Zaharis, N. C. (Nick), WTIP Charleston, W. Va.; Zimmerman, Fred, WPAR Parkersburg, W. Va.

Canada Training

WITH TELEVISION still to come as a Canadian medium, there is an increasing interest being shown in Canada in training TV technicians, program producers, actors and other personnel. The Ontario government's Ryerson Institute of Technology at Toronto has started its second fall course in television broadcasting procedure. Also at Toronto, the Academy of Radio Arts has started a TV department, and this fall and winter will give 18 twice-weekly, two-hour lectures at Toronto, Vancouver and Montreal, with short term courses at Calgary, Winnipeg, Windsor, Ottawa and Halifax, under the direction of Andrew N. McLellan.

SPORTS FEES

Pa. Group Seeks 'Yardstick'

YARDSTICK of fees for coverage of high school athletic events, to remove discrimination and exorbitant charges, will be sought by the Pennsylvania Assn. of Broadcasters in conference with educational officials.

Meeting Oct. 5 at Bedford, Pa., just before the NAB District 3 session, the PAB board named a committee to meet Oct. 29 with Edward Wicht, executive secretary of the Pennsylvania Interscholastic Athletic Assn., and Mark Funk, president of the Western Pennsylvania Interscholastic Athletic League.

Victor C. Diehm, WAZL Hazleton, PAB president and chairman of the PAB board committee, said school officials will be asked to use a yardstick of game fees based on station rate cards.

Next board meeting will be held at State College, Pa., with the board invited to tell college officials the type of training needed in radio courses. Annual PAB meeting will be held the first weekend in June 1951, at Galen Hall, Wernersville.

Attending the PAB board meeting were:

Mr. Diehm; Frank R. Smith, WBVP Beaver Falls; David Bennett, WKBO Harrisburg; George Joy, WRAK Williamsport; Charles Denny, WERC Erie, Pa.; T. W. Metzger, WMRF Lewistown; Roger Clipp, WFIL Philadelphia; George D. Coleman, WGBI Scranton.

PAPAL AUDIENCE

Lamb Visits Pope

POPE PIUS XII is much more accessible than many other important men and talking with him is not difficult—he speaks a number of languages fluently—reports Edward Lamb, president of WICU (TV) Erie, Pa., and WTVN (TV) Columbus, Ohio, upon return from a European trip.

In *The Erie Dispatch*, owner and operator of WICU, Mr. Lamb told last month of the visit he and his son recently paid the pontiff at his summer residence in Castel Gandolfo, Italy.

Mr. Lamb told Pope Pius that television, like newspapers, subjects itself to much good or ill and there is generally a great appreciation of this responsibility on the part of broadcasters and editors. Mr. Lamb also stated that WICU was among the first, if not the first station, to show the Pope on television on film secured through the office of Bishop John Mark Gannon. He pointed out that WTVN also scored a scoop in this connection.

WQUA to CBS

WQUA Moline, Ill., joins CBS Oct. 15 as a supplementary station, bringing total CBS affiliates to 191.

OCTOBER 16, 1950

TELECASTING

A Service of BROADCASTING Newsweekly

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CBS Wins Color Battle
Page 177

SCOTUS Upholds Tavern Tax
Page 178

Latest Set Count By Markets
Page 180

Telefile: KSTP-TV
Page 182

PRE-TEST YOUR PROGRAMS with SIMUTEL!

Thirty minutes spent in the Simulated Television Studios of the Petry Company will save you many hours and thousands of dollars in your spot television advertising campaigns.

Each week many advertisers and agencies use these modern facilities to pre-check the TV commercials they're building and to view the excellent participation programs available on Petry TV stations.

For here you can view television as it should be viewed—complete with sound and action on the TV screen. You get the full personality of each show, the hard impact of each commercial.

So take advantage of SIMUTEL. It was designed to help you with your TV planning and buying.

WSB-TV .....Atlanta
WBAL-TV .....Baltimore
WNAC-TV ..... Boston
WFAA-TV .....Dallas
KPRC-TV ..... Houston
KFI-TV .....Los Angeles
WHAS-TV .....Louisville
KSTP-TV.....M'p'l's-St. Paul
WSM-TV ..... Nashville
WTAR-TV .....Norfolk
KPHO-TV .....Phoenix
WOAI-TV .....San Antonio

REPRESENTED BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS • ATLANTA



HOOPER *TELEVISION* AUDIENCE INDEX

AUGUST-SEPTEMBER, 1950 — SHARE OF *TELEVISION* AUDIENCE

TIME	TV SETS-IN-USE	TV Station "A"	TV Station "B"	TV Station "C"	TV Station "D"	KTLA	TV Station "E"	TV Station "F"	OTHER TV
SUNDAY AFTERNOON 12:00 NOON-6:00 P.M.	25.9	6.9	26.4	24.9	1.9	38.9	-	-	1.0
SATURDAY DAYTIME 8:00 A.M.-6:00 P.M.	11.0	3.4	21.4	32.0	-	40.8	-	1.0	1.5
EVENING SUN. THRU SAT. 6:00 P.M.-10:00 P.M.	44.5	18.3	6.2	10.4	10.6	38.5	8.6	7.2	0.2

700,000 TV Receivers in Los Angeles area, October 15, 1950

KTLA
Paramount Television Productions, Inc.

KTLA Studios • 5451 Marathon St., Los Angeles 38 • HOllywood 9-6363
Eastern Sales Office • 1501 Broadway, New York 18 • BRyant 9-8700

KEY STATION OF THE PARAMOUNT TELEVISION NETWORK

Paul H. Raymer Company, Inc., National Representatives

A Service of Broadcasting Newsweekly

TELECASTING

National Press Bldg. Washington 4, D. C. | OCTOBER 16, 1950 | BROADCASTING, Telecasting $7 annually, 25c weekly

CBS WINS COLOR BATTLE

Standards Effective Nov. 20

(Also see story this issue on reactions to color decision.)

CBS WON its years-long battle for adoption of field-sequential color television last Wednesday when FCC handed down its expected "Second Report" and approved CBS color standards, effective Nov. 20., on a permissive basis.

The vote was 5-to-2, Comrs. George E. Sterling and Frieda B. Hennock contending the action was premature.

The decision came on the heels of manufacturers' assertions that they could not possibly meet FCC's November deadline for building "bracket sets," which the Commission's First Report had advanced as the only alternative to immediate approval of the CBS system [BROADCASTING-TELECASTING, Sept. 4, Oct. 2].

Thus the Commission tossed the color ball back to the industry—and to CBS, which announced immediately that it would have 20 hours of color programs per week on the air within two months, with "many" of these programs available to stations in the 45 interconnected markets.

"In addition," President Frank Stanton said, "arrangements will be announced for public demonstrations of color television, as well as for clinics on color television for manufacturers, broadcasters, television service organizations, and advertisers and advertising agencies."

Confident of Unity

He said that despite the "understandable controversey" caused by the color issue in the past, "CBS is confident that all segments of the industry will now unite to bring to the public this great advance in the television art and that within a few months color receivers and converters will be on the market. CBS stands ready to cooperate with all segments of the industry so that the public can have color television as rapidly as possible."

Manufacturers generally can be expected to undertake to produce in accordance with public demand, as a matter of business policy, even though most of the major companies opposed the incompatible CBS system.

But there is a clear possibility that FCC's decision will be taken into the courts, and first reaction among manufacturers indicated they may await the response of telecasters before moving far toward color production.

The possibility that current parts shortages and military demands will hold up construction of adapters, converters, and color receivers was pointed up by Comr. Sterling in his dissent.

Simultaneously with its Second Report and adoption of CBS color standards, the Commission—with Comrs. Sterling and Hennock concurring in the result—denied petitions of RCA and Color Television Inc. seeking FCC consideration of further developments in their respective color techniques [TELECASTING, Sept. 11].

The FCC majority's six-page Second Report said a hearing will be scheduled later on its universally condemned bracket-standards proposal, and insisted that its approval of CBS standards does not bar further color experimentation. But future new systems would have to meet FCC's "minimum criteria" and if they should be incompatible with CBS color or present monochrome they would have to overcome the same sort of incompatibility argument that has confronted CBS.

The majority reviewed the First Report's finding that the CBS system is ready while those of RCA and CTI are not, and that consideration of recent developments prior to a final decision would be possible only if the compatibility problem is kept in *status quo*, via "bracket standards."

Cites 'Responsibility'

Since the manufacturers not only indicated they are "unable or unwilling" to comply with the brackets proposal but also failed to suggest any other method of holding down the compatibility problem, FCC said, "We would be derelict in our responsibility to the public if we postponed a decision any longer."

On the subject of post-hearing developments and further developments in the future, the majority said:

. . . In the Commission's opinion a new television system is not entitled to a hearing or a reopening of a hearing simply on the basis of a paper presentation. In the radio field many theoretical systems exist and can be described on paper, but it is a long step from this process to successful operation.

There can be no assurance that a system is going to work until the apparatus has been built and has been tested. None of the new systems or improvements in systems meet these tests so as to warrant reopening of the hearing. To do so would be inviting the risk that these new systems might fail as have all other systems in the past which we have been urged to adopt on the grounds of compatibility, and the increase in number of receivers in the hands of the public would make it exceedingly difficult to adopt an incompatible system—a system which we know is satisfactory.

Room for Experiments

The Commission does not imply that there is no further room for experimentation. Radio in general and television in particular are so new that extensive experimentation is necessary if the maximum potentialities of radio and television are to be realized. Many of the results of such experimentation can undoubtedly be added without affecting existing receivers. As to others some obsolescence of existing receivers may be involved if the changes are adopted.

In the interest of stability this latter type of change will not be adopted unless the improvement is substantial in nature, when compared to the amount of dislocation involved. But when such an improvement does come along, the Commission cannot refuse

(Continued on page 192)

Color TV Engineering Standards

FOLLOWING is text of the color television engineering standards adopted by FCC, effective Nov. 20:

ORDER

At a session of the FCC held at its offices in Washington, D. C., on Oct. 10, 1950;

The Commission having under consideration the promulgation of engineering standards for color television; and

IT APPEARING THAT on Sept. 1, 1950 the Commission issued (1) Findings and Conclusions in the above proceedings entitled "First Report of Commission (Color Television Issues)" (FCC 50-1064), and (2) its "Second Notice of Further Proposed Rule Making" (FCC 50-1065); and

IT FURTHER APPEARING THAT simultaneously with the issurance of this Order the Commission is issuing its "Second Report of the Commission" (FCC 50-1224);

ACCORDINGLY, on the basis of the findings and conclusions set forth in both of the above Reports,

IT IS ORDERED, That effective the 20th day of November, 1950, the Commission's "Standards of Good Engineering Practice Concerning Television Broadcast Stations" are amended in the following respects:

(1) Paragraphs "5", "6", "7", and "8" of Section I B entitled "Visual Transmitter" are revised to read as follows:

5. Color transmission.—The term "color transmission" means the transmission of color television signals which can be reproduced with different values of hue, saturation, and luminance.

6. Field.—The term "field" means scanning through the picture area once in the chosen scanning pattern and in a single color. In the line interlaced scanning pattern of two to one, it means the scanning of the alternate lines of the picture area once in a single color.

7. Frame.—The term "frame" means scanning all of the picture area once in a single color. In the line interlaced scanning pattern of two to one, a frame consists of two fields.

8(a). Color field.—The term "color field" means scanning through the picture area once in the chosen scanning pattern and in each of the primary colors. In the line interlaced scanning pattern of two to one, it means the scanning of the alternate lines of the picture area once in each of the primary colors.

8(b). Color frame.—The term "color frame" means scanning all of the picture area once in each of the primary colors. In the line interlaced scanning pattern of two to one, a color frame consists of two color fields.

(2) Paragraphs "5", "6" and "13" of Section 2 A entitled "Transmission Standards and Changes or Modifications Thereof" are revised to read as follows:

5. For monochrome transmission the number of scanning lines per frame shall be 525, interlaced two to one in successive fields. The frame frequency shall be 30, the field frequency 60, and the line frequency 15,750 per second.

6. For color transmissions the number of scanning lines per frame shall be 405, interlaced two to one in successive fields of the same color. The frame frequency shall be 72, the field frequency 144, the color frame frequency 24, the color field frequency 48, and the line frequency 29,160 per second.

13. The level at maximum luminance shall be 15% or less of the peak carrier level.

(3) The following new paragraphs "19" and "20" are added to Section 2 A:

19. The color sequence for color transmission shall be repeated in the order red, blue, green in successive fields.

20. The transmitter color characteristics for color transmission shall be such as to reproduce the transmitted colors as correctly as the state of the art will permit on a receiver having the following trichromatic coefficients, based on the standardized color triangle of the International Commission on Illumination:

Red	Blue	Green
x = .674	x = .122	x = .227
y = .326	y = .142	y = .694

(4) New "Appendix I" . . . entitled "Television Synchronizing Waveform" is substituted for "Appendix I" of the "Standards of Good Engineering Practice Concerning Television Broadcast Stations."

FEDERAL COMMUNICATIONS COMMISSION*

T. J. Slowie
Secretary

*Commissioners Sterling and Hennock dissenting.

Released: October 11, 1950





FREE and PETERS · Natl. Representatives

TAVERN TV TAX

SCOTUS Declines Review

THE U.S. Supreme Court last week refused to rule on a lower court action upholding the legality of a state imposed license fee on television sets used in eating places licensed to sell liquor.

The high court's stand, in effect, throws open the whole question of how far a state government can go in imposing restrictions on televiewing. Generally, the action by the Supreme Court means that it does not consider some regulation at the TV reception level as a breach of Constitutional right.

The case involved a long pending legal battle which has been in the courts since 1947, the year when the Pennsylvania State Liquor Control Board promulgated a set of regulations which provided for the additional licensing of restaurants and other eating establishments holding a permit to sell alcoholic beverages, and using a television set for customer viewing.

Last March, the Pennsylvania State Supreme Court considered the case of the restaurateurs who protested the legality of the "amusement tax." At that time, the court ruled that the board's inclusion of television in its category of motion picture exhibitions was valid.

Action Pictures Prohibited

The Pennsylvania court had said in part:

"The intent of the statutory provision is regulation by the Liquor Board of screen exhibitions of action pictures in licensed establishments and the terms employed by the [Liquor Control Act] in such connection are sufficiently general as to embrace pictures produced by means of television."

Therefore, the court said TV entertainment could be characterized as a moving picture exhibition. "The capacity of the TV device, when in operation, for the rendition of moving picture exhibitions well satisfies the Board's requirement of an amusement permit for the exhibition of televised entertainment in licensed establishments," the state court ruled.

In Philadelphia the amusement fee is set at $120, as the board's regulation requires tavern owners showing TV to pay a fee that is one-fifth of the liquor license fee. The liquor permit levy in the Quaker City is $600.

Last year, by mutual agreement, the Philadelphia Retail Liquor Dealers Assn. and the board decided to by-pass the state superior court and go directly to the state's supreme court [TELECASTING, Dec. 5, 1949]. The retail liquor group has been carrying the fight for the Philadelphia taproom and restaurant owners. Earlier ruling, upholding the board, was in the Court of Common Pleas of Dauphin County.

Following the SCOTUS action, Abraham J. Levinson, PRLDA's counsel, indicated his group would end its legal battle. Dealers now must pay back fees (some $500,000) for years 1947-48-49 for use of TV sets in their places of business. The court, in effect, upheld collection of an estimated $6 million in fees from restaurants and taprooms.

Deputy Attorney General Horace A. Selegbaum, the board's counsel, said Pennsylvania "never had any intention of regulating television". Main issue, he added, was whether the state could levy the license fee—now the "next logical step" is to collect back fees.

The restaurant owners based their arguments on two main contentions, supported by another court case involving the right of the Pennsylvania State Board of Censors to regulate motion picture film used on television [TELECASTING, Sept. 11]. In the latter case the appeals court upheld the telecasters' assertion that the censorship regulation was unlawful because of Congress' power gained by enacting the Federal Communications Act and establishing the FCC, and thus regulating interstate communications. This case also is expected to reach the U.S. Supreme Court.

The tavern keepers contended that (1) the provisions under the liquor control act deprived them of their property in violation of the 14th Amendment, and (2) the power of Congress is plenary so as to exclude state regulation. They cited the appeals court action on TV film censorship as related to the latter contention.

However, the board maintained that the state statute did not conflict with the Communications Act as it concerned the "receiving" of television rather than the "broadcasting" (as in the censorship case.)

In its brief, the board stated:

The purpose of this act [Communications Act] is to regulate wave lengths and other conditions and activities, with a view to increasing and improving broadcasting. The act has nothing to do with the owner of a receiving set. It does not intend to regulate in any manner what use the owner may make of his set. It does not deal with the tax which he pays on his set any more than it deals with the price which he pays for his set.

It also asserted that the police laws of the state are superseded by acts of Congress "only where conflict is so direct and positive that the two acts cannot be reconciled or consistently stand together." In addition, the board cited the power of the state to prohibit the sale of intoxicating liquors if it "includes the power to limit or regulate the use of means or devices intended to encourage and increase purchase and consumption."

Admitting that the license fee regulation could be regarded as a "revenue" measure, a point stressed by the restaurateurs who felt the regulation was restrictive in that it could deprive them of their liquor or restaurant permit, the board said such a power was within the state's prerogative. The board said that as a revenue measure, the regulation also could restrict the "evils" in the attraction such entertainment (as television) would promulgate by encouraging persons to consume more liquor.

The Philadelphia General Assembly, it was noted by the restaurateurs, had amended in 1949 the Control Act thereby exempting TV reception from requirements of the amusement permit and payment of fee. But the city legislators had failed to amend a section which requires an amusement permit from eating places which are licensed to sell "malt beverages."

NEW 'CLOSE UP'

Quincy Sold on TV Sports

BOB QUINCY, sports columnist for *The Charlotte* (N. C.) *News*, seems convinced that watching football by television is better than being present at a game.

Assigned to cover the North Carolina-Notre Dame game Sept. 30, Mr. Quincy reported in his "Close-Up" column that a friend who saw the game by television straightened him out on several details he missed at the scene.

Commenting on one play, Mr. Quincy's friend said: "Weren't you at the game? The old Zoomar had it pin-pointed . . . Too bad you had to work that day. I'm telling you, television is the only way to watch it."

BENNY ON TV

First Show Set Oct. 28

JACK BENNY, sponsored by American Tobacco Co., will launch his first television program on Oct. 28, Saturday, 8-8:45 p.m. on CBS-TV. The time of the program has been relinquished by Ken Murray and his sponsor, Anheuser-Busch Inc., as a gesture of courtesy from one star to the other.

Mr. Benny's subsequent television programs, planned eight weeks apart, will be on Sunday with the exact time to be announced later. The Ken Murray show returns in its usual period the following week Nov. 4. The Benny show originates in New York.

Cuban Video

J. R. POPPELE, Television Broadcasters Assn. president, forwarded congratulatory greetings to Gasper Pumarajo, director of Union Radio, Havana, Cuba, on the eve of inaugural broadcast of the first TV station in Cuba. The station went on the air Thursday, Oct. 5.

Another WGN-TV *Exclusive!*

. . . The Only Television Station Represented at the 1950 National Television and Electrical Living Show



Al Morgan, WGN-TV Piano Wizard, greets guests at the WGN-TV Celebrity Center

● Chicago's top TV station again blazes the way. First with exclusive studios at the Chicago Fair, and now with the exclusive Television Celebrity Center at the National Television and Electrical Living Show.

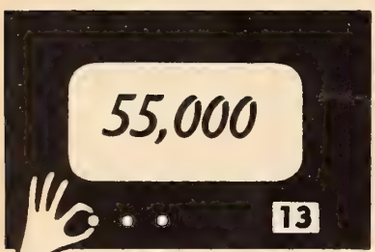
. . . *It means more friends for* WGN-TV,
WGN-TV *advertisers,*
and WGN-TV *stars*
. . . *another plus for advertisers*
on the nation's top spot station.

DUMONT
WGN-TV
CHANNEL 9 · CHICAGO
The Chicago Tribune Television Station



It's like a four-ring circus—having the best shows from all four TV networks—and even more fun for 220,000 viewers.

No wonder Toledoans are climbing aboard at a lively clip. Sets sales now stand at . . .



And—as an added attraction, remember WSPD-TV bonus coverage in Northwestern Ohio and Southern Michigan.

There's still a spot for you. Why not climb on, too? Katz has the story. Get it today.

WSPD
TOLEDO, OHIO
A FORT INDUSTRY STATION
5000 WATTS ● NBC
Represented by
THE KATZ AGENCY, INC.

WSPD-TV
CHANNEL 13
Nat Sales Hq: 488 Madison Avenue, New York 22, ELdorado 5-2455

telestatus



Rorabaugh Reports On August Advertisers

(Report 133)

NETWORK television advertising increased between July and August by 10%, registering a total of 66 advertisers in the latter month. Spot business was up 3% between the two months while local TV business dropped 2% in number of advertisers. A total of 3,695 advertisers was registered for August.

In August there were 718 spot and 2,911 local TV advertisers, according to the *Rorabaugh Report on Television Advertising.* Network material covers the entire month and all stations. It is reported by the networks' headquarters. Information on spot and local business is for the week of Aug. 6-12 and is based on material supplied by 94% of the then operating stations.

NBC-TV led the network field with 38 different advertisers sponsoring 41 shows: On CBS-TV there were 22 advertisers and 18 shows—*Homemakers Exchange,* 4-4:30 p.m., Mon.-Fri., had five participating sponsors. There were 11 advertisers active during the month on ABC-TV with 12 shows. For DuMont network Rorabaugh listed nine advertisers with 10 shows.

In number of stations used, the largest network advertiser active during the month was RCA Victor. Through J. Walter Thompson the firm placed *Kukla, Fran & Ollie* on 58 NBC-TV stations for a half-hour on Monday and Friday evenings. Sponsorship resumed Aug. 28 following a summer hiatus.

The biggest piece of new network business in number of stations also went to NBC-TV. Alsco Inc. (storm doors and windows), through Dublin Advertising Inc., started sponsorship of the *Wendy Barrie Show* on Aug. 23. The program is seen for 15 minutes Wednesday night on 37 stations.

O'Cedar Corp., which had placed business on 46 stations in July, increased its schedule to include 72 stations in the August Rorabaugh report. In point of stations this was the largest spot account.

The U. S. Army Air Force was the largest new spot account shown, placing announcements and participation spots on 38 stations through Grant Advertising.

* * *

Ballantine Tops For Commercials Liked

BEST LIKED television commercials in the New York-New Jersey area are those for Ballantine, according to the September issue of *The Television Audience of Today,* released by Advertest Research. Bulova commercials were reported to be the best remembered.

Others of the best liked commercials were those for Texaco, Lincoln-Mercury, Lucky Strike and Ford. The Lincoln-Mercury advertising was named by 12.6% of the respondents as being the most convincing. Although commercials for the Food Slicer were listed among the least liked, 9.3% of all respondents said they have purchased the product because they learned about it or were prompted to try it through TV ads.

The best liked type of TV advertising, according to 57.9% of those queried, was that "showing product in use." The least liked was that which showed "famous person endorsing product."

Information is based on 756 personal interviews in the New York TV area during the first 13 days of September.

* * *

Comedy-Variety Lead Multi-Market Report

COMEDY - VARIETY programs were the leading network fare in August, according to an analysis of network TV programs listed in the Multi-Market TelePulse. Wrestling was the highest rated type of program.

Complete breakdown was shown as follows:

NETWORK TV PROGRAMS, BY TYPES
(From Multi Market TelePulse, Aug. 1-7, 1950)

	No. ¼ Hours	Average Rating
Comedy Variety	67	11.1
Kid Shows	61	9.1
UN Sessions (3 nets)	53	11.0
Drama	36	11.5
Wrestling	30	14.4
Quiz & Audience Partic.	26	12.0
Interviews	22	6.8
Forums, Discussions	20	5.4
Talent	18	10.2
Roller Derby	17	9.2

(Continued on page 188)

Weekly Television Summary—October 16, 1950, TELECASTING Survey

City	Outlets On Air	Number Sets
Albuquerque	KOB-TV	4,550
Ames	WOI-TV	19,380
Atlanta	WAGA-TV, WSB-TV	57,600
Baltimore	WAAM, WBAL-TV, WMAR-TV	207,729
Binghamton	WNBF-TV	23,780
Birmingham	WAFM-TV, WBRC-TV	23,500
Bloomington	WTTV	10,600
Boston	WBZ-TV, WNAC-TV	489,942
Buffalo	WBEN-TV	120,464
Charlotte	WBTV	32,358
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	627,881
Cincinnati	WCPO-TV, WKRC-TV WLWT	157,000
Cleveland	WEWS, WNBK ,WXEL	315,024
Columbus	WBNS-TV, WLWC, WTVN	86,000
Dallas, Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	76,839
Davenport	WOC-TV	23,529
Quad Cities	Include Davenport, Moline, Rock Island, East Moline	
Dayton	WHIO-TV, WLWD	106,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	306,420
Erie	WICU	38,700
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	76,839
Grand Rapids	WLAV-TV	56,211
Greensboro	WFMY-TV	25,000
Houston	KPRC-TV	42,640
Huntington-Charleston	WSAZ-TV	24,000
Indianapolis	WFBM-TV	80,000
Jacksonville	WMBR-TV	19,000
Johnstown	WJAC-TV	37,800
Kalamazoo-Battle Creek	WKZO-TV	40,570
Kansas City	WDAF-TV	61,613
Lancaster*	WGAL-TV	58,884
Lansing	WJIM-TV	31,000
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH, KTLA, KTSL, KTTV	693,369
		Number Sets
Louisville	WAVE-TV, WHAS-TV	45,708
Memphis	WMCT	54,593
Miami	WTVJ	37,500
Milwaukee	WTMJ-TV	145,557
Minn.-St. Paul	KSTP-TV, WTCN-TV	141,100
Nashville	WSM-TV	8,500
New Haven	WNHC-TV	102,300
New Orleans	WDSU-TV	34,348
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	1,555,000
Newark	WATV	Inc. in N. Y. estimate
Norfolk	WTAR-TV	34,939
Oklahoma City	WKY-TV	42,254
Omaha	KMTV, WOW-TV	38,165
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	600,000
Phoenix	KPHO-TV	16,900
Pittsburgh	WDTV	137,000
Portland, Ore.	.....	978
Providence	WJAR-TV	78,980
Richmond	WTVR	42,534
Rochester	WHAM-TV	51,088
Rock Island	WHBF-TV	23,529
Quad Cities	Include Davenport, Moline, Rock Island, East Moline	
Salt Lake City	KDYL-TV, KSL-TV	27,400
San Antonio	KEYL, WOAI-TV	29,479
San Diego	KFMB-TV	58,000
San Francisco	KGO-TV, KPIX, KRON-TV	85,345
Schenectady Albany-Troy	WRGB	106,800
Seattle	KING-TV	43,200
St. Louis	KSD-TV	184,500
Syracuse	WHEN, WSYR-TV	71,295
Toledo	WSPD-TV	55,000
Tulsa	KOTV	40,160
Utica-Rome	WKTV	24,875
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	174,485
Wilmington	WDEL-TV	46,749

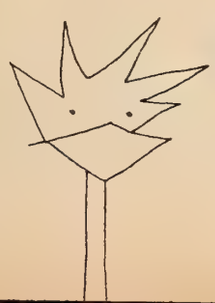
* Lancaster and contiguous areas. **Total Markets on Air 63** **Stations on Air 107** **Sets in Use 8,012,115**

Editor's Note: Source of set estimates are based on data available from dealers, distributors, TV Circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate.

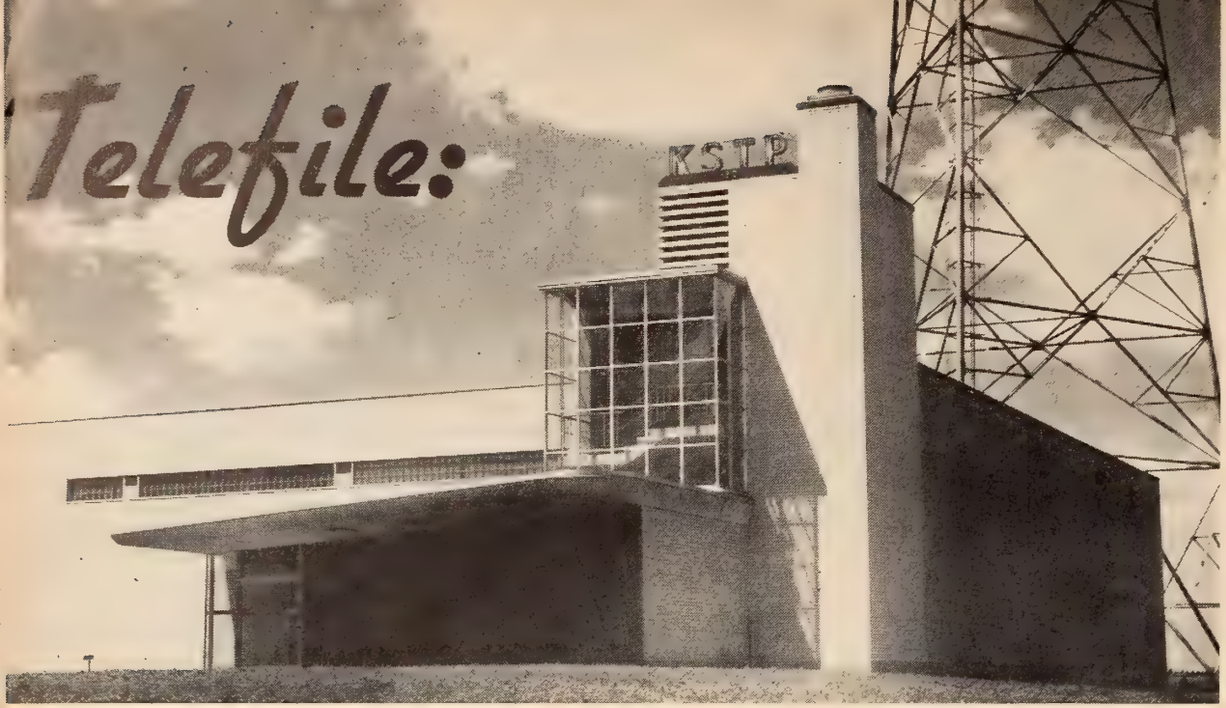


R.F.D.

Rural Free Delivery — Where in the world but in Southern California would a television transmitter get located on a mountain top? Mount Wilson, to be exact. And from nearly 6000 feet up, KTTV's signal goes out to plenty of folks with an RFD on the mail box. *Our* mailbox sees loads of letters postmarked Santa Barbara, Bakersfield, San Diego, Riverside — places far beyond the normal 40-mile radius. And those RFD people are very important to all advertisers, who know (or should know) that Los Angeles County is the wealthiest agricultural county in these United States. KTTV reaches out farther . . . with a Rural Free Delivery that means television advertising impressions on both cities and farms. Find out more from us or Radio Sales.



KTTV *Los Angeles Times · CBS Television*



KSTP-TV's Pioneering Spirit A Tribute to Acumen Of President Stanley Hubbard

WHEN T-Day dawned officially on Minneapolis and St. Paul in April 1948, Twin City televiewers were eagerly prepared to receive the new electronic medium. Over 3,000 of an estimated 1,750,000 people within a 60-mile radius had already purchased their sets, establishing a record for number of receivers in homes even before the birth of television there.

Today over 141,100 teleset owners in this great Northwest area, the "bread basket of the nation," are looking back over two and a half years during which television progressed swiftly and are experiencing a new TV milestone.

Late last month—on "C-Day," Sept. 30—AT&T officially inaugurated two-way coaxial cable and microwave relay service between Chicago and Des Moines and Minneapolis—thus linking the illustrious Twin Cities with New York.

Wags and hatchet-wielders who formerly shook their heads and cracked that "the only thing Minneapolis and St. Paul have in common is their sewage disposal system" had better take heed and reconsider.

For viewers, of course, the innovation means the advent of live TV programming; for the officials of KSTP-TV, the Twin Cities' pioneer video outlet, it indicates the cessation of much film and kinescope operation, higher quality programs, greater goodwill for TV and a better sales pitch for the station.

Enthusiastic Reception

There was every indication that this newer service, now being presented by KSTP-TV, has been as enthusiastically accepted by the televiewing populace as its initial fare offered April 27, 1948.

If you ignore, for the moment, the fact that Stanley Hubbard, enterprising president and general manager of KSTP-AM-FM-TV, purchased one of the first TV cameras in the U. S. and actually began experimenting in June 1939, then it could be said that the station really started testing in earnest in March 1948, one month before its commercial debut. At that time it became the first television affiliate of NBC-TV.

T-Day became a reality for both Twin Cities in the strictest literal sense. As if to show no ostensible favoritism, the station handled construction in such a way that one leg of its 571-ft. tripod tower rests in St. Paul, another in Minneapolis and the third squarely on the intercity boundary line at 3415 University Ave.

KSTP-TV's Radio City home was built specifically for television and radio productions and is the site of program fare tailored to the tastes of highly industrialized Minneapolis and its more or less rural-minded twin, St. Paul.

* * *

BEHIND the scenes of T-Day lay two years of arduous work and planning and a cool $500,000 expenditure which reflected Mr. Hubbard's sentiments at the time: "If we did not have complete confidence in television's future, we would hardly have considered making a half-million dollar investment."

Assisting Mr. Hubbard in KSTP-TV operation are Kenneth M. Hance, vice president and treasurer of KSTP Inc., and Dell Franklin, director of TV program operations.

* * *

With the advent of interconnection with NBC, KSTP-TV expanded its operating schedule covering the hours 12 noon to midnight, seven days a week. This development capped a trend over a 14-month period—from July 1949 to August 1950—which showed an increase in KSTP-TV program hours from 35 to 46, while the set count rose from 20,250 to 105,100.

Highlights of KSTP-TV's schedule, in addition to NBC network programs, include telecasts of Minneapolis Millers American Assn. baseball games during the summer and major college football contests.

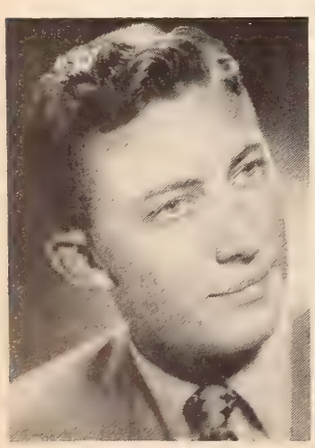
Homemakers' programs also grace viewers' screens in the forenoon and afternoon hours, with such features as *Homemakers Fun Fest* and *What's Cookin'*, both local participation shows. Another popular favorite is the *KSTP Square Dance*, aired Wednesday, 6-6:30 p.m. CST on a local sustaining basis. Station also has carried Sunset Valley *Barn Dance* under sponsorship of F. C. Hayer.

Leading local or regional advertisers now picking up the tab for station programs include Golden Rule Dept. Store, Cavalier Cigarettes, Purity Bakeries, Kuehn Pearson, Nash Coffee, Juster Bros., Klein's, Brach Candy, Peter Paul Candy, Roma Wine, Twin City Federal Savings & Loan, Pure Oil Co., First National Bank and Ford Motor Co. Other advertisers who have sponsored shows are Minneapolis Savings & Loan Assn., Nutrene (Dog Food), Coolerator Co., Jacob Schmidt Brewing Co., Republic Motors.

Success stories have accumulated with increasing volume at KSTP-TV, thanks largely to a fireball sales promotion department headed by Joe Cook and an equally aggressive, hard-hitting commercial staff under Miller C. Robertson.

From the outset, when KSTP-TV embarked on a feverish cam-

(Continued on page 184)


Mr. FRANKLIN


Mr. ROBERTSON


Mr. HUBBARD


Mr. COOK


Mr. HANCE

When television won its wings

How multiple uses for airborne cameras and equipment were revealed by experiment

No. 10 in a series outlining high points in television history

Photos from the historical collection of RCA



Mounted in the nose of an airplane, *special RCA airborne television equipment will give ground observers a sharp, clear, bird's-eye view of land and sea.*

● Put a television camera in the nose of an observation plane, and generals—many miles away—can watch and direct the course of a battle. Such, in World War II, was one of the suggested uses of airborne television as an "optic nerve."

Feasible? Absolutely—yet this is only one of the many ways in which television can serve in fields outside those of news and entertainment. The entire subject of the use of television cameras and receivers in the air has been carefully investigated by RCA scientists and engineers.



RCA Laboratories in Princeton, N. J., *as seen from the air. New uses for television—including, for example, its adaptation to aviation—are one part of this progressive institution's research program.*

Not too long ago, at the time when plans for our inter-city television networks were in discussion, the idea of making telecasts from planes high in the air was proposed.

From New York, a plane equipped with a television receiver, set off on a flight to Washington—more than 200 miles away. When above Washington, at an altitude of 18,000 feet, passengers in the plane clearly saw Brig. General David Sarnoff, of RCA, talking to them from Radio City in New York! Later, RCA placed a camera and transmitting equipment in an airliner, and a bird's-eye view of New York was successfully telecast to observers below!

It has also been proposed by authorities, that a television camera might be used as the "eye" of a guided missile. Placed in a rocket's nose it would let a distant operator see where the missile was headed. If need be he could steer it in any direction to hit a moving target.

Also highly important to us now, but less on the destructive side, are the possible uses of television in "blind flying" conditions, when airports would normally be closed in from bad weather. With a television receiver in the cockpit, and a transmitter sending information from the landing field ahead, the pilot could clearly see conditions in the airport, on runways and approaches—come in with far greater security than when guided by radio alone!

Radio Corporation of America
WORLD LEADER IN RADIO—FIRST IN TELEVISION

One Pickup

PLAYS ALL DISKS

New Fairchild Turret-Head 3-Way Transcription Arm Plays Standard Laterals, Microgrooves, and Verticals Without Plug-ins . . .

WHAT IT IS:

A revolutionary new pickup with provision for 3 separate cartridges—All in ONE arm



WHAT IT DOES:

Obsoletes plug-in cartridges. Eliminates extra pickups on turntable. Performs functions of 3 separate pickups.

RESULTS:

- ***Lateral, Vertical, Microgroove in 1 Arm***
- ***Any combination of cartridges in 1 Arm***
- ***Simply turn knob to select cartridge***
- ***Pressure changes automatically***
- ***Optimum performance — separate cartridge for each function***
- ***No arm resonance — new viscous damping***
- ***Fits all transcription turntables.***

Write for Illustrated Details

Fairchild
RECORDING EQUIPMENT CORPORATION
154TH STREET AND 7TH AVENUE
WHITESTONE, N. Y. FR-113

Telefile

(Continued from page 182)

paign to sell television to Twin City viewers and advertisers alike it has marshalled its ingenuity and energies to back its programs and sponsors to the hilt. The results have been highly gratifying in point of sales, quality programming and good public relations, not to mention national trade acclaim for its promotion techniques.

KSTP-TV has a name—"Planalyzed Promotion"—to describe the thorough method of merchandising aimed at resolving the needs of each advertiser.

* * *

A GOOD example of KSTP-TV "successes" was *The Shopmaster*, whose advertising manager, Bill Smith, reported "tremendous returns" after the first three weeks of his Sunday show. His figures showed a mail response of over 1,400 per week last March—2% of the total TV receivers in the market at that time. He also praised the program for generating "tremendous dealer interest and unexpected upswing in actual orders."

Furthermore, Jimmy Valentine, m.c. of the *Shopmaster* show and his own *Jimmy's Junior Jamboree*, was averaging a total of more than 1,800 mail pieces for the two shows.

Heavy Mail Pull

KSTP-TV's mail pull is not limited to the Twin Cities as evidenced by results obtained from an offer early this year. A single announcement offering a free picture of the celebrated KSTP-TV *Barn Dance* drew 1,400 requests from 33 Minnesota, 10 Wisconsin and three other out-of-state counties.

Of more recent vintage, a Schwinn Panther contest conducted by Mr. Valentine last May on *Jimmy's Junior Jamboree* surpassed any previous mail test for children in Twin Cities television. Youngsters under the ages of 16 were asked to submit a list of words from the letters in "Schwinn Panther." Over 3,200 responses were received.

Last April 17 a one-time five-minute show, demonstrating a $2.95 telescopic bamboo fishing rod, brought 102 orders to Minnesota Fishing Tackle Co., sponsor, within one hour after the program was aired. And last July Klein-Stillman stores reported "unprecedented advertising success"—an actual 30% boost in sales volume—following a schedule of spots for Chicken-of-the-Sea (canned tuna fish).

Real estate also proved a successful venture on KSTP-TV through telecast of a one-minute film announcement scheduled only twice last May. The "plug" sold a $40,000 home for the client, Confer Realtors.

And Twin City Federal Savings & Loan Assn., serving as a source for loans to realtors, reported "excellent results" on a Friday evening telefeature, *Let's Look at Houses*. Several prospects found themselves competing intensely for a $42,000 suburban house advertised by Confer in other media without a "nibble." It was so "pleased," in fact, that it announced its intention of purchasing a series of 55 announcements.

As early as September 1948, five months after KSTP-TV took the air, the station set out to survey effectiveness of sponsor identification with respect to one product, Nutrena Dog Food, advertised on its facilities. It was listed at better than 74%.

KSTP-TV's newsreel department, headed by Teletographer Dick Hance, is a pride and joy of the Twin City's first TV station. Mr. Hance, a photography specialist who won a coveted national award in 1935, handles filming of *Telefoto News*. Since he joined KSTP ranks as motion picture director in 1948, the ex-Marine photographer has turned out upwards of 200 editions of the popular *Telefoto News*.

His previous experiences included stints with James Fitzpatrick of Travelogue fame and 20th Century-Fox, as well as production of 16mm industrial sound motion pictures and films for U. S. companies and distribution of Marine Corps combat films during the last war.

Twin City viewers still evince surprise over the speed with which this news coverage flashes across their screens after being filmed. Officials will say, in a word, that it's a surefire combination of excellent photography and the Huston developer, which is capable of processing a complete newsreel in about 30 minutes.

They will add, with justifiable pride, that *Telefoto News* is more than just a station feature—it is a definitely organized service to viewers, utilizing the benefits of shortwave telephone in the mobile unit and shortwave police radio equipment in KSTP-TV's news department. With 24-hour contact, Mr. Hance is thus able to concentrate on any news beat instantaneously, while a news department reporter compiles additional data. The film and notes are then coordinated by an announcer for TV.

Actually, the station claims, *Telefoto News* is capable of producing pictorial reviews of spot news faster than a daily newspaper.

KSTP-TV's Rate Card No. 5, effective this past July 1, designates Class A time as 5:59-11 p.m., Monday through Friday, and 12:59-11 p.m., Saturday and Sunday. During the week 4:59-5:59 p.m. is set aside as Class B, while Class C comprises "all other times."

KSTP-TV has a top Class A one-time rate of $500 an hour. Maximum Class B and C hourly rates are $375 and $250, respectively. Ten-second announcements in each of the three time categories run $50, $37.50 and $25.

Number of TV receivers in the Twin Cities area is now over 121,000, a fact in which KSTP-TV officials can well rejoice. It is, of course, true that station management is likely to gauge its rates by the uncontroverted yardstick of set coverage.

But, in the case of KSTP-TV, there's another reason. Shortly before T-Day, the station's promotion department contacted all TV receiver distributors and firms and offered a promotional service. Station sent out to each new set owner a letter of welcome and business reply card entitling him to a free program schedule and additional television data each week.

This service, maintained without charge during the first year of KSTP-TV's operation, had the effect of giving station officials a "consumer panel" and source of direct promotion to the people its advertisers would be expected to cultivate. The mailing service was discontinued a year later (in April 1949) when Twin City newspapers initiated program schedules now used by the station for surveys.

* * *

CURRENT facilities include equipment for sound and still pictures, film processing, silent movies and films and slides. Included are such equipment items as a single-system Berndt-Bach Auricon camera with full lens complement; Leica with lens complement; Huston speed developer; latest-type Bell & Howell camera with lens complement, and Cine Kodak; two iconoscopes; and a 16mm strobo-light projector equipped for over two hours of continuous operation.

KSTP-TV operates on Channel 5 (76-82 mc) with 17.3 kw aural, 24.7 kw visual and is licensed to KSTP Inc., headed by Mr. Hubbard. Its tower, composed of 128 tons of steel, took two and a half months to erect and is located on a foundation of nearly 300 tons of concrete, each footing being 97 tons. The foundation is equivalent to the height of a two-story building.

Throws in the Towel

WASHINGTON public relations man Earl Brown apparently never misses a chance to put in a plug for his client—the Statler Hotel. His latest opportunity came when a group of doctors attending the annual scientific assembly of the District of Columbia Medical Society watched an operation at a local hospital being telecast in color. Across the patient's chest was a Statler towel.

VIDEOTOWN

Three-Year Report Issued

UNPRECEDENTED growth of television in the last three years is further pointed up by the third annual survey of "Videotown," Cunningham & Walsh's laboratory city. Report released last week is claimed by Gerald Tasker, C&W's director of research, to be one of the most comprehensive census of the television market ever made.

As in the first two surveys, every home was checked for sets. In addition to locating sets by outdoor antennas, half of the homes were interviewed to make certain none were missed, C&W reported. This year an additional 625 non-owners were interviewed for comparisons with TV owners. Data was obtained in all TV homes on set make, date of purchase and model of set.

Jan. 1, 1948, found only 153 TV homes in Videotown, while in April 1950, when the third census was made, 3,007 families owned 3,023 sets. With over half the sets less than one year old, it was surprising to find a large replacement market. A total of 5% of all TV families had replaced a set, C&W said, while 25% had replaced pre-'48 sets and 10% replaced '48 sets, giving evidence of the future growth of this market. Reason for replacing set was reported as a desire for a larger screen in 57% of the cases and better set performance in 33%.

Two-Set Trend

Another new trend is the second set market, with 16 Videotown families now owning two sets. The second set was usually for children's use or as a stand-by. As compared to one in nine in April 1949 and one in 50 two years ago, one-fourth of Videotown homes now have TV sets.

The size of the TV family has shown little change, the report indicated, but it has remained consistently larger than the non-TV family. A drop in the number of adults in the TV-family is off-set by the steady increase in the juvenile audience, indicative of children's influence in the purchase of TV sets. Of the TV families, 50% have children under 10 as compared to 31% of the non-TV families.

The 27.4% TV set owners in Videotown are distributed by "socio-economic" groups in almost the same proportions as the town as a whole. In the past three years the percent of sets owned by the upper class has been cut almost in half, while the percent owned by the lower class has almost doubled. Lack of interest was cited as the reason for buying resistance in the first group, while at the lower end inability to afford a set was the reason given. Installment buying has a had a tendency to offset this latter reason.

Set purchases have showed a marked increase each half year. The first four months indicate the first half of 1950 would reach a new high. Twenty-eight per cent of non-owners indicated a possible future purchase. Upper bracket groups tended to give a straight "yes" or "no" answer while lower and middle groups qualified more frequently with, "If I have the money" or "get a bonus."

Reasons given for not buying: 50% can't afford (lower and middle group); 20% are not interested in TV. Other reasons included "waiting for better programming," etc. Only a few cited landlord restrictions or advent of color TV as drawbacks.

With the shift in buying from the well-to-do to the middle and lower groups, financing has increased from 40% in 1947 to a high of 58% in April 1950. Table models, which accounted for 67% of sales before 1947, have dropped to one-third of the total units. Consoles now comprise over half (54.5%) of the sets sold, with combinations making up about 13%.

The trend is to larger screens with the 10-inch screen disappearing from April buying and the 12-12½-inch showing a drop for the first time. The 15 and 16-inch screens for the first time equalled the 12-inch in sets sold in April and the 19-20-inch screen continued an upward climb at a conservative rate.

More brands are now competing for Videotown trade, the number increasing from 30 in 1949 to 52 in 1950. However, even with increased competition the two leaders in the field continue to take about 30% of the total. Service contracts are not being renewed by owners of older sets, the report showed.

On the controversial subject of sports attendance by TV set-owners, 1.9% of the adult males in TV homes reported attending events as compared to 2.0% in non-TV homes. Movie attendance on an average week-day night was 2.6% for TV homes and 5.0% for non-TV homes. In telephone homes, 28.2% had TV and non-telephone homes, 23.4%.

HOW BRANDS ARE COMPETING FOR VIDEOTOWN TRADE

Brand	Pre '48	1948 1st 1/2	1948 2nd 1/2	1949 1st 1/2	1949 2nd 1/2	1950 1st 1/3
A	59.7	55.6	29.9	15.3	21.5	15.9
B				11.8	6.9	15.5
C	9.7	5.3	14.6	10.3	5.7	4.0
D	18.1	9.6	9.6	8.0	8.7	7.6
E	..	1.9	10.0	11.2	9.0	8.5
F	6.2	7.2	9.2	6.0	3.5	3.1
G	..	5.3	4.1	12.3	9.1	9.6
H	..	3.8	6.3	4.3	8.7	5.1
I	0.7	2.4	5.2	4.5	7.0	4.0
J	0.7	2.4	2.6	4.5	6.5	7.8
K	..	..	0.2	2.0	2.2	4.7

Two For One

BASEBALL fans watched one game and heard another on WCPO-TV Cincinnati Oct. 1. Waite Hoyt, baseball broadcaster for the WCPO stations and a former Yankee great, gave the play by play of the Dodgers-Phillies game from Brooklyn on WCPO-AM-FM-TV while the Reds-Pittsburgh game was being shown on WCPO-TV screens. "After the first few minutes," said Mr. Hoyt, "the TV viewers caught on to the idea of watching one game and hearing another."

COST ACCOUNTING

Nicholson Views TV Problems

METHOD of "Cost Accounting in Television" is provided by C. E. Nicholson, chief accountant, West Coast Studios, Paramount Television Productions Inc., Hollywood, writing in the September issue of the NACA *Bulletin* (National Assn. of Cost Accountants, New York).

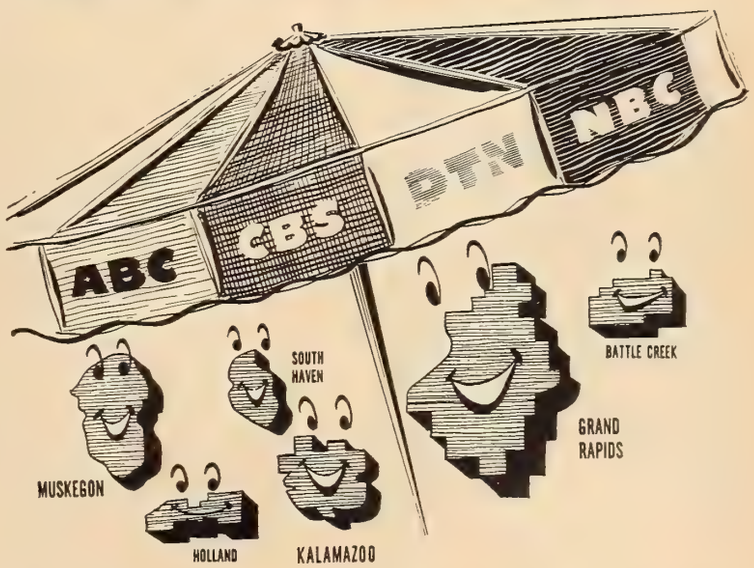
Giving the system and problems encountered in the accounting of KTLA (TV) Los Angeles' activities, Mr. Nicholson relates: "In costing of telecasting programs, it is a case of direct costs plus the cost rate per minute for the service departments. At all events, this is the procedure of the company which serves as the basis for this article."

Article analyzes the following: Elements of program costing; television sales, billings and program types; costs — agency discount and sales promotion; program costs—direct costs etc.

Miller on Microphone

BIRDS-EYE view of a fire at the West Virginia Electric & Supply Co. on Labor Day telecast by WSAZ-TV Huntington, W. Va., had News Editor Ron Miller at the microphone. TELECASTING last month inadvertently reported another station staff member doing the narration.

nothing but smiles under our umbrella!





WLAV-TV

CHANNEL 7 — GRAND RAPIDS

ONE YEAR OF SOLID SERVICE

Represented by John Pearson

NETWORK PLAN
Reaction Split on FCC Proposal

A BITTER BATTLE loomed last week over FCC's proposal to equalize competition among the four TV networks by "temporarily" governing the amount of time a TV station in one-, two-, and three-station markets may take from any one network [BROADCASTING, Oct. 9].

NBC-TV, which would be hit hardest by the Commission's proposal, has made it clear it will oppose the plan, and CBS-TV, which would be the secondary victim, is considered sure to follow suit. ABC-TV and DuMont-TV on the other hand are expected to support the proposal in principle, although neither they nor CBS-TV would comment.

Statements by "any interested person" are to be filed by Nov. 13 and replies 15 days later, after which FCC said it would decide whether a hearing should be called.

Aside from the opposition anticipated from NBC-TV and CBS-TV, numbers of stations are expected to protest the proposal.

Their opposition is expected to include the argument that the plan is a clear invasion of a licensee's right—and responsibility—to select programs in accordance with the needs and preferences of his local audiences.

Authorities representing this point of view had an answer to FCC's inferential citation of its network rules as a precedent for its current proposal.

The network rules, they said, were premised on the theory that they would improve program service and give the licensee a greater freedom of program choice. The current proposal, these authorities continued, actually would give the licensee less freedom, permit FCC to "back into a position of jurisdiction over the networks," and not necessarily improve program service.

Further, they said, the theory might be extended to the aural broadcasting field since there are many communities which have fewer aural stations than there are aural networks—which was the basis of the TV proposal.

The plan is expected to get close attention by the NBC Stations Planning and Advisory Committee and the NBC affiliates meeting next week (Oct. 18-20) at White Sulphur Springs.

Comments Invited

FCC's proposal was based on the theory that a severe imbalance exists among the TV networks insofar as program acceptance is concerned, and that, "while the scarcity of television broadcast stations persists," FCC should enact rules which would improve TV network competition.

FCC asked for comments on the need or lack of need for such rules, but with "particular consideration" to a regulation which would—except for a single five-hour segment per week—forbid the only station in a one-station community to carry any one network's programs for more than two hours in the 1-6 p.m. period and two hours in the 6-11 p.m. period; a station in two-station markets would be limited to three hours from any one network in each segment, and those in three-station communities would be limited to four hours from any single network out of the five hours in each segment.

The rule would apply not only to programs relayed by the coaxial cable or radio relay, but also to "delayed broadcasts of network programs by any means whatsoever."

An alternative might be, FCC said, an affirmative rule specifying a minimum number of hours to be taken from each network.

On the basis of an "informal survey for a one-week period in May," FCC found that NBC "furnished more network programs to the 17 one-station communities studied than did the other three networks combined. This network had approximately 69% of afternoon network time between 1 p.m. and 6 p.m. and 65% of total network time between 6 p.m. and 11 p.m.

"Another network had only 5% of the evening network time carried by the 17 stations although it telecast approximately 25% of the total hours of network time offered during the week," FCC continued. "The hours of network time taken by the stations from the network with greatest station acceptance are completely disproportionate to the number of hours of network programs made available by each of the four existing networks."

Vigorous Competition Good

The "unbalanced competitive situation" also exists in the two- and three-station markets, but "to a lesser degree," FCC said. FCC continued:

The Commission believes that vigorous competition among a number of networks, which will enable all of them to develop so as to be capable of fulfilling future needs when there are additional television stations on the air would serve the public interest. The Commission also believes that the public interest requires the fullest possible availability of programs of all television networks. . . .

It is the Commission's duty to see that the benefits of network broadcasting are realized in such a way that the programs offered by all the networks may be available to the public, and to remedy situations which limit the viewer's choice of network programs to an unreasonable degree in any particular locality.

The dominant position occupied by one network in all three types of communities, coupled with the high incidence of exclusivity of acceptance of the programs of one network by the stations in the two and three-station cities, tends to prevent competition and to deprive the public of a diversity of program choice. . . .



NEW SPECIALISTS
TV Can't Train—Miner

CONCEPT that television production offers greatly increased employment opportunities for personnel other than technical is "cruelly false," and those who have entered the field had previous training, Worthington Miner, manager of CBS television program development and producer, has asserted.

Writing in the October issue of *Quarterly Journal of Speech*, edited at Ohio State U., Mr. Miner said that television cannot afford to train creative specialists which the industry requires, even though it constantly seeks new talent and has developed an "impressive number" of fresh personalities. Mr. Miner pointed out that increased job opportunities have been in the technical phases, such as stage hands and electronic technicians.

Lion Fight

WHEN WTVR (TV) Richmond, Va., put on a special noontime show about the Atlantic Rural Exposition Sept. 29, the unexpected happened. One of the attractions, a full grown lion, started a fight in the studio while on the air. Object of the lion's rage was his own image in the studio's monitor screen. Sending WTVR personnel scurrying to safety, the animal fought for 10 minutes before a brave cameraman turned off the monitor screen. Meanwhile, viewers saw the whole show when one cameraman, behind a protective wall, was able to cover the action.

MONOGRAM
Enters TV Film Making

IN ADDITION to part of its present library of motion pictures being available for telecasting, Monogram Pictures Corp. will enter the field of TV film production, Steve Broidy, president, revealed last week in the annual report to stockholders.

Although no starting date has been set, and implying negotiations are in talking stage only, he said several proposals have been made to produce films especially for TV. Mr. Broidy stated Monogram "has carefully explored the part which it can profitably play in the rapid growing field of television."

Pointing out that his company has one of the largest libraries of films available for television, part of which has been and is currently being telecast, Mr. Broidy told stockholders that Monogram has a general staff long experienced in production of low-budget series type picture that is particularly suited to telecast programming. "It is possible we may begin such production within the near future," he stated.

GERBER SIGNS TWO
For First TV Venture

GERBER PRODUCTS Co., Freemont, Mich. (baby foods), will launch its first television show Oct. 18 with the twice-weekly program, *The Most Important People*, on WABD (TV) New York and WTTG (TV) Washington.

The show features Jimmy Carroll, tenor, and Mrs. Carroll, who will do the commercials.

Gerber has built its baby food business from $22,000 a year in 1928 to $50 million in 1950. Federal Adv., New York, is the agency.

WBNS-TV Columbus, Ohio, has increased telecasting hours with new Mon.-Fri. sign-on time of 10 a.m., giving station total of 88 hours telecasting weekly.



film report

CORNELL FILM Co., 1697 Broadway, New York, releasing new documentary film, "Pattern for Survival," describing most effective means for survival under atomic attack. Film features **William L. Laurence**, *New York Times* science reporter and two-time Pulitzer Prize winner. Film available for theatrical, non-theatrical and TV distribution in color and black-and-white.

TV Ads, Los Angeles, doing series of 20 60-second commercials for **Los Angeles County X-ray Survey Foundation's** current chest X-ray drive. Produced gratis by film company, film will be placed on local TV stations as public service. . . . **Snader Telescription Corp.**, Hollywood, moves to new offices at 241 S. Beverley Drive, Beverley Hills, Phone CRestview 5-4451.

* * *

Mutual Television Productions, Los Angeles, to establish film exchanges in that city, New York and Chicago before end of year. Firm plans production of 52 hour and half-hour TV films to be booked through exchanges. . . . **Paul White Productions Inc.**, New York, to film *Key to the Missing*, former radio and TV program, as half-hour TV show elaborating on program's strict interview format.

Series, *Voices of the Southland*, featuring all-Negro cast, has been completed by **M. A. Lewis Productions**, Hollywood. Programs are built around Negro spirituals. Price of production of initial film according to firm was $21,000. **Hub Shaw** is producer and director. . . . Series of quarter-hour and half-hour open-end programs featuring **Dr. E. R. Rood**, astrologer, being packaged on film by radio and TV production division, **Counselors**, Hollywood advertising agency.

* * *

Bernard Howard has been named president of **Academy Film Productions**, Chicago; he is also production director. Mr. Howard was formerly television director of Filmack Trailer Corp. . . . **International Harvester** to sponsor INS *This Week in Sports* over **WOI-TV** Ames, Iowa. **WTVN (TV)** Columbus and **WSM-TV** Nashville also signed for 15-minute sports review. **WAFM-TV** Birmingham has bought the Super-Projectall.

General Electric Receiver Division has made available to its radio and TV distributors 34 film commercials showing sets in its current line. Films have been sent on a no-charge-basis to all TV stations. Open-end 12-second and 40-second films allow for sponsor identification. **S. M. Fassler**, division advertising manager, urges use of these films for local tie-ins.

* * *

Video Varieties Corp., New York, has produced commercials for **American Home Foods** (Burnett's Pudding), **Benrus Watch Co.**, **Dolcin Corp.**, **G. E. Co.**, **Mastic Tile Co.**, *New York Times*, **Pall Mall** cigarettes and **Whelan Drug Co.** . . . **Anna Deere Wiman Productions**, Los Angeles, has completed first of series of half-hour films for television starring Commentator-Columnist Jimmie Fidler with guest stars, titled *Jimmie Fidler in Hollywood.*

* * *

First West Coast showing of new **Procter & Gamble** half-hour TV series, *Fireside Theatre*, produced by **Bing Crosby Enterprises**, Los Angeles, telecast on KTLA (TV) Hollywood. Contract is for 13 weeks, agency **Compton Advertising**. Series now telecast on NBC eastern TV network.

BRAZIL VIDEO

Debut Set for This Month

TELEVISION is expected to begin in Rio de Janeiro this month upon completion of installation of the transmitter for "Tupi-TV" atop famed Sugar Loaf Mt. by engineers of the International General Electric Co.

According to company officials, Brazil will be the first South American country to have regularly scheduled commercial programs. Several thousand receivers will be in operation by the end of the year, officials said. Transmitting equipment was made by GE's electronics department at Syracuse, N. Y.

FILM FOR TV

Hullinger Forms Firm

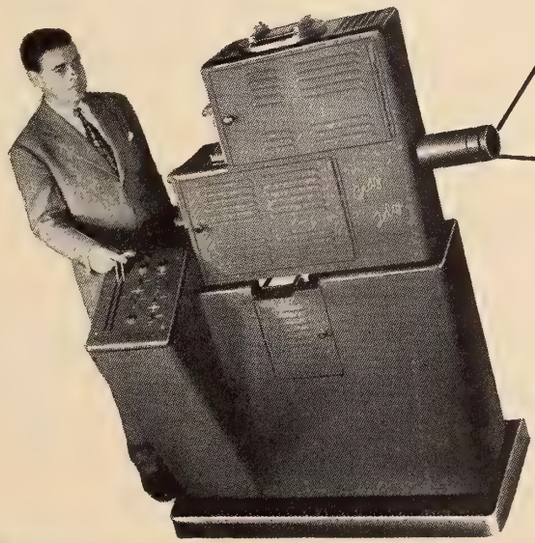
FORMATION of Hullinger Productions, Washington, to produce TV films, has been announced by Edwin W. Hullinger, author, lecturer and motion picture producer.

Mr. Hullinger, who produced a series of five-minute news featurettes for TV in 1948, said TV seems to have grown to a point where the idea of regular Washington coverage on the package style would be receptive. His first films will be *This Is Washington* and *Makers of Destiny.* He has set Jan. 1 as starting date for releases.

The *Gray* TELOP makes PROFITS GROW for TV Stations

DUAL PROJECTION

SUPERIMPOSITION, LAP DISSOLVE or FADE-OUT with NO KEYSTONING



THE *Gray* TELOP GIVES YOU EASY, LOW COST TV COMMERCIALS

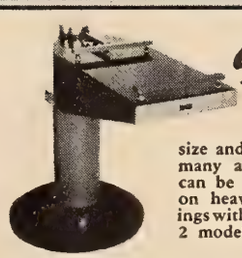
The Gray TELOP projects from *FOUR optical openings:* photos, art work, transparencies, strip material or *small objects.* SOLVED is the problem of low budget yet visually exciting TV commercials! News flashes, news photos, temperature and time announcements, slides for lecture illustration, for station and sponsor identification... are efficiently composed for direct televising or with accompanying sound and commentary. *Packs interest and profit into every minute of your TV schedule!*

THE GRAY TELOP AND ACCESSORIES ARE WIDELY USED BY NETWORKS AND INDEPENDENT TV STATIONS



***Gray* MULTIPLEXER**

Enables operation of pairs of projectors simultaneously into a single TV camera or individually into two separate cameras. PROTECTS AGAINST CAMERA CHAIN FAILURE BY QUICK THROW-OVER TO STANDBY CHAIN.



***Gray* TV CAMERA TURRETS**

Enable a single camera to serve several projectors. Depending on size and optical throw, as many as eight projectors can be used. Rotate 360° on heavy precision bearings with exact positioning. 2 models: #556 and #430

Ask for Gray TV Catalog describing above equipment.

GRAY RESEARCH and Development Co., Inc.

24 Arbor St., Hartford 1, Conn.

Division of The GRAY MANUFACTURING COMPANY • Originators of the Gray Telephone Pay Station and the Gray Audograph

Telestatus

(Continued from page 180)

	No. ¼ Hours	Average Rating
Musical Variety	16	7.8
Westerns	16	10.7
Comedy Situation	14	9.2
Trotting Races	14	8.9
News	13	9.3
Women's Interest	11	4.6
Education & Science	10	4.4
Music	9	6.6
Boxing	8	9.3
Feature Films	6	10.3
Misc. Sports	4	7.0
Film Shorts	2	3.6
"How To" Programs	2	7.7
Total	475	

* * *

'Hoppy' Favorite For L. A. Viewers

WESTERN series, *Hopalong Cassidy*, was again rated the top show in popularity among Los Angeles area television viewers during September, according to Tele-Que ratings released by Coffin, Cooper & Clay Inc., Los Angeles. Ratings are based on a sample of 537 TV set owners in the Los Angeles area during the period Sept. 7-13.

Next four shows in popularity revealed by the survey were: *Sunday movies, Lone Ranger, Wrestling, Ina Ray Hutton Show.* Survey also showed that of the top 15 TV shows for the area, six were local live productions.

* * *

WTMJ-TV Issues New Rate Card

RATE CARD No. 8, effective Nov. 1, has been announced by WTMJ-TV Milwaukee.

An hour of Class A time (6-11 p.m. Mon.-Fri., 12n-11 p.m., Sat. and Sun.,) becomes $500. Class B time (5-6 p.m., Mon.-Fri.) becomes $375 for a one-time hour. The rate becomes $300 an hour in Class C time (all other times).

Announcements of one minute or less start at $100 in Class A time. On the program *What's New* (live announcements only) the rate becomes $75. Rehearsal time for programs is $50 an hour.

ZIV PROGRAMS

New TV Sales Announced

ZIV TV PROGRAMS Inc., has announced the following sales of its filmed TV programs:

Hanley Beer over WNAC-TV Boston; Glascow Brewing Co. over WTAR-TV Norfolk, Va., Commonwealth Loan Co. over WFBM-TV Indianapolis, Ind., sponsoring *Sports Album;* Handy Andy Super Markets, San Antonio; Hanley Beer over WJAR-TV Providence, sponsoring *Yesterday's Newsreel;* Full length features to WABD (TV) New York, WNBW (TV) Washington, KFI-TV Los Angeles, WBEN-TV Buffalo; WMAR-TV Baltimore; full length westerns to WTTG (TV) Washington, KDYL-TV Salt Lake City, WGN-TV Chicago, WKY-TV Oklahoma City, WDSU-TV New Orleans, and WNBW.

U. OF ILLINOIS launches program of study leading to Ph.D. in mass communications.

THEATRE VIDEO

Break Logjam, Halpern Urges

MANUFACTURERS and exhibitors should combine efforts to break the "logjam" on theatre television equipment and the development of "exclusive box office programs will follow immediately," Nathan L. Halpern, TV consultant to Fabian Theatres and Theatre Owners of America, told the Theatre Equipment and Supply Manufacturers convention at the Stevens Hotel, Chicago, last Monday.

Mr. Halpern called attention of manufacturers to a "potential revenue of $500 million" in theatre TV equipment and "an operating revenue of $5 million yearly for maintenance and service." He urged them to weigh development of:

(1) Low-priced equipment, (2) research and development programs for color television in theatres, (3) efficient TV connections between theatres and areas, (4) improvements in directional theatre TV screens for projection system, and (5) adequate technical personnel to man installation and operation of equipment.

Noting that TV connection facilities are "restricted and overloaded, not technically adequate for many programs desired and cost excessively," Mr. Halpern emphasized:

"The forthcoming hearings by the FCC for the allocation of air frequencies specifically for theatre television are most important and deserve industry-wide support. . . . Exhibitors, no less than television broadcasters, cannot afford to sit back and wait for color television tomorrow without operating black-and-white today. . . ."

PHONEVISION

Faught Cites Aid to TV

TELEVISION is "too big a baby for advertising to nurse all alone, and unless it gets some help, either the nurse will get anemic or the baby is going to have its growth stunted. TV has far too much promise to see either possibility eventuate."

This opinion was voiced last Wednesday by Millard C. Faught, president of The Faught Co. Inc., New York, speaking before the Women's Advertising Club of Washington.

Mr. Faught said that in searching about for some additional sources of economic nourishment for the potentialities of the TV infant, he has become interested of late in Phonevision, Zenith Radio Corp.'s proposed system which would provide the home television set with a box office "so the viewer could pay for certain exceptionally expensive types of TV programs." He also said he is particularly interested in whether Phonevision holds promise for helping save higher education from its present "hat-in-hand trend toward charity or federal subsidization."

WOR-TV TESTS

Skiatron Subscription

EXPERIMENTAL transmissions with Skiatron Subscribed-Vision, a subscription television system, over WOR-TV New York on Channel 9 for FCC observation, began last week.

Special decoders, not yet available to the public, are required for a receiver to unscramble the signal. Two identical plastic cards for transmitter and receiver are used, along with a small electronic decoder designed for plugging into existing TV receivers. The signal is scrambled and unscrambled entirely over the air, and without telephone lines. The tests are being conducted so as not to interfere with the normal program and test-pattern transmissions of the station.

SKIATRON TEST

McDonald Welcomes Action

COMDR. E. F. McDONALD Jr., president of Zenith Radio Corp., said Wednesday he was glad to hear that WOR-TV New York is scheduling experimental tests of the Skiatron system of pay-as-you-see television. He added that he hopes these will prove the WOR system to be technically feasible.

"Whether it be Phonevision, the Skiatron system, or some other method yet to be announced," Comdr. McDonald stated, "television must have a home box office so that home viewers can be charged a fee for top flight movies, Broadway productions, championship fights, and other costly entertainment. Without a provision for some payment, all television programming will be limited to what advertising sponsors can afford to pay. With a home box office, television can continue to present such national events as the World Series, which are rapidly being priced beyond the advertisers' reach."

He recalled that Zenith first began working on Phonevision in 1931, and conducted an extensive testing program over a long period of time before announcing it to the public. ". . . While we have field tested our various systems, the method we are demonstrating this fall is the one which, in our opinion, best solves the economic problem of providing a home box office with a reasonably close check on the size of the audience for each and every event," Comdr. McDonald said.

He stated that the 90-day limited commercial test of Phonevision to be conducted by Zenith this fall is purely economic. Technical problems of Phonevision have long since been solved, he said, and this test is purely for the purpose of determining whether pay-as-you-see television is wanted by the public and is in the public interest.

- 17 TUBES INCLUDING 5" CRT.
- 10 MILLIVOLT SENSITIVITY
- 12 MEGACYCLE BANDWIDTH
- DEFLECTION PLATES AVAILABLE ON TERMINAL BOARD
- CONTINUOUSLY VARIABLE CALIBRATOR
- SWEEP MAGNIFICATION 5 TIMES SCREEN SIZE
- GOOD TRANSIENT RESPONSE
- TRIED AND PROVEN CIRCUITS
- CRT CALIBRATION GRID



$349.50 LIST COMPLETE WITH LOW CAPACITY PROBE

WRITE FOR DATA SHEET B

Now! A top quality engineer's oscilloscope combining ALL the features of a laboratory instrument in one convenient size, light-weight, low cost unit.

TEC TELEVISION EQUIPMENT CORP.
238 WILLIAM ST., NEW YORK 7, N. Y.
IN CANADA THE AHEARN & SOPER CO. LTD. OTTAWA

C&P REALIGNS

Gilday TV Director

CECIL & PRESBREY, New York, has reorganized its television staff. J. Frank Gilday, account executive for Electric Auto-Lite Co., with Cecil & Presbrey, has been named director of television [BROADCASTING, Oct. 2]. He succeeds George Foley Jr., who has resigned to form his talent organization.



Mr. Gilday

Mr. Gilday will be assisted by Leo M. Langlois, formerly with Campbell - Ewald, who will serve as executive producer. William Patterson, former CBS director, becomes production supervisor and Joseph Lamnech will be in charge of commercial production, assisted by John Donnelly and Frank Arundel.

The agency's television shows which will be supervised by this staff are: *Danger* for Amm-i-dent; *Teller of Tales* for Bymart Inc.; *Suspense* for Electric Auto-Lite; *Mr. I. Magination* for Nestle Chocolate; *Beat the Clock* for Sylvania Electric; *Take a Chance* for Nescafe and *Great Moments in Sport* for Bond Street tobacco.



THIS is the architect's conception of the initial unit of CBS' proposed $35 million television city to be erected on a 25-acre tract at Fairfax Ave. and Beverly Blvd., Los Angeles. The project will include two studio buildings and service building, approximating one third of the ultimate studio space. Development of the center is expected to require at least seven years. It calls for a "sandwich loaf" structure consisting of three long studio buildings, each 600 ft. long and 150 ft. wide, joined in the middle by a multi-storied service building; a 13-story administration building; five smaller office buildings to accommodate advertising agencies, agents and others.

DAYTIME TV

CBS Expands Service

CBS-TV WILL EXPAND daytime television service Oct. 16, with two hours added to present weekday schedules. The network's new schedule will begin at 1:30 p.m., two hours earlier than network service now begins.

New shows are the *Garry Moore Show*, Mon.-Fri., 1:30-2:30 p.m.; the *Robert Q. Lewis Show*, Mon.-Fri., 2:30-3:30 p.m., and *Meet Your Cover Girl*, Tues. and Thurs. 3:30-4 p.m. *Look Your Best*, a current feature on Mon., Wed. and Fri., 3:30-4 p.m., continues. On the same date, Oct. 16, the network's key station, WCBS-TV New York, steps up its own daytime schedule, going on the air at 11 a.m. Mon.-Fri.

WPIX TRANSMITTER

Work Started on Empire Unit

WPIX (TV) New York has begun installation work in the Empire State Bldg. of a new RCA, 5 kw transmitter, which is expected to begin operation sometime in December, according to Tom Howard, WPIX chief engineer. High-power amplifiers also will be installed, he said, subject to FCC approval.

The station will join WNBT (TV), WCBS-TV, WJZ-TV and WABD (TV) New York in multiple transmission from a 217-foot antenna now under construction atop the tower of the building. "With the majority of television stations in New York beaming their programs from the building it will mean that, in most cases, a single directional adjustment of the receiving antennas" Mr. Howard said.

Radio's Greatest Mail Magnet Now Smashes T-V Mail Record

Proof Plus! **Dr. Rood** presented five one-half hour programs on KLAC-TV, drew approximately sixteen thousand letters. Every letter contained a dime for sponsor's sample.

Dr. Rood's astrological show on KLAC-TV was given the highest rating of any half-hour presentation in Los Angeles by "PULSE", T-V's authoritative publication.

Dr. Rood has mailed out to viewers of these nine programs more than fifty-one thousand free forecasts which were requested by the T-V audience.

From four appearances on WGN-TV, **Dr. Rood** drew over ten thousand letters containing a dime in each one asking for sponsor's sample.

The T-V Show that gave the May Co. of Los Angeles it's greatest Cosmetic Promotion!



Dr. E. R. Rood — Radio's original astrologer, heard by millions on KFI-KNX-WCAE-WLAC-WGAR-WMBC-WJAY-WFIW-WJBW-WGER — and many others, recently made his television debut on KLAC-TV, Los Angeles, California, and WGN-TV, Chicago, Illinois. The records speak for themselves.

Dr. Rood was voted the most interesting T-V show in Los Angeles in a recent T-V personality contest.

Dr. E. R. Rood, Radio and T-V's greatest astrologer who talks down to earth on a heavenly subject revealing the wisdom of the masters to the masses, is now available on film in series of either fifteen minute or half-hour open-end programs for either independent or network presentations.

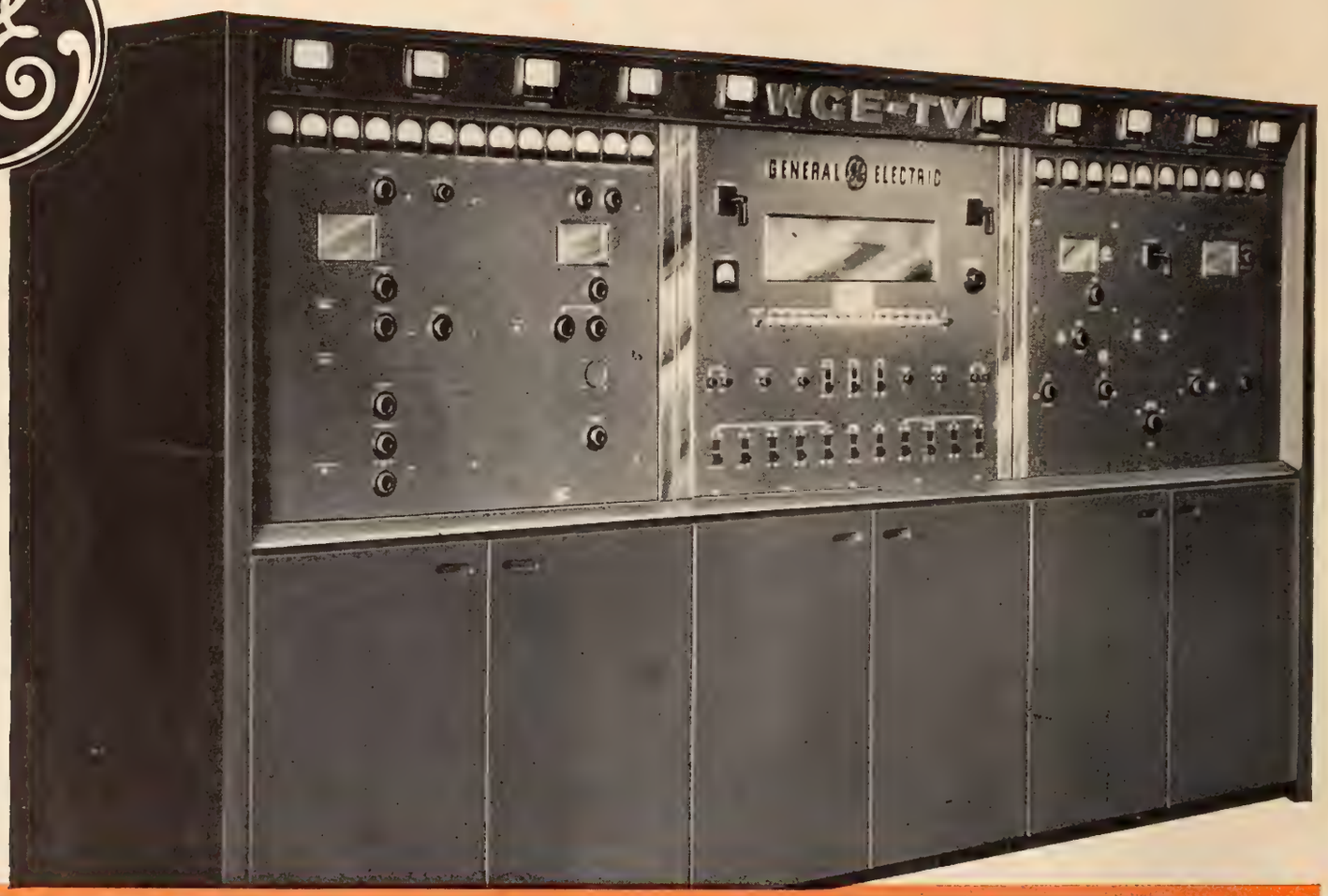
RADIO AND T-V PRODUCTION DIV. 'Counselors'

Producers of 'REXALL RYTHM ROUNDUP' for REXALL, Coast to Coast

6381 Hollywood Blvd., Hollywood 28, California

General Electric's Great New Air-Cooled TELEVISION TRANSMITTER

Cuts tube cost up to 85% saves you as much



Point-By-Point Comparison Shows Overwhelming G-E Advantages!

Characteristic	G. E. TT-10-A	Manfacturer A	Manufacturer B	Manufacturer C
Tube Cost (1 set)	$1200	$3300	$1500	$1400
Power Required (average picture)	14 kw	25 kw	23 kw (approx.)	25 kw
Size	12'5"	17'4" L	17'11" L	16'7" L
	84"	84" H	78" H	83" H
	34"	38" D	36" D	40" D
Air Cooled	Yes	No	Yes	Yes
Self Contained	Yes	No	Yes	No
Direct Crystal Control of Aural Transmitter Frequency	Yes	No	No	No
Low Level Modulation	Yes	No	No	No
Vestigial Side Band Filter	Not Required	Required	Not Required	Required

. . . as $10,500 a year!

COMPLETELY SELF-CONTAINED UNIT FOR CHANNELS 2-6 . . . CUTS ANNUAL POWER COST UP TO $1,000 . . . REQUIRES ONLY 14 KW INPUT

A spectacular transmitter development, two years in the making at Electronics Park, now brings to broadcasters the *lowest initial tube cost, lowest operating cost, and lowest power consumption in the industry!*

The figures tell the story. Examine the comparison chart under the photograph at left. Measure these dollars-and-cents advantages against any television transmitter on the market today. In addition, here's what the General Electric TT-10-A offers in new design features:

Low Power Modulator using low cost receiver-type tubes saves you money. The most expensive modulator tube is a 1614 costing only $2.05.

Built-In Clamp Circuits eliminate the usual type of low frequency video distortion found in many input signals.

Completely Self Contained and Air Cooled. This transmitter occupies up to 37% less floor space than competing makes. Requires no external equipment, such as transformers, blower or water pumps.

Saves Time—Quick Tube Change. Every stage, including finals, equipped with plug-in sockets.

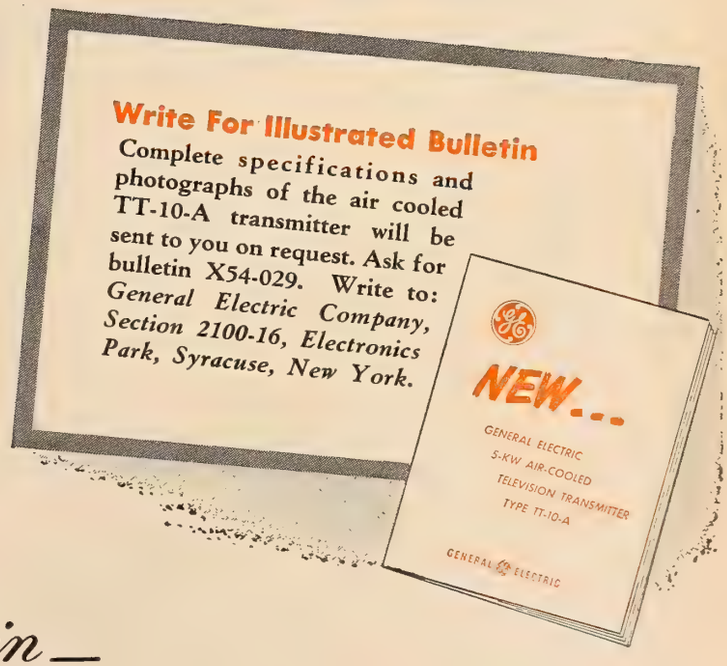
Adjustable White Clipper keeps predetermined modulation depth from being exceeded.

Increased Safety. High voltage interlocks and grounding switches on all cubicles.

For more details on this new transmitter, call the television representative at the General Electric office near you, or write: *General Electric Company, Electronics Park, Syracuse, New York.*

Write For Illustrated Bulletin

Complete specifications and photographs of the air cooled TT-10-A transmitter will be sent to you on request. Ask for bulletin X54-029. Write to: *General Electric Company, Section 2100-16, Electronics Park, Syracuse, New York.*



You can put your confidence in—

GENERAL ELECTRIC

CBS Wins

(Continued from page 177)

to consider it merely because the owners of existing receivers might be compelled to spend additional money to continue receiving programs.

It is, therefore, contemplated that interested persons may conduct experimentation in accordance with experimental rules not only as to color television but as to all phases of television broadcasting. Of course, any person conducting such experimentation should realize that any new color system that is developed for utilization on regular television channels must meet the minimum criteria for a color television system set forth in our First Report.

In addition, any such system that is developed or any improvement that results from the experimentation might face the problem of being incompatible with the present monochrome system or the color system we are adopting today. In that event, the new color system or other improvement will have to sustain the burden of showing that the improvement which results is substantial enough to be worth while when compared to the amount of dislocation involved to receivers then in the hands of the public.

In denying the petitions of RCA and CTI for delay in the final decision to permit further study of new developments in their systems, FCC said that both RCA and CTI have had "a full and fair opportunity" to present their proposals, and added:

". . . the state of the television art is such that new ideas and new inventions are matters of weekly, even daily occurrence; . . . the question of approving a color television system which will best serve the interests of the American people is one which has been before the Commission for almost 10 years; . . . in all proceedings such as the instant one a point is reached which calls for administrative finality with respect to the Commission's hearing processes . . ."

Disc Limitations

The majority conceded that the CBS color disc limits the system to direct-view tubes no larger than 12½ inches in size, and that if the decision had been delayed FCC wanted to witness the use of a tricolor direct-view tube—such as one developed by RCA, for instance, or one held by Paramount Television Productions—as a possible means of overcoming this obstacle.

"However," the report said, "we are willing to adopt the CBS system on the basis of the evidence in the record which satisfied us that CBS can produce satisfactory color pictures on projection receivers and on direct-view tubes of at least 12½ inches in size." The report continued:

The argument is made that the trend in purchasing has been to larger size direct-view receivers and hence the public will not buy projection receivers or direct-view receivers with a 12½-inch tube. This may be true when all sets receive black-and-white pictures only.

However, the Commission believes that the attractiveness of color pictures may be sufficiently great to cause people to prefer a direct-view receiver with a 12½-inch tube or a larger size projection receiver if they can get color as against a 16-inch, 19-inch or larger direct-view receiver that is limited to black-and-white pictures.

In any event, if both types of receivers are offered to the public, it will be the free forces of competition which govern whether a customer will buy a color receiver or a black-and-white receiver.

Moreover, the adoption of the CBS color system will furnish a healthy incentive to all manufacturers to develop larger size direct-view color pictures. Efforts already expended in the development of a successful tricolor direct-view tube that has no limitation on size will be intensified, for a substantial competitive advantage would accrue to the company able to produce such tubes. All of the expert witnesses agreed that a direct-view tri-color tube if successfully developed could be utilized on the CBS color system.

Failure to adopt bracket standards at this time, the majority said, may limit possible future improvements relating to the use of horizontal interlace and long-persistence phosphors.

Introduction of horizontal interlace to increase resolution can be made, if it proves feasible, without affecting existing sets, but FCC said it had also thought of a possible increase in vertical resolution, which probably would be impractical for sets without brackets.

Inability to adopt bracket standards now, FCC continued, means that future improvements from long-persistence phosphors may be limited to "increasing brightness without objectionable flicker," whereas lowering the field rate and increasing resolution might also have been possible with bracket sets.

Comr. Sterling, who had joined the majority in the First Report, said he was "now of the opinion that the Commission should have treated the subject [of brackets] at greater length in its First Report," and that its proposed timetable was "unreasonable."

He felt FCC should hold a two-day conference with manufacturers who indicated a willingness to cooperate on the brackets proposal, and thus try to work out a "realistic timetable that could be met by industry without unduly aggravating the compatibility problem."

Practical Solution

"If such a conference did not result in a practical solution of the problems I have discussed," he said, "I would then join the majority in authorizing the field-sequential system."

The "problems" he cited included the absence of any mention of brackets during the hearing and the resultant "surprise" which their proposal caused; the "confusion" caused by the First Report's discussion of such standards; technical design and other problems which "brackets" pose, as evidenced by the replies of manufacturers who wanted to cooperate; the need for field-testing, and the "serious" problems manufacturers are now facing "in terms of production, procurement and manpower to meet the demands of national defense."

He said:

Surely the responses of such reliable manufacturers [he had mentioned



WITH appropriate ceremony, the first anniversary of NBC's network television show *The Big Story* (alternate Fridays, 9:30-10 p.m. EST) is celebrated by (l to r) William M. Spire, vice president and account executive, Sullivan, Stauffer, Colwell & Bayles; Alan C. Garratt, advertising manager, American Cigarette & Cigar Co. (Pall Mall), sponsor, and Bernard J. Prockter, president, Prockter Productions Inc.

Capehart-Farnsworth Corp., Belmont Corp., Motorola Inc., and The Hallicrafters Co.] must be given credence and consideration. It is well known that there are serious shortages of tubes and resistors as well as basic materials.

The situation on procurement is so acute that manufacturers have been shipping their TV receivers without a full complement of tubes, trusting to their dealers to procure them in local markets, but the local market supply has been exhausted as the result of not only the local demands but as the result of the purchasing agents and manufacturers' representatives combing every territory in their search for components in short supply. At least one company has agents in Europe attempting to purchase resistors.

This condition aggravated by others is bound to have a serious effect on production and will serve only to delay the availability of parts to make not only bracket standards but also parts with which to build adapters, converters and color receivers. Moreover, in many instances industry has been required to divert its TV engineering experts to problems of production for defense because of the close relation of TV techniques to radar and other electronic devices the Government requires.

Will Slow Production

If bracket standards are adopted in the future, Comr. Sterling said, manufacturers will have to redesign and re-tool, production will be slowed, and public confusion will be compounded, particularly among owners of new dual-standard sets—color and monochrome — which would not be able to utilize improvements made possible by bracket standards and would become incompatible if new scanning rates are adopted outside the range of the dual standards.

The majority's insistence upon adequate field-testing for color systems, and its failure to provide for field-testing of bracket sets, Comr. Sterling declared, were "inconsistent."

He charged that "because the Commission would not take time to

BROADCASTERS ANALYZE TV EFFECTS

Competition Surveyed by C. of C. Committee

WHAT radio station operators think about their prospects of competing effectively with television and what effects they feel TV will have on aural broadcasting are indicated in a recent mail survey sampling the opinions of some 150 radio officials, or 20% of those canvassed.

Results of the survey are revealed in the *Advertising News Letter* prepared by the Committee on Advertising of the U. S. Chamber of Commerce, Washington. A previous poll included results of a TV mail survey covering TV station operators also connected with radio ownership.

By and large, the committee reported, AM broadcasters feel that:

1. By 1955 TV will hold a 53%-47% edge in nighttime audiences in metropolitan areas, while radio will maintain a 63% to 37% ratio over the nation as a whole. Radio will predominate 94% nationally and 88% in metropolitan areas during morning hours, and its afternoon margin will be 75% to 25% for metropolitan centers, with complete national domination.

2. Television and radio will specialize in products and services, with two out of five holding this view. Many new products, however, will be marketed by TV, and costs of the two media will shape decision of clients.

3. Items requiring "visual selling" and not specializing in repetition of the brand name for mass selling will predominate in television. Products with national distribution and dependent on rapid turnover will rely on radio for comprehensive coverage. Goods requiring demonstration will turn to video if costs are not prohibitive—such items as appliances, automobiles, etc.

4. Television will force fundamental changes in radio programming, with de-emphasis of expensive shows in the evening hours where TV competition is greatest. Aural programs will accent music, news, discussion, and daytime programming will receive greater attention, with effective date controlled by economic factors. TV will take years to achieve "better news coverage."

5. While radio in many areas already has reached its saturation point in home coverage, television will have no tangible effect on multiple-set homes, expected to account for eight million new radio sets per year and an increase in second-set ownership up to 65%. Radio sets-in-homes may jump 15% in the next five years.

Second Phase Opens

ITS COLOR television decision out of the way (see story page 177), FCC opens hearings today (Oct. 16) on the second phase of the overall television proceedings—"general" issues, including engineering standards, Stratovision, Polycasting, non-commercial educational TV, remaining testimony on the proposal to reallocate the 470-500 mc band from television to common carriers, and other issues short of specific VHF-UHF allocations to specific communities. The sessions are expected to take at least four to six weeks. With scores of organizations slated to participate, FCC Thursday issued a revised order of appearances, starting with 13 witnesses for the engineering Ad Hoc Committee.

discuss with representatives of the industry who indicated a willingness to cooperate, the door has been closed" on consideration of the developments which FCC in its First Report signified a desire to see.

This includes, he pointed out, "the opportunity of taking one more look at compatible systems before moving to adopt an incompatible system with all its attendant problems as they relate to the 10 million receivers that will be in the hands of the public by the end of the year as well as the manufacturers' problems of production."

Referring specifically to post-hearing advances in the RCA system, he said: "I am convinced that it would have been prudent to have taken time out to view these developments before moving finally to adopt an incompatible system."

Attractiveness Issue

Comr. Sterling also disagreed with the majority's belief that the attractiveness of color may offset the trend toward larger black-and-white sets:

I believe that the rapid acceptance by the public of receivers incorporating larger sized black-and-white tubes as they moved from 7 to 10 to 12 inches, then to 16 and 19 inches, clearly indicates the preference of the public for large size TV pictures and they will not be satisfied with smaller pictures because they are in color. Due to the fact that color adds so much to television both from the program as well as the advertising standpoint, both the public and the sponsor will demand large size color tubes.

Comr. Hennock, in a 1½-page dissent, reiterated the view she expressed in her separate statement acompanying the First Report—that final decision on color should be delayed until June 30, 1951. This, she felt, is "essential" in view of "the progress made in the development of color television since the start of the instant proceeding."

She said she had felt, at the time of the First Report, that the brackets concept was a "practical method" of arresting the compatibility problem—which she deemed "eminently desirable" because of the number of TV sets already outstanding—but that she now thought the manufacturers' responses make clear that the brackets idea was not "feasible."

Failure of the brackets proposal does not "automatically" make it impossible to contain the compatibility problem so that a final color decision could be deferred until June 30, Miss Hennock asserted. She suggested:

Possibly some modified version of bracket standards could be incorporated into television receivers without raising the major problems of redesign or equipment procurement involved by bracket standards.

Or it might be feasible to provide adaptation—either internal or external—with each receiver. The manufacturing industry is familiar with this process since it has been for a considerable time a part of the record in this proceeding. The ingenuity of the industry's electronic scientists might be able to devise some other means for arresting the problem of compatibility and thereby provide further time for the development of a practical compatible color television system.

Explore All Possibilities

Comr. Hennock felt FCC "should explore fully with the industry any and all possibilities"—either by an industry conference, as suggested by Comr. Sterling, or by a notice of further proposed rule-making "requesting comments."

"If, as a result of such a conference or comments filed by the industry, it appears that steps can be taken wthin 60 or 90 days to arrest the growth of incompatibility, the final decision in this proceeding authorizing the field-sequential system should be deferred until June 30, 1951," she declared. "If not, those standards should be immediately adopted." She continued:

I think it important to repeat the conviction expressed in my separate views to the First Report that there is a moral obligation on this Commission to insure that a reasonable amount of valuable programming service will continue to be rendered to present set owners, both day and night, for a transitional period, e.g., three to five years, without the necessity for making any expenditure to change their sets.

The statement of CBS President Stanton said Columbia will "shortly announce its specific plans in a number of different areas of color television activity."

He hailed FCC's decision as meaning "that color broadcasting is a certainty," that "the public will now enjoy color television in the home."

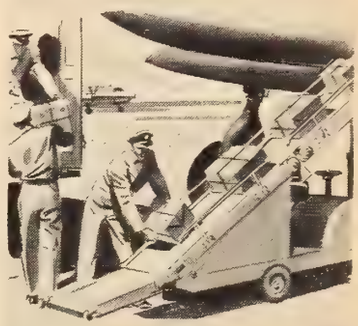
"In setting final color television standards," he said, "the Commission has dispelled the confusion and uncertainty which have existed in the minds of many members of the industry and of the public because of the complex nature of the issue, and has provided a clear objective toward which the entire industry can work."

Completes 300 TV sets— meets daily quota (at a cost of $4.70)



Delicate coils were needed by Midwest manufacturer to complete 300 TV sets . . . and Massachusetts supplier was 920 miles distant! Air Express assured delivery by 8 o'clock next morning, so manufacturer ordered 500 men to report for work. Shipment arrived 7:20 A.M. —production rolled! Shipping cost for 17-lb. carton only $4.70! Manufacturer uses Air Express regularly to keep business in high gear.





$4.70—and special pick-up and delivery included! Low Air Express rates cover door-to-door service. More convenient—easy to use. Just phone for pick-up! (Many low commodity rates. Investigate.)

Air Express goes on all flights of Scheduled Airlines. Shipments *move* —speeds up to 5 miles a minute! *Experienced* handling. Phone Air Express Division, Railway Express Agency, for *action*.

Air Express gives you all these advantages:

World's fastest transportation method.
Special door-to-door service at no extra cost.
One-carrier responsibility all the way.
1150 cities served direct by air; air-rail to 22,000 off-airline points.
Experienced Air Express has handled over 25 million shipments.

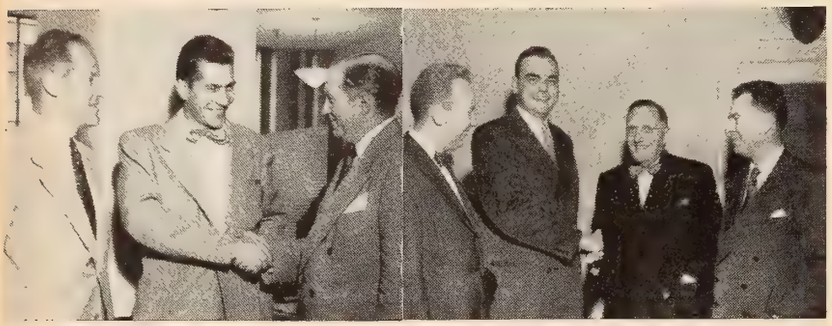


Rates include pick-up and delivery door to door in all principal towns and cities

A service of
Railway Express Agency and the
SCHEDULED AIRLINES of the U.S.

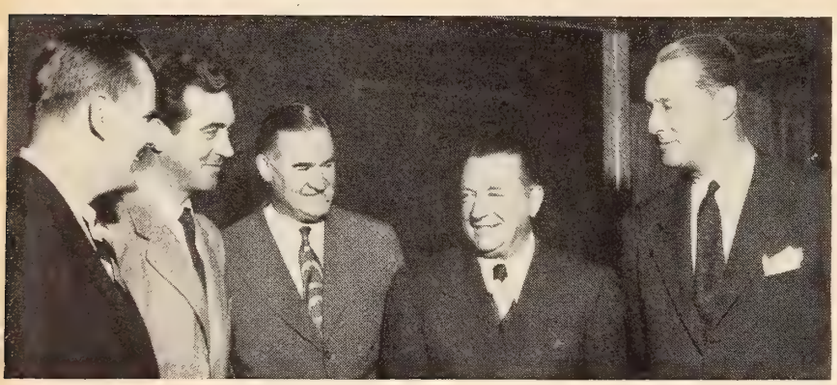


BEVERLY McLAUGHLIN, queen of Detroit's Cinderella Ball, greets the judges who selected her (l to r): Harry Bannister, WWJ-AM-FM-TV general manager; Worth Kramer, WJR general manager; W. E. Scripps, WWJ president; Harold S. Christian, WXYZ-AM-FM-TV sales manager; Richard E. Jones, WJBK-AM-FM-TV vice president and general manager.



THE first NBC Chicago man to be recalled into the armed forces is Reinald Werrenrath Jr. (center), television producer who has gone on active duty aboard a U. S. Navy aircraft carrier. Bidding farewells are John Whalley (l), comptroller, and I. E. Showerman, vice president in charge of NBC Central Div.

EXPRESSING satisfaction with the new *Safeway Theatre* film show on WNBW (TV) Washington are (l to r): William J. Green, radio-TV dir., Lewis Edwin Ryan Adv.; Gordon Manchester, Ryan acct. exec.; Edgar Balshow, div. mgr., Safeway Stores (sponsor), and Burton Warner, div. adv. mgr., Safeway.



ATTENDING news party for M.C. William Gaxton before debut of CBS-TV's Nash *Airflyte Theatre* are (l to r): J. B. Huntress, Nash-Kelvinator adv. mgr.; John Payne, star of first show; H. W. Newell, Geyer, Newell & Ganger agency; Mr. Gaxton; David Sutton, CBS-TV sales mgr.

IT'S smiles and congratulations all around following CBS-TV premiere of *The Ford Theatre* 1950-51 dramatic season. L to r: Garth Montgomery, executive producer; Walter Hampden; William A. Chalmers, vice president and director of radio-TV, Kenyon & Eckhardt; Franklin Schaffner, director; Frank Freimann, executive vice president, Magnavox Co., sponsor of *The Magnavox Theatre*, Friday night alternate of *Ford Theatre*; Ben R. Donaldson, advertising dir., Ford Motor Co., sponsor; Lee Tracy. Messrs. Tracy and Hampden starred in the opening show.



TV AUXILIARIES

FCC Adopts New Order

FINAL ORDER amending Part 4 of FCC's rules to adopt a new subpart F as regulations governing TV auxiliary broadcast stations has been announced by the FCC.

The order reaffirmed FCC's earlier stated policy that TV stations may establish their own private intercity relays only on an interim basis until sufficient common carrier links are available. The Commission also explained that while the new rules provide for telecasters' own private auxiliary facilities, the service performed by these TV pickup, studio-transmitter link and intercity relay stations also may be provided by regular common carriers under Part 6 rules.

FCC explained its new rules execute a plan whereby a total of 21 channels are made available for the exclusive use of TV broadcast licensees in the 2000, 7000 and 13000 mc bands, or seven exclusive channels in each band. The plan leaves three channels in the 7000 mc band and seven channels in the 12000 band for exclusive use by communications common carriers to provide pickup and STL service to telecasters, "thus meeting the assertion of the communications common carriers that they could best provide a nationwide service by using a group of channels on an exclusive basis." This would allow interchange of equipment between cities and resulting operational savings, FCC noted.

In addition, the plan designates six more channels in the 13000 mc band for the shared use of telecasters and common carriers. FCC indicated further amendment of the rules may occur in the future to meet changing conditions.

MEXICO OUTLET

XESE-TV Under Construction

CONSTRUCTION of a television station, with assigned call letters of XESE-TV Matamoros, Mex., has been announced by Manuel D. Leal, vice president and general manager of KIWW San Antonio, Tex. Mr. Leal is chairman of the board of directors of Compania Mexicana de Television, owner of the new outlet.

Mr. Leal estimated that construction of the new station, aimed at serving the Lower Rio Grande Valley and Northern Mexico, would take 90 days. DuMont equipment will be used. It also was reported that manufacturers have earmarked 2,000 TV sets for the valley. Sets are expected to go on sale soon.

In addition to Mr. Leal, officers of Compania Mexicana de Television include: Pedro de Lille, Mexico City, president, and W. B. Miller, vice president and general manager, KEYL(TV) San Antonio.

RETAIL TEST

NBC-TV, Gimbel Sign Pact

ONE-YEAR agreement between Gimbel Bros. Department Store, New York, and NBC to experiment with television in an effort to discover its best uses for retail advertising, was announced last week. Joint announcement of the arrangement was made by James M. Gaines, NBC vice president in charge of owned-and-operated stations, and Joseph L. Eckhouse, executive head of Gimbel Bros.

The announcement said Gimbel Bros. would use participations, one minute spots, station breaks, programs and "new TV techniques currently under study" over a one-year period beginning Oct. 30. Results of the various television techniques will be carefully measured, and "continuing studies of television's effectiveness in moving department store merchandise will be maintained," the announcement said.

Ted Cott, general manager of WNBC and WNBT (TV) New York, NBC stations, and Bernice Fitz-Gibbons, Gimbel Bros. publicity director, will be co-chairmen of a joint committee of Gimbel and WNBT executives that will supervise the project.

EMPLOYE GRADER

DuMont Gets IBM Unit

AN IBM "electronic brain" which simultaneously classifies, counts, accumulates and edits employe qualifications for promotion will be used by Allen B. DuMont Lab to select appointees for 95% of its promotions, Personnel Director Harry Housten announced last week.

Used heretofore only by the government for census-taking, the Statistical Analyzer 101, as it is called, will be fed "employe profiles," each of which summarizes one employe's qualifications. It then "judges" qualifications at the rate of 450 items per minute, and supplies a first, second and third choice for the opening.

"We plan to use it in all cases," Mr. Housten said, "with the exception of executives at the very top and some special categories of research engineers." The machine's choice will be final, he said, until after a personal interview to determine whether the applicant's personality is suitable to the new working group in prospect.

CERTIFICATES of accomplishment presented to 30 motion picture projectionists who attended theatre television training program, jointly sponsored by International Alliance of Theatrical Stage Employees and Motion Picture Operators and RCA Service Co.

WLW-TV SCORES AGAIN!

3-STATION NETWORK'S DAYTIME VIDEO IS POPULAR & POTENT

Who says people won't wa
TV at 7:30 AM? WLW-T
vision felt that they wo
Videodex says they do. It
began on September 4 w
WLW-Television launche
7:30 to 8:30 AM daily prog
intriguingly titled, "Wake
and Live."

Originating at WLW-T,
cinnati, this lively eye-op
with plenty of ear appe
fed to WLW-D, Dayton,
WLW-C, Columbus. The
tember Videodex cre
"Wake Up and Live"
65% of the viewers in Ci
nati and a rating of 4
Dayton and 3.1 in Colu

At 8:30 AM on the W
TV Network schedule, "
Up" gives way to "Your
ing Matinee." An auc
participation show ca
femcee'd by Ruth Lyons
four-state favorite on
for years, this hour-long
za is now simulcast f
greatest possible explo
of its wares which are
and varied like its long
participating sponsors.

Energetic, likeable M
tin then takes over
hour of "Breakfast
Assisted by curvaceou
lovely Illean Martin, h
his fun-minded studio c
en guests through a m
of games, contests,
interviews, group sing
general hilarity, buttre
doughnuts and coffee
rticipating sponsor
ite the first half-h
tab for the second
lively conclav
tions is pick
f the
ins

10:30 to 11:00 AM on the three station hook-up is taken up with participation-packed "Magic Tele-Kitchen."

Cincinnati's nationally known department store—Shillito's—has a "Shop By Television" show, "Value Varieties" on WLW-T, telecast 11:00 to 12:00 noon Monday through Friday.

WITH ADVERTISERS WHO KNOW TV BEST, IT'S WLW TELEVISION!

Among the smartest buyers of local advertising are food chains and department stores. It's significant that aggressive food chains—Parkview Markets in Cincinnati, Liberal Markets in Dayton and Big Bear Markets in Columbus—have bought day time programs across the board on WLW-Television . . . and that Albers Super Markets has bought a half-hour morning program aired on all three stations daily.

Another endorsement of WLW-Television is the purchase of an 11:00 to 12 noon show, Monday through Friday on WLW-T by Shillito's—Ohio's largest department store.

The shrewd time buying by these advertisers leaves only a few choice spots and participations available in the daytime schedule and *underlines* the wisdom of contacting the nearest WLW sales office about availabilities on

WLW-TELEVISION

. . . with more viewers than any station in Cincinnati, Dayton or Columbus

WLW-T CINCINNATI **WLW-D** DAYTON **WLW-C** COLUMBUS

Crosley Broadcasting Corporation



RADIO AND TELEVISION STATION REPRESENTATIVES

NEW YORK
BOSTON
CHICAGO
DETROIT
SAN FRANCISCO
ATLANTA
HOLLYWOOD

OCTOBER 23, 1950

BROADCASTING
TELECASTING

IN THIS ISSUE:

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Page 19

Committee Polishes Super-BAB Project
Page 19

Mexico Withdraws From NARBA Meet
Page 21

Arrow Typewriter's Spot Success
Page 24

TELECASTING
Begins on Page 51

20TH year
The Newsweekly of Radio and Television.
$7.00 Annually
25 cents weekly

WOR sells everything

AMUSEMENTS

Cole Brothers Circus
The Czechoslovakia Industrial Fair
Loew's Inc.
Madison Square Garden Corporation
National Association of Engine & Boat Manufacturers
Paramount Pictures, Inc.
R.K.O. Radio Pictures, Inc.
Ringling Brothers & Barnum & Bailey Circus
Twentieth Century-Fox Film Corporation

AUTOMOBILES

Austin of England
Chrysler Corporation (Plymouth Motor Division)
Dodge Brothers Corporation
Ford Dealers of America
General Motors Corporation (Chevrolet Motor Division) (Oldsmobile Division)
Hudson Sales Corporation
Kaiser-Frazer Corporation
Nash Kelvinator Corp
Packard Motor Car Co
Sir William Rootes

BEVERAGES

Atlantis Sales Corporat
Eastern Wine Corporat
Garrett & Company
Kreuger Brewing Compa
Miller Brewing Company
National Distillers Corp (Gambarelli & Davitto)
Rubsam & Horrman Brew Company
The F. & M. Schaefer Brewing Company
Trommer, Inc., John F

CLOTHING & APPAREL (BY MFG.)

Sa-Ray Clothing Company, I
Stay-In-Form Brassieres
Miss Swank, Inc.

CONFECTIONS & SOFT DR

Barton Bonbonniere
Breyer Ice Cream Company
Colonial House Candies
Fanny Farmer Candy Company
Kirsch Beverages, Inc.
Life-Savers, Inc.
Pepsi-Cola Company
Peter Paul, Inc.
Philadelphia Dairy Products Company
Planters Nut & Chocolate Company
Ryan Candy Corporation
Sophie Mae Candy Corporation
Williamson Candy Company

DRUGS & PHARMACEUTICALS

The Anahist Company (Subsidiary of: Pyridium Corporation)
B. C. Remedy Company
Bayer Company (Division of: Sterling Drug, Inc.)
Beaumont Company
Bristol-Myers Company
Block Drug Company
Breitenbach Company, M. J.
Carter Products, Inc.
Consolidated Royal Chemical Corporation
Dolcin Corporation
Foster-Milburn Company
Grove Laboratories, Inc.
Humphrey's Homeopathic Medicine Company
The Knox Company
Maryland Pharmaceutical Company
McKesson & Robbins Company
Miles Laboratories
Musterole Company
Pharmaco, Inc.
Lydia E. Pinkham Medicine Company
The Pinex Company
Rhodes Pharmacal Company
Seeck & Kade, Inc.

DRUGS & PHARMACEUTICALS (Cont'd)

Union Pharmacal Company
Vick Chemical Company
Whitehall Pharmacal Company

FOODSTUFFS

Airline Foods Corporation
American Home Foods
Arnold Bakers, Inc.
Atlanta Products Corporation
The Best Foods, Inc.
The Borden Company
Bowey's Inc.
Buitoni Macaroni Company
California Packing Corporation
California Walnut Growers Association
Campbell Soup Company
Continental Baking Corporation
Converted Rice, Inc.
D'Arrigo Brothers Com
Delaware S

Ralston-Purina Company
Raritan Valley Farms Producers Association
Richmond-Chase Company
River Brand Rice Mills
S. A. Schonbrunn & Co., Inc.
Seeman Brothers
Sheffield Farms Company, Inc.
Skinner & Eddy, Inc.
Stahl-Meyer, Inc.
Standard Brands, Inc.
Stuhmer & Company, George
Sturm-Dahlberg Company
Taylor Packing Company, J. W.
Taylor Provision Company
Van Houten & Zoon, Inc. C. J.
Walter & Company, A. A.
Ward Baking Company
Wise Potato Chip Company

GAS & OIL

Esso Standard Oil Company of New York
Shell Oil Company

HOUSEHOLD EQUIPMENT & FURNISHINGS

American Waterproofing Corporation
Baker Brush Company
Cook & Dunn Paint Corporation
Eclipse Sleep Products, Inc.
General Electric Company
General Electric Distributors
Industrial Tape Corporation
Metro Utility Company
Moore & Company, Benjamin
Olson Rug Company
Warner Mfg. Corporation

INSURANCE & FINANCIAL

American Progressive Health Insurance Company of New York
Chase National Bank of the City of New York
Harris, Upham & Company
Kidder, Peabody & Company
Manufacturers Trust Company
Metropolitan Life Insurance Company
North American Accident Insurance Company
Union Dime Savings Bank

RETAIL ESTABLISHMENTS

Conformal Shoes (Division of: International Shoe Company)
Diane Beauty Salon
DuPont De

Textile Corporation
Oakite Products, Inc.
Procter & Gamble Company
Sapolio Products Company
Simoniz Company
Zippy Products, Inc.

TOBACCO PRODUCTS

Brown & Williamson Tobacco Corporation
Consolidated Cigar Corporation
Mail Pouch Tobacco Company
John Middleton
Philip Morris & Company, Ltd. Inc.
Reynolds Tobacco Company, R. J.
U. S. Tobacco Company

TOILET GOODS & COSMETICS

American Safety Razor Company
Armour & Company
Bristol-Myers Company
Chamberlain Sales Corporation
Colgate-Palmolive-Peet Company
Conti Products, Inc.
Doeskin Products, Inc.
Grove Laboratories (F. W. Fitch Division)
Manufacturers Marketing Company, Inc. (Unilever, Ltd.)
McKesson & Robbins, Inc.
Mennen Company
Noxzema Chemical Company
Potter Drug & Chemical Company
Procter & Gamble
Rock Ledge Laboratories, Inc.
Rolls Razor, Inc.
Schieffelin & Company (Unilever Export, Ltd.)
Semler Company, R. B.
Whitehall Pharmacal Company

MISCELLANEOUS

Ad Astra, Inc.
Albin Enterprises, Inc.
American Airlines
American Medical Association
Amsterdam Sales Company
The Anderson Company
Bear Ridge Lake
The Bookhouse for Children
Boxcraft of New Jersey
Bulova Watch Company
Burlington Mills
Cat's Paw Rubber Company
Cheerful Card Company
Christy Chemical Company
Cline's Rug & Furniture Service, Essex Rug Cleaning Company & Hudson Rug Cleaning Company
Colonial Airlines
Concourse Music Shop

Minnesota Mining Company
National Carbon Company
National Physicians Electronic Equipment Labs, Inc.
New Jersey & New York Passboo Company
New York Daily News
New York Herald Tribune
New York Journal-American
New York Mirror
New York Telephone Company
New York Times
New York World-Telegram & Su
Northern Electric Company
Oliver Nursery Farms, M.
Olson Company
Omnibook, New York
The Perfect Circle Company
Philadelphia & Reading Coal & I Company
Pilot Radio Corporation
Prentice-Hall, Inc.
The Quaker Oats Company
Radio Offer Company
Radio Bargain Guild
Reserve Corps (Organized)
Robbins Music Corporation
Robinson Publications
Ronson Art Metal Works, Inc.
Rootes Motors, Inc.
The Senak Company
Stern's Nurseries
Town & Country Gift Shop
Transcontinental & Western Airlines, Inc.
Try-Onn Patterns
Tunnel Advertising Company
Twentieth Century Air Coach System
U.S. Army Air Force
Vim Radio & Sporting Goods Stc
Westchester Racing Association
William H. Wise & Company
World Editions, Inc.
Yonkers Trotting Association,



NO FLYING SAUCERS IN RICHMOND

Military men often achieve
their objectives with secret weapons.

This is not true with advertising men.

Broadcast sales strategy, in particular,
calls for heads-up use of a time-tested media.

The Havens and Martin stations, for example,
have a unique record of sales achievements
in Richmond, the first market of Virginia.

Long years of experience in radio and television
have won for WMBG, WCOD, and WTVR
the confidence and loyalty of Richmond's populous
and prosperous market.

You can't overlook these result-producing
facilities in planning your fall and winter campaign.

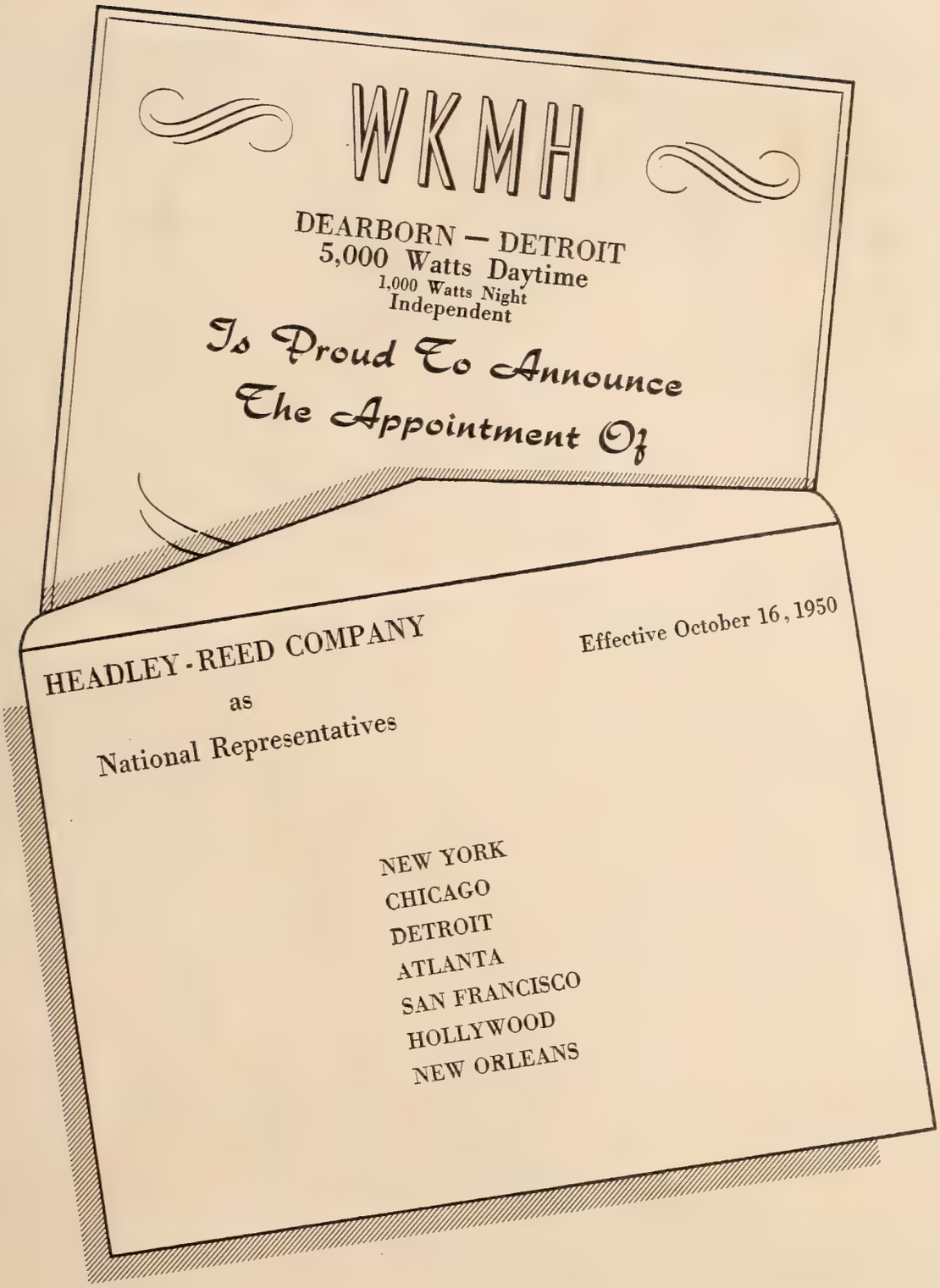
Ask your nearest Blair man for the facts.

Havens & Martin Stations are the *only*
complete broadcasting institution in Richmond.

WMBG AM
WTVR TV
WCOD FM

FIRST STATIONS OF VIRGINIA

Pioneer NBC outlets for Virginia's first market.
Represented nationally by
John Blair & Company.



Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



Closed Circuit

STRONG undercurrent for increased AM rates premised both on improved circulation and skyrocketing overhead apparent at NBC affiliates convention. Many stations reportedly had already invoked rate boosts, notably because newspapers are now making second-round increases averaging 20% over last year.

ANAHIST Co., Yonkers, N. Y., through Foote, Cone & Belding, New York, preparing extensive radio spot announcement campaign starting Nov. 8, in 121 markets for 17 weeks.

FCC LAWYERS and Commissioners will be watching radio-TV manufacturers' ads now that CBS color standards have been adopted. Any statements regarded as unfair or misleading, it's believed, will be referred to Federal Trade Commission for scrutiny and possible action.

NABET, heretofore independent union which first organized NBC, reportedly seeking to organize network employes along vertical lines. Scope would be networkwide, with white-collar workers, producers, news writers and talent included. NBC now has 3,000 employes—fewer than 1,000 organized.

WHETHER Harry C. Kopf, NBC sales vice president, will accept appointment as NBC San Francisco head in doubt last week. Close associates feel he should accept post, or one of two others offered him, because of health.

FCC DIDN'T get into its FM allocations case which has been on its agenda for past fortnight because of preoccupation with color and repercussions thereto. Since TV color and proposed regulations on equalization of network time are destined to hold its attention for some time, it isn't indicated yet when it will get to gist of FM problem, which covers such matters as Transit Radio, Storecasting and Muzak petition on "beep" services. Comr. Robert F. Jones, contrary to reports, hasn't made FM his *cause celebre*, but he's interested principally in what he calls well-rounded approach.

PROBLEM of manufacturers producing FM sets is fact that same receiver type tube used in these sets is also used in television sets selling at much higher prices. Since tube is in short supply temptation is great to use available tubes in more profitable TV receivers.

DEAL in works for sale of KCMJ Palm Springs, Calif., to Joe and Ted Gamble. Price around $60,000. Ted Gamble is theatre organization executive and during war directed bond campaign for Treasury. He's also with Elroy McCoy in ownership of KLZ Denver. No broker involved in sale of KCMJ by Dick Joy.

QUAKER OATS Co., Chicago, understood planning to buy quarter hour, 5:15-5:30 p.m. three times weekly on NBC-TV, in addition to current Sunday afternoon hour on same network with *Gabby Hayes Show* through Sherman & Marquette and *Zoo Parade* through Ruthrauff & Ryan.

H. G. (Babe) SMITH, vice president of Mc-

(Continued on page 82)

Upcoming

Oct. 23-24: NAB AM Radio Committee, NAB Hdqrs., Washington.
Oct. 23-24: North Carolina Assn. of Broadcasters, Mid-Pines Club, Southern Pines, N. C.
Oct. 26-27: NAB District 6, Roosevelt Hotel, New Orleans.
Oct. 29-31: National Assn. of Educational Broadcasters Convention, U. of Kentucky, Lexington.

(Other Upcomings on page 26)

Bulletins

PURCHASE of approximately $40,000 of CBS and MBS network time for campaign addresses by Vice President Alben Barkley and Chairman William Boyle Jr. revealed Friday by Democratic National Committee. Vice President will speak in Cincinnati Oct. 27 over CBS, 9-9:30 p.m., and Chicago Nov. 3 over Mutual, 10:30-11 p.m. Mr. Boyle slated for Washington address Oct. 31 on CBS, 10-10:15 p.m. All addresses scheduled over full coast-to-coast (basic and supplemental stations) networks. Committee said decision expected momentarily on whether President Truman will address nation by radio on paid-partisan basis during campaign.

Business Briefly

D-F-S NAMED ● Spickelmier Co., Indianapolis, for Dr. Dri (moisture repellent spray for fabrics) names Dancer-Fitzgerald-Sample New York, agency to handle its advertising effective Jan. 1.

KALAMAZOO SPOTS ● Kalamazoo Stove & Furnace Co., Kalamazoo, Mich., for electric and gas ranges, releases four more TV spots this week to dealers and distributors nationally for co-op sponsorship. Agency, Fulton Morrissey, Chicago.

COLOR DECISION UNWISE, SPRAGUE SAYS ON CBS

COURTS will decide if $2 billion in TV sets sold to 8 million persons will be penalized as result of FCC color ruling, Robert C. Sprague president of Radio-Television Mfrs. Assn. said on Oct. 22 broadcast answering charges made week before on same CBS facility by Frank Stanton, CBS president (early story page 54).

Mr. Sprague said black-and-white sets are better investment than ever and will be for years to come, saying right kind of color system isn't here yet and relatively few will be willing to pay for adapter-converter units. He said color broadcasts will be in fringe hours on one, or very few, stations.

General Tire, CBS Get Don Lee Network

SURPRISE BID by General Tire & Rubber Co., owner of Yankee Network, offering $12,320,000 for all stock controlling Don Lee Broadcasting System and KTSL (TV) Los Angeles was made and accepted Friday in Los Angeles Superior Court, with CBS to acquire KTSL in parlay sale.

General Tire's unexpected bid was law-required 10% above $11,200,000 offer of Hoffman Radio Corp. and associates which had been accepted by public administrator of Thomas S. Lee estate—subject to court's confirmation—in preference to General Tire's original $10,525,000 offer [BROADCASTING, Oct. 9, 16]. General Tire offer was made by First National Bank of Akron, trustee of retirement plan for salaries of employes of General Tire and certain subsidiaries.

Thomas G. O'Neil, vice president of General Tire and vice chairman of Mutual, explained in statement issued jointly by General Tire and CBS that KTSL would be re-sold to CBS, upon FCC approval, and that Don Lee radio stations and network, to be retained by General Tire, will be under executive management of Willet H. Brown, now Don Lee president:

The purchase price was $12,320,000 but the Lee Corp. had substantially over $5 million in cash and quick assets.

Trustees of retirement plan, on approval of transfer of Thomas S. Lee Enterprises Inc. stock by FCC, plan to transfer radio stations to General Tire, and Television station in Los Angeles to CBS. General Tire, in transfer, will also acquire Don Lee Broadcasting System, Pacific Northwest Broadcasting Co., the Lee stock in MBS—of which Yankee Network, subsidiary of General Tire, is presently stockholder—and certain other assets.

Mr. O'Neil said, "Don Lee Network and stations will be under executive management of Willet H. Brown, now president of Don Lee, who has said that present Don Lee management group will continue.

"As owners of largest regional network in New England," Mr. O'Neil continued, "we are highly pleased with the opportunity this purchase will give us to take part in continuous expansion of the empire of the West."

CBS will acquire television station KTSL, of Channel 2, and will be required under FCC rule to dispose of its present 49% interest in KTTV Inc. of which 51% is owned by *Los Angeles Times*.

Under joint agreement between CBS and General Tire, Columbia acquires additional space and facilities in Don Lee Bldg. which it has long needed for its expanding radio and television activities in Hollywood.

Under FCC's duopoly rules, authorities said General Tire will be required to dispose of one station. There was no indication whether it would be one of Don Lee group—which will continue under same name—or one of Yankee group.

Consideration involved in sale of KTSL to CBS—which has long sought its own Los Angeles TV outlet—was not disclosed.

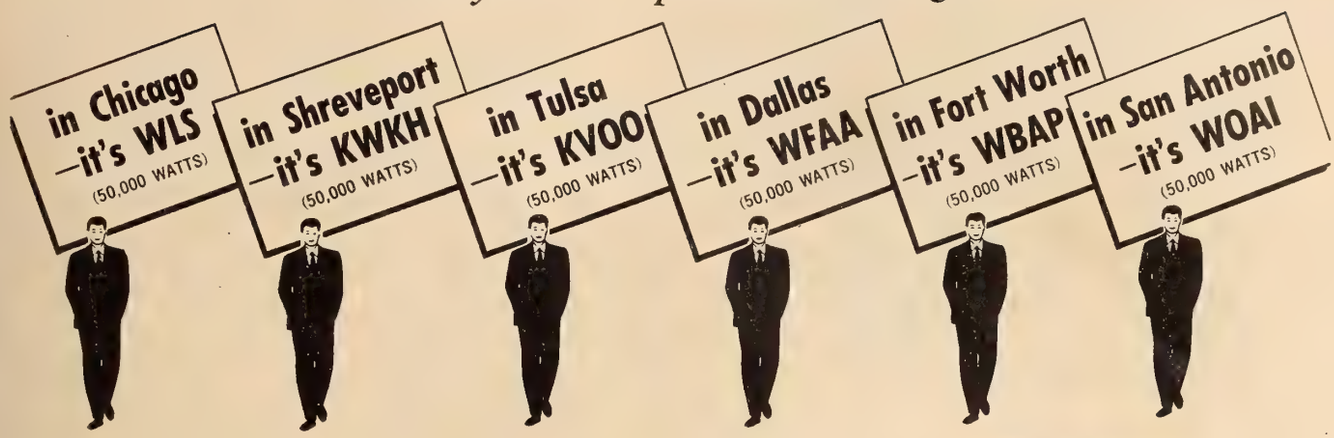
Don Lee stock in Mutual approximates 19% —substantially same as already held by General Tire.

New bid by General Tire was obvious surprise to Hoffman group, who secured 15-minute recess for hurried conference after it was entered. Presiding Judge Newcomb Condee then announced sale to General Tire, subject to FCC consent. Cashier's check for 5% of sale price was deposited by Elliot H. Prentz of Hill, Farrer & Burrill, representing purchaser.

In addition to radio and TV properties, Lee estate included $5¼ million cash reserve from recent liquidation of Don Lee Cadillac agencies and other properties. Don Lee owns and operates KHJ-AM-FM Los Angeles, KGB San Diego, KDB Santa Barbara, and KFRC San Francisco, and has 16 California affiliates with 25 affiliated through Pacific Northwest Broadcasting System.

Washington law firm of Pierson & Ball representing General Tire and Yankee, participated in handling of successful bid.

It's common knowledge that some stations deliver listeners at a really low cost per 1000 coverage . . .



and in Kansas City it's KCMO!



Yes, Mr. Timebuyer . . . as Kansas City's one and only 50,000 watt station, KCMO sends your message far and wide over Mid-America! For inside KCMO's 213-county measured ½ mv. area are almost 5½ million prospective listener-buyers. How's that for coverage?

With KCMO's supercharged signal is coupled that all-important intangible of superior programming . . . that keeps Mid-America listeners tuned-in at the 8-TEN spot. Combine these factors with KCMO's low rates and you see a bargain in radio coverage that can't be matched. Reach Mid-America's millions at a low-low cost per thousand . . . via KCMO!

To sell Mid-America's millions . . .
center your selling on KCMO

One Does It -in Mid-America!

ONE station
ONE rate card
ONE spot on the dial
ONE set of call letters

KCMO



KANSAS CITY, MISSOURI
Basic ABC station for Mid-America

National Representative:
THE KATZ AGENCY

50,000 WATTS *Daytime*
810 kc. *10,000 watts night*

WKNA Reports

1,000 KIDS

STORM STORE FOR CISCO KID'S PHOTO!



Rarely has radio seen such a super-salesman as "Cisco Kid"! Within 9 days after the first announcement, 1,000 boys and girls brought their parents to the Western Clothing Department (on Frankenberger's third floor) . . . just to obtain "Cisco Kid's" photo. Says WKNA: "No need to tell you how pleased our sponsor is!"

With many special "Cisco Kid" gimmick-promotions available—from buttons to guns—"Cisco" is one of America's hottest traffic-building programs. Write, wire or phone for details.



LOW PRICED!

½-Hour Western Adventure Program . . . Available: 1-2-3 times per week. Transcribed for local and regional sponsorship.

FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK HOLLYWOOD

Here's the Sensational

LOW-PRICED WESTERN

That Should Be On Your Station!

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

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WASHINGTON HEADQUARTERS

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Bruce Robertson, *Senior Associate Editor.*

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TORONTO: 417 Harbour Commission, *ELgin 0775;* James Montagnes.

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*Reg. U. S. Patent Office

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Announcing the Opening of RADIO CENTER



NEW HOME OF

WKBW

YOUR WESTERN NEW YORK SALESMAN

25th Anniversary - October 27th

RADIO CENTER — WKBW's new ultra modern studio and office building, located at 1430 Main Street in the center of Buffalo, occupies the property where 25 years ago WKBW first went on the air with the first commercially built transmitter ever used in the Buffalo area. WKBW's 50,000 watt TRANSMITTER in Hamburg, N.Y., and RADIO CENTER are the broadcasting show places of Western New York.

Your FIRST Choice

FIRST IN POWER — Ten times more powerful than any other Buffalo station. WKBW's 50,000 watts blanket the Eastern Seaboard from Maine to North Carolina . . . adequate power to reach 10,783,700 radio homes in the most populous section of the United States.

FIRST IN FACILITIES — WKBW has the most modern broadcasting facilities in Western New York . . . the last word in transmitting and studio equipment that maintain under all conditions the ultimate in high standards of broadcast quality.

FIRST IN NEWS — Complete aggressive coverage of local and national news including two sponsored daily newscasts by Roger Baker, Buffalo's all-time favorite radio personality — backed by Winchell, Pearson, Agronsky, Davis, Hill and Headline Edition.

FIRST IN SPORTS — Top coverage of local and national sports with Bill Mazer. Gillette Cavalcade of Sports plus Mazer on all local sports events have made WKBW Western New York's Sports Station. To know the value of a WKBW sportscast, ask the man who bought one.

FIRST IN ENTERTAINMENT — WKBW has a strong line-up every day. Screen Guild Players, Stop the Music, Inner Sanctum, Production Parade, Lone Ranger, Hillsdale Hillbillies, Original Amateur Hour, Tello-Test, Breakfast Club, My True Story. We Know Buffalo's Wishes.

FIRST IN PUBLIC SERVICE — WKBW's record of public service in the field of important civic, patriotic and community activities has won the station undisputed leadership. If it benefits the public, you'll hear it on WKBW.

FIRST IN DOLLAR VALUE — WKBW offers greater coverage than any other Buffalo Station and has developed program and copy techniques that ring the register. Ask our Sales Department for our merchandising success stories.

Not Buffalo's Oldest . . . but Buffalo's FIRST Station!

WKBW

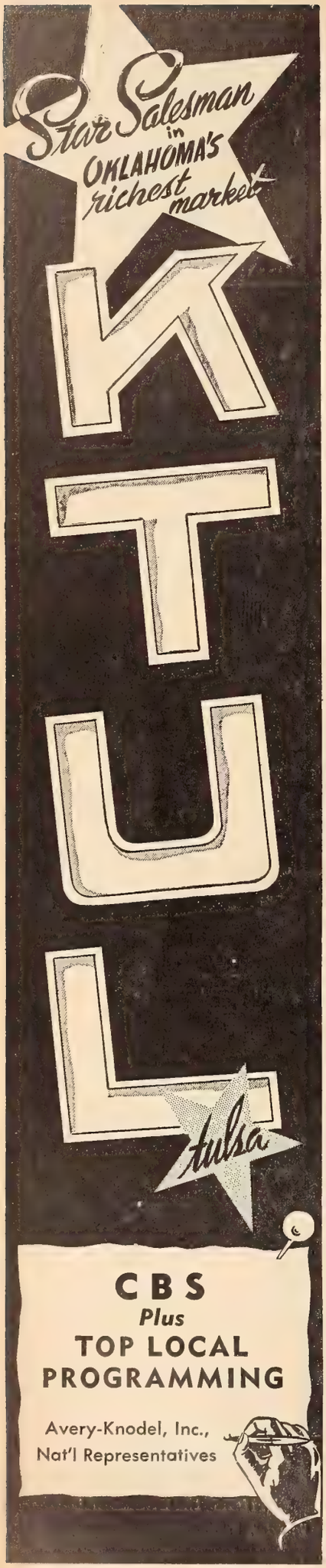
BUFFALO'S MOST POWERFUL STATION

50,000 WATTS

AVERY-KNODEL
National Representatives

ABC NETWORK

CLINTON H. CHURCHILL
Founder, President and Manager



Anniversary Open Mike



EDITOR, BROADCASTING:

Congratulations on your terrific 20th anniversary issue of BROADCASTING-TELECASTING.

It was one of the finest reviews that I have ever seen and just more evidence of the splendid job you are doing and the service you are rendering to radio and television.

Phil Alampi
Radio Farm Director
WJZ New York

* * *

EDITOR, BROADCASTING:

I spent a delightful hour and a half going over your 20th anniversary issue this week. It was a wondeful job.

Since BROADCASTING was started but a scant few months from the time I entered radio, I feel particularly close to it, because I don't think I ever missed a single issue since its inception.

Deepest congratulations to you and your wonderful staff, Sol, and may you carry on for another 20.

Murray Arnold
Program Director
WIP-AM-FM Philadelphia

* * *

EDITOR, BROADCASTING:

You and your entire staff of BROADCASTING-TELECASTING deserve heartiest congratulations for the 20th annuiversary issue of the magazine. The most comprehensive and excellent way in which the progress of broadcasting and television during the past score of years has been portrayed is in itself the evidence as to how and why your magazine stands out as the foremost publication in the radio field.

The 20th anniversary issue is truly the history of broadcasting, and demonstrates why BROADCASTING-TELECASTING is so universally termed the bible of the radio broadcasting industry. Again may I extend my most sincere congratulations and my very best wishes for the years ahead.

Roland C. Davies, Editor
Telecommunications Reports
Washington

* * *

EDITOR, BROADCASTING:

May the next 20 years be as fruitful and as historical for you as the immediate past 20.

Walt Dennis
Asst. to the Vice Pres.
Allied Purchasing Corp.
New York

* * *

EDITOR, BROADCASTING:

As one writing guy to another, permit me to congratulate you on the splendid job you did in getting out that 20th anniversary edition.

Anybody who wants to know why BROADCASTING is the "bible" of the industry need look no further for his answer.

I'm looking forward to your 50th anniversary edition, on which I'm sure you've already started to work.

Bill Gold
"The District Line"
The Washington Post

EDITOR, BROADCASTING:

SO HELP ME HANNA IT'S 20. HOW YOU COULD HAVE PROSPERED SO WITH WHAT WE HAVE PAID YOU WE'LL NEVER KNOW. PERHAPS IT'S OUR DEEP AND ABIDING FAITH AND LOVE COMBINED WITH SUCCESSFUL RADIO STATION'S INTELLIGENTLY SPENT MONEY. WHATEVER THE CAUSE YOU DESERVE IT. SERIOUSLY I KNOW OF NO INDIVIDUAL OR INSTITUTION WHO HAS SERVED OUR INDUSTRY SO WELL. YOU HAVE BEEN CRITICAL, CONSTRUCTIVE AND EFFECTIVE. RADIO OWES YOU MUCH. CONGRATULATIONS.

Michael R. Hanna
General Manager
WHCU Ithaca, N. Y.

* * *

EDITOR, BROADCASTING:

Please add my hearty congratulations to the many you must be receiving on the anniversary issue just out. It tells a thrilling story that brings back a lot of memories. It is a grand job which, I may add, is not at all unusual for you and your able staff.

A. F. Harrison
Special Representative
United Press Assns.
Washington.

* * *

EDITOR, BROADCASTING:

CONGRATULATIONS ON YOUR 20TH YEAR OF SERVICE TO THE BROADCASTING INDUSTRY.

John S. Hayes
Vice President
WTOP-AM-FM-TV
Washington

* * *

EDITOR, BROADCASTING:

I notice in the introduction to "Two Exciting Decades" that your staff has grown from 6 to 60, your paid circulation from zero to 16,000, etc.

However I note with equal satisfaction something that hasn't grown. It is the size of your hatband which I think is pretty much the same as it was when you were a copy boy down at the AP in Washington.

For this I also salute you.

Robert D. Heinl
Heinl News Service
Washington

* * *

EDITOR, BROADCASTING:

The 20th anniversary issue was swell. Going over it produced liberal feeling of nostalgia—seeir references to Hettinger in 1932- noting the sales figures for lat years—recalling old battles share and the fun of pioneering. It wa fun—and the best of it was endu ing friendships. Let's keep it u

Herman S. Hettinger
Consultant
New York

* * *

EDITOR, BROADCASTING:

First, I should like to add m congratulations to the thousand that must be pouring in on you anniversary. As a staff announce I have found BROADCASTING to b invaluable in keeping up with th trend in radio throughout the coun try. I am young in radio witl much to learn. In the year and a half that I have subscribed t BROADCASTING, I have picked u many tips and program ideas a well as news of the trade. I hop to continue to be a subscriber whe (and if) I reach my 20th year i radio.

Allan Jefferys
Announcer
WFPG Atlantic City.

* * *

EDITOR, BROADCASTING:

NOW THAT THE PRODIGY IS APPROACHING MANHOOD, WE WISH YOU ALL THE SUCCESS THAT YOUR CHILDHOOD CAREER FORECASTS. CONGRATS FROM ALL OF US.

Henry J. Kaufman
Henry J. Kaufman & Assoc.
Washington

* * *

EDITOR, BROADCASTING:

May I be among the many hundreds of friends of you and BROADCASTING magazine to wish you even greater success in the next 20 years than you enjoyed during the first 20.

Harold R. Krelstein
Vice Pres. & General Mgr.
WMPS Memphis

* * *

EDITOR, BROADCASTING:

Please accept our belated congratulations on the occasion of the 20th anniversary of BROADCASTING-TELECASTING magazine.

May you continue to serve the industry as successfully in the future as you have in the past.

Jerome M. Landay
Program Director, WAER
Radio-Television Center
Syracuse U.

* * *

EDITOR, BROADCASTING:

The congratulatory messages

from the really important people in the industry make an impressive tribute to you and the fine job you have done. There are also many of the less important who would like to add their voices to the general acclaim. As one of them, may I salute you again, as I have in the past, for maintaining supremacy without sacrificing basic values. It is no small achievement in the field you represent. May the coming years be kind to you.

Clarence L. Menser
WJBS, John B. Stetson U.
De Land, Fla.

* * *

EDITOR, BROADCASTING:

I am one of those who believe in giving credit where credit is due, and I want to take this opportunity of expressing my appreciation to you for the remarkable service that BROADCASTING has rendered me personally as well as the industry as a whole over the past years.

I have been directly connected with radio since 1937, and find that your magazine is almost indispensable to my well-being as a broadcaster.

As this is your anniversary I extend my best wishes to you and commend you for the unbiased and fair policy that you have used. It is men like you who make broadcasting more enjoyable and profitable. Again, good luck, and continued success.

Glacus G. Merrill
President
WHAR Clarksburg, W. Va.

* * *

EDITOR, BROADCASTING:

CONGRATULATIONS ON YOUR 20TH ANNIVERSARY ISSUE. THOROUGHLY ENJOYED THE 1931 WCCO AD. BEST WISHES TO YOU AND YOUR FINE STAFF.

Tony Moe
Sales Promotion Mgr.
WCCO Minneapolis

* * *

EDITOR, BROADCASTING:

THE MYCALEX FOLKS AT CLIFTON EXTEND HEARTIEST CONGRATULATIONS ON 20TH ANNIVERSARY OF BROADCASTING - TELECASTING PREDICTING LONG LIFE AND ACTIVITY FOR THIS VIGOROUS PUBLICATION.

Personnel
Mycalex Corp. of America
Clifton, N. J.

* * *

EDITOR, BROADCASTING:

Again I owe you a couple pages of thanks and congratulations, first of all on your 20th anniversary, which has certainly seen BROADCASTING (and you) grow from a darn smart infant to a wise old giant; and secondly, on the terrific anniversary issue which should have made you and all your staff mightly proud, as it did all of us.

Frank E. Pellegrin
Vice President
Transit Radio Inc.
New York.

new business



RHODES PHARMACAL Co., Cleveland (Imdrin), to spend $1 million in sponsoring MGM Radio Attractions syndicated program, *The Story of Dr. Kildare*, over 150 stations starting last week in October. Agency: O'Neil, Larson & McMahon, Cleveland.

MEYER 1890 BEVERAGE Co. (club soda, pale dry ginger ale and 1890 fruit beverages), N. Y., appoints Joseph Katz Co., same city, to direct advertising. Radio will be used.

HECHT Bros., Baltimore, names Franklin & Gladney Inc., N. Y., for TV promotions, effective Oct. 30. **Norman Gladney** is account executive.

BARR LUMBER Co., Santa Ana, Calif., and **J. J. HAGGARTY**, women's store, L.A., appoint Ross Gardner & White Adv., L.A., to direct advertising. Barr will use radio and TV in future. Haggarty's using one-minute live spots on KTTV (TV) Los Angeles.

A. C. GILBERT Co. (model trains) sponsoring series of educational TV films "The American Flyer Boys Railroad Clubs" produced by Transfilm Inc., N. Y., to go on 60 TV stations beginning Oct. 28. Agency: Charles W. Hoyt Co., N Y.

MAINE SARDINE PACKERS Assn. appoints Brooke, Smith, French & Dorrance, N. Y., for national merchandising and advertising program. Spot radio and participations planned.

ACME BREWERIES, S.F., announces intensive campaign to introduce Acme's new "million dollar gold beer label." Radio-TV will be used. Agency: Foote, Cone & Belding, S. F.

WISCON PRODUCTS Inc., Racine, Wis. (Dri-Cool briar pipe), buying viedo spots in ten markets, through Christmas. Pipe with thermostat element was introduced last spring in TV tests in Milwaukee and St. Louis. Agency: Hamilton Adv., Chicago.

BORDEN CO., N. Y., looking for thrice-weekly quarter-hour television show. Agency: Young & Rubicam, N. Y.

MANISCHEWITZ WINE, N. Y., preparing radio and TV spot campaign through its agency, Donahue & Coe, N. Y.

Network Accounts . . .

BLATZ BEER (Schenley Distributors) to add about 20 markets to present list of stations carrying *Broadway Open House* on NBC-TV. Agency: William Weintraub Co., N. Y.

Adpeople . . .

IRWIN H. ROSEMAN, promotion manager Casmir Adv. Co., N. Y., to Helbros Watch Co., N. Y., as advertising director.

EDITOR, BROADCASTING:

If the President of the United States can take time to send congratulations to you on your 20th anniversary, it certainly is right and proper that a radio station in its 20th year should mark your accomplishments with a note of congratulations and good wishes for lots more.

I hope that everything is progressing nicely and that the coming years will bring much success and happiness.

John M. Rivers
President
WCSC-AM-FM Charleston, S. C.

EDITOR, BROADCASTING:

. . . I know that without BROADCASTING magazine, the radio industry would not be the same as it is today, as no other medium has done so much for the industry as your informative trade paper.

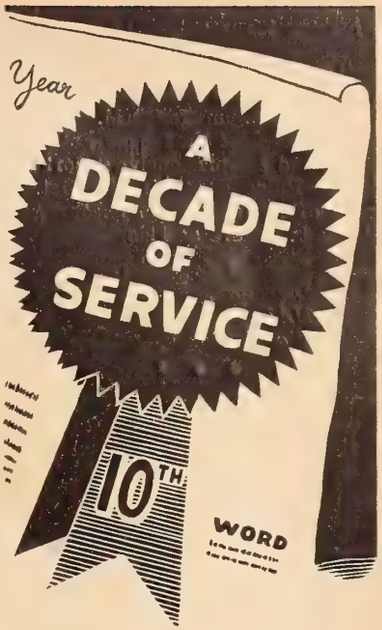
Odes E. Robinson
General Manager
WVMI Biloxi, Miss.

* * *

EDITOR, BROADCASTING:

Congratulations and many happy returns on BROADCASTING's 20th anniversary. It seems hard to be-

(Continued on page 10)



On Labor Day **WORD** marked its tenth year of service to the people of the thickly populated Carolina Piedmont.

It was WORD which on Labor Day, 1940, brought to Spartanburg its first network affiliation and primary nighttime service. On hand to take part in the dedication of Spartanburg's FIRST network and fulltime radio station were such celebrities as James F. Byrnes, Burnet R. Maybank, Harry Butcher and others.

On that eventful day, WORD was dedicated to the service of Spartanburg and its bountiful trading area. During the past ten years WORD has lived up to that responsibility in every way. WORD's success is the result of alert radio and community service to Spartanburg.

WORD entered its second decade of service with a renewed pledge. This being to make its full contribution to the city and to the section it serves, and to continue to provide its listeners with the best in radio.

WORD

SERVING THE HEART OF THE PIEDMONT

ABC

WDXY-FM • DUPLICATION

SPARTANBURG

● See HOLLINGBERY

open mike



FM—Pro & Con

EDITOR, BROADCASTING:

I've never believed "dead duck" was a synonym for FM. I am pleased to note that your authoritative and comprehensive report on "FM's Pulse Beat" in the Oct. 9 issue of BROADCASTING encourages others to believe as I do.

Edward L. Sellers
Directors, FM Department
NAB
Washington

* * *

EDITOR, BROADCASTING:

We at WABF were naturally very much interested in your lead-off story [Oct. 9] "FM's Pulse Beat" by J. Frank Beatty. The optimistic note sounded in the story based on the facts he pulled together and the meeting of the NAB this summer (which happened to be called at my personal instigation) is one of the first affirmative signs of FM's inevitable turn of the road forward that has been published. Bravo! . . .

Some leaders of the broadcast industry and some former FCC Commissioners (who shall go nameless) know that the frustration of FM is no accident. It was a part of a well-conceived plot that almost succeeded. . . .

. . .The manufacturers are beginning to see it is a profitable market just as advertisers and advertising agencies are gradually coming to pierce through the iron curtain drawn over FM.

Fortunately WABF has been able, through a unique programming format which offers a different service to people in the most highly concentrated radio market in the world, to build a place for itself and to establish an economic basis which is as sound and secure as FM and the programs we provide to all the people who want them.

Ira A. Hirschmann
President
WABF (FM) New York

* * *

EDITOR, BROADCASTING:

. . . I would like to congratulate you on your very fine story of "FM's Very Lively Pulse Beat" in the Oct. 9 issue of BROADCASTING-TELECASTING. I certainly agree with you 100%. . . .

Bob Culp
Commercial Manager
WFOW (FM) Madison, Wis.

* * *

EDITOR, BROADCASTING:

ADVISE SOONEST COST FOR QUANTITY COPIES FM PULSE BEAT STORY IN [Oct. 9] ISSUE.

B. J. Bush
WDOD
Chattanooga, Tenn.

* * *

EDITOR, BROADCASTING:

. . . It may seem strange to you that an independent FM broadcaster should resent a lead story which casts a favorable light on FM. I don't resent it except that I think it's about time the FM broadcasters stop kidding themselves with phony figures calculated to make things look rosy when they are not. . . . I contended that the AM broadcasters who have treated FM like a step-child are the basic reasons for FM's plight. Is there anything libelous in saying that? . . .

. . . Until the FCC does something to force the hands of AM stations holding FM permits, FM will just dawdle along grasping straws such as storecasting, transcasting, etc., but never replacing AM entirely. It will only serve to fill the holes in AM coverage. Ergo: If you own an FM station only, better latch on to an AM frequency and swim with both hands. . . .

Sol Chain
Manager
WBIB-FM New Haven, Conn.

* * *

EDITOR, BROADCASTING:

Congratulations on your very interesting FM story in the [Oct. 9] issue of BROADCASTING. I think you did an excellent job, and a very useful one. . . .

Milton B. Sleeper
Publisher, FM-TV
Great Barrington, Mass.

* * *

EDITOR, BROADCASTING:

Please accept our congratulations on your superb FM article in the Oct. 9 BROADCASTING. It is without a doubt the most complete unbiased analysis of the situation that has been published to date.

FM broadcasters have a lot to worry about these days. But evidently they can at least plan on BROADCASTING's being solidly behind them, right down the line. These days, that means a lot.

Your continued support will put FM where it belongs—on the top!

George W. Hamilton
FM Promotion
Syracuse, N. Y.

* * *

'Hitting Jackpot'

EDITOR, BROADCASTING:

Mr. MacLaughlin . . . asked me to convey his thanks and appreciation to you for the fine write-up [ON ALL ACCOUNTS] which appeared in BROADCASTING, Sept. 18.

There have been many men come into our office . . . to congratulate Mr. MacLaughlin, some of them he knew only well enough to say "hello" to in passing. It seems regardless of what business they are in, lawyers, accountants, etc., they all read BROADCASTING. Our mailman also told us he had read the article.

Mr. MacLaughlin said the Batavia radio station (WBTA) called him and congratulated him on "hitting the jackpot" in your magazine.

Thanks again for your "On All Accounts" sketch, it was very much appreciated.

Miss J. Andrea Connaroe
MacLaughlin Adv. Agency
Buffalo, N. Y.

* * *

Extensive Coverage

EDITOR, BROADCASTING:

Practically every one in the agency business here in New York, with whom I have had contact, has referred to your biography of myself [STRICTLY BUSINESS, Sept. 25], and on a trip south last week-end agency and station men all mentioned the publicity that had appeared in BROADCASTING.

Lloyd G. Venard
General Manager
O. L. Taylor Co.
New York

* * *

'Sell Ourselves' First

EDITOR, BROADCASTING:

. . . Broadcasters are losing by default, in the battle of media, when networks and radio set manufacturers continue to go all-out for newspaper advertising. . . .

As a forerunner to a super-selling BAB, we seem to need to sell us to ourselves—the radio industry. . . . We in broadcasting have not sold ourselves. . . .

It should not be our purpose to unsell newspapers, or any other media. . . .

. . . We do believe . . . that "brains" of the industry are not producing the sales ingenuity—or the sales persistency—for which we little country boys in the industry are paying them, both positively and negatively—through lost sales.

James J. Lever Jr.
WANS Anderson, S. C.

* * *

'Best in Field'

EDITOR, BROADCASTING:

Many thanks for your list of pre-testing organizations . . . which to my mind, was just another example of the helpfulness and cooperation provided by the best publication in its field.

Robert S. Cragin
George R. Nelson Inc.
Schenectady, N. Y.

* * *

Cites Liaison Need

EDITOR, BROADCASTING:

. . . One practice that has developed within industry . . . is really getting under my skin.

That's the idea of salesmen from the various transcription companies coming into our fair city, calling on our top accounts, trying to sell them a program

This is confusing to the station as well as to the sponsor . . .

. . . My gripe is that a client who

(Continued on page 79)

Anniversary Open Mike

(Continued from page 9)

lieve that I have been reading your darned old book for 20 years, but the fact remains that I have hardly missed an issue since your very first.

My congratulations, however, aren't confined to the fact that you have been publishing for 20 years. You and BROADCASTING have served the industry well, lending editorial weight to the heading off of practices which left unchecked might have brought about disastrous results. Your pages have also served as a forum for the dissemination of ideas of others in the field and what I wish you at this time, Sol, is continued prosperity for a hell of a long time to come.

William Rogow
President
Neff-Rogow Inc.
New York

* * *

EDITOR, BROADCASTING:

CONGRATULATIONS ON 20TH ANNIVERSARY. THE INDUSTRY IS FORTUNATE TO HAVE YOU AS ITS OFFICIAL REPORTER. BEST WISHES TO ALL YOUR ASSOCIATES. REGARDS.

C. L. Thomas
General Manager
KXOK-AM-FM St. Louis

* * *

EDITOR, BROADCASTING:

My warmest congratulations on your 20th anniversary. There is no question that BROADCASTING-TELECASTING will be the same helpful servant to radio and television in the years to come under your fine leadership.

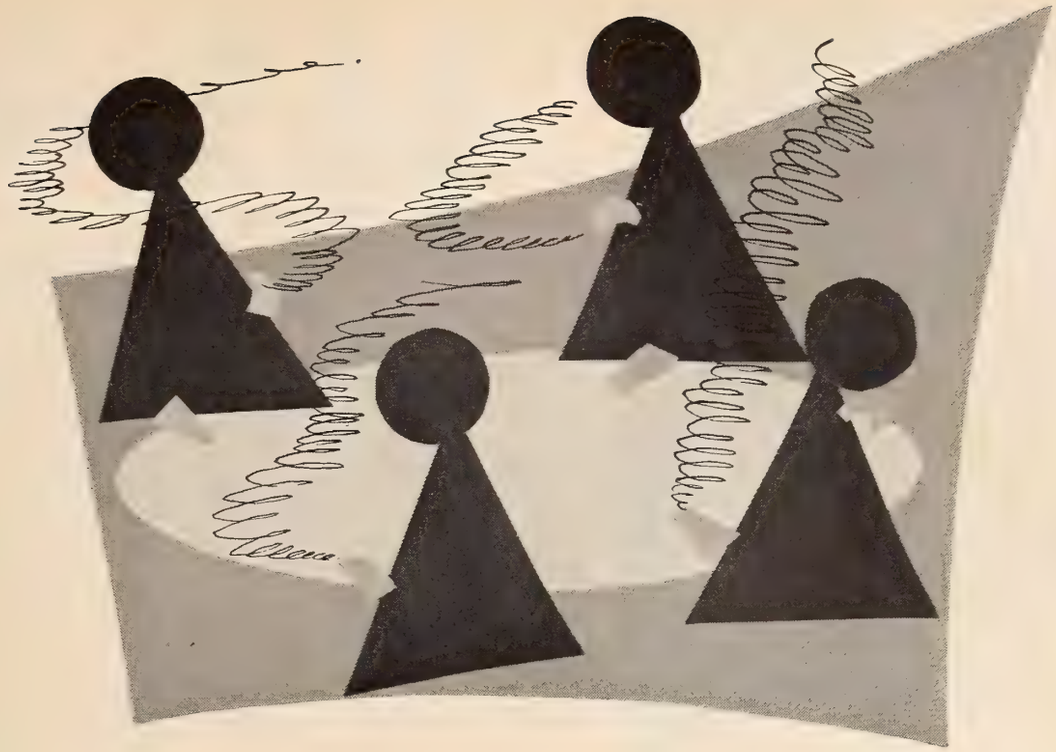
Robert E. Wasdon
Vice Pres. & General Mgr.
WLOW Norfolk, Va.

* * *

EDITOR, BROADCASTING:

May I join with the legion of your friends in broadcasting and television to say "thanks" for the exciting chronology of the past 20 years which arrived this morning?

Francis X. Zuzulo
Assistant Press Director
MBS
New York



To 4 guys around a conference table with a fifth in the background

● Gentlemen, relax a moment and refuel. As XYZ Company's Account Executive, you sir, are concerned about a sales slump. Perhaps it's only seasonal. *In Iowa, seasons do not slump, because the state's $4 billion income is produced by agriculture* and *industry. While one business slackens, another speeds up; or rich harvests swell the farmers' income.*

● You, Mr. Research Director, may utilize unemployment figures to analyze markets. *More than 350 new industries have located in Iowa since World War II, creating 23,000 new jobs. Iowa ranks among the* lowest *trio of states in insured unemployment—2% against 5 to 7% for the nation—a statistic where it's a pleasure to come in last.*

● And what about radio, Mr. Radio Director? You've been saying all along that you don't *have* to spend a million dollars. *Especially in Iowa, where t-l-v-s-n is just a poltergeist on the horizon, and radio starts its information-and entertainment job at sunrise.*

● Which brings us to you, Mr. Timebuyer. When you study coverage maps, please notice WMTland—the heart of the richest agricultural-and-industrial region in the nation. It's a market worth reaching—19,100 square miles (within the WMT 2.5 mv line) and over 1.1 million people. *A one-minute Class A commercial (52-time rate) budgets at $27.00, which should be mighty interesting to both you and the fifth in the background*—the sponsor.

● The Katz Agency man will provide full data upon request.

WMT

CEDAR RAPIDS

600 KC

5000 WATTS

DAY & NIGHT

BASIC COLUMBIA NETWORK

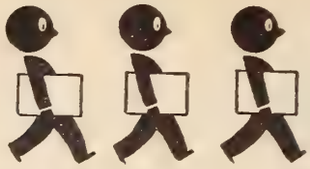
TWO TOP
CBS STATIONS
TWO BIG
SOUTHWEST MARKETS
ONE LOW
COMBINATION RATE

KWFT
WICHITA FALLS, TEX.
620 KC
5,000 WATTS

KLYN
AMARILLO, TEX.
940 KC
1,000 WATTS

When you're making out that schedule for the Southwest don't overlook this sales-winning pair of CBS stations. For availabilities and rates, write, phone or wire our representatives.

National Representatives
JOHN BLAIR & CO.



agency

HERALD BECKJORDEN, vice president in charge of radio-TV production, media and research of American Assoc. of Advertising Agencies, to vice president, account executive and supervisor of radio-TV operations at H. B. Laquatte Inc., N. Y.

HARRY WOODWORTH, account executive ABC network sales, to Lennen & Mitchell, N. Y., as business manager radio-TV department.

GERALD J. WEIPERT, Brooke, Smith, French & Dorrance, Detroit to Luckoff, Wayburn & Frankel, same city, as radio-TV director.

ROY W. WINSOR to Biow Co., N. Y., in program development division. Was with Leo Burnett Co., Chicago.

LILYON W. LOUDEN, Geyer, Newell & Ganger, N. Y., to John Mather Lupton Co., N. Y., in public relations department.

L. C. DeFOREST, advertising and sales promotion manager for Hills



on all accounts

"I CAME to radio and television from a field where a 'guest shot' was a far less likely eventuality than a shot guest," explains William G. (Gerry) Martin, new television director of Duane Jones, New York.

Thus does he refer to his background in the hotel business that indirectly propelled him into his present position where he directs the spending of more than $1.5 million annually.

In 1934 Gerry's gifted work in hostelries captured the fancy of Bing & Bing, a public relations firm for hotels, who invited him to New York and his first job in publicity.

One year later he moved to NBC's promotion and publicity office, emerging ultimately as manager of guest relations there. At that point he took a year's leave to reorganize the public relations and sales department of the Lady Esther Co. He returned to the network in the spot sales division, transferring later to network sales.

In 1946 he forsook NBC again to join William Esty Co. as business manager in the radio department. When in 1948 the agency developed its television department Gerry moved over as one of the two top men in the video branch. Among the shows that he produced while with the agency were *Grand Ole Opry* on NBC, and the Paul Whiteman show on ABC. He also supervised *Super Circus* for M & M Ltd. (candy) and was creative head for such clients as Camels and Piels beer.

In the middle of September of this year Gerry became television director for the Duane Jones Agency. Presently he supervises the Manhattan Soap Co.'s (Sweetheart soap & Blue-White) network show, *One Man's Family* on NBC-TV and such active TV spot users as Pharmaco (Chooz), Mueller Co. (Mueller's macaroni products), Marlin Fire Arms (razor blades and guns), International Salt (Sterling salt), Borden's instant hot chocolate, and Hudson Pulp & Paper Co. (paper napkins). With the acquisition of Gerry Martin, the agency anticipates a new surge of television activity, both network and local.



GERRY

Gerry maintains that since his entry into television, the press of time has compelled him to discharge honorably his hobbies photography and oil painting.

The Martins—she is the former Vera Deane, a professional vocalist—were married Dec. 16, 1944. They have three children, Virginia, Barbara, and John. The family lives in their own home in Pelham, N. Y.

beat



Brothers-Dromedary Co., N. Y., to Fred Gardner Co., N. Y., as account executive, merchandising coordinator and agency promotion manager.

STANLEY F. MERRITT, co-director of copy Albert Frank-Guenther Law Inc., N. Y., appointed director of copy.

ROBERT E. ANDERSON, executive in Buffalo office BBDO, named account executive for De Soto division of Chrysler Corp. account and manager BBDO Detroit.

BEN COLMAN, eastern sales staff *Esquire* magazine, to William H. Weintraub Co., N. Y., on contact staff for Schenley account.

RICHARD SMILEY, Foster & Kleiser, S.F., to Sawyer-Ferguson-Walker Co., S.F.

JAY BERRY to radio-TV staff Brooke, Smith, French & Dorrance, Detroit.

FRANK L. SHARPE, executive assistant to late **J. Sterling Getchell,** N. Y. advertising agency head, to Kenyon & Eckhardt as business manager of copy department.

WILLIAM CALLAHAN, Beaumont & Hohman, S.F., to West-Marquis Inc., S.F., as account executive.

W. BLAKE DENNIS to second vice president, and **R. E. GOURLAY** to director Vickers & Benson Ltd., Montreal.

MRS. MAXINE J. LORD, promotion director Amelia Earhart Luggage, to Grey Adv. Agency, N. Y., as copywriter.

HERBERT D. SCOTT, advertising and business manager and assistant to media director Colgate-Palmolive-Peet Co., to Carl S. Brown Co., N. Y. Will take over publication mail while **Christine Petrino** will remain in charge of radio purchases.

JANET WOLFE, copywriter for Compton Adv., N. Y., to Kenyon & Eckhardt Inc., N. Y.

EDWARD R. McNEILLY, radio-TV director Rockett-Lauritzen, L.A., to active duty with U.S. Air Force.

BRIAN DEVLIN, manager Montreal office Erwin, Wasey of Canada Ltd., named director of company.

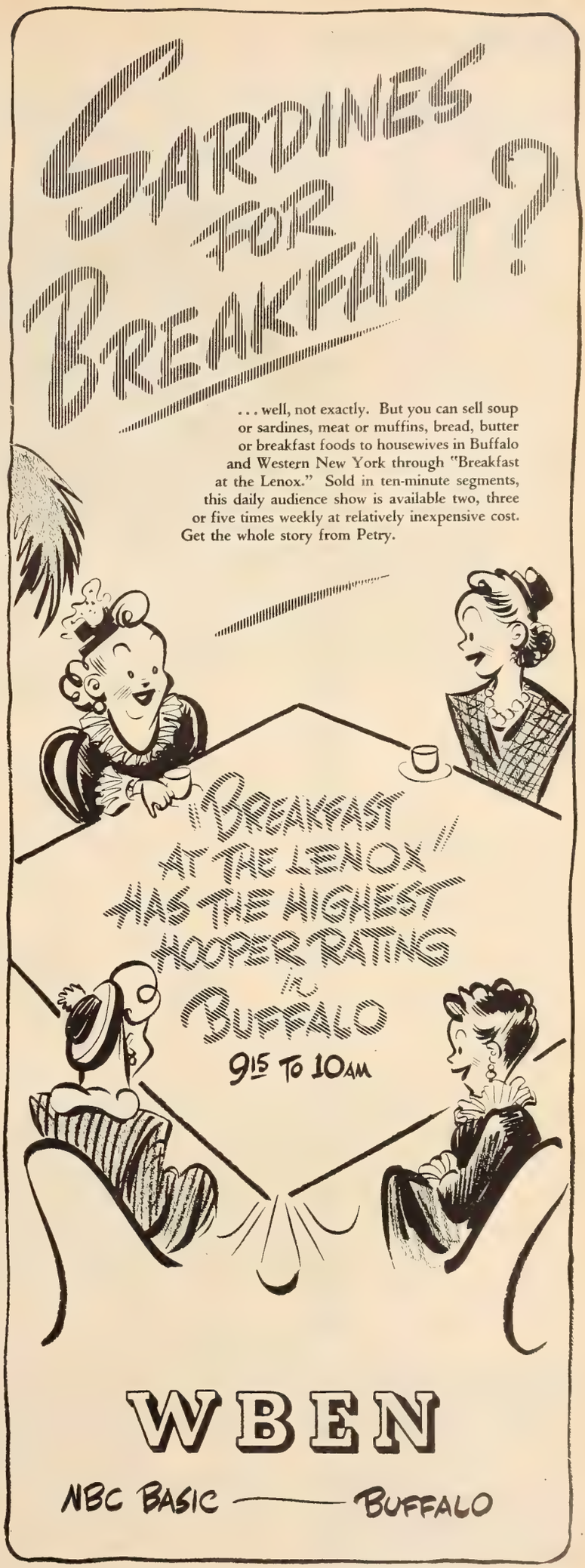
HARRY W. MORRIS, Bill Vernor Adv. Agency, S. F., opens own agency with offices in Pacific Bldg., 821 Market, S.F. Telephone is DOuglas 2-7018.

GEYER, NEWELL & GANGER Inc., N. Y., contracts for approximately 12,000 square feet of additional floor space for its media, production-traffic and art departments and art studio. Agency is located at 745 Fifth Ave., N. Y.

McCANN-ERICKSON Inc. moves L. A. office to General Petroleum Bldg., 612 S. Flower St., effective Nov. 1.

HARRY E. FOSTER Adv. Ltd., Toronto, building new two-story office building at 151 Alcorn Ave., Toronto. Cost estimated at $80,000.

JOHN WILLIAM ROSS Adv. moves to 821 Market St., S.F. Telephone remains YUkon 6-6906.



DIXIE BEAT

This unique program availability is a happy thing—take it from WRC listeners. "DIXIE BEAT" can be **your** selling force in Washington.

Tailored musically and script-wise for a loyal "Dixie Land" audience, you'll find "The Dixie Beat" is more than another news show. It's backed by strong promotion, and sound late-evening programming.



"Mac" McGarry's deft style at the mike is a new selling force all its own . . . augmented by the disks of all the great names in Dixieland music.

This Monday through Friday strip can lay down a solid selling tempo, too . . . ask WRC or National Spot Sales.

MONDAY THRU FRIDAY
11:30-11:45 PM

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON
WRC NBC
5,000 Watts - 980 KC
by NBC SPOT SALES

feature of the week



Can Openers are obtained from Miss California by these radio and television representatives (l to r): Hal Hoag, Free & Peters; Harry Wise, George B. Hollingbery Co.; Dick Elpers, CBS; Al Stanley, Scripps Howard.

* * *

WHEN "bigger and better" advertising plans are devised to merchandise Breast-O'-Chicken Tuna, radio and television will be used to advertise the product.

This was revealed recently to media representatives as they received and opened a "million dollar tuna pack." Occasion was a conference held in San Diego, Calif., by Norman Barnes, president of Barnes Chase Co., agency for Westgate-Sun Harbor Co., which packages the food. The agency announced an expanded advertising campaign for the next year on behalf of the product.

Labeled "A Million Dollars Worth O' Breast-O'-Chicken Tuna", a cornucopia filled with tuna tins served as a centerpiece of an elaborate display in the main

(Continued on page 36)

strictly business

RETAILERS who have been chronically hesitant about casting their advertising lot with sound broadcasting may do well to observe the radio-TV success story of Barker Bros., Los Angeles, which claims to be the largest home furnishings retail store in the United States.

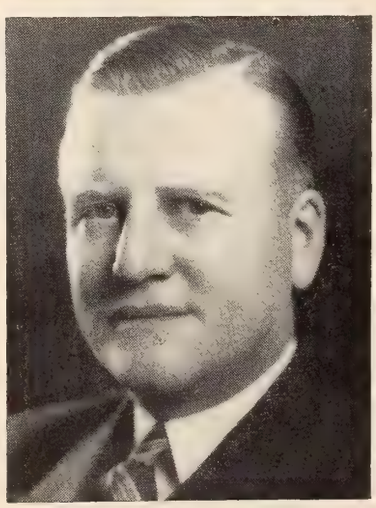
Behind Barker Bros.' effective use of radio—and its more recent transition to television — stands Neil Petree, enterprising president of the store, who joined the firm in 1938.

No recent convert to spoken media, Mr. Petree had long had his own ideas and philosophy relating to the retailer's approach to radio, which he cultivated while in New York. Following his shift to the West Coast 12 years ago, he immediately applied his theories to Barker's new radio feature, *Backgrounds for Living.*

The quarter-hour, three-weekly program was aired over CBS' KNX Los Angeles for 10 years. In July 1949 it moved to television on KTLA (TV) Los Angeles on a once-a-week basis. The transition has proved to be a sparkling success of which Mr. Petree may well be proud.

Before he went to Los Angeles,

(Continued on page 68)



Mr. PETREE

Sales

ARE WAITING FOR YOU ON THE BUSY FLORIDA WEST COAST WHERE ANOTHER BIG WINTER SEASON HAS ALREADY STARTED.

Spots

YOU BUY ON

WFLA

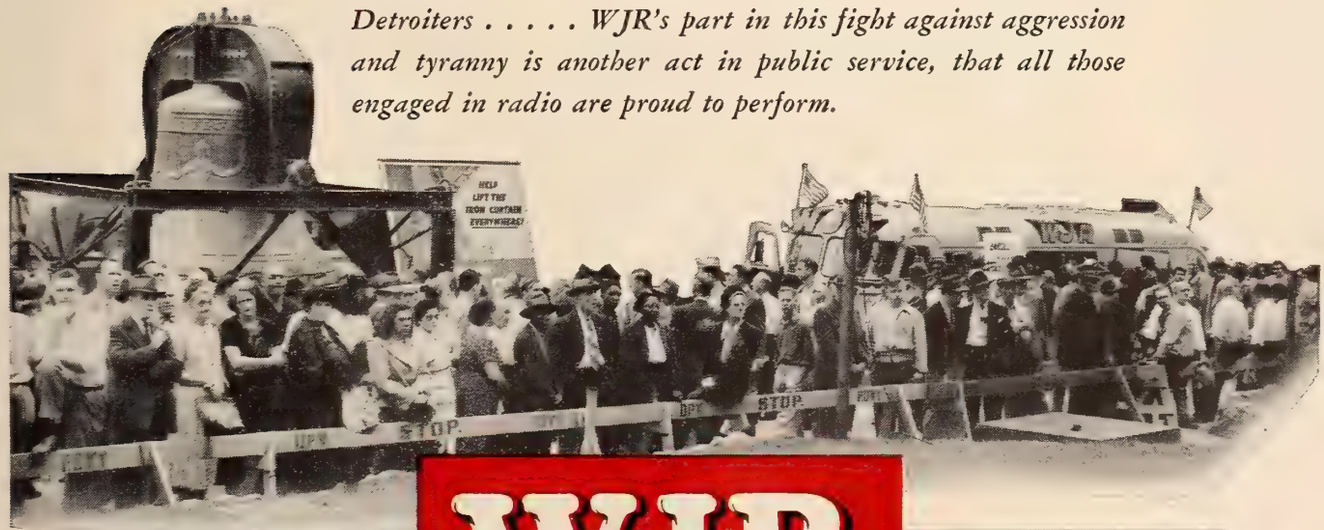
GIVE YOU SOLID COVERAGE OF THE BIG TAMPA-ST. PETERSBURG MARKET, ITS RICH TRADE AREA, AND POPULAR RESORT COMMUNITIES.

Tampa Tribune Stations
WFLA AM FM
NBC affiliate
NATIONAL REPRESENTATIVE
JOHN BLAIR & CO.
SOUTHEASTERN REPRESENTATIVE
HARRY E. CUMMINGS
JACKSONVILLE, FLORIDA
TAMPA



THAT THIS WORLD UNDER GOD SHALL HAVE A NEW BIRTH OF FREEDOM

The men and women and children of America have enlisted in a great Crusade for Freedom . . . . . Station WJR with its Mobile Studio brought the freedom scroll to thousands of Detroiters . . . . . WJR's part in this fight against aggression and tyranny is another act in public service, that all those engaged in radio are proud to perform.



50,000 WATTS

CBS

WJR

The Goodwill Station, Inc.
Detroit

760 ON YOUR DIAL

REPRESENTED BY PETRY

RADIO—AMERICA'S GREATEST PUBLIC SERVICE MEDIUM

the uproar

On July 3, 1950, the following advertisement appeared on page 9 of BROADCASTING-TELECASTING

ADVERTISEMENT

An Advertisement Published in the Interest of the Whole Broadcasting Industry and Intended to Eliminate Some Confusion About Audience Ratings

Two Umpires Behind The Plate Isn't Any Good in Broadcasting, Either

WHAT any radio station needs most is an accurate count of its audience. What it needs least is *two* counts of its audience. Because if each of the two counts is true, they duplicate each other. Unnecessary expense results. And if they don't duplicate each other, then one or both are incorrect. Confusion results. It makes as much sense as having two umpires behind the plate—as well as two sets of rules.

Within the past few months both C. E. Hooper, who counts audiences via the telephone-coincidental method (Hooperatings) and Dr. Sydney Roslow, who counts audiences via the personal interview-aided recall method (Pulse Ratings) have appeared before the Radio Departmental of the San Francisco Advertising Club. Each has attested to the validity of his San Francisco-Oakland reports, although the figures produced by the two companies are in great disagreement. **Each has produced, as evidence supporting the accuracy of his figures, a house-to-house coincidental survey.** Mr. Hooper used it to show similarity in ratings produced in two *samples*, "telephone homes" and "cross-section homes." Dr. Roslow used it to show similarity in ratings produced by two *methods*, "roster recall" and "coincidental." Neither of these personal coincidental surveys was conducted in the San Francisco-Oakland area.

It is obvious that both Mr. Hooper and Dr. Roslow respect the house-to-house coincidental survey as a method approximating par on the course, although much too expensive to employ regularly. It is obvious that both men cannot be right. It is equally obvious by the testimony of Mr. Hooper and Dr. Roslow that the telephone coincidental and the aided-recall methods are irreconcilable and *both* cannot be accurate methods of audience size measurement. The net result in San Francisco-Oakland, as in every other market where these two methods of audience measurement oppose each other, has been puzzlement, bitterness and indecision, as various stations have aggressively promoted one or the other of the rating services. The confusion caused has been at the expense not of Mr. Hooper or Dr. Roslow—but of the broadcasting industry!

We believe that this is no time for broadcasting to start brawling over which umpire is right. So to save a lot of time, money, temper, ulcers, coronaries and broken friendships which would be expended over the next several years in such a brawl, we make the following proposals:

1. That a reliable research company other than C. E. Hooper, Inc., and The Pulse, Inc., but acceptable to both, be retained to conduct a large-scale house-to-house coincidental survey in San Francisco-Oakland during August, 1950, using an accepted random or probability method of obtaining the sample.

2. That the cost of this survey be shared jointly by C. E. Hooper, Inc., and The Pulse, Inc., since each has a basic interest in the results.

3. That the house-to-house coincidental survey be scheduled to coincide with the regular or re-scheduled San Francisco-Oakland August interviewing of C. E. Hooper, Inc., and The Pulse, Inc. (first week of the month recommended).

4. That C. E. Hooper, Inc., and The Pulse, Inc., agree to furnish original field records, working material, interviewers' instructions and tabulation procedures of their regular August interviewing, broken down by hours, for comparison with the results of the house-to-house coincidental survey. These records would be furnished to an impartial committee consisting of (a) a Hooper representative, (b) a Pulse representative, (c) an advertising agency, (d) an advertiser, (e) a Hooper station-subscriber, (f) a Pulse station-subscriber. Also that both firms submit to 10% of their interviewing being "observed" by committee members.

5. That all parties concerned either agree in advance that this house-to-house coincidental represents the truest picture obtainable, or introduce all relevant qualifications in writing in advance, so that there will be no questions or arguments afterwards regarding the sample, method, company engaged, etc. In other words, if this third survey agrees with Hooper, *then Hooper is right and Pulse is wrong.* If it agrees with Pulse, *then Pulse is right and Hooper is wrong.* If it agrees with neither, *then both Hooper and Pulse are wrong.*

Isn't it better to settle this now, in the summer of 1950, than to drag along fighting each other for several years and gaining only the ridicule or condemnation of the advertisers and their agencies for our stupidity and confused thinking?

We invite every broadcaster, agency, advertiser and interested party to write us your comments. The locale of this station and this survey may be San Francisco-Oakland, but the problem and its implications are universal.

If we do not hear from C. E. Hooper, Inc., and The Pulse, Inc., by two weeks from publication date of this ad regarding their cooperation, we propose to ask for financial support of this project from radio stations, the AAAA, the ANA, the NAB—all parties who, like us, are looking for the truth about audience ratings.

We mean business; we don't intend to let this matter drop; we will thoroughly publicize the results of this project; and we sincerely request the help and cooperation of the entire industry. Let's get back to one umpire behind the plate so we can get on with the ball game.

Stanley G. Breyer

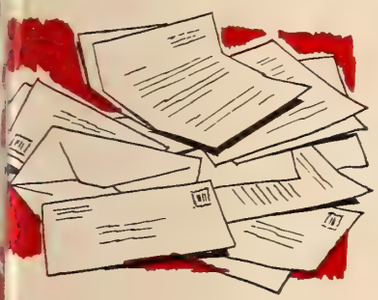
KJBS BROADCASTERS
1470 Pine Street
SAN FRANCISCO, CALIF.

As you can see, this was an all-type ad . . . and with unusually long copy. Nothing was offered except an expression of opinion. Furthermore, when this advertisement appeared, people had a lot of other things on their minds . . . the Korean struggle had just started. There were worries about Russia, the atom bomb, the draft, higher taxes. And this ad ran in BROADCASTING—*only* in BROADCASTING—just once.

that started on page 9

This one ad created such a stir and uproar in the radio and advertising business that mail is *still* being received three months afterwards. Letters have come from agency principals, time buyers, account executives, advertisers, station managers, heads of research organizations. They've all written, adding their reactions to Mr. Breyer's calmly-worded proposal.

Best of all—just as KJBS proposed—a committee *has* been formed. It is today making a sincere, determined effort to straighten out the conflicts between different types of listener surveys.



And Mr. Breyer (who started all this) writes: *"Our July 3 page in BROADCASTING-TELECASTING seems to have been a one-time shot heard 'round the radio world. The caliber of response from the elite of radio—from agencies, advertisers, stations and researchers. They called us by long distance and they wrote us.*

"We knew BROADCASTING-TELECASTING was good, but we did not anticipate a bombardment. Without question, we are convinced that if it were not for the prompt and whole-hearted support accorded our ad via BROADCASTING, plus its intense readership among important people in radio, our proposal would not have achieved its goal of a fundamental check of research methods.

"Our hats are off to BROADCASTING, the publication that does the all-inclusive job."

* * *



That's typical. For 20 full years now, over 15,000 people in radio (including the top advertising and station executives) have turned constantly to BROADCASTING-TELECASTING for news of their field. These decision-makers are men who read each copy thoroughly—both editorial content *and* advertisements. Ample proof is their immediate response to KJBS' one-time ad.

When you have a message aimed at time buyers, or at important station executives, place it where they are most likely to see and study it. And that, as the most successful advertisers will tell you, is in BROADCASTING-TELECASTING—the news magazine that's been first in the field for 20 years.

BROADCASTING
TELECASTING

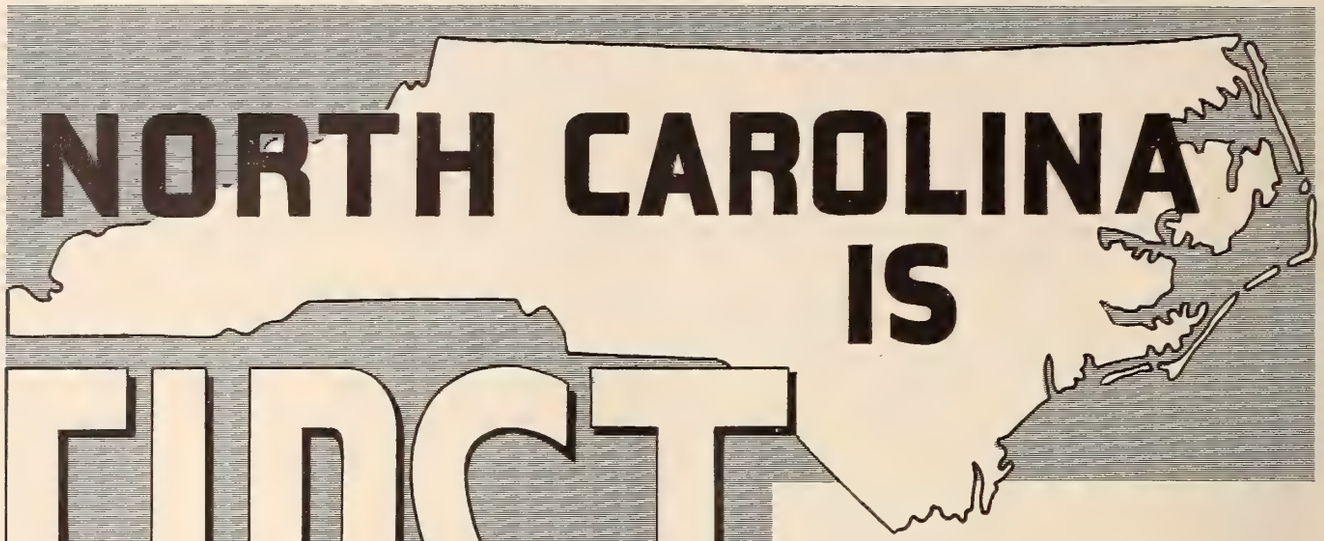
National Press Building, Washington 4, D. C.

20th YEAR

488 Madison Ave.
New York 22

360 N. Michigan Ave.
Chicago 1, Ill.

Taft Building
Hollywood 28



NORTH CAROLINA IS FIRST

North Carolina Rates More Firsts In Sales Management Survey Than Any Other Southern State.

More North Carolinians Listen To WPTF Than To Any Other Station.

and NORTH CAROLINA'S NUMBER 1 SALESMAN IS WPTF

also WPTF-FM

50,000 WATTS 680 KC NBC AFFILIATE RALEIGH, N. C.

FREE & PETERS, INC. NATIONAL REPRESENTATIVES

BROADCASTING
TELECASTING

Vol. 39, No. 17 WASHINGTON, D. C., OCTOBER 23, 1950 $7.00 A YEAR—25c A COPY

NBC CHARTS COURSE

Better Radio; All-Out TV Advance

By J. FRANK BEATTY

NBC AFFILIATE stations can look forward to increasingly popular network radio during the next few years, with TV continuing its rapid advance toward eventual dominance among all media, station operators were told at the fourth annual NBC convention, held Wednesday-Friday at Hotel Greenbrier, White Sulphur Springs, W. Va.

Some 450 management delegates were presented a network format designed to increase income from radio through a group of sales and programming projects. They also were warned that nothing can stop NBC-TV's onward rush—not even a series of regulatory jolts or the competition of other networks or other media.

Compared to some past NBC conventions, the Wednesday-Thursday formal proceedings were quite harmonious, aside from considerable criticism of a plan to make radio programs out of recorded sound portions of TV productions.

Affiliates United

If anything, recent regulatory actions in Washington seemed to have brought affiliates into closer relationship. This was reflected in the annual report of Clair R. McCollough, WGAL Lancaster, Pa., chairman of the NBC SPAC committee. It appeared frequently during the meetings and again at a special Thursday afternoon session of TV affiliates. A joint radio-TV affiliate meeting was scheduled Friday morning.

For aural stations, the West Virginia meetings brought new and dramatic techniques designed to shake NBC loose from what was described as a quiet autumn selling season.

Charles R. Denny, NBC executive vice president, carried the ball for aural broadcasting, whose convention delegates indicated that they didn't want to be lost in the television shuffle. NBC was highly aware of this feeling and devoted the entire opening day's schedule to the older end of its business.

Aural stations were told NBC had invested $9 million in radio talent in the past year to insure program leadership and surround lavish production with highly salable programs of low cost and high popularity.



TWO-MAN huddle of affiliate member and network official between sessions of NBC affiliates meeting last week. Taking "breather" are Clair McCollough (l), president, WGAL Lancaster, Pa., and SPAC chairman, and Joseph H. McConnell, NBC president.

* * *

NBC made it very clear, however, that it felt TV will become the most important single influence on the American scene in the minds and opinions of people.

The network said it had over $35 million invested in current TV plant plans and predicted the visual medium would be more profitable than radio. NBC-TV is sold out at night, is selling the afternoon fast and will start serious sale of morning hours next.

Mr. Denny submitted his four-point plan to help advertisers get still greater values than present aural radio reached. This plan consists of four projects:

- Operation Tandem — rotating participation by six sponsors in five separate one-hour programs on different nights.
- Night and Day — three-advertiser participation in two daytime and one nighttime period on a rotating three-week schedule.
- Sight and Sound—three-advertiser rotating participation on a half-hour TV program and half-hour radio program.
- This Is Television—new type of "radio" show consisting of taped excerpts of sound highlights of six big TV shows, to be sold to the respective TV sponsors.

Plans Joint Use

This last plan fits into the NBC theme that joint use of radio and television provides the best possible advertising purchase.

It drew frequent and sometimes explosive reaction from sound broadcasters who said they would not ballyhoo television to their listeners by this means and thus cut their own throats.

Suggestion was made that the idea be modified to leave television

(Continued on page 20)

FUEL FOR BAB

NAB Group Maps Super Project

REVITALIZATION of Broadcast Advertising Bureau as a full-fledged, fighting sales-promotion agent for aural broadcasting moved a step nearer realization last week as NAB's special board committee ironed out legal kinks involving organization of BAB Inc. under New York State's corporation laws.

Still hanging fire was appointment of a permanent BAB director, at an approximate $35,000 per annum salary, to guide the sales promotion bureau through the early stages of its semi-autonomous separation from NAB.

Selection of a prominent broadcasting executive and BAB's projected overall operational plan, as well as financial and staff requirements, are now under study for action by the special committee. It was not immediately known when the BAB group would convene, though a meeting is scheduled to be held in Washington shortly.

Members of the BAB Committee, who acted as incorporators of the new bureau, are serving as temporary board of directors pending election of a "new and representative" board by BAB member subscribers.

Matter of Speculation

Who would direct the industry's refurbished sales arm was a matter of speculation at week's end, though it was known that a prominent radio executive would be tendered the position.

Two or three prospects appeared to have ruled themselves out as possibilities following the BAB Committee's meeting in New York last Tuesday and Wednesday under chairmanship of Robert D. Swezey, WDSU-AM-FM-TV New Orleans.

The new director would succeed Hugh M. P. Higgins, who has been serving as interim head of BAB since he replaced Maurice B. Mitchell this summer [BROADCASTING, Aug. 21]. Mr. Higgins, former vice president and general manager of WMOA Marietta, Ohio, assumed the duties with the understanding that the new corporation would be free to name its own director. Mr. Mitchell, who left BAB to join NBC, is now associated with Associated Program Service.

Edgar Kobak, consultant and part-owner, WTWA Thomson, Ga., who previously had been mentioned to take over BAB's reins on a temporary basis, told BROADCASTING he definitely would not be avail-

(Continued on page 75)



NBC annual meet had its lighter moments as evidenced by this gathering of network and affiliate representatives (l to r): H Quenton Cox, KGW Portland, Ore.; Harry C. Kopf, NBC vice president in charge of sales; Paul W. Morency, WTIC Hartford, Conn., and Sylvester L. (Pat) Weaver, NBC vice president in charge of television.



THIS foursome, appearing against backdrop of network promotion material at NBC meeting, include (l to r): W. A. Wilson, WOPI Bristol, Tenn.; Ernest Graham, Clay Littick, and Vernon Nolte, all WHIZ Zanesville, Ohio.

* * *

NBC Charts Course

(Continued from page 19)

out of the title and perhaps minimize TV mention on the sound broadcasts.

Mr. Denny told BROADCASTING he thought the format should not be changed materially and felt the sound broadcasters' objections perhaps were hasty. He said emphasis could be shifted from TV in the title.

Most of the Wednesday-Thursday criticism was expressed off the convention floor since the program consisted principally of prepared presentations by NBC executives.

A last-minute addition to the Thursday morning TV program was a discussion of legal and regulatory problems facing TV. John Cahill, NBC board member and counsel, reviewed the color TV situation and the proposed new FCC rule restricting TV network affiliation hours. On the latter rule, Mr. Cahill suggested all licensees have a duty to inform the FCC about their feeling on the subject.

The new FCC rule runs counter to the U. S. Supreme Court decision upholding the FCC's decade-old network monopoly rules, it was suggested. These regulations had sought to prevent network monopoly by limiting the maximum affiliation hours. Now FCC's philosophy has shifted to limitation of both maximum and minimum hours.

'Temporary' Rules Hit

It also was noted during the discussion that many of the so-called temporary Commission rules tend to become permanent.

Clay Littick, WHIZ Zanesville, Ohio, warned delegates whose properties are affiliated with newspapers that the next industry FCC may go after may be newspapers.

With NBC's television plans already facing the color and restrictive-affiliation hurdles, delegates were apprised Thursday noon that FCC had tossed a third bomb in the form of a scheduled investigation of AT&T's allocation of networking facilities. Delegates were not prepared to speculate on its effect until more details were available.

The TV affiliates adopted a resolution at the Thursday afternoon session, calling for substitution of a dollar formula for allocation of hours to the network in lieu of the present plan. Suggestion was made that an independent auditor handle the allocations.

During discussion it was explained that whereas a station might have allocated 30 hours to NBC-TV at, say, $200 an hour a year ago, the card rate now has been increased to $400 an hour and therefore the formula should be changed.

In any case, network and station officials agreed they had several common fights on their hands and the need for cooperative effort was emphasized.

Among encouraging signs in the sales' side of radio and television was the prediction that some three million persons will have been added to civilian payrolls by next spring, with consumer income in 1950 to be $6 billion over 1949. Satisfied they have a commanding lead in TV and the strongest aural radio structure, both from program and facilities view points, NBC wound up its presentation with the belief it had been the most successful of the four annual conventions.

Easily the high spot for aural broadcasters was the presentation by Mr. Denny of the four "new and revolutionary radio sales methods devised by NBC." These methods, he said, will permit advertisers at minimum cost to obtain "high rotational circulation in various combinations of radio and television periods and through tape recordings of television program highlights."

First step in the four-point program for radio, Mr. Denny said, is Operation Tandem, of which NBC stations had learned in a closed circuit talk. This plan offers six advertisers high rotational and circulation exposure through participation in five separate one-hour program periods on different nights of the week. "What we are selling is mass circulation, and we are selling it at a very low cost," he said. "We are convinced that this is the direction radio must take to capitalize on its strength."

Three variations of Operation

(Continued on page 30)



Drawn for BROADCASTING by Sid Hix

"Here's something new—a premium molded out of ice. It's self-liquidating!"

BROOKS, SMITH

Get NBC Vice Presidencies

TWO vice presidential appointments at NBC were announced Wednesday by President Joseph H. McConnell at the network's fourth annual convention, held at the Hotel Greenbrier, White Sulphur Springs, W. Va.

William F. Brooks, formerly vice president in charge of news and special events, was promoted to vice president in charge of public relations.

Carleton D. Smith, director of television operation, is slated to become vice president in charge of station relations, a new post. Mr. McConnell said he would recommend election of Mr. Smith at the NBC board meeting in November.

Sheldon Hickox now serves as director of TV station relations. Easton C. Woolley has resigned as director of AM station relations to become vice president of KDYL Salt Lake City. Mr. McConnell paid tribute to Mr. Woolley in making announcement of the vice presidential appointments.

The vice presidencies are part of NBC's continuing expansion of operations, Mr. McConnell said.

In his new position Mr. Brooks will have direct supervision of press, information and continuity departments and maintain liaison with news and special events as well as advertising and promotion departments for both radio and television.

Mr. McConnell voiced pleasure at his ability to make the new appointments within the organization and said creation of the new post for Mr. Smith places station relations at its highest within the company organization.

NARBA ON ROCKS

Mexican Delegation Withdraws

MEXICO's delegates withdrew from the NARBA conference last week, shattering hopes that a unanimous North American agreement on AM channel rights could be reached at this session.

The Mexican departure spurred efforts to achieve a multi-lateral agreement among the remaining nations, however, and observers Friday appeared still hopeful that the key stumbling-block in the path of such a treaty—the persistent differences between the U.S. and Cuba—may yet be overcome. But U.S. authorities were insistent that any agreement provide adequate protection to U.S. interests.

If the U.S. and Cuban delegations reach a basic accord, an agreement satisfactory to the other nations seemed virtually assured. Despite her walkout, observers felt Mexico would be given a chance to subscribe to any treaty that is evolved in her absence.

It was thought, however, that agreement must come soon or not at all—at least at this session. All of the foreign delegations—Canadian, Cuban, Dominican and Baha-man-Jamaican—have made clear their desire to return home as soon as possible.

With Mexico's retirement, the prospect of cutting bandwidths from 10 to 9 kc — which loomed large early in the week as the only alternative to complete failure of the conference—appeared to have been pushed aside, at least for the present.

There remained a probability that machinery would be established to study such a plan as the basis for future negotiations. But it was conceded that the study itself would take much time, and both Mexico and Cuba were fearful about the interference that would result from adoption of 9 kc separations in the North American nations while Central and South American countries continue to operate on a 10 kc basis.

Plenary Session Problem

The 9 kc question, which no country including the U.S. wanted to propose officially [BROADCASTING, Oct. 16], was formally raised in an emergency plenary session Monday after Mexico and the U.S. had again failed to come to any fundamental agreement on their differences.

It was decided then that the conference Steering Committee would meet Tuesday to discuss procedures looking to a survey of the possibilities of 9 kc separation as a means of securing additional AM channels and thus providing a solution of the conference's stalemate.

Afterward, however, the U.S. and Mexican groups met again—and this time, in their final offer, U.S. officials agreed to directionalize two U.S. 1-A clear channels, WNBC New York's 660 kc and WCBS also New York's 880 kc, provided Mexican use of the frequencies would also be directionalized.

The Mexican delegation again refused, still claiming that they should be allowed to use the channels to serve Mexican nationals within the U.S., with appropriate protection.

The next day—Wednesday—the Mexican delegates left the conference. Dr. Miguel Espejel, head of the delegation, said their departure should not be considered a mark of conference failure. He expressed hope that a future conference would bring success. He said the delegation could not consider bilateral agreements now because it lacked authorization from the Mexican government, but that bilateral agreements could be made in the future, pending another conference.

The other delegates reciprocated the hope of ultimate agreement, and paid tribute to the work done by Mexico's representatives since the sessions resumed Sept. 6.

FCC Comr. Rosel Hyde, chairman of the U.S. delegation, voiced disappointment that agreement had not been reached when it had appeared so near, and assured the retiring delegation that the U.S. looks forward to continuing friendly relations with Mexican broadcast interests.

Canada's Commander C. P. Edwards, chairman of the conference, assured the Mexican delegation that "you'll have no trouble" from North American nations "encroaching on your interests."

In the meantime, reports that narrowing the bandwidth below 10 kc might be considered had stirred concern among U.S. broadcasters. Early in the week Stephen A. Cisler, secretary of the Assn. of Independent Stations, notified Comr. Hyde that the association, representing stations in 36 markets, had gone on record in a meeting in St. Louis unanimously urging that every effort be made to reach agreement without adopting or considering any narrowing of channels. The association recommended that FCC take a "definite stand and break national clear channels for wider and greater usage in public interest."

U. S. Views Asked

It was obvious before the 9 kc proposal came up Monday that no delegation wanted to be the one to suggest it formally. In the end, the subject just showed up on Monday's plenary agenda and Mexico, which had been expected to make the proposal, asked for U.S. views on the subject.

Comr. Hyde said he had been hopeful that "shared use of channels" might provide the basis for an agreement which would make all sides "reasonably happy," though he felt some U.S. interests would be least happy of all.

The U.S., he said, has been and remains quite willing to consider the viewpoints of other nations, but was unsuccessful in reaching agreements even though she had made offers which would require adjustments in the U.S. broadcasting picture. Unless the other nations also made some concessions, he saw little chance of agreement "within the present channel system."

Answering Dr. Espejel's request for comments on the 9 kc plan specifically, he emphasized that the proposal was not made by the U.S.; that it involves many technical difficulties which have not been studied in detail, and that it should be approached with care.

On the theory that all NARBA nations would be better served by a reasonable agreement than by lack of one, however, he said the U.S. delegation is prepared to "consider" any proposal for narrower bandwidths. But if agreement should be reached on the basis of

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CONSTRUCTION has started on the new KCBS San Francisco 50 kw transmitter in Novato, Calif. Discussing progress at the Marin County site are (l to r) Charles Hageman, construction crew foreman; Arthur Hull Hayes, vice president for CBS in San Francisco and general manager of KCBS, and Alan Cormack, chief engineer of KCBS.

HURRICANE

Miami Stations Rise to Occasion

A SMALL but vicious hurricane roared down on Miami, Fla., last Tuesday, Oct. 17, and once again radio was credited by authorities with performing outstanding public services.

The "blow," which the previous night's reports and morning papers had said would miss the Miami area to the east, skirted the Keys and bore down on Miami direct. It was the quick warnings flashed by greater Miami radio stations that enabled the Red Cross and other official agencies to evacuate the residents of the lowlands. The storm is estimated to have caused more than $8 million in damages.

Many radio towers were levelled and broadcasting schedules disrupted temporarily until stations could put emergency equipment in operation. WGBS Miami suffered no damage and remained on the air throughout the storm, airing telephone recorded interviews as the storm approached the south and moved north. When Miami Beach was cut off, WGBS, Fort Industry Co. outlet, relayed messages to police and disaster workers and fed other Fort Industry stations special reports. The station continued after the storm to warn against fallen wires, blocked streets and other hazards.

Special broadcasts were made by WGBS to areas north of Miami expecting the gale, supplying them with vital information relative to shelters and instructions necessary for safety.

WQAM Towers Down

WQAM Miami on the Venetian causeway lost two towers without damaging the transmitter or warehouse directly beneath them, a minor miracle according to Owen F. Uridge, general manager of the station. The 400-ft. tower which stood about 100 ft. out in Biscayne Bay fell to the west barely missing the transmitter building; a smaller tower crashed into a corner of the warehouse and shop. Men were in both buildings but none was hurt, it was reported.

Mr. Uridge said tentative plans already have been made for a new tower with erection expected to be completed within two or three months. In spite of the downed towers, WQAM was back on the air in less than an hour with an emergency antenna strung from the top of the Miami Daily News tower and transmitter equipment at its studios.

WWPB Miami suffered no major damage, its 384-ft. Blaw-Knox tower weathering the gale. When the city power went off at 11:39 p.m. the station went on its own emergency unit and broadcast until 4:30 a.m., when that failed. Both AM and FM carried all weather advisories and Red Cross notices. WIRK in West Palm Beach rebroadcast WWPB-FM reports.

WINZ Hollywood lost its tower, and the tower of WLRD Miami Beach was partially damaged but both were back on the air with jury rigs. WMIE Miami wasn't damaged but was forced to use an emergency generator when power failed. The station phoned eyewitness accounts during the hurricane to WJHP Jacksonville and WSWN Belle Glade.

WFEC Miami reported its antenna top loading destroyed, but buildings and tower were undamaged. The station gave full cov-

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ABC SALES SPLIT

Thrower Heads AM, Ayres TV

SALES operations of ABC were split between radio and television last week.

Fred M. Thrower, vice president in charge of sales since 1942, was named vice president in charge of television sales. Charles T. Ayres, eastern radio sales manager since July 1948, was named director of radio sales.

Separate sales departments under the two chiefs will be established for radio and television, Robert E. Kintner, ABC president, announced.

Mr. Thrower entered radio as an NBC page, rose through various sales positions to become general sales manager for NBC's Blue Network in early 1942 and vice president in charge of sales in October of that year.

Joined Navy in 1943

In 1943 he joined the Navy, returning to ABC as vice president in charge of sales in November 1945.

Mr. Ayres joined ABC's sales department in March 1948 as an account executive and three months later became eastern radio sales manager. Before joining ABC he was with Ruthrauff & Ryan as vice president and business manager. Prior to that he was with Hanff Metzger Agency, which was succeeded by Buchanan & Co.



Mr. Thrower



Mr. Ayres

KOBAK WARNING

'Stop Running to Government'

EDGAR KOBAK, radio consultant and former MBS president, warned broadcasters to "stop running to the government when you're in trouble" unless they are willing to accept increased governmental interference in private business. Mr. Kobak spoke at a recent meeting of the Alabama Broadcasters Assn. at Tuscaloosa.

He said a case in point was the appeal to the FCC by two television networks for government intercession in allocations of AT&T television network facilities.

The danger of appealing to the FCC in this matter, he said, is that "the FCC may come up with a set of rules that won't be temporary." He referred to FCC's proposed rule limiting the amount of programming any TV station could take from any one network.

"If you don't want the government to run your business, you've got to stop running to the government when you're in trouble," Mr. Kobak said.



SPONSORSHIP by P. Lorillard Co. (Old Gold cigarettes) of its first daytime network program is assured with signing of contract for MBS' *Queen For A Day*, Mon.-Fri., beginning next Jan. 1. Present at ceremony are these network, agency and advertising executives (l to r): Seated, Frank White, Mutual president; Robert M. Ganger, executive vice president, P. Lorillard Co.; Alden James, firm's advertising director; standing, Nicholas Keeseley, vice president, Lennen & Mitchell, Old Gold agency; Sidney P. Allen, MBS assistant to vice president in charge of sales; Fred Robbe, Lorillard assistant advertising director. Program will be aired 11:30-12 noon.

HOLIDAY SPOT

Sponsors Plan Additions In Radio-TV

HOLIDAY spot buying in radio and television is adding new vigor to an already active display of spot activity, BROADCASTING learned in a special survey last week.

Sponsors planning spot campaigns, together with those who have recently supplemented their plans, range in variety from manufacturers of expensive watches to makers of toy balloons.

One of the holiday purchasers, Wally Frank Pipes, starting in the middle of November, will use approximately 50 stations in both radio and television to promote the purchase of pipes for Christmas gifts. The spot announcements are direct mail pulls—contracts placed through Huber Hoge & Sons, New York.

The toy balloon manufacturer, Save-By-Mail, is planning to use over 350 stations on a direct mail spot schedule. In addition, it is arranging to use a network show or two on a short term basis before Christmas.

Helbros Expanding

Helbros Watch Co., through Ray-Hirsch Co., New York, currently is expanding its already extensive radio and television schedule [BROADCASTING, Oct. 2] to 187 markets for Christmas promotion. The agency also is working out a post-holiday campaign for January 1951.

Merit Greeting Cards has been using a direct mail schedule for the past few months to line up saleswomen to sell the firm's Christmas cards. Listeners were asked to write to the stations for employment, and it was understood that the responses numbered in the thousands. L. F. Herman Co., Newark, N. J., purchased the time for the greeting card company.

Among the non-holiday spot purchasers is General Foods for Certo (a jelly agent), which on Nov. 6 starts a spot announcement series on KFI Los Angeles and KCBS San Francisco through Benton & Bowles, New York. If successful, the schedule may be extended throughout the country.

Use 60 Stations

Fletcher-Castoria, through Carl S. Brown, New York, starting the last week in October is using 60 stations, five times weekly in southeast and southwest markets.

Home Test Products (cookie and doughnut makers) is preparing a 100-station schedule starting Nov. 1 for one minute transcriptions in rural radio markets. Advertiser currently is using a heavy TV schedule employing three quarters of the video stations in the country. Huber Hoge & Sons, New York, is the agency.

Kersta Resigns

NORAN E. KERSTA, who has been with the William Weintraub Co., New York, since Jan. 1, 1949, has resigned as director of radio and television. His duties will temporarily be assumed by Harry Trenner, vice president of the agency. Mr. Kersta will announce his future plans shortly.

PULSE EXPANDS

New Markets Added

PULSE Inc. expansion is evidenced in two directions by the announcement that the research organization will enter eight new radio and TV markets in the fall and that it has increased its sample of TV homes interviewed for Columbus (Ohio) TelePulse from 150 to 200.

Radio reports will be made for the first time for Birmingham, Buffalo, Minneapolis, New Orleans and Worcester; while the TelePulse records will be made in New Haven, Syracuse and San Francisco.

DOLBERG TO N. Y.

Becomes BMI Stations Head

TRANSFER of Glenn Dolberg, West Coast representative of Broadcast Music Inc., to its New York headquarters office as station relations director, effective Jan. 2, 1951, has been announced by BMI President Carl Haverlin. In filling the newly-created post, Mr. Dolberg will free Roy Harlow, vice president in charge of station service, from those duties to concentrate on BMI's expanding services.



Mr. Dolberg

Mr. Dolberg has a varied broadcasting background, having served as program director of the Don Lee Broadcasting System and of KFI and KECA Los Angeles. During World War II, after his association with a West Coast shipbuilding firm, Mr. Dolberg became program director of KPO San Francisco before joining BMI in 1944.

PROGRAM CLINIC

BMI Holds One-Day Project

A ONE-DAY program clinic will be held by Broadcast Music Inc. Monday, Oct. 23, at the Stevens Hotel in Chicago. Robert J. Burton, vice president of BMI, will address the group at the luncheon. Burt Squire, of BMI Chicago station relations, is chairman of the clinic.

Others on the panel are:

Ray Harlow, BMI vice president in charge of station service; Charles Bondhart, program manager, WMBD Peoria; Henry Weber, WGN Chicago musical director; Harold Safford, WLS Chicago program manager; Maggie Hilliard, operations director, WXYZ Detroit; Al Morey, program manager, WBBM Chicago; Don Marcotte, supervisor of music, WMAQ Chicago; Ernie Simmons, WJJD Chicago; Bill Evans, WGN Chicago; Leo Fletcher, chief of music libarary of ABC Chicago.

About 200 persons are expected to attend the meeting.

H-R GETS TRANSIT RADIO

Pellegrin, French Join

FIRST major expansion of H-R Representatives Inc. since its formation last February will materialize Nov. 1, when Frank E. Pellegrin, vice president of Transit Radio Inc. in charge of sales, and Carlin S. French, Transit Radio western sales manager, join H-R as vice presidents and directors, Frank M. Headley, H-R president, announced Friday [CLOSED CIRCUIT, Oct. 16].

Concurrently with the addition of these two new executives, H-R will assume the national sales representation of Transit Radio's 19 FM stations, Mr. Headley said. Allan W. Kerr, now a member of the New York sales staff of Transit Radio and formerly with CBS, Free & Peters and WPIX (TV) New York, will join H-R as an account executive on Nov. 1.

Mr. Pellegrin has a background of 18 years in radio, including a seven-year term as director of the NAB broadcast advertising department from 1940 to 1947. His service there was interrupted by a three-year wartime hiatus during which he was officer in charge of the planning section of the radio division of the War Dept.'s Bureau of Public Relations. He served overseas for 19 months and made three D-Day landings, going on inactive status in 1945 with the rank of lieutenant colonel.

Pellegrin KSTL Founder

In 1948 Mr. Pellegrin founded KSTL St. Louis, putting it on the air in three months and "in the black" in five. He is vice president of that station's operating company; secretary-treasurer of WATO Oak Ridge, and a stockholder of Hamtramck Radio Corp., applicant for a station in Hamtramck, Mich. He was re-elected sales vice president of Transit Radio at its last board meeting Oct. 12 in Cincinnati.

Mr. French entered radio after 15 years as a promotion and advertising executive of Hearst newspapers in New York and Chicago. He was owner-operator of WTMV East St. Louis, general manager of the radio department of Lorenzen & Thompson, newspaper and station representative, and is now western sales manager of Transit Radio with headquarters in Chicago. He will be associated with Dwight S. Reed, H-R executive vice president, in Chicago, after Nov. 1. Mr. French also is part owner of WATO and of KXEO Mexico, Mo.

H-R Representatives Inc. was organized early this year after its principals had resigned from Headley-Reed Co., station representative firm of which Mr. Headley had been president and Mr. Reed vice president [BROADCASTING, Feb. 20]. H-R currently represents KMPC Los Angeles, WROK Rockford, WFBG Altoona, WJIM-AM-TV Lansing, WGFG Kalamazoo, WONS Hartford, KXXX Colby, Kan., and WMAY Springfield, Ill. WJW Cleveland will join the H-R station list on Jan. 1.



NEW members Frank E. Pellegrin and Carlin S. French are welcomed by the board of H-R Representatives Inc. L to r: Mr. Pellegrin, new vice president and secretary; Frank M. Headley, president and treasurer; George Merchant, secretary of New York Air Brake Co., director; Mr. French, new vice president; Paul R. Weeks, vice president; Dwight S. Reed, executive vice president of the organization.

* * *

C. L. Thomas, president of Transit Radio, said he felt the move was a definite step forward for the Transit group. He pointed out that the connection with H-R would give them five regional offices instead of the two they have had until now and would materially increase the number of salesmen selling for the firm.

H-R maintains headquarters in New York's Chrysler Bldg. and territorial offices in Chicago and San Francisco. Plans call for the establishment of new regional offices in Los Angeles and Atlanta after the first of the year and also for expanded space in New York and Chicago.

'BADGER' LAW?

Wis. Cites 'Lottery' Shows

ATTORNEY GENERAL Thomas E. Fairchild of Wisconsin declared Thursday that seven radio and television programs aired in Milwaukee are lotteries. Some of the programs cited already had been dropped voluntarily by the stations involved. *Stop The Music*, both AM and TV, was among those listed.

The attorney general had been asked last July by District Attorney William J. McCauley of Milwaukee County for an opinion on the legality of the programs. Shortly before this request was made, WMAW Milwaukee was ordered to take its giveaway program *Lucky Social Security Numbers* off the air. Thursday's decision is believed to have resulted from an investigation of all Milwaukee radio and television giveaway shows, made at the urging of WMAW's General Manager Jack Bundy.

Programs cited are: *Stop The Music*, (ABC network), WMAW and WTMJ-TV; *Jackpot Quiz*, WTMJ; *Tello-Test*, WISN; *Bread Quiz No. 1*, WISN, *Bread Quiz No. 2*, WISN; *Radio Auction*, WMIL (off the air); *Food for Thought*, WTMJ-TV (off the air).

Although signed by Attorney General Fairchild, the opinion was written by William A. Platz, an assistant attorney general of the state, who said that all of the programs contained the three elements necessary to a lottery under Wisconsin Law—prize, chance and consideration. Mr. Platz disclosed he used wire recordings, scripts and descriptions of programs contained in advertisements in arriving at his decision.

The Journal Co. immediately cancelled its two programs—*Jackpot Quiz* on WTMJ and *Stop the Music* on WTMJ-TV—"as of Thursday without awaiting any district attorney's complaints," Walter Damm, general manager of the stations, told BROADCASTING. Other stations reportedly had taken no action.

'No Comment'

Louis G. Cowan, president of the firm which produces *Stop the Music*, had "no comment until I have time to study the facts," and ABC was awaiting official notification from the Wisconsin attorney general's office. NAB was not prepared to issue a statement.

BROADCASTING learned that Deputy District Attorney Joseph E. Tierney of Milwaukee Court and Mr. Bundy conferred with the attorney general in Madison last July, shortly before the probe of Milwaukee giveaways was started. At this meeting, Mr. Tierney was asked to prepare a list of programs which might be in violation of the state's lottery laws. Stations cited in the opinion were those on Mr. Tierney's original list as submitted to the assistant attorney general for further study.

In his opinion, Mr. Platz said consideration did not necessarily have to involve money, that merely entering a store to obtain information about a lottery, or a coupon, would be sufficient grounds.

"The enticement of an audience for a radio program under the inducement of winning a prize by chance is consideration accruing to the station and to the sponsors," he said.

"That *Stop The Music* is a lottery within the principles heretofore stated is too clear to require further comment. In the *Jackpot Quiz*, the listener is required to find out the name of a bread salesman in his neighborhood, and his attempt to get the name is of great value to the sponsor," he noted.

Bread Quiz No. 1 was described as requiring a person to listen hear a question, then to go to the stores, and look at ads, to obtain clues to answers. *Bread Quiz No. 2* required listening to a program to get a question, the answer to which listener must find. *Tello-Test* is a program designed "to increase the radio audience," Mr. Platz noted, and *Radio Auction* involves auctioning of articles for which pay was in stage money "obtained from mer-

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"I can spot a radio customer

he's acquainted with t

product

TO THE LIST OF SATISFIED LOCAL SPOT USERS . . .

Add Arrow Typewriter Co.

THE GOING was very slippery when Arrow Typewriter Co., Washington, D. C., got its feet wet in the business world late in the post-war era. Now the typewriter repair-rental-sale enterprise is on high, dry ground thanks to a continuous campaign on radio.

Many factors have contributed to Arrow's remarkable success in piling up sales of new portables via the air waves. Most instrumental, however, is the shop's owner, James F. O'Donnell.

Talk radio with Mr. O'Donnell and it is evident that he inhales the ether like a veteran. He can quickly haul out charts and figures to show how radio built up his sales from a small investment in a manner reminiscent of the beanstalk in the familiar fable about Jack.

Radio Spots Used On Limited Basis

Mr. O'Donnell planted his first business seed in March 1948. A former typewriter repairman and government worker, Mr. O'Donnell, convinced that he wanted a shop of his own, opened his typewriter repair enterprise at 604 F St. N. W., less than a block from Hecht's Department Store.

While studying his business, Mr. O'Donnell began testing radio pretty much as one would shop for a good insurance policy. In the beginning, he set aside $12 per month for one one-minute spot per week over WPIK, an independent daytimer in Alexandria, Va. He watched for a return.

The spots placed at this time, Mr. O'Donnell explains, were pointing up servicing of home and office machines. "I got a few nibbles from this type of advertising," he says, "and surprisingly, enough of them clicked to make it pay."

During this time, Mr. O'Donnell gave radio a lot of thought. If the first few radio trys could kindle some success, he reasoned, why couldn't a more thorough and scientific use of radio bring about a good measure of success?

Exactly a year after he opened his shop, Mr. O'Donnell began placing three 30-second spots, seven days a week over WPIK.

As is his way, Mr. O'Donnell likes to do things himself. This practice he carries over into his radio treatment. He writes all his radio copy himself, tailored a bit by the station, keeps his own charts and maintains detailed comments on customer reaction.

Before launching the radio advertising schedule, Mr. O'Donnell knew where he was heading. By surveys, telephoning and personally interviewing people in his marketing area, he found WPIK's coverage radius reached the people he wanted to sell. Most important, he discovered a good many potential portable buyers were regular WPIK listeners.

Simple Sales Pitch Found Most Effective

A few more discoveries popped up, all of which proved profitable later. Mr. O'Donnell found that in a good amount of his copy he had stressed too many varied things. He decided to make his sales pitch simple and to the point—taking a single item and stressing only that. Stress would be on sales because "I've found that radio can't tell the people about a whole list of service items in a half-minute's time." Mr. O'Donnell continues, "Radio may uncover a few people that would be interested in having a typewriter repaired or to rent a machine. But its effectiveness is sales power."

Mr. O'Donnell didn't have to be told he was on the right track; his sales chart showed it. "By giving radio a chance," he found that his short announcements, aired three times a day to reach as many people as possible, began to build up his store's name in the WPIK listeners' area.

Experimenting further, he found it was best to advertise a portable for sale which would fill a specific need. "Just any typewriter for sale is not important to people," he says, "but when you narrow it down to a purpose then you have something extra to sell."



Mr. O'Donnell soon recognized that when he advertised around school graduation time in May-June, he found people entering the store who were interested in buying a typewriter to give as a graduation gift. When he advertised a portable with emphasis on it as a practical Yuletide gift in the late fall, a host of people would come in to Arrow to purchase one of the machines as a Christmas gift. In this same way, students in the cosmopolitan Washington area would respond to announcements pointing up machine models which could type in a half-dozen different languages.

Specialization now firmly established, Mr. O'Donnell went a bit farther. He advertised Spanish-typing portables over a Spanish language program at WPIK. Response to the copy read in Spanish, he observed, was gratifying. Now he is doing similar advertising on a Greek language program over the same station. In one day, Arrow sold five Greek adapted machines.

Mr. O'Donnell always has advertised on WPIK. As he explains it in his direct manner, "My success over the station has been phenomenal. So I continue to advertise on WPIK." Other media? To answer that question, Mr. O'Donnell has to dig far. Here and there he finds some record of token newspaper advertising, nothing as yet on television.

His present campaign? "Now," he says, "I am concentrating on advertising machines which are fitted with keyboards especially adaptable to particular needs of professions." Mr. O'Donnell does not advertise just for the sake of advertising. He has a purpose and he knows the needs in his market area.

Here's what only a few of his records show:

After continually advertising rentals or sales of machines for business offices, college students, news correspondents, he stopped that type of appeal in May 1949. In five weeks, 22 portables were sold. Nearly all the buyers had remembered hearing of Arrow on the radio.

O'Donnell Convinced Of Radio's Impact

Mr. O'Donnell then was convinced that "the only way the typewriters could be kept moving was through radio advertising." In July-August of that year, he sold 15 International Portable machines (Royal) at $97.50 each, resulting direct from Spanish broadcasts.

At the May 1950 "Home Show"

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Mr. O'Donnell (r) and Howard B. Hayes, president and general manager of WPIK, smile with satisfaction at the recapitulation of radio's sales power.

HOOPERECORDING

New Device Shown

AN AUTOMATIC system of broadcast audience measurement capable of delivering reports on today's listening from 6 a.m. to midnight at 11 tomorrow morning, or of reporting on any particular program audience immediately after the end of the broadcast or even while it is still on the air, was described Tuesday by C. E. Hooper, president of C. E. Hooper Inc., at a news conference in New York.

System begins with a tuning switch installed in a broadcast receiver, which can be AM, FM or TV, although at the outset plans call for measuring only AM and TV program reception, Mr. Hooper said. Switches can be installed in up to five receivers in a dwelling unit, home or apartment, from which wires (flat tapes to run under rugs) lead to small transmitter boxes (9" by 5" by 6") installed in a closet or some other inconspicuous place.

From the transmitters in up to four apartments in any building, wires run to the basement where they connect with lines to the central office of the telephone company. Lines from up to 32 buildings in any phone company zone can be handled at the central office, where the reports of dial tunings of 200 sets (an average of 2½ sets to an apartment and 2½ apartments to a building for 32 buildings) are transmitted to a Hooper office and there recorded on a tape.

Continuous Reporting

To scan and report on the dial tuning of a set takes 1½ seconds, so the complete zone report on 200 sets is completed and recorded at Hooper headquarters in five minutes. Then the scanning-reporting process starts all over again, delivering a continuous tape record that covers tuning at five-minute intervals for each set throughout the hours the system is in operation.

With one recorder for each zone, the number of recorders in the Hooper office would correspond to the number of phone company zones in the city in which the audience measurement is being made—nine in New York, for example. At the end of each five minutes the figures on the various recorders are totaled on a totalizer, showing the number of sets in the sample tuned to each station or not in operation during the five-minute period.

In New York, Mr. Hooper plans to measure radio and video set operation for 1,800 sets in 720 dwelling units. The installations will be made so as to provide a sample of various types of family groups making a cross-section of the city. In that way, the rating figures for the sample will be projectable to the complete radio and TV audience of the city, he pointed out. Sample changes will be made at the rate of 2% a month to keep the sample representative, Mr. Hooper explained.

The Hooperecording system is a "servo - mechanism," Mr. Hooper said, resulting from experiments started in July 1943 when the use of radar in World War II was first reported, and perfected during the past two years under the direction of John Lyman Bogert, vice president in charge of development of the Hooper organization. The various mechanical devices utilized in the system are made of stock parts, readily available, except for the keys which print the figures on the tape in the recorder, Mr. Hooper said. He explained that the use of the system, not its parts, is what is patentable and stated that broad patent applications for the system were filed last March.

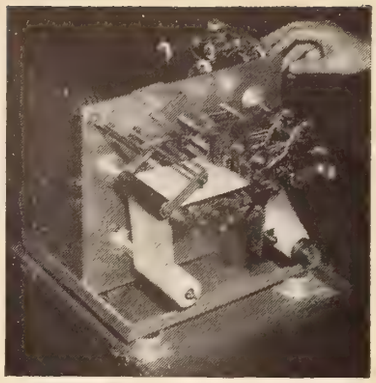
Negotiations for the installation of reporting equipment in homes in New York and Los Angeles already have been completed with the telephone companies in those cities, Mr. Hooper said, and the first installations probably will be made there, extending gradually to other metropolitan centers. Incidentally, he said, the service is not limited to telephone homes as the wires connecting the homes with telephone company offices are not telephone wires but those used for special services, such as fire or burglar alarms.

Beginning with a service area confined within the city limits, the system eventually will be extended to cover complete metropolitan service areas, Mr. Hooper explained, covering homes within a 50-mile radius of the city for a TV-only service and perhaps twice that distance for a combined radio and TV service. An advantage of the Hooperecording system over the telephone calls used in the regular Hooper service, he noted, is that sets can be installed in small communities where telephone interviews would be annoyingly repetitious.

Mr. Hooper is meeting today (Oct. 23) with the TV broadcasters of Los Angeles and tomorrow and Wednesday with the TV group of the Chamber of Commerce in that city, he said, adding that it is quite possible that the first installations of his new mechanical reporting system will be made in that city, although he hopes to have it in operation both there and in New York by spring of 1951.

Low Cost Cited

Stating that a month's reports of this system would equal 4,700,000 telephone calls, Mr. Hooper said that the cost would be less than 1/10th of a cent per call, a remarkably low unit cost. However, he added, the overall cost is not low. He estimated that if a dozen stations contracted for the service in New York, it would cost each one about $1,500 a month, while if it were limited to TV stations only the cost would be $1,750 a month apiece. Comparing the service with the semi-automatic Radox, he said that "it is estimated that Hooperecorder service costs $4,000 less per month than Radox for the first year in New York, assuming all equipment and installation costs of both were written off during the first year, and $9,500 per month less than Radox beginning the second year and thereafter."



Hooper's new automatic, instantaneous recording device.

* * *

In presenting the new mechanical automatic reporting system, Mr. Hooper made it plain that he has no plans for discontinuing any of his current reporting services utilizing the coincidental telephone interview method and that they will be continued as long as they are needed. Eventually, it is possible that they may give way to the new system, but that is something for the future to determine, he said, emphasizing that for the immediate future all Hooper subscribers may be assured that the service they are currently receiving will be forthcoming without change.

LIBEL DAMAGES ISSUE

In SCOTUS Review

QUESTION of how much protection the state can give newspapers or broadcasters when libelous matter is printed or broadcast is expected to be answered by the U. S. Supreme Court which last week agreed to hear argument and rule on the issue.

The case involves California's libel law, which applies to both newspaper and radio, and grew out of a suit against the Southern California Associated Newspapers by Erwin P. Werner, former city attorney of Los Angeles.

Point of contention is the Constitutionality of a state law excusing the broadcaster, or publisher, from paying general damages providing a retraction is broadcast, or printed.

In the California case, Mr. Werner failed to demand a retraction of an allegedly libelous newspaper story, thereby barring a damage suit unless he could prove specific damages to his business or property.

Last April, the California State Supreme Court had ruled the statute as not violating the State Constitution and as not failing to give equal protection under the Federal Constitution. A month later, the court refused a rehearing. The originating court also had ruled the law constitutional but was reversed by an appeals court.

Charging libel *per se*, the plaintiff (Mr. Werner) contended that while California grants a person the right to write or speak his mind freely, he can be held liable for the printed matter or words spoken. Abuse of that right, Mr. Werner's attorneys argued, subjects the violator to penalities.

Legal Questions Raised

It was argued further that the state can't remove money damages nor substitute a retraction for the right to general damages for injuries incurred. Also challenged was whether the state may "constitutionally destroy" the legal protection of one's "good name and one's reputation." Damages, totaling $100,000, were asked.

According to California's law on libel: If a retraction is printed or broadcast in a "conspicuous manner in the newspaper or on the broadcasting station as were the statements claimed to be libelous" within 20 days after "knowledge of publication or broadcast of the statements claimed to be libelous," the person libeled can recover only special damages.

If a correction is asked but not published, the libeled (if the matter is proved to libelous in court) may recover general, special plus exemplary damages. Latter damages may be recovered only if "actual malice" in publication or broadcast is proved.

In considering the case, the State Supreme Court had ruled in a split (5-2) decision that the state can substitute a retraction for money damages. In its opinion, the court said:

Plaintiff contended . . . a person who defames another must be fully responsible for any damage caused thereby, and that the substitution of a retraction for all but special damages is an unconstitutional attempt to relieve newspapers and radio stations from full responsibility for the

(Continued on page 78)

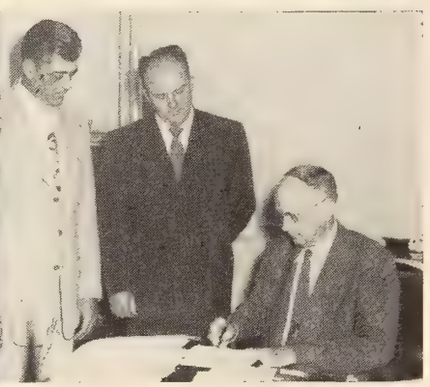


On the dotted line . .

CINCINNATI U. grid sponsorship on WCPO-AM-FM Cincinnati is arranged by (seated, l to r) W. C. Heinz, Cincinnati Oil Works; Glenn Clark, WCPO station dir.; (standing) G. E. Murray, Cincinnati Oil; Waite Hoyt, WCPO; James Heekin, Haehnle Adv. Agency; Bill Gilmore and Robert Spina, WCPO.

DETAILS for State of Georgia to sponsor state-wide broadcast of *Fire-fighters*, program on fire prevention and safety, are worked out by (l to r): State Fire Marshal F. E. Robinson; S. Fred Brown, southern representative, Wm. F. Holland Production Inc., Cincinnati; Zack Cravey, Comptroller General's Dept.





FOURTH consecutive renewal of *Who's Talking Show*, participation series on WWCO Waterbury, Conn., is made official by Adam J. Bizzuto, secretary-treasurer of Progressive Grocers Assn. in Naugatuck Valley. Station Commercial Manager Gustave Nathan (l) and Gene Valentino, show m.c., look on.

PACT for Mon.-Fri., five-minute, 52-weeks of late evening news on WTAM Cleveland is completed by Wm. Burkhardt, president, Burkhardt Brewing Co., Akron., as Harold L. Gallagher, WTAM sales manager, looks on. Newscaster Tom Field will handle shows. Fuller & Smith & Ross is account agency.



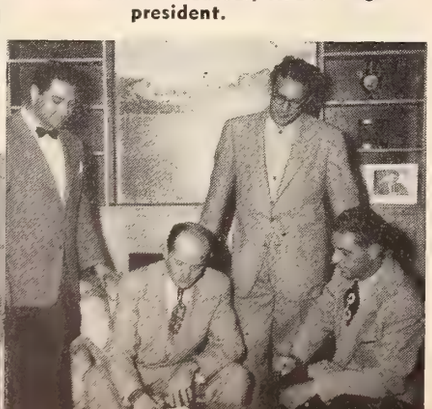


STANDARD Oil of Neb. takes U. of Nebraska games on KFAB Lincoln for third straight year. Harry Burke, KFAB general manager, watches John Hay, Standard's district manager, complete the contract.

NOTRE DAME games on WNEB Worcester are taken by Brownell & Field Co. (Autocrat coffee). L to r: Tod Williams, Horton-Noyes Adv. Agency; Edward T. McCaw Jr., WNEB commercial manager; Richard Fields, sponsor firm; John J. Hurley, station general manager.

IN mammoth Wichita Falls, Tex., deal Ellis Head, pres., Head Brothers Furniture Stores, renews *Welcome to Hollywood*, and signs for two other shows, each five times weekly on KFDX. At left is Sid Grayson, KFDX local sales manager. Right is Doc Warren, show organist, and D. A. Cannan (seated), KFDX president.





ELECTION NIGHT
Special Shows Planned By Major Networks

SPECIAL programs for election night, Nov. 7, are planned by all the major networks.

MBS will devote the entire evening to election reporting, bridging the gaps with musical features. CBS, NBC and ABC will interrupt scheduled programs throughout the evening for bulletins. Liberty Broadcasting will carry special programs throughout the evening, with pick ups from various key points.

CBS plans a coast-to-coast roundup of returns beginning at 10 p.m. and lasting, except for a scheduled quarter-hour of news analysis, until the main contests have been decided. A special staff of tabulators and compilers will assist in analyzing the returns.

MBS will set up a "network within a network," stationing at vantage points throughout the country Cecil Brown, Bill Cunningham, Cedric Foster, Les Higbe, William Hillman, Robert F. Hurleigh, Everett Holles, Joseph McCafferey and Major George Fielding Elliot.

A somewhat similar system will be used by ABC, which is setting up seven regional desks linked by wires leased for the occasion. Commentators in each region will summarize the trend there, and then fit it into the countrywide picture. Staff members standing by in the several regions will include Elmer Davis, Erwin D. Canham, Walter Kiernan, George Sokolsky, H. R. Baukhage, Martin Agronsky, John B. Kennedy, Edwin C. Hill, Robert Montgomery, Henry J. Taylor, Paul Harvey, John Edwards, John Daly, Taylor Grant, Pauline Frederick, Gordon Fraser, Julian Anthony and Don Gardiner.

NBC plans an "election round-table" at 12 m.-12:30 a.m., following 30 minutes of election summaries. A half-hour "wrap-up," recapping the day's voting comprehensively, will follow. Staff members standing by will include H. V. Kaltenborn, Morgan Beatty, Richard Harkness, Ned Brooks, Ray Henle, W. W. Chaplin, Leon Pearson, George Hicks, Lockwood Doty and Earl Godwin.

TV coverage of the elections over CBS-TV will be sponsored by the Longines-Wittnauer Watch Co. with emphasis on the gubernatorial and congressional contests throughout the country, from 10:30-11 p.m. and from 11:10 p.m.-12 m. ABC-TV plans to follow closely the ABC radio coverage. Plans for NBC-TV have not been announced.

PAPER STRIKE
Spurs Pittsburgh Newscasts

RADIO and television stations in Pittsburgh derived additional revenue from department stores and other businesses during the recent mailers' and drivers' strike that suspended publication of the city's three daily newspapers.

Outgrowth of the strike, which began Oct. 2, was an increase in number of newscasts, inauguration of new TV shows, and even the air announcement of death notices, heretofore within the exclusive domain of the newspaper field.

Two large department stores—Gimbel's and the Joseph Horce Co.—started their own TV shows on WDTV(TV). Many retailers were reduced to circulation of handbills because of scarcity of radio time. KQV added eight news segments to its normal schedule, according to Bill Burns, station news director, who increased his own newscast schedule from one to three per day.

AIMS
Meets in St. Louis

CONFIDENCE in future of AM radio, with particular emphasis on the independent station outlook, was expressed by members of AIMS (Assn. of Independent Metropolitan Stations) at its annual fall convention, held at the Lennox Hotel, St. Louis, Oct. 16-18.

Member stations pointed to increases in national and local business, and a majority indicated they have been affected least of all by television inroads, citing boosted sales involving TV manufacturers who turned to independents to sell their sets. It also was pointed out that nighttime network buyers are diverting part of their budgets to daytime spot radio.

The AIMS group, under the chairmanship of William E. Ware, KSTL St. Louis, also adopted for submission to FCC a resolution urging the U. S. Delegation to make every effort to reach a NARBA agreement now without narrowing channels. It also recommended that FCC "take a definite stand and break national clear channels for wider and greater usage in public interest."

upcoming



NAB District Meetings

Oct. 26-27: Dist. 6, Roosevelt Hotel, New Orleans.

Nov. 2-3: Dist. 4, Williamsburg Inn and Lodge, Williamsburg, Va.

Nov. 9-10: Dist. 5, Ansley Hotel, Atlanta.

Oct. 23: BMI Program Clinic, Stevens Hotel, Chicago.

Oct. 26-28: Audio Engineering Society Audio Fair, Hotel New Yorker, New York.

Oct. 29-Nov. 4: National Radio & Television Week.

Oct. 30-Nov. 2: Theatre Owners of America Convention, Shamrock Hotel, Houston.

Oct. 30-Nov. 1: Radio-Television Mfrs. Assn. and Institute of Radio Engineers, Hotel Syracuse, Syracuse, N. Y.

Oct. 31-Nov. 1: AAAA Eastern Conference, Roosevelt Hotel, New York.

RED INFLUENCE

Radio Club Views 'Channels'

THE HIGHLY controversial *Red Channels*, whose listing of Jean Muir with 150 other individuals suspected of being Communists, fellow travelers or dupes of Communist-front organizations and causes was responsible for General Foods Corp.'s action in dropping Miss Muir from the cast of its TV program, *The Aldrich Family*, was given a thorough going over Thursday at the semi-monthly luncheon session of the Radio Executives Club of New York. Robert Saudek, REC president and ABC vice president, who presided, announced an equally arguable topic for the club's next luncheon on Nov. 2—color television.

T. C. Kirkpatrick, managing editor of *Counterattack*, publisher of *Red Channels*, quoted J. Edgar Hoover, FBI director, as having "gone out of his way" to inform a Senate investigating committee about Red activities in radio, and cited AFRA's recent move to change its constitution to bar Communists from membership in this union as proof that Communist infiltration of radio and television is not a vague threat but a real danger.

Pointing out that *Red Channels* is chiefly a compilation of material already on public record, Mr. Kirkpatrick said the main purpose of publishing these records of pro-Communist activities of radio personnel was to show the extent to which Communist use of radio names for its purposes already had gone and to discourage misguided liberals from naively lending their names to Communist causes in the future.

This objective already has been largely realized, he said, noting that since the publication of *Red Channels* scores of radio actors and artists have rushed to have their names removed from membership and committee lists of organizations described in the book as Communist or subversive. Almost as important, he stated, is the effect of the book in awakening the American people as a whole and the radio and television industry in particular to the threat of communism and the need for taking positive steps to combat it.

Kirkpatrick's Stand

"We don't say that no one listed in *Red Channels* should be employed," he stated, "but we do say that anyone with a continued record of association with Communist organizations, particularly anyone who has continued such activity after June 25 of this year, should be eliminated from employment on the air."

Raymond Swing, noted commentator, now on WOR New York, opened his attack on *Red Channels* by noting that the problem is not solely how the "American public is to be protected from insidious, concealed Communist infiltration in the radio industry," although that "is an undeniable necessity of the greatest urgency and importance." "There is also a need," he declared, "of protecting American standards and American freedom, both in radio as an employer and through radio as an instrument of democratic survival. There must not be Communist influence in American radio. But there also must not be the slightest weakening of genuine Americanism in keeping out the Communist influence."

Termed 'Un-American'

Describing the approach of *Red Channels* as "utterly un-American," Mr. Swing stated:

It lists names of persons for no other reason than to suggest them as having Communist connections of sufficient bearing to render them unacceptable to American radio. The list has been drawn up from reports, newspaper statements and letterheads, without checking and without testing the evidence and without giving a hearing to anyone whose name is listed.

The only real danger in *Red Channels*, Mr. Swing declared, is "that the men who do control American radio should allow it to deflect them from a rigorous, rugged maintenance of true Americanism in the radio industry." While it is difficult to tell who is a Communist, because he will lie about it, he said, it is not so difficult to determine whether "anyone dealing with news or comment about news or writing tales and plays is commenting freely as an American or represents a clear and present danger to his country. . . . It may be mighty easy to practice communism in secret but it is pretty hard to keep the secret by practicing it over the air."

As to performing artists, Mr. Swing recommended leaving it to the law of the land to decide whether "someone obviously an outright Communist should be allowed to earn his living in radio in a capacity where he has no editorial influence on public opinion . . . to decide whether radio is on a par with the State Dept. or the defense ministry, where an employe has access to state and military secrets, or on a par with a labor union, whose officer may not be a Communist."

Other Dangers

More potentially dangerous than the radio performers, Mr. Swing stated, are the radio technicians, as "the wrong man at the master controls in a radio station in a time of civil conflict might do irreparable damage," and radio's executives, as "it would be quite sinister if Communists were finding their way into the administrative and operating end of radio."

Mr. Swing concluded:

Let the danger of Communism be met, not by resorting to stealthy weapons, not by black lists, not by unventilated and often inaccurate charges, but openly and with courageous faith in the due process of law, faith in a civilization which fully protects the free rights of the individual. If, by some bleak and dreadful tragedy, American radio should come under the control of persons intent on producing a single conformity of thinking in America, it will not be the pressure groups or the blacklisters who will be to blame, but those now in charge of radio. They have it in their keeping and what happens to it will be their doing and only their doing.

TIME DISPUTE

Lewis Says Senator Erred

CHARGE by Sen. Millard Tydings (D-Md.) that he had to appeal to FCC and MBS to get time on Fulton Lewis jr.'s program to answer the commentator's alleged attack on him was branded by Mr. Lewis last week as a "cheap, deliberate and contemptible lie."

At the same time, MBS in New York issued a statement in which it said that the commentator, "on his own volition and with the approval of Mutual, offered to turn over his program to Sen. Tydings on Thursday (last) or any night thereafter." Mr. Lewis, MBS stated, read the request and the Senator's statements Tuesday and "voluntarily" offered him equal time.

Appeal by Sen. Tydings, who spoke on MBS-WCBM Baltimore last Thursday, was directed by the FCC to MBS in New York as a customary routine matter, a Commission spokesman said. Sen. Tydings also sent the network two telegrams and called by telephone, requesting air time, according to MBS. When his talk was delayed four minutes on MBS because of transmission failure, he was offered Mr. Lewis' Friday period.

RADIO RATINGS

Comparative Test Under Study

GROWING interest in the movement to conduct a test survey designed to measure relative accuracy of Hooper, Pulse and other audience ratings has developed as a special committee proceeds with its study of the whole situation. The idea developed out of a proposal by Stanley G. Breyer, commercial manager of KJBS San Francisco, who voiced industrywide concern over the difference in survey results.

Dr. Kenneth H. Baker, NAB research director and operating head of BMB, is chairman of a committee formed by Mr. Breyer to investigate the situation [BROADCASTING, Sept. 4]. This committee is writing a final report to be ready in mid-November. The report will propose experimental tests that must be conducted before questions on differences in research data can be answered.

Data Requested

The task of outlining specifications for a proper test of local audience-size measurement services involves careful study and planning. Organizations now working in the field have been asked to supply data on their operations.

Frank E. Pellegrin, vice president of Transit Radio Inc. and former NAB broadcast advertising director, observed last week that Mr. Breyer's question is "clear-cut and deserves a clear-cut answer." Others have taken the same view. Two typical letters follow:

EDITOR, BROADCASTING:

It has been two months since Stanley Breyer of KJBS San Francisco proposed a test to determine the relative accuracy of Hooper and Pulse ratings. . . .

What has happened to it? Is the test going to be made, or not?

It is easy for good ideas like this to cool off. They can get relegated to a committee and die there. . . .

. . . Station owners and others continue to pay heavy monthly research bills to a variety of research companies, and still do not know the answer to Mr. Breyer's question. It is a clear-cut question and deserves a clear-cut answer.

As he put it, different researchers purporting to measure approximately the same thing (radio listenership) cannot come up with widely divergent answers and all claim to be right. Somebody must be right and somebody wrong. If the fault lies in the *method*, well and good, but *then* the question becomes: Which method is best suited to give the correct answer? . . .

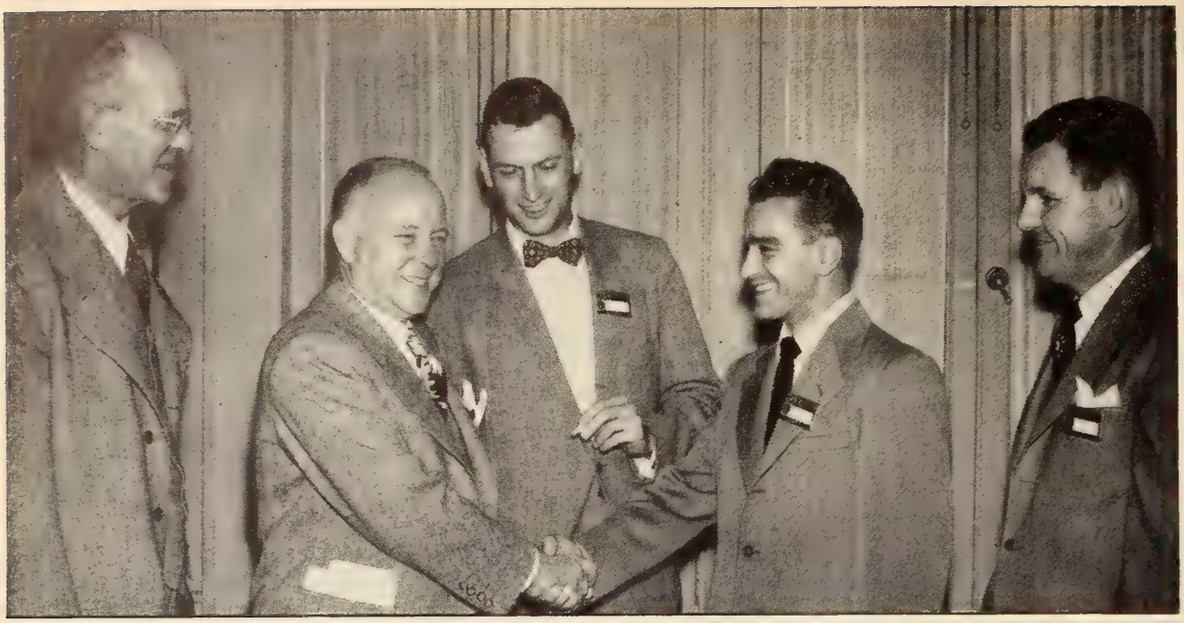
Frank E. Pellegrin
Vice President
Transit Radio Inc.
New York

* * *

EDITOR, BROADCASTING:

Just two simple questions but they have heavy overtone: The first, what has happened to the rating controversy begun by Stan Breyer at KJBS which had so much favorable publicity? The second, now that the industry-wide committee has met several times, will some conclusive result be issued soon?

Herbert L. Bachman
Dir., Promotion-Research
Headley-Reed Co.
New York



MEETING at the Albany NAB session, William Fay (2d l), WHAM Rochester, N. Y., and District 2 director, receives a hearty handshake from the retiring director, Michael R. Hanna, WHCU Ithaca. Looking on are (l to r); Oscar F. Soule, WFBL Syracuse; C. A. Bengston, WINR Binghamton, N. Y., James Howe, WCTC New Brunswick, N. J.



TAKING a breather between sessions at NAB District 2 meeting in Albany [BROADCASTING, Oct. 16] are (l to r): Seated, Tom Cunningham, Associated Press, Boston; Richard Lawrence, World Broadcasting System, New York; Alice Heinecke, SESAC; Harold W. (Dutch) Cassill, WEOK Poughkeepsie, N. Y. Standing, Thomas R. McHugh, WMSA Massena, N. Y.; David X. Williams, Standard Radio; Kenneth Sparnon, BMI, New York; Louis Saiff, WWNY Watertown; John Sehon, United Press, George Sutherland, WPTR Albany.



GATHERED at the NAB District 2 meet (l to r): Seated, Andrew Jarema, WKOP Binghamton, N. Y.; George F. Bissell, WEAV Plattsburg, N. Y.; Martin Karig, WWSC Glens Falls, N. Y.; B. J. Rowan, WGY Schenectady. Standing, W. A. Riple, WTRY Troy; W. J. Purcell, WGY, Carl Mattison, WWSC.

NAB DIST. 2

Seeks Set Measuring Plan

A RESOLUTION directing William B. Fay, WHAM Rochester, NAB District 2 director, to request the NAB board at its November session to research a means for measuring TV set manufacture and distribution was adopted by District 2 delegates meeting at the Ten Eyck Hotel, Albany, N. Y., Oct. 12-13.

In a second resolution, Mr. Fay was directed to appoint an emergency committee under his chairmanship of New York and New Jersey broadcasters which would set up immediately a "bi-state emergency disaster network" as requested by Gen. Lucius D. Clay, New York civil defense chairman [BROADCASTING, Oct. 16].

Although Mr. Fay has not yet announced the members of the committee and its plans, Gen. Clay's letter calling for establishment of a disaster network listed three "major" activities:

(1) To teach the public self-protection if an A-bomb attack should come; (2) to warn the public of an impending attack, and (3) to notify the public to evacuate target areas, or to prepare to receive evacuees from other areas.

Gen. Clay's letter went on to say:

You and your members are aware that ignorance and indifference are the gravest danger in an A-bomb attack. This fact was established at both Hiroshima and Nagasaki. Your networks can be a major factor in consistently educating the public to the gravity of an A-bomb emergency as affecting the individual, his family and his neighbors.

A small stations meeting, led by Si Goldman, WJTN Jamestown, N. Y., was told of two successful promotions. One involved distribution of tags to voters as they registered, followed by the awarding of prizes to children and school classes collecting the highest number of such tags. Another was a *Meet the Sponsor* program.

LINCOLN NETWORK

New Illinois Group Starts

ABE LINCOLN NETWORK, comprising six Illinois stations, started daily programming of two 15-minute periods Oct. 16. Membership includes WCIL Carbondale, WHOW Clinton, WLBH-AM-FM Mattoon, WMIX-AM-FM Mt. Vernon, WROY Carmi and WVLN Olney. J. R. Livesay, president of WLBH, was named chairman at a meeting Oct. 15.

Live organ recital, featuring Ken Jakle, is fed from WLBH-FM from 1:15 to 1:30 p.m., and news roundup originates from WLBH-FM and WMIX-FM from 1:45 to 2 p.m. Two minutes of news is supplied by each station during the period, with FM stations picking up reports from other stations by AM and then relaying by FM. Network is strictly non-wire.

Mrs. John D. Ewing

MRS. JOHN D. EWING, wife of the Louisiana publisher and radio station owner, died Oct. 12 at Gulfport, Miss. Mr. Ewing is owner of KWKH Shreveport and KTHS Hot Springs, Ark., publisher of the *Shreveport Times* and president of the News-World Publishing Co., which publishes the *Monroe* (La.) *World* and *Monroe News-Star*.

STARS AND BARS

WRC's Herson Goes 1865

A LOT of Confederate money may be passed in the nation's capital beginning today, Oct. 23. This is the date set by WRC Washington's Bill Herson (morning m. c.) to turn his studio into an 1865 clearing house—or so it will seem to the NBC station's listeners.

By courtesy of Mr. Herson and WRC, Confederate bills will become legal tender for the purchase of a $525 RCA combination AM-FM-TV set with 16-inch picture tube. Set is to be purchased by the listener mailing in bids on the highest number (not the face value) of bills he or she can pay. On Nov. 18, the listener quoted by Banker Herson with the highest number will be asked to produce the bills and the "buyer" then can take title to his new receiver.

With the award and "sale" slated for Nov. 29, WRC by then expects attics and other old storage places in the nation's capital to be thoroughly raided for that "valueless" money.



You get a lot for a little*



IN BALTIMORE

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY

* MORE LISTENERS-PER-DOLLAR THAN ANY OTHER RADIO OR TV STATION IN BALTIMORE

NBC Charts Course

(Continued from page 20)

Tandem have been developed, Mr. Denny said. A new package, Night and Day, merges the only open daytime periods, *Break the Bank* on Tuesday and Thursday, and *Nero Wolfe* Friday evening. This is intended for sale to three advertisers whose announcements appear on each show and rotate on a three-week schedule, costing each sponsor a third of the combined time and talent, with facilities at card rates.

For a total weekly cost of about $11,500, Mr. Denny said, each advertiser reaches the large family audience once a week in the evening and the housewife audience twice a week in daytime, an audience of 11½ million different people each week at a cost of 81 cents per 1,000 advertising impressions.

Use Both Denny Urges

Another combination, Sight and Sound, said Mr. Denny, "marries the two broadcast media to give the participating advertisers the benefits of each medium at cost far less than he could buy one of the media for himself alone."

The Sunday evening 10:30 period was picked for this combination, to be programmed with a comedy-variety show using a person like Phil Baker as m.c. Format would be simulcast, or the radio show could be done on tape, Mr. Denny said. He explained the combination would be offered three sponsors who would receive "exposure in each show through rotating announcements." Cost per thousand for radio plus TV is far lower than if bought individually, he said, providing "access to the radio audience without losing the television audience."

Final sales device proposed by Mr. Denny is titled This Is Television, which he called the "most exciting of all" and which brought mixed reaction. Mr. Denny described the project, slated tentatively for 8-9 p.m. Friday, this way:

This is a completely new type of radio show. It is designed for advertisers already in television and it gives them something that they can't get on that medium—access to the 34 million families who have radio but no television. It delivers this mass audience at a small additional cost, and it permits the advertiser to get a great added value out of his television talent investment. It will cost an advertiser about $7,500 a week in time and talent.

This is how the idea works. We start out with the top NBC-produced television revues—shows like the *Saturday Night Revue* with Jack Carter, Sid Caesar, Imogene Coca, Marguerite Piazza, and other headliners and guest stars; the Wednesday night show with Ed Wynn, Jimmy Durante, Danny Thomas and Jack Carson; and the *Sunday Night Comedy Hour*, with Eddie Cantor, Fred Allen, Martin & Lewis, and Bobby Clark.

Out of this wealth of material, we tape six highlights, each with a different star. We edit and assemble the tapes into a smoothly flowing hour show for radio and we integrate it with an m.c. and an orchestra.

Then we sell the radio show to the six television sponsors who are identified with the performers included in it. Each advertiser's announcement is slotted next to the highlight from his television show. Each advertiser pays one-sixth of the hour radio rate plus one-sixth of the additional talent and union costs for radio use of the television material, plus orchestra, m.c. and other new elements.

We have been experimenting with this format and we've run through several different versions in the past month. The result is simply astounding. What we come out with is a fast paced, bright variety show, full of action and excitement. And although it is based on television material, you'd never guess from listening to it that it wasn't built for radio in the first place.





SPEAKER'S rostrum at White Sulphur Springs, W. Va., was graced by host of prominent network executives. Top: Niles Trammell, NBC chairman of the board, delivers welcoming address. Bottom: Charles R. Denny, NBC executive vice president, gives report on AM sales.

* * *

As opening speaker Wednesday Niles Trammell, chairman of the board, said radio will have to do things it has never done before as TV grows, with NBC dedicated to supremacy in both media. Radio will fail "only if we are too rigid or too stubborn to adjust it to new requirements," he declared.

TV's Future

Looking into the future, Mr. Trammell suggested that by 1975 TV will reach its full maturity, blanketing the nation as radio now does and succeeding radio as the primary broadcast medium. Radio will provide a supplementary service, he said, including specialized features. Perhaps radio will be sold in combination with TV in 10, 15 or 25 years, he said.

Noting that radio has 44 million families to TV's 8 million, he said 34 million radio families have no TV. Radio gives advertisers a more comprehensive audience now and for some years to come, he said.

Mr. Trammell recalled radio's World War II public service and declared radio and TV provide the only means of alerting the nation instantaneously.

Joseph H. McConnell, NBC president, said evening network has become harder to sell. Claiming NBC has long led in facilities, he said the network is building programs for top ratings at key points in the schedule and is developing a wide variety of moderately priced shows that deliver a good value to the advertiser. In the past year, he reminded, NBC has spent $9 million in radio talent and show properties, listing some of the network's leading performers.

Referring to the Assn. of National Advertisers report calling for reduced AM rates in view of television's progress, Mr. McConnell said the confidence of advertisers in network radio must be restored. NBC is starting a big research drive and an active sales campaign, he said.

As to TV, Mr. McConnell said the job has been made more difficult by FCC's adoption of noncompatible color and its proposed rules to restrict stations in selecting TV network service.

NBC is strengthening its daytime TV service, according to Mr. McConnell, with evenings substan-

(Continued on page 32)

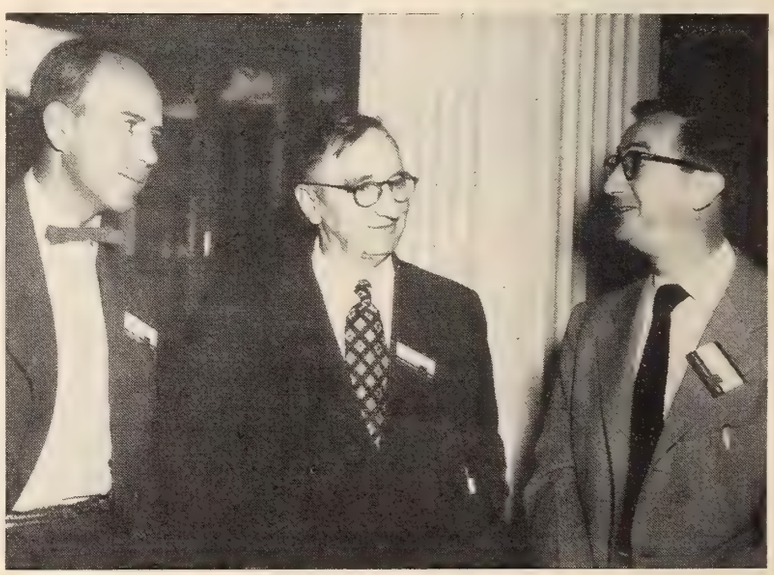
Delegate Matthews

SECRETARY of the Navy Francis P. Matthews doffed his Cabinet trappings to become the delegate from WOW Omaha-KODY North Platte, Neb., at NBC's White Sulphur Spring affiliates convention. A charter member of the original WOW executive staff, Mr. Matthews continues his active interest in the two-station operation. He took part in discussion during the Thursday afternoon meeting of TV affiliates, declaring he considered FCC color action dictatorial.

* * *



LOUISIANA contingent and fair sex were represented at NBC convention as shown by this group. Examining affiliates agenda are (l to r): Mrs. N. L. Carter and Mrs. H. Wheelahan, WSMB New Orleans, and T. B. Lanford, president, KPLC Lake Charles.



GEOGRAPHICAL diversity of attendance at NBC White Sulphur Springs annual meet is pointed up by this informal gathering of affiliate members (l to r): Bill Schroeder, WOOD Grand Rapids, Mich.; M. A. Mulrony, KGU Honolulu, T. H.; Tom Metzger, WMRF Lewiston, Pa.

$85,000.00 CASH PAYOFF on "LUCKY SOCIAL SECURITY NUMBERS PROGRAM"

GREATEST AUDIENCE BUILDER SINCE "MEN FROM MARS" INCIDENT

AZRAEL ADVT. AGENCY PAYS ALL WINNERS

STATIONS PAY ONLY LOW FIXED CHARGE

DEARBORN STATION CAPTURES DETROIT WITH LUCKY NUMBERS

Program Public Service Feature, WKMH



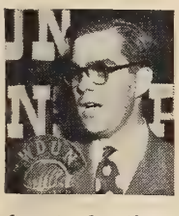
"Lucky Social Securit y Numbers have definitely increased listener interest to the 1310 spot on Detroit's radio dials.

Incidentally the local Social Security office came to us and asked our help in publicizing the revised aspects of the new Social Security law recently signed by the President. We are doing this on our LUCKY SOCIAL SECURITY NUMBERS program. It's working out very successfully and we, consequently, are able to make this Social Security gimmick a public service of value also." (Signed) Walter Patterson, V.P., WKMH, Dearborn, Mich.

GREATEST STIMULANT IN RADIO TODAY SAYS WDUN

Completely Sold Out In 8 Days!

"WDUN considers LUCKY SOCIAL SECURITY NUMBERS the greatest stimulant in radio today.



We have had phenomenal results in less than a week's time. After the second day it was literally 'the talk of the town'. We sold every number in eight days time! WDUN has 26 different advertisers on Lucky Numbers, the most satisfied customers this station has ever had. Two of the above advertisers have purchased eight time signals a day apiece to simply state that they have all numbers on display at their stores.

Perhaps the biggest effect the LUCKY SOCIAL SECURITY NUMBERS PROGRAM has brought to our station is the fact that only a few weeks before it began, our competitor had in their hands a survey that was more favorable to them than it was to us. LUCKY NUMBERS stopped their sales story from the survey overnight. So my recommendation is that anyone behind in their Hoopers will find that LUCKY SOCIAL SECURITY NUMBERS will easily make them the 'listener's choice' overnight." (Signed) John W. Jacobs, Jr., Gen'l. Mgr., WDUN, Gainsville, Ga.

AUDIENCE MORE THAN TRIPLED OVERNIGHT FOR KTOP

Effective station coverage doubled!



"LUCKY SOCIAL SECURITY NUMBERS more than tripled our listening audience overnight. Before the program started we were getting about 25 to 30 cards and letters per day from a mail pull contest for a local rug company. Three days after the LUCKY NUMBERS started, their mail pull jumped to 125 per day. A local jeweler got similar results. Incidentally, your program has helped us increase our coverage. Formerly most of our mail came from an area of 30 to 40 miles. Now with LUCKY NUMBERS, our mail has been coming from as far away as 80 miles." (Signed) Bailey Axton, Mgr., KTOP, Topeka, Kan.

LUCKY NUMBERS MOST VALUABLE TIME ON WKAX

Builds Biggest Audience In Town



"LUCKY SOCIAL SECURITY NUMBERS builds big audiences quicker . . . holds audiences longer than any radio program we've ever put on the air. It has become the most valuable time on our schedule. Check after check shows we have the biggest audience in town when LUCKY SOCIAL SECURITY NUMBERS is on the air." (Signed) Glenn V. Tingley, Mgr., WKAX, Birmingham, Ala.

Over 70 other stations now using this show throughout the U.S.A. . . .

Time buyers Advertisers DON'T MISS THIS

WHAT STATIONS SAY ABOUT $100 CASH OFFER EVERY HOUR

79½ HOOPER GAIN FOR KSON SAN DIEGO

Increased Audience Gets More Sales



"We began broadcasting LUCKY SOCIAL SECURITY NUMBERS in April of this year and comparison of Hooper Share of audience for that period and for the current Hooper Share shows a gain of 79½% in audience in the daytime periods where the numbers are carried. Naturally we are pleased, as increased audience means increased sales." (Signed) D. Johnson, Asst. Mgr., KSON, San Diego, Cal.

400% HOOPER BOOST WITH LUCKY NUMBERS SAYS WVET



"Our share of morning audience, as shown by the most recent Hooper report — makes apparent an increase of 400% over the report of November — December 1949. Major credit for this increase can go to the use of the Lucky Social Security Numbers Program." (Signed) Ervin F. Lyke, Gen. Mgr., WVET, Rochester, New York

PULSE BOOST REPORTED BY WIBG PHILADELPHIA



"Your LUCKY SOCIAL SECURITY NUMBERS program has upped our Pulse Rating, and this is so despite the fact that we have been unable to use the numbers consistently in the same spots across the board." (Signed) Rupe Werling, Prod. Mgr., WIBG, Phila., Pa.

ATTENTION, STATION MANAGERS

If you want results like these . . . if you want your station to be the one offering $100 every hour, $1,000 per day in your area, wire or phone for complete details and sample transcription NOW. No obligation, of course.

NOTE: We've just signed twenty new stations as this ad goes to press . . . more coming in every hour!

ATTENTION, TIME BUYERS

You can get these spectacular premium audiences for your commercials. Write for complete list of subscribing stations. If not now in market you wish to cover, we can arrange to make LUCKY SOCIAL SECURITY NUMBERS available in that community. Sample transcription sent free on request.

LUCKY SOCIAL SECURITY NUMBERS

Copyrighted by: MAURICE AZRAEL

1000 N. Charles Street **Baltimore 1, Maryland**

Phone MUlberry 2532

NBC Charts Course

(Continued from page 30)

tially sold out. Participation and alternate sponsorship plans aid advertisers in meeting high TV production costs.

Mr. McConnell was confident radio will be maintained as the low-cost mass advertising medium and TV will become even more profitable than radio.

NBC has started a drive to step up its radio coverage by use of tape, according to William F. Brooks, newly named vice president in charge of public relations (see story page 20. Noting the public's overwhelming preference for news by radio, he said that in event of general war, broadcast news rooms would be the nation's first line of defense.

NBC correspondents everywhere have now been equipped with tape recorders to transport listeners right to the scene of the news events of the day and all possible trouble spots have been manned for any eventuality, he said.

Mr. Brooks described tape as the outstanding improvement in radio news. He reminded that 15% of all radio programming consists of news, two-thirds of it sponsored. The four networks gross $18 million from news, he said.

NBC is engaged in the most aggressive showmanship in its history, declared Charles C. Barry, radio program vice president. He called the 6-7:30 p.m. Sunday night program starting Nov. 5 on NBC "the biggest variety show in history." It will include such names as Fred Allen, Jimmy Durante, Tallulah Bankhead, Bob Hope, Fibber McGee & Molly and outstanding Hollywood and Broadway acts.

More Listeners Per Dollar

Mr. Barry said television is "temporarily" more talked about than radio but declared NBC's new programming will bring the schedules to new highs. Advertisers get more listeners per dollar now than a decade ago, he reminded.

George W. Wallace, director of advertising and promotion for radio, declared the network's first cooperative advertising campaign, started Oct. 15, is a success. The campaign is running in 100 newspapers in NBC cities, he said, and another cooperative drive will be started soon on the new Sunday evening 1½-hour program. He also referred to the network's on-the-air promotion for its programs, including stars ringing chimes at station breaks.

Harry C. Kopf, NBC vice president in charge of radio sales, said the network is extremely "bullish" on sales for the winter and spring. He submitted an optimistic report of sales possibilities. More advertisers are recognizing radio as their most efficient and economical medium for national sales, he reported.

At the opening of the convention Wednesday the delegates paid a silent tribute to the late John J. Gillin Jr., WOW Omaha.

With a record of 460 in attendance, the delegates spent three days listening to NBC officials describe radio and television plans and discussing points brought up by the network officials.

Three entertainment programs were staged at night. On the Wednesday night program were Tex Beneke, Copacabana line, Acromaniacs, Julie Wilson, Dunninger, Stan Fisher and Phil Silvers. Thursday evening's show was featured by the Firehouse Five Plus Two, a West Coast band. Milton Berle and Mindy Carson topped the Friday program.

NBC's television news department sent a complete film laboratory and editing equipment to the Greenbrier. Sound cameras filmed highlights of each day's activities for a daily convention newsreel.

Film stories from all parts of the nation were flown to the convention each day. Francis McCall, director of TV news and special events, headed the crew. Clarence Thoman, supervisor of the NBC-TV news department, coordinated the Greenbrier setup with network operations in Washington, New York and Chicago.

Video Plans Outlined

Pattern for television programming and sales was unveiled Thursday morning by Sylvester L. (Pat) Weaver, television vice president, who predicted the simulcast will reach new heights and use of TV audio on AM will be a natural development. The network talent pool, he predicted, will use AM as a source of additional income via tape recording. He doubted if any major NBC stars will be absent from AM shows in the fall of 1951.

Mr. Weaver said NBC will use "great entertainment to get the all-family circulation of all sets." He said programming will cover the arts, dance, literature, music and provide a broadened program appeal by stimulating interest in these "currents."

NBC is trying to establish a TV schedule "which will be as well-known to the average viewer as it is to us, by means of broad concepts, and block programming methods," Mr. Weaver said, predicting that NBC's programs in a short time will become "the most important single influence in the American scene on the minds and opinions of people." He advised broadcasters to feel "a sense of mission" in dealing with television, which he described as the world's most dynamic medium of information, education and entertainment.

By thus influencing the public, Mr. Weaver said, circulation will be stimulated and "we will be able to build and present attractions of high cost which will still be better advertising buys than our competition in TV and other media."

Program Development

NBC will far outdistance any other known medium, he said, by developing shows which all people like some of the time rather than shows which some people like all of the time. "We have advertising dynamite that is going to blow the media picture wide open," he said.

Edward D. Madden, NBC vice president in charge of TV sales and operations, discussed economics of television from the advertiser's viewpoint. He said the network's vast new research study will aid the advertiser in making full use of the new medium. He advocated "companion purchase" of radio and television by advertisers to insure maximum 100% coverage of American families.

George H. Frey, network director of sales, said NBC-TV network is completely sold out every night of the week, holding superior spot in number of stations sold per program, total number of hours sold and total number of sponsors. The afternoon schedule is rapidly being sold out, he added, and the sales staff's next big job will be sale of morning time.

Carleton D. Smith, director of TV network operations who has just been elevated to a vice presidency in charge of all station relations, showed an NBC News Dept. film depicting NBC's progress in production and staging facilities. He said the property department alone contains 10,000 items for stage sets.

Frederick W. Wile Jr., director of television products, exhibited a pictorial compilation of production personnel and said the network is using high-quality entertainment to obtain all-family circulation.

Mr. Weaver outlined plans for next year, calling for development of spectacular dramas including 15 or 16 high-budgeted motion picture films made for TV by an outstanding producer, alternating with 15 or 16 theatre productions by top Broadway names. Alternating on a three-week cycle will be television originals under the supervision of top NBC producers.

By 1951, Mr. Weaver promised, the network will have solved the problems of presenting daytime serials on television.

Mr. Madden declared that by increasing product sales, TV will create new advertising funds. He cited predictions that national advertising will increase by $585 million within five years, with TV getting a goodly share.

Use Companion Media

Radio and TV used as companion media provide far lower cost than magazines, Sunday supplements and newspapers, he said. NBC's projected TV research survey, he said, will be based on a sample of a major TV market with 6,000 interviews covering three-fourths of all network programs and commercial announcements. Points to be studied are sales effectiveness, daytime sales facts, current and future program trends, efficient TV techniques for advertisers, comparisons with printed media and facts for programming.

NBC will open television sales offices in Detroit and Hollywood and will institute a sales training program, he said.

RADIO PARTS DROP

Discussed at Pentagon

CONCERN by manufacturers of radio receiving tubes over growing shortages and scarcity of high-priority components commanded the attention of top-level government procurement officials last week in a closed session at the Pentagon.

This problem and others of equally pressing import were laid before officials of NSRB-Munitions Board-Military circles by a radio receiving tube subcommittee of the Joint Electronics Equipment Industry Advisory Committee.

The subcommittee is a separate unit set up by the committee (popularly known as EIAC) to study the needs and availabilities of various electronics product groups and to report back to the Munitions Board as it originally directed.

Materiel requirements, personnel problems resulting from stepped-up selective service operation and plans for plant expansion in some cases also were aired during Thursday's session, which for the first time included representatives of the Commerce Dept.'s new National Production Authority.

McCoy, Parris for NPA

Representing NPA were H. B. McCoy, assistant to NPA Administrator William Harrison and chief of industry operations, and Donald S. Parris, NPA communications specialist of the General Products Division. Latter is expected to head up NPA's electronics group when it materializes [BROADCASTING, Oct. 9].

Other groups represented were the Joint Chiefs of Staff, the Signal Corps (charged with responsibility for Army electronics procurement), National Security Resources Board and Munitions Board. NSRB was represented by Leighton Peebles, communications director, and MB by Marvin Hobbs, chief, electronics division, and his assistant, James Parrott.

Need for numerous tubes in TV receivers, plus the heavy demand for radio and television sets this year, were cited by the EIAC subcommittee as reasons for scarcity of radio-TV receivers. And NPA's green light for priority on top military orders has placed lesser items, such as capacitors, in short supply, it was pointed out.

Meanwhile, NPA Administrator Harrison has issued regulations covering priority-rated defense orders for steel.

IN IOWA

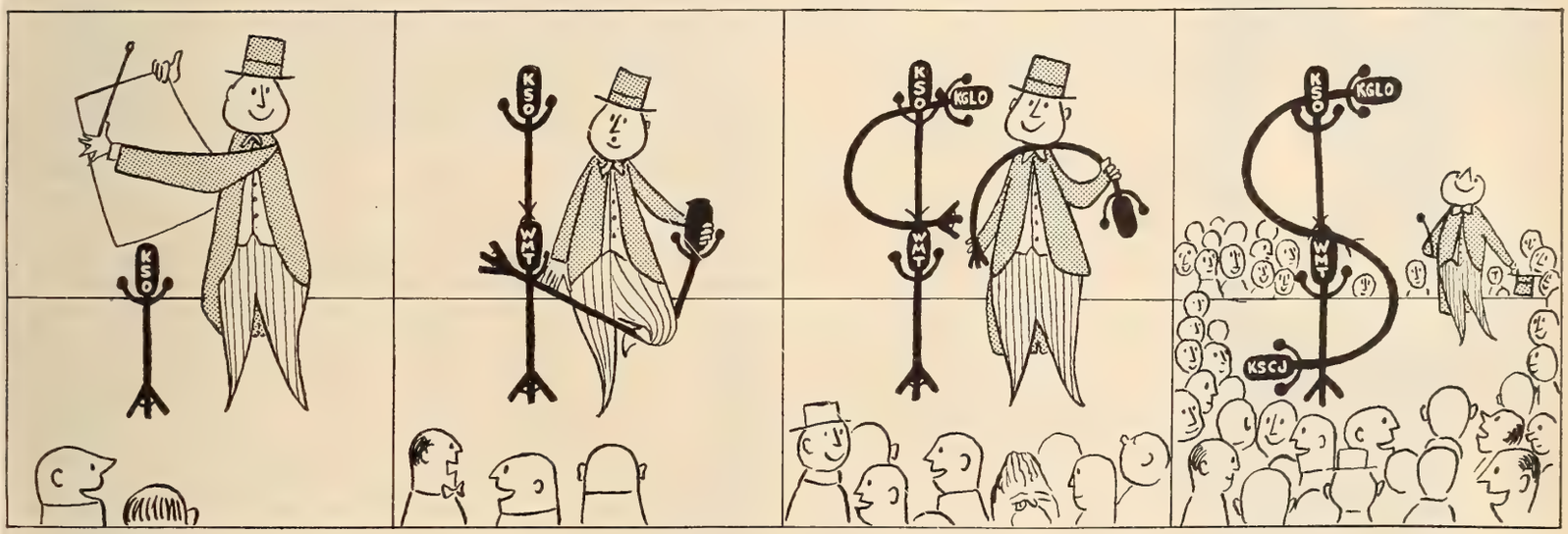
You get far more with the CBS Four

And it'll cost you *less.*

If you're interested in economical coverage of four of Iowa's richest markets—you'll find it pays to put your sales story on the four CBS *hometown* stations in these cities . . . KSO Des Moines, WMT Cedar Rapids, KGLO Mason City and KSCJ Sioux City.

For within the home counties of these stations, their combined BMB weekly audience is 29% greater than the audience of any other single station. Yet their combined cost for spot announcements is less!

What's more, the CBS Four command an average "inside" share of audience of 46.2—250% greater than that of any other single station.



There are at least two reasons for this overwhelming preference: the intense loyalty which listeners have for their own *hometown* stations . . . and the solid schedule of CBS stars and favorite local personalities programmed by the *CBS Four* throughout the week. To sell your product in the important metropolitan centers of Iowa, get in touch with the four stations listed below, or their national representatives. You'll find you get more with the *CBS Four* . . .

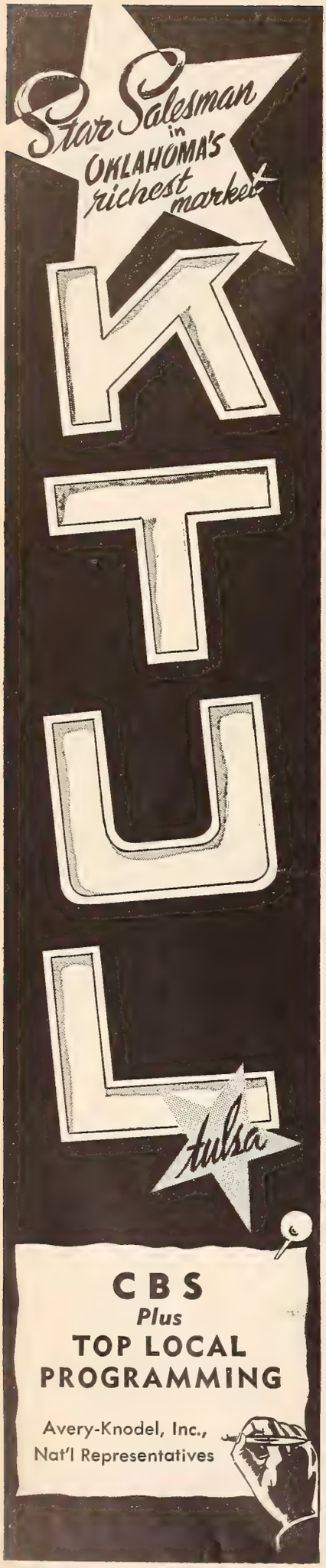
All sources on request

KSO
Des Moines
Represented by
Petry

WMT
Cedar Rapids
Represented by
Katz

KGLO
Mason City
Represented by
Weed

KSCJ
Sioux City
Represented by
Hollingbery



RICHARDS' WINDUP

L. A. Hearings End After 88 Days

THE FIRST PHASE of FCC's hearing on the news policies of G. A. (Dick) Richards wound up last Thursday, its 88th day, after a round of charges that FCC had deliberately suppressed primary evidence that would prove the fairness of newscasts on Mr. Richards' KMPC Los Angeles.

FCC Examiner James D. Cunningham, conducting the hearing in Los Angeles, told counsel for Mr. Richards Thursday that he had checked the testimony on which the charges were based, and that "there is no indication that the FCC has done this monstrous thing as reported in the press."

"I'm not deceived," he continued, "by charges of Communism or by charges of suppression or destruction of evidence."

With the Los Angeles phase finally at an end, Examiner Cunningham set Nov. 9 for the start of sessions in Detroit to consider Mr. Richards' proposal to set up a trusteeship to control his three stations—KMPC, WJR Detroit, and WGAR Cleveland, all of whose licenses are at stake in the proceeding.

Hugh Fulton, chief trial counsel for Mr. Richards, based his suppression charges on testimony of Mrs. Emily Timmons, Los Angeles manager of Radio Reports Inc., who said she had made checking records and notes on KMPC newscasts since 1942.

Refuting news-slant charges against the station, Mrs. Timmons said she monitored the radio herself or supervised the monitoring of KMPC newscast from 1944 to 1949 and never heard anything unfair to racial, religious or political groups during that time.

Lewis Investigation

She testified that Ray Lewis, FCC investigator, in March 1949 checked her note sheets as far back as 1946 and also checked newscast discs as far back as 1942. In taking some of them, she said, Mr. Lewis cautioned her not to make any available to KMPC.

She said that a little later Mr. Lewis subpenaed all recordings of KMPC programs from 1942 to 1945, plus a number of discs for later years.

In June 1949, she said, FCC through General Counsel Benedict P. Cottone authorized Radio Reports to re-surface KMPC newscast records prior to 1947 and permitted them to destroy note sheets for that period also. She said Radio Reports had asked permission to do this because the space occupied by these checking records was needed.

Claiming the Commission had sanctioned destruction of a large percentage of newscast evidence, and had known of the availability of this material without informing KMPC, Mr. Fulton moved to strike from the record all testimony by FCC witnesses as being improperly based on their oral versions when the Radio Reports material would have been evidence that was "complete as to subjects, inflections, and tone."

★

Under cross-examination Thursday, Mrs. Timmons indicated that material taken from Radio Reports by FCC investigators was taken under subpena, and that Investigator Lewis explained to Mrs. Timmons that the subpena required that the records be reserved for the use of FCC.

She said that when Mr. Cottone permitted re-surfacing the KMPC newscast discs she was not told, "you must destroy them."

Although Mr. Fulton said he had only recently learned about the Radio Reports material, Mrs. Timmons said KMPC knew about her organization's activities and purposes, having been in contact with Radio Reports since 1942. Her firm serviced several KMPC advertisers.

Earlier in the week, Examiner Cunningham admonished Mr. Fulton and Joseph Burns, associate counsel for Mr. Richards, that assertions to the effect that the news-slant charges against Mr. Richards were communist-inspired and must stop.

'Question . . . Sincerity'

Mr. Cunningham said he had reached the point "where I question the sincerity of such statements," and that "they have no basis in fact whatsoever." After listening to some 14,000 pages of testimony, he said he had heard "not a shred of evidence that any communist organization is in any way connected with this hearing."

"I'm satisfied with the testimony by Commission witnesses that the charges on which the Commission's issues were based were substantial," he continued. "They should be met by concrete evidence, not by charges that this hearing was inspired by a communist group."

Mr. Fulton maintained that "the community had its own opinions as to how these matters arise," and that "there is a feeling in the community that there would be great rejoicing in communist circles if Mr. Richards loses his stations."

Disputes between Mr. Cottone and Mr. Fulton flared frequently. At one point Examiner Cunningham warned that their name-calling amounted to "contemptuous conduct in this proceeding."

Rebuttal witnesses presented by FCC as the hearing neared an end included Ed Chandler, KMPC announcer, who testified under subpena that when he joined the station in 1946 he was told the names of President Truman, Henry Wallace, and the late President Roosevelt were taboo, but that J. Edgar Hoover and Gen. Douglas MacArthur, among others, were to be built up.

Chet Huntley, CBS news analyst, testified that at an April 1949 meeting of the Radio News Club of Hollywood, when charges against KMPC were discussed, Larry Smith, then special affairs and news director of the station warned members they might be subject to legal action by Mr. Richards. Mr. Huntley quoted Mr. Smith as charging that the Radio News Club was subverted by communist influence and that KMPC had dossiers on members.

Since its start June 14, the Los Angeles phase of the hearing has consumed an estimated 14,700 pages of testimony—approximately 2,800,000 words. KMPC had 270 exhibits with supplements; FCC, 446 with supplements. Spokesmen for the station owner estimated transcripts of the proceedings has cost him more than $32,000.

WBBM VS. LONG

Hearing Slated for Nov. 6

CBS-WBBM Chicago's $1 million damage suit against W. E. Long Co., Chicago advertising agency, will go before the master in chancery of Chicago's Superior Court Nov. 6 [BROADCASTING, Oct. 9, 16]. CBS-WBBM last week abandoned the application for a temporary injunction against the agency, whereby it sought to restrain W. E. Long Co. from "soliciting and inducing" CBS-WBBM performers from working for the agency.

Earlier in Superior Court, CBS was granted a temporary injunction against three WBBM-CBS performers, Singer Elaine Rodgers, Announcer Fahey Flynn and M.C. Jim Conway, enjoining them from working for the agency on agency-produced shows and commercials.

CBS Chicago claims the artists violated exclusive station contracts, and that W. E. Long used the three persons without permission. Long asserts it was given permission to hire the three. Master in Chancery Gerard Conners will consider the case, on behalf of Judge Joseph Graber. After he has heard arguments of CBS attorney, Art Morse, and W. E. Long attorney, Loy N. McIntosh, he will make recommendations to Judge Graber.

New Representative

NATIONAL TIME SALES Inc. has been established by Pan American Broadcasting Co. as a subsidiary to represent domestic radio stations. New company plans to concentrate entirely on U. S. stations limiting its representation to 20, according to Arthur Gordon, sales manager.

Campus Clinic

A CLINIC for campus radio station representatives will be held Oct. 27-28 at Lindenwood College, St. Charles, Mo. Representatives from 19 schools in seven states are expected to attend. The clinic is being held under the auspices of Region Seven of the Intercollegiate Broadcasting System. Jean McConahay, WMMC MacMurray College, Jacksonville, Ill., will serve as general chairman.



YOUR STATION'S A BIGGER MONEY MAKER WITH STANDARD LIBRARY SERVICE!

Why does Standard hold the top spot in the transcribed library field? Because Standard is the most solidly commercial of all libraries—built to sell more sponsors . . . more time . . . at more profit to Standard Stations!

Here's what STANDARD has done for its stations in the past year

- Released 106 sixteen inch discs—nearly 9 a month—15 to 50 per cent more than any competitive service!
- Increased to 29 quarter hours a week, the Standard STAR SHOWS especially created for commercial sponsorship.
- Produced voice tracks of informal introductions and sign-offs by name stars and guests, to give STAR SHOWS "network quality."
- Added Tommy Dorsey and Jerry Gray to the list of greats already featured on STAR SHOWS, including Bob Crosby, Kay Starr, Curt Massey, Frankie Laine!
- Continued the exacting quality control no other library maintains—actually playing every 10th record before release.
- More than doubled the output of similar music by any other service, with the release of 17 new discs featuring 40-piece top concert orchestras!
- Provided a "bonus" of 60 Weather Jingles by famous Two-Ton Baker to all Standard stations. These Jingles alone are bringing stations 25 to 50 per cent of their library cost!

Newest Money Making "Extra"! $ $ $ $

More than 100 Commercial Jingles on the way to Standard stations at no extra cost. All original music and lyrics with Dave Street and the Mello-Larks. Fifteen-second spots designed to bring in more income than the entire cost of complete Standard Library service.

15 on CHRISTMAS SHOPPING
15 on DOLLAR DAY 20 for AUTOMOBILES
20 for FURNITURE 20 for JEWELRY
20 for MEN'S CLOTHING

TWO Christmas Programs for 1950!

Christmas bonus is right! This year all Standard Library stations get a fine "extra" of two half-hour transcribed Christmas shows, both highly saleable.

"The Christmas That Almost Never Was" is new and especially appealing to children. A charming story of the year Santa had an accident at the North Pole and Christmas almost didn't happen!

"Pokey, the Christmas Elf" is a re-release of Standard's tremendously successful fantasy which completely won grownups as well as youngsters with its warmth, humor and deep spirit of Christmas.

Sell with STANDARD RADIO TRANSCRIPTION SERVICES, INC.

140 N. LaBrea, Hollywood 360 N. Michigan, Chicago
665 Fifth Ave., New York

Feature

(Continued from page 14)

banquet hall of the San Diego Club.

Each tin contained a certificate entitling the representative to pick up an advertising schedule and order from the agency. They were presented by Harold Requa, advertising manager for Westgate-Harbor.

The agency announced that the 1951 program will use "greatly increased" television time, with expansion fanning into 22 major markets. Additionally, radio will be used in several markets without TV facilities.

Use of sound broadcasting will support, on the local level, a national consumer magazine and local newspaper campaign.

These revelations were indicated within the confines of the tuna tins —and opening them was a minor problem in itself. Miss California (Joanne Durant) contributed her services as she circulated through the gathering selling cigars, cigarettes, candy—and can openers.

Cites Banner Year

Mr. Requa told radio, television and newspaper representatives that Breast-O'-Chicken Tuna had completed "the most successful year in its history," and cited the expanded program as "proof of our optimism in the future."

Special guests, who were equally optimistic, included Jack Crivello, executive vice president of Westgate-Sun Harbor; Kenneth Berglund, vice president; James B. Lane, vice president in charge of sales; Elmer Sindelar, treasurer, and Fred Kunzel, a member of the board of directors.

WASH TO MBS

First Major FM-Only Affiliate

MBS last week signed its first affiliation contract with a major-market FM-only station, WASH (FM) Washington, adding the FM audience to its capital coverage.

Contract was signed by E. M. Johnson, MBS vice president in charge of station relations and engineering, and Everett L. Dillard, owner of WASH. The deal was made with cooperation of Harold H. Thoms, president, and Howard Stanley, general manager, of WEAM Arlington, MBS AM affiliate in the Washington area. Also representing MBS in the negotiations was Robert Carpenter, of the station relations department.

Signing of the FM affiliation pact came as American Research Bureau, independent survey firm, disclosed there are 114,000 FM-equipped radio and TV sets in the Washington metropolitan area compared to 51,282 sets a year ago and 78,000 six months ago.



WASH becomes a Mutual affiliate as the contract is approved by (l to r): Mr. Johnson, Mr. Dillard and Hudson Eldridge, WASH commercial manager.

* * *

The increase in the capital FM audience amounts to 46%, according to James W. Seiler, of ARB. Mr. Dillard observed that the increase in FM set ownership, as shown by ARB's survey, is faster than the 36% increase in TV set ownership in the last six months. He said there are now two FM homes for every three TV homes in the Washington area.

ARB's figures were compiled on the basis of a diary study sampling method using 1,000 diaries, with ARB checking each home reporting an FM set to verify ownership of an FM tuning circuit and ascertain if it was in operating condition.

In announcing the WASH-MBS affiliation Mr. Dillard explained the arrangement will in no way affect the operation of Continental FM Network, of which WASH is key station. Continental programming will continue to stress good music and quality of reproduction, he said. WASH carried Washington Senators baseball last season for Chesterfield, cooperating with WWDC Washington, and the World Series.

"FM broadcasting has established a firm position of its own in the radio audience of the nation's capital," he continued, "and has grown to the point that it represents a definitely salable product to the advertiser."

All four major networks are now heard by FM in the Washington area.

Now 5000 WATTS (D) 1000 WATTS (N) 630 K.C.

Lexington, Kentucky

(KENTUCKY'S 2nd MARKET)

WLAP

With this POWER INCREASE TO 5000 WATTS

. . . And 1000 Watts (N) WLAP is the First and only POWER station programming exclusively for Central and Eastern Kentucky listeners.

Ask A John E. Pearson Company Representative For The Facts—Now!

FM SERVICE
94.5 Megacycles
Channel 233
4.6 K.W.

WLAP

A NUNN STATION

J. E. Willis, Manager
Miller A. Welch, Ass't. Manager

AN AFFILIATE of the A B C NETWORK

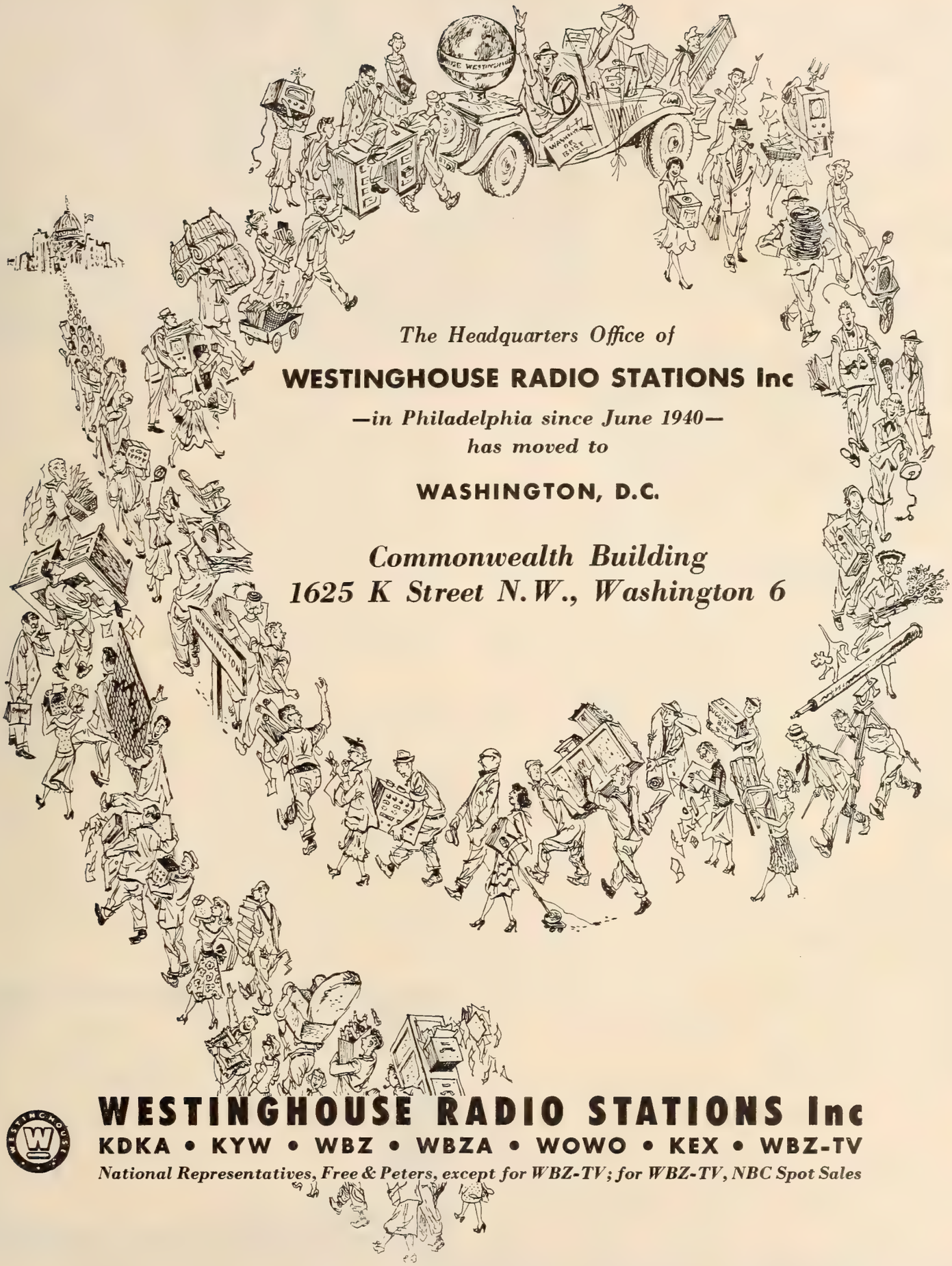
Lexington, Kentucky

WJIV ON AIR

New Savannah Day Outlet

WJIV Savannah, Ga., began regular operations Oct. 6. The new daytime station, owned by E. D. Rivers Jr., operates on 900 kc with 1 kw. Studios are located at 128 West Taylor St. and the transmitter is on Hutchinson Island in the Savannah river.

Construction of the station was under the supervision of William H. Keller, chief engineer of WEAS Decatur, Ga. Mr. Rivers also owns WEAS.



The Headquarters Office of

WESTINGHOUSE RADIO STATIONS Inc

—in Philadelphia since June 1940—
has moved to

WASHINGTON, D.C.

Commonwealth Building
1625 K Street N.W., Washington 6

WESTINGHOUSE RADIO STATIONS Inc

KDKA • KYW • WBZ • WBZA • WOWO • KEX • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

First in Dollar Value in NASHVILLE Because WKDA Delivers the Audience

HOOPER STATION AUDIENCE INDEX
CITY: NASHVILLE, TENNESSEE MONTHS: AUG.-SEPT., 1950
Total Coincidental Calls—This Period-15,253

INDEX	HOMES USING SETS	"A"	"B"	"C"	"D"
WKDA	25.8	22.2	19.1	14.9	13.8
Total Rated Time Periods	23.5				

Represented By
FORJOE & CO., INC.
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NASHVILLE, TENN.
WKDA MUSIC • SPORTS • NEWS

NAB N.Y. MEET

Review Business Conditions

SEVENTEEN leading industrialists, economists and broadcasters comprising the NAB Business Trends Committee met last Monday at the Waldorf-Astoria, New York, to discuss general business conditions.

First meeting of the committee, appointed last spring by NAB President Justin Miller, went into economic developments and views were exchanged on elements affecting business and industrial trends.

The all-day session was opened by Judge Miller, with Richard P. Doherty, NAB employe-employer relations director, leading the discussion. Economists submitted data on business trends after which the committee members took up the problems.

Meetings are to be held twice yearly. Minutes will be submitted to committee members. NAB has not yet decided what disposition it will make of the information derived from the discussions.

Attending Sessions

Attending Monday's session for NAB, besides Judge Miller and Mr. Doherty, were Robert K. Richards, public affairs director, and Charles H. Tower, assistant employe-employer relations director.

Broadcast members who attended were Robert D. Swezey, WDSU New Orleans; William B. Quarton, WMT Cedar Rapids, Iowa; Edgar Kobak, consultant. All three are NAB board members. Fourth broadcast member was Theodore C. Streibert, WOR New York.

Economists present were Martin Gainsbrug, chief economist, National Industrial Conference Board; Dexter Keezer, economist, McGraw-Hill; Edwin George, economist, Dun & Bradstreet.

Businessmen included Bayard Colgate, chairman of board, Colgate-Palmolive-Peet; J. Cameron Thompson, president, Northwest Bank Corp.; Lloyd Brace, president, First National Bank, Boston; Dr. Bishop Hunt, vice president-economist, John Hancock Life Insurance Co., attending for Paul Clark, president; Gilbert N. Chapman, president, Yale & Towne Mfg. Co.; Herman Steinkraus, president, Bridgeport Brass Co.; Robert C. Tate, president, Stromberg-Carlson Co.; John S. Sinclair, president, National Industrial Conference Board; Charles P. McCormick, president, McCormick & Co.; Clyde Shute, F. W. Dodge Co.

Railroad Radio

RADIO PROBLEMS of the railroads were canvassed by FCC Comr. E. M. Webster in an address at the annual meeting of the Communications Section of the Assn. of American Railroads last Tuesday at French Lick, Ind. He reported that more than half of the larger railroad systems and many of the smaller roads are now using radio, and that the number of stations operating in the railroad service increased 64% during the past year.



MISS AMERICA, Yolande Betbeze, is interviewed on arrival in her home town, Mobile, Ala., by Walt Turner (l), special events announcer for WKRG Mobile, while F. E. Busby, WKRG general manager, extends the station's official welcome.

WANT RICHMOND

Plans December Opening

TARGET date for the appearance of WANT Richmond is set for December, according to Richard Eaton, president, The United Broadcasting Co., which operates WOOK Silver Spring, Md., and WSID Essex, Md. WANT will operate on 990 kc with 1 kw daytime.

Station has purchased land and tower formerly used by WLEE Richmond at 1705 Colorado Ave. where it plans to locate its tower and transmitter. Plans also are being made, Mr. Eaton said, for a Broad St. studio.

Church Radio-TV Week

THE WEEK of Oct. 29-Nov. 4 has been designated as National Lutheran Radio and Television Week, according to the Lutheran Church-Missouri Synod owned station KFUO St. Louis. Special "Reformation Week" programs will be carried by the station. A pamphlet distributed by the station urges church groups to try and get time on the air over their local stations, and stresses the importance of the medium in church activities.

PALMETTO JOINS

New Progressive Network

PALMETTO NETWORK, comprising 24 stations in South Carolina and Georgia, has been signed as affiliate by the newly-organized Progressive Broadcasting System, according to Larry Finley, PBS president.

Contract was worked out by Mr. Finley with Glenn Warnock, general manager of the southern network. WCAC Anderson, S. C., will be key station of the network in that area.

Mr. Warnock, also vice president of WESC Greenville, S. C., stated PBS will service that station as well, replacing its present Mutual affiliation.

In addition to the Palmetto Network, Mr. Finley has signed 27 other affiliates in 16 states, he said, and will announce an additional list of stations within the next week.

Progressive is scheduled to begin operations on Nov. 26 with 12 hours of network programming daily.

WARNER TO NBC

Joins 'Three Star Extra'

ALBERT WARNER, ABC-WMAL Washington commentator, joins NBC Oct. 30 as replacement for Felix Morley on the network's five weekly *Three Star Extra*, 6:45-7 p.m., sponsored by Sun Oil Co. (for Sunoco gasoline). He will appear with Ray Henle and Ned Brooks on the news program, which is aired on over 30 NBC stations and is handled through Hewitt, Ogilvy, Benson, & Mather, New York.

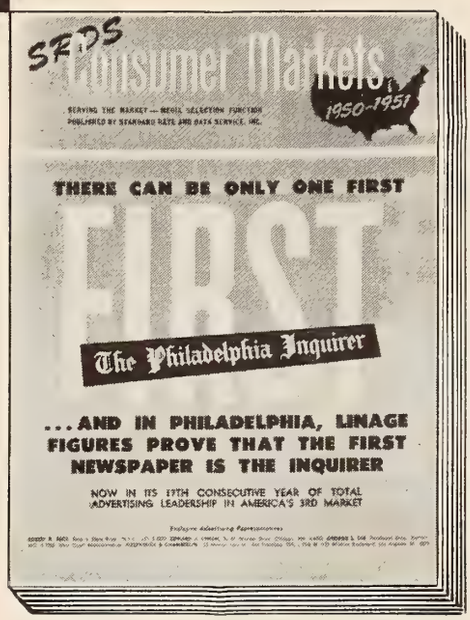
Mr. Morley reportedly is leaving to join the Washington office of *Barrons Weekly*, financial publication. Mr. Warner, a former MBS commentator, currently has his own program, *Congress Today*, Monday through Friday 7-7:15 p.m. on WMAL under sponsorship of the Bituminous Coal Institute. He will be replaced by Gunnar Back, ABC Washington news and special events specialist. Mr. Back also will replace Mr. Warner on ABC's Sunday show, *This Week Around the World*.

AGRICULTURE
We've been programmed for the farmer for 24 years. That's why WIBW-advertised goods sell so well in Kansas and adjoining states.
WIBW The Voice of Kansas in TOPEKA

new source of up-to-date market facts and figures

for advertising agencies, national advertisers, market analysts, media sales, and promotion people

The new 892-page 1950-1951 Edition of CONSUMER MARKETS reports the most comprehensive, complete and up-to-date local market statistics available. It covers every state, every county and every city of 5,000 and over in the U.S., the U.S. Territories and Possessions, Canada, and the Philippines. Its Retail Sales Estimates are adjusted to the *current* (1948) Census of Business.



All SRDS subscribers have copies. Extra copies $5.00 each.

Here are some of the uses advertisers, agencies and media are making of it:

planning merchandising campaigns
determining sales potentials

checking sales franchise requests

laying plans for market research projects
determining specific markets for trials
checking food, beverage, and other retail outlets
checking media potential coverage
market comparisons and selection
checking retail sales figures for various products
assaying spending habits in communities
evaluating research reports

planning and preparing newspaper and radio schedules
preparation of media recommendations

analyzing markets for new products
checking local media figures for population, home ownership, radio homes, farm homes
determining sales and advertising quotas and budgets

planning dealer cooperative budgets for local advertising
preparing market data and coverage maps showing county populations and radio homes

preparing presentations

checking maps for town and county locations
compiling market reports of buying power, population and retail sales
defining trading areas of metropolitan markets.

Note to Media Buyers:

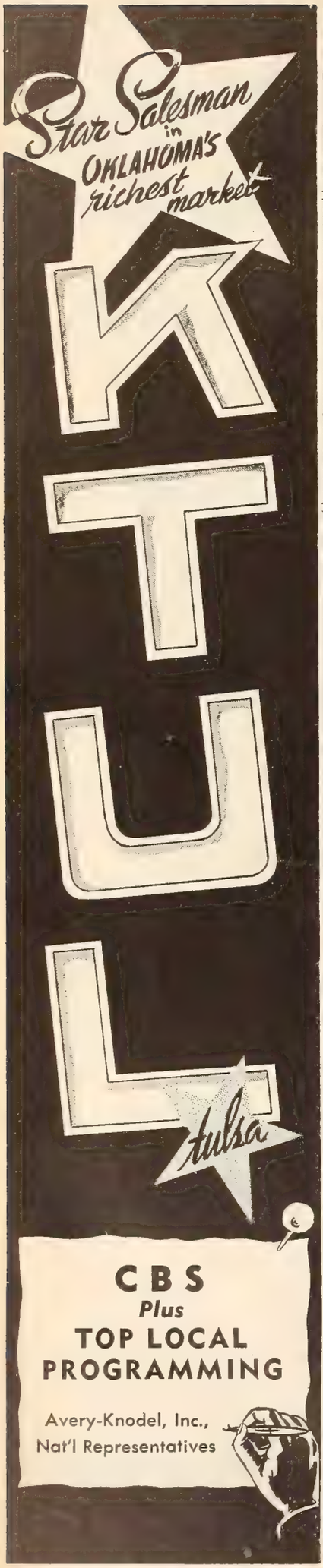
Used in conjunction with the consumer media Sections of SRDS (Newspaper, Radio, TV, Magazine, Transportation Advertising), you'll find CONSUMER MARKETS a valuable tool for evaluating individual media and their market coverage.

One agency Director of Research says, "In my opinion, CONSUMER MARKETS is the most complete data book of its kind now available."

Please send for detailed description of the 1950-1951 Edition.

Consumer Markets

A Section of Standard Rate & Data Service
Walter E. Botthof, Publisher
333 North Michigan Avenue, Chicago 1, Ill.
New York • Los Angeles



REGISTRATION, NBC AFFILIATES MEETING, OCT. 18-21

(see separate story this issue)

A—E

John Alexander, KODY North Platte; Mr. & Mrs. Frederick L. Allman, WSVA Harrisonburg; Elwood Anderson, WEST Easton; Mr. & Mrs. Earle C. Anthony, KFI Los Angeles; Mr. & Mrs. Campbell Arnoux, WTAR Norfolk; Ray Baker, KOMO Seattle; Mr. & Mrs. Gladden W. Baker, WTIC Hartford; Mr. & Mrs. David M. Baltimore, WBRE Wilkes-Barre; Harry Bannister, WWJ Detroit; Tom Barnes, WDAY Fargo; Mr. & Mrs. William C. Barnes, WMVA Martinsville; Mr. & Mrs. Paul R. Bartlett, KERO Bakersfield; Col. T. K. Barton, KARK Little Rock; Charles G. Baskerville, WFLA Tampa; Mr. & Mrs. Joseph E. Baudino, KDKA Pittsburgh; Mr. & Mrs. Cecil K. Beaver, KTBS Shreveport; Mrs. Aurelia S. Becker, WTBO Cumberland; Mr. and Mrs. C. Allen Bengtson, WINR Binghamton; Mr. & Mrs. David J. Bennett Jr., WKBO Harrisburg; Walter E. Benoit, KYW Philadelphia; Mr. & Mrs. Tams Bixby Jr., KGBX Springfield; Ed Boroff, Westinghouse Stations; Mr. and Mrs. Walter A. Bowry, WMBG Richmond; John J. Boyle, WJAR Providence; Douglass M. Bradham, WTMA Charleston; Walter C. Bridges, WEBC Duluth; Mr. & Mrs. Tom A. Brooks, WBAL Baltimore; Enoch Brown, WMC Memphis; Mr. & Mrs. George M. Burbach, KSD St. Louis.

H. Allen Campbell, WTAC Flint; Mr. & Mrs. Martin B. Campbell, WFAA Dallas; Mr. & Mrs. N. L. Carter, WSMB New Orleans; Jack Chapman, KTSM El Paso; George H. Clinton, WBLK Clarksburg; Mr. & Mrs. W. H. Cowles, KHQ Spokane; Mr. & Mrs. H. Quenton Cox, KGW Portland; Mr. & Mrs. Edwin W. Craig, WSM Nashville; Mr. & Mrs. E. B. Craney, KXLF Butte; Dan Crosland, WCRS Greenwood; J. Roy Dabadie, WJBO Baton Rouge; Mr. & Mrs. Howard Dahl, WKBH LaCrosse; Mr. & Mrs. Harben Daniel, WSAV Savannah; W. Lee Dechert, WSVA Harrisonburg; Mr. & Mrs. Lyle DeMoss, WOW Omaha; Charles E. Denny, WERC Erie; Mr. & Mrs. John H. DeWitt Jr., WSM Nashville; Mr. & Mrs. Henry V. Diefenbach, WGKV Charleston; Mr. & Mrs. Victor C. Diehm, WAZL Hazleton; Mr. & Mrs. R. G. Duffield, WOWO Fort Wayne; Jack Dunn, WDAY Fargo; Richard O. Dunning, KHQ Spokane; T. W. Duvall, KGBX Springfield; Mr. & Mrs. C. P. Edwards Jr., WKPT Kingsport; Mr. & Mrs. W. M. Eikner, KRIS Corpus Christi; Ottis Eisenhower, WOPI Bristol; Mr. & Mrs. Harold Essex, WSJS Winston-Salem; Mr. & Mrs. Ralph Evans, WHO Des Moines; Mr. & Mrs. Walter Evans, KYW Philadelphia; Mr. & Mrs. P. K. Ewing, WGRM Greenwood.

F—M

Mr. & Mrs. Sam Fantle Jr., KELO Sioux Falls; William Fay, WHAM Rochester; Douglas Featherstone, WCRS Greenwood; Robert L. Fidlar, WIOD Miami; Mr. & Mrs. O. W. Fisher, KOMO Seattle; Mr. & Mrs. Dean Fitzer, WDAF Kansas City; Pat. T. Flanagan, WHIS Bluefield; E. Y. Flanagan, WSPD Toledo; Henry Fletcher, KSEI Pocatello; James C. Fletcher, KFAR Fairbanks, Alaska; Mr. & Mrs. Frank P. Fogarty, WOW Omaha; John P. Foster, WJAC Johnstown; Mr. & Mrs. Sidney S. Fox, KDYL Salt Lake City; Mr. & Mrs. Harold W. Fulton, WHO Des Moines; Mr. & Mrs. J. B. Fuqua, WJBF Augusta; Mr. & Mrs. Michael C. Fusco, WKTV Utica; Mr. & Mrs. George P. Gable, WFBG Altoona; Mr. & Mrs. Raymond A. Gaul, WRAW Reading; E. K. Gaylord, WKY Oklahoma City; G. David Gentling, KROC Rochester; Earle J. Gluck, WSOC Charlotte; Mr. Goldenson, WSMB New Orleans; Mr. & Mrs. Ernest Graham, and John Graham, WHIZ Zanesville; Mr. & Mrs. Milton L. Greenebaum, WSAM Saginaw; Mr. & Mrs. Harold F. Gross, WJIM-TV Lansing; Mr. & Mrs. J. Robert Gulick, WGAL Lancaster.

Julian F. Haas, KARK Little Rock; Mr. & Mrs. Hugh A. L. Halff, WOAI San Antonio; Mrs. Eloise Smith Hanna, WBRC Birmingham; R. B. Hanna, WGY Schenectady; Mr. & Mrs. Taylor Harney, WEEK Peoria; Robert B. Harrington, WSVA Harrisonburg; Mr. & Mrs. Jack Harris, KPRC Houston; Mr. & Mrs. Wilbur M. Havens, WMBG Richmond; Mr. & Mrs. Carl E. Haymond, KIT Yakima; Mr. & Mrs. Eugene D. Hill, WORZ Orlando; Francis M. Hipp, WIS Columbia; John T. Hopkins, WJAX Jacksonville; Mr. & Mrs. Harold V. Hough, WBAP Fort Worth; Mr. & Mrs. Stanley Hubbard, KSTP St. Paul; A. Ingram, WERC Erie; G. Jackson, WSPD Toledo; Eddie E. Jones and Freeman Jones, WSOC Charlotte; Mr. & Mrs. George E. Joy, WRAK Williamsport; Mr. & Mrs. Ewing C. Kelly, KCRA Sacramento; Mr. & Mrs. Frank W. Kelly, WBEN Buffalo; Mr. & Mrs. J. Dillon Kennedy, WJAX Jacksonville; J. Robert Kerns, WLOK Lima; Mrs. C. L. Kopp, WTBO Cumberland; Mr. & Mrs. Tom Kritser, KGNC Amarillo.

Mr. & Mrs. T. B. Lanford, KPLC Lake Charles; Mr. & Mrs. H. P. Lasker, WLWD (TV) Dayton; James M. LeGate, WIOD Miami; Mr. & Mrs. M. L. Leich, WGBF Evansville; Mr. & Mrs. W. Henry Linebaugh, WROL Knoxville; Mr. & Mrs. Arthur Littick, Mr. & Mrs. Clay Littick and William Littick, WHIZ Zanesville; J. H. Long and Mr. & Mrs. Walker Long, WSAZ-TV Huntington; Nathan Lord, WAVE Louisville; Mr. & Mrs. John J. Louis, KTAR Phoenix; Ernest B. Loveman, WPTZ (TV) Philadelphia; Paul A. Loyet, WHO Des Moines; Mr. & Mrs. P. K. Lutken, WJDX Jackson; Joseph D. Mackin, WMAM Marinette; Mr. & Mrs. William T. MacNeilly, WKTV (TV) Utica; Edward Manigault, WTMA Charleston, S. C.; Mr. & Mrs. Charles P. Manship Jr., WJBO Baton Rouge; Mr. & Mrs. Carl Mark, WTTM Trenton; Mr. & Mrs. Hunter Marshall, WSOC Charlotte; Howard K. Martin, WALA Mobile; Mr. & Mrs. Richard H. Mason, WPTF Raleigh; Mr. & Mrs. J. E. Mathiot, WGAL Lancaster; Mr. & Mrs. Francis P. Matthews, WOW Omaha; Mr. & Mrs. Clair R. McCollough, WGAL Lancaster; Mr. & Mrs. John F. Meagher, KYSM Mankato; John Merino, KFSD San Diego; Mr. & Mrs. Thomas W. Metzger, WMRF Lewistown; Mr. & Mrs. M. M. Meyers, WOW Omaha; Harold E. Miller, WGAL Lancaster; Paul W. Morency, WTIC Hartford; Mr. & Mrs. James Moroney, WFAA Dallas; Mr. & Mrs. Allen D. Morris, KTBS Shreveport; Mr. & Mrs. Fred C. Mueller, WEEK Peoria; M. A. Mulroney, KGU Honolulu; Mr. & Mrs. John Murphy, WLW Cincinnati; Mr. & Mrs. Will O. Murrell and Mr. & Mrs. Wm. O. Murrell Jr., WORZ Orlando; B. Bryan Musselman, WSAN Allentown.

N—U

Mr. & Mrs. John New, WTAR Norfolk; Mr. & Mrs. James A. Noe, KNOE Monroe; Mr. & Mrs. Vernon A. Nolte, WHIZ Zanesville; Mr. & Mrs. George W. Norton Jr., WAVE Louisville; Mr. & Mrs. Byron W. Ogle, KRGV Weslaco; Mr. & Mrs. John M. Outler Jr., WSB Atlanta; F. Overton, KFI Los Angeles; William O. Pape, WALA Mobile; Mr. & Mrs. Jack D. Parker, WSAM Saginaw; Wendell Parmelee, WWJ Detroit; Mr. & Mrs. Roger C. Peace, WFBC Greenville; Jennings Pierce, KMED Medford; Mr. & Mrs. Howard E. Pill, WSFA Montgomery; L. R. Rawlins, KYW Philadelphia; Mr. & Mrs. William H. Rines, WCSH Portland; Mr. & Mrs. William F. Rippetoe, WBOW Terre Haute; R. E. Rives, KWBW Hutchinson; Mr. & Mrs. Lawrence H. Rogers II and Marshall L. Rosene, WSAZ-TV Huntington; B. J. Rowan, WGY Schenectady; Mr. & Mrs. J. Harold Ryan, WSPD Toledo; Mr. & Mrs. Ernest C. Sanders, WOC Davenport; J. Dudley Saumenig, WIS Columbia; Frederick C. Schilplin, KFAM St. Cloud; Mr. & Mrs. Kenneth F. Schmitt, WIBA Madison; Mr. & Mrs. Willard Schroeder, WOOD Grand Rapids; Alvin D. Schrott, WJAC Johnstown; Herb. Schwartz, WSMB New Orleans; Harold P. See, KRON-TV San Francisco; R. W. Sennett, WERC Erie; Mr. & Mrs. G. Richard Shafto, WIS Columbia; Thomas E. Sharp, KFSD San Diego; Hugh Shott Jr., WHIS Bluefield; Mr. & Mrs. James D. Shouse, WLW Cincinnati; Mr. & Mrs. John W. Shultz, WMVA Martinsville; Henry Slavick, WMC Memphis; Harry M. Smith, WLW Cincinnati; Mr. & Mrs. T. Frank Smith, KRIS Corpus Christi; Jack Stapp, WSM Nashville; Mr. & Mrs. J. T. Steen, Westinghouse Stations; Edgar B. Stern Sr., WDSU-TV New Orleans; George B. Storer, WSPD Toledo; Leroy K. Strine, WORK York; Wilmer C. Swartley, WBZ Boston; Mr. & Mrs. Robert Swezey, WDSU-TV New Orleans; P. A. Sugg, WKY Oklahoma City; Bob Tait, WHAM Rochester; Dale L. Taylor, WENY Elmira; Mr. & Mrs. O. L. (Ted) Taylor, KANS Wichita; Mr. & Mrs. George H. Thomas, KVOL Lafayette; Mr. & Mrs. C. Robert Thompson, WBEN Buffalo; Mr. & Mrs. Harold H. Thoms, WISE Asheville; Mr. & Mrs. Lorrin P. Thurston, KGU Honolulu; Rolland V. Tooke, WPTZ (TV) Philadelphia; George W. Trendle, WTAC Flint.

V—Z

Mr. & Mrs. E. R. Vadeboncoeur, WSYR Syracuse; Mr. & Mrs. J. Holliday Veal, WCOA Pensacola; Col. B. W. Venable, WGKV Charleston; Mr. & Mrs. W. D. Wagner, WOC Davenport; William J. Wagner, KFQD Anchorage; Mr. & Mrs. Walter E. Wagstaff, KIDO Boise; Lee Wailes, WSPD Toledo; Mr. & Mrs. Willard Walbridge, WWJ Detroit; William F. Walker, WMAM Marinette; J. Gorman Walsh, WDEL Wilmington; J. Gordon Wardell, KGBX Springfield; Irving Waugh, WSM Nashville; R. W. Welpott, WGY Schenectady; Mr. & Mrs. Harold Wheelahan, WSMB New Orleans; Beverly T. Whitmire, WFBC Greenville; Mr. & Mrs. K. C. Whittle, WMVA Martinsville; Mr. & Mrs. W. A. Wilson, WOPI Bristol; Allen M. Woodall and Mr. & Mrs. R. C. Winnie, WDAK Columbus; W. Woods, WHO Des Moines; Mr. & Mrs. Willard C. Worcester, WIRE Indianapolis; C. J. Wright Sr., WFOR Hattiesburg; Karl O. Wyler, KTSM El Paso; Jacob A. Young, WERC Erie.

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Paul Hancock, O. B. Hanson, Mr. & Mrs. William Hedges, Mr. & Mrs. John Herbert, Mr. & Mrs. Jules Herbuveaux, Sheldon Hickox, Phil Hirsch, Allen Kalmus, William Kelley, David Klein, Frances Kline, Thomas Knode, Harry Kopf, Bradford Kress, Ruddick Lawrence, Elmore Lyford.

Mr. & Mrs. George MacGovern, Edward Madden, Mr. & Mrs. Gustav Margraf, William McAndrew, Frank McCall, Donna McClintock, Mr. & Mrs. James McConnell, Mr. & Mrs. Joseph H. McConnell, John McCormick, Robert McCormick, Thomas McCray, Mr. & Mrs. Thomas McFadden, Robert McFadyen, Mr. & Mrs. E. L. Munson, Mr. & Mrs. James Nelson, Mr. & Mrs. Vic Norton, Paul Rittenhouse, George Robinson, John Royal, Mr. & Mrs. Frank Russell.

Mr. & Mrs. Hamilton Shea, Mr. & Mrs. I. E. Showerman, Mr. & Mrs. Carleton Smith, Clarence Thoman, Mr. & Mrs. Niles Trammell, Al Walker, George Wallace, Mr. & Mrs. Sylvester Weaver, John West, Mr. & Mrs. Fred Wile, Caroline Williams, Mr. & Mrs. Lloyd Yoder.

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promotional ideas sold to produce cash revenue of from $200 to $1,000 per week, Wire, Call or Write

Edgar L. Bill — **Merle V. Watson**

Julian Mantell, Sales Manager

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Peoria, Illinois — — **Phone 6-4607**

★ **We originated sponsored Radio Personalities Picture Albums in 1938, many new program features, and have more sales records and years of experience in selling for over 300 Radio and Television Stations from Coast to Coast than any similar organization in America.**



FAREWELL lunch honors Dorothy Ayres, timebuyer at Henri, Hurst & McDonald, Chicago, who is retiring to get married. Her host is NBC-TV salesman Howdee Meyers. Miss Ayres will marry J. Soulard Johnson, formerly of CBS, Nov. 4. They will live in St. Louis.

SPORTS RIGHTS

Court Upholds Exclusive Pact

SCHOOL officials have legal right to sell an exclusive franchise to broadcast football games in Fairmont, W. Va., Judge J. Harper Meredith, of Marion County Circuit Court, ruled Oct. 13 in denying petition of WVVW Fairmont for an injunction to restrain interference with its broadcasts.

J. Patrick Beacom, president of WVVW, said an appeal will be taken from the decision. It was considered possible that following denial of a temporary order the issues will be finally determined on the chancery side of the court docket in November.

WMMN Fairmont had filed a demurrer to the WVVW petition, along with school officials. WVVW contended it began broadcasting East High School games in 1948 under a verbal agreement and had not defaulted on what it called a continuing contract. Exclusive rights to games had been granted in September by school officials to WMMN, according to that station, under a 1949 state law.

STUDENTS interested in sports announcing at KVDU, Denver U. station, required to take courses in basketball and football fundamentals under university coaches.

WDRC

CONNECTICUT'S PIONEER BROADCASTER

STILL FIRST . . .
28 YEARS LATER!

WDRC is proud of its current Hooper figures . . . equally proud to be Connecticut's first AM Station (1922) and first FM station (1939). For availabilities, write Wm. Malo, Commercial Manager, WDRC, 750 Main St., Hartford, Conn.

CBS

NABET COUNCIL

Re-elects McDonnell Pres.

JOHN R. McDONNELL, technical director at ABC San Francisco, was re-elected president of the National Assn. of Broadcast Enginners and Technicians (NABET) at the 17th annual council meeting in Chicago Oct. 13. Mr. McDonnell will serve another three-year term.

At the meeting, which took place at the Edgewater Beach Hotel, Edward B. Lynch, chairman of the NABET chapter in Rochester, N. Y., was re-elected vice president. New national executive board members elected for a one-year term are Ed Stolzenberger, chairman of the New York chapter; David B. Stewart, Detroit chapter chairman, and George W. Smith, head of the Chicago group. George Maher of Chicago was re-elected executive secretary for a three-year term.

National council, comprised of the executive board, fulltime NABET employes and chapter chairmen, met for seven days in Chicago. The council authorized money for hiring double the number of present national field representatives responsible for organizing and negotiating.

Field Offices Planned

Two more field offices will be set up in the upper New York state area and in the southeast. Operating policies were established to provide for organization on an industrial basis in commercial radio and television and "associated industries."

Council also reported that members of the Assn. of Documentary and Television Field Cameramen voted unanimously to affiliate with NABET.

AGENCY GUIDE

Discusses Business Phases

GUIDE designed to aid advertising agencies in the business administration of their financial affairs is being circulated by Lynn W. Ellis, Ellis Plan Foundation, Westport, Conn.

Titled *Why Too Many Agencies Die Young—And Too Many Older Ones Lose Money,* the publication is based on the premise that a large majority of agency owners and top management personnel are fundamentally "creative" advertising men, with little equipment to cope with purely "business" affairs. Work contains a management checklist on auditing, production, accounting, and sales ammunition, and sections on agency discounts, suggested reading references for agency management, art charges, agency layouts, etc. A topical cross-index of subjects also is included.

WOV New York extended broadcasting hours from midnight to 3 a.m. signoff, effective Oct. 9.

The Angels are Happy!



. . . star-filled cast and perfect direction. Smooth-as-silk script and a plot that's terrific. The angels are happy because it looks like a hit. But they aren't sure yet. That's still speculation—and will be until the final box-office score is in.

And that's how it is in show business. Whether you're backing a play—or buying radio, television, or motion picture stock. The risks are great—but the rewards are, too. And some of them you can measure.

So that's what we did in our latest booklet called RADIO, TELEVISION, AND MOTION PICTURES.

It starts by assuming a semi-war economy for some time to come, tells what should happen in the event of a change.

Then it takes up the movies . . . studies the "star-system", production costs, finances, and the shrinking foreign markets.

Both branches of the industry are covered . . . detailed reports on movie-making *and* movie-showing . . . a thorough discussion of just what television means to them now—and might mean tomorrow.

It does the same kind of job on the networks, too . . . explores TV both as a problem and a promise—and reviews the role that color might play.

And the survey ends with specific help for investors. Thumbnail descriptions of twenty-six leading companies give you current figures on sales, earnings, dividends, outlook—a good idea of just how each company stands.

If you own stock in these industries now, are thinking of buying or selling some any time soon, or just want to know a lot more about them, don't miss RADIO, TELEVISION, AND MOTION PICTURES. A copy is yours for the asking. Simply write—

Department SL- 81

MERRILL LYNCH, PIERCE, FENNER & BEANE

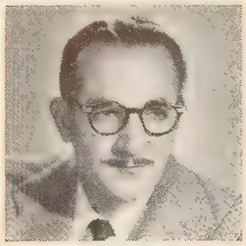
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Telephone: WHitehall 4-1212

523 West 6th St., LOS ANGELES 14
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MLPFB

EXCLUSIVELY LANG-WORTH



SHEP FIELDS

Rippling Rhythm in a Tiffany setting—a glorification of dance music.

EXCLUSIVELY LANG-WORTH



TITO GUIZAR

Colorful interpretations of his native songs from South of the Border.

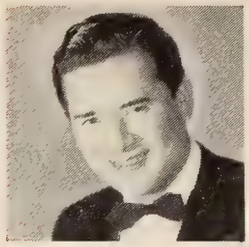
EXCLUSIVELY LANG-WORTH



CONNIE HAINES

Songs in the inimitable Haines' manner. Backed by Russ Case Orchestra.

EXCLUSIVELY LANG-WORTH



CARLOS RAMIREZ

Internationally popular baritone — MGM, La Scala, radio, television.

EXCLUSIVELY LANG-WORTH



FRANKIE CARLE

"The Golden Touch" deftly applied to pop dance tunes and piano solos.

EXCLUSIVELY LANG-WORTH



THE 4 KNIGHTS

Radio's most versatile Negro group — pops, spirituals, rock-rhythm.

EXCLUSIVELY LANG-WORTH



EVALYN TYNER

"The First Lady of the Piano." Classics in jazz and jazz classics.

EXCLUSIVELY LANG-WORTH



JACK LAWRENCE

One of America's leading songwriters in an informal vocal recital.

EXCLUSIVELY LANG-WORTH



RAY ANTHONY

Dancing America hails new star — full-throated melody and a solid beat.

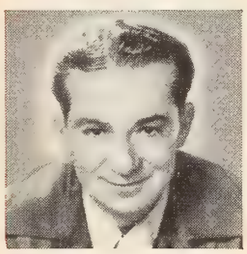
EXCLUSIVELY LANG-WORTH



PATTI PAGE

"That Singing Rage, Miss Patti Page" — song stylist in the modern mode.

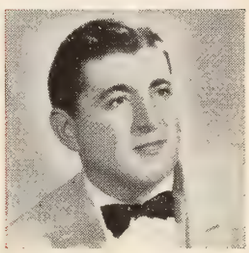
EXCLUSIVELY LANG-WORTH



RED NICHOLS

Authentic Dixie interpreted by "Red Nichols and His Five Pennies."

EXCLUSIVELY LANG-WORTH



TONY PASTOR

Tony, with Rosemary Clooney and a solid band — music that satisfies.

EXCLUSIVELY LANG-WORTH



EUGENIE BAIRD

Paul Whiteman's protege presented in popular song hits with D'Artega.

EXCLUSIVELY LANG-WORTH



THE AIRLANE TRIO

Hammond, accordion, guitar — memory tunes, novelties, standard pops.

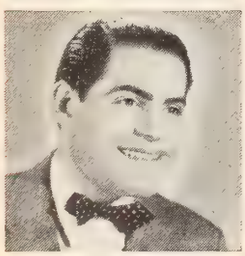
EXCLUSIVELY LANG-WORTH



RUSS CASE

Conductor: The Russ Case Orchestra. Pop standards in concert dance.

EXCLUSIVELY LANG-WORTH



LENNY HERMAN

"The Mightiest Little Band in the Land" — homespuns, novelties, pops.

EXCLUSIVELY LANG-WORTH



DICK BROWN

Good looks and a way with a song—romantic portraits in melody.

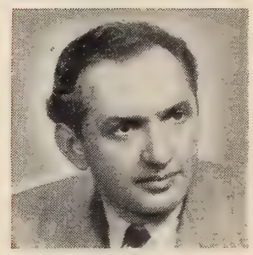
EXCLUSIVELY LANG-WORTH EXCLUSIVELY LANG-WORTH



THE RIDERS OF THE PURPLE SAGE

Foy Willing and his singing Riders occupy the top rung of Western popularity ladder — motion pictures, radio and television.

EXCLUSIVELY LANG-WORTH



JACK SHAINDLIN

Director, The Silver Strings—March of Time and motion pictures.

EXCLUSIVELY LANG-WORTH



HENRY JEROME

Sparkling instrumentals and vocals tailored for pleasant listening.

EXCLUSIVELY LANG-WORTH



TEDDY POWELL

New sound and conception—the current vogue in dancing-listening music.

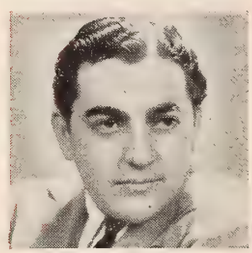
EXCLUSIVELY LANG-WORTH



HENRY BUSSE

The Ol' Master of muted horn and shuffle rhythm leads his greatest band.

EXCLUSIVELY LANG-WORTH



BLUE BARRON

Buoyant, rhythmic presentations of "Music of Yesterday and Today."

EXCLUSIVELY LANG-WORTH



CHUCK FOSTER

"Music in the Foster Fashion" is synonymous with rhythm that pleases.

EXCLUSIVELY LANG-WORTH EXCLUSIVELY LANG-WORTH



THE EMILE COTE GLEE CLUB
Radio's leading male singing group — 300 songs. Emile Cote also directs The Cavalcade Chorus, Chapel Choir and L-W Choristers.

EXCLUSIVELY LANG-WORTH



ALLAN JONES
International singing star of Broadway, Hollywood and Concert Stage.

EXCLUSIVELY LANG-WORTH



D'ARTEGA
Conductor: "Cavalcade of Music" and Lang-Worth's Symphony Orchestra.

EXCLUSIVELY LANG-WORTH



VAUGHN MONROE
America's No. 1 dance band — starred in pictures, radio, television.

IMMEDIATE DELIVERY

Lang-Worth's new and revolutionary transcribed program service is completed.

The basic library of over 5000 selections lists 120 separate artists, orchestras and groups – 107 of these are "exclusively Lang-Worth." All of them are comparable in audience appeal to those illustrated.

Advertisers and agencies are right now giving earnest consideration to this new reservoir of outstanding talent and commercial program material for their 1951 campaigns.

Lang-Worth's Transcribed Program Service is now available at 650 affiliated broadcasting stations.

EXCLUSIVELY LANG-WORTH



ALAN DALE
America's favorite heartthrob among this season's singing stars.

EXCLUSIVELY LANG-WORTH



TONI ARDEN
From cradle to stardom, "our Toni," a Lang-Worth exclusive all the way.

EXCLUSIVELY LANG-WORTH EXCLUSIVELY LANG-WORTH



THE GAY BLAZERS
Close-harmony "bathos ballads" and Gay Nineties novelties—songs from Yesterday's Hit Parade, sung with tears or boisterous gusto.

EXCLUSIVELY LANG-WORTH



JUANITA HALL
"Bloody Mary of South Pacific" — dynamic personality projected in song.

EXCLUSIVELY LANG-WORTH



JOHNNY THOMPSON
Romantic baritone — unusual stylings of pop ballads and standard songs.

EXCLUSIVELY LANG-WORTH



ELTON BRITT
Top favorite with hillbilly fans—motion pictures, radio, television.

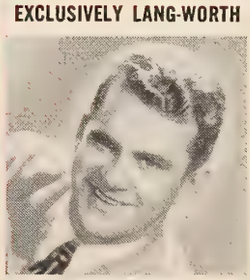
EXCLUSIVELY LANG-



EW
The Bianc jazz

LANG-WORTH
FEATURE PROGRAMS, Inc.
113 WEST 57th STREET, NEW YORK 19, N. Y.
Network Calibre Programs at Local Station Cost

EXCLUSIVELY LANG-WORTH



DEAN HUDSON
Down South they say "Dean's music is refreshin' as a mint julep!"

EXCLUSIVELY LANG-WORTH



AL TRACE
Toe-tapping rhythm, rib-tickling melody and corn—in one package.

editorial

NARBA's Crossroads

MEXICO's regrettable and, we think, completely unjustifiable withdrawal from the NARBA conference last week obviously nullifies hopes of securing an all-inclusive agreement on North American AM allocations in the immediate future.

What may happen next was not within the realm of accurate prediction in the first hectic days following Mexico's mid-week walk-out. The conference could blow up at any moment, or it might proceed to an amicable agreement among the remaining nations.

The first steps were—wisely, we think—in the direction of a multi-lateral treaty which might be acceptable to all North American nations except Mexico. If anything, the Mexican action emphasizes the need for an agreement of this sort. Otherwise the nations will be confronted with two alternatives: A series of bilateral agreements, or the possibility of mutually destructive ether warfare.

In many respects Mexico's walk-out leaves the conference exactly where it started more than a year ago at Montreal. Mexico did not participate in those first sessions, either. The year that has passed, however, has made a fundamentally fair treaty even more urgent.

The conduct of the U. S. delegation during the negotiations has made clear that this country is bending backwards to work out an amicable settlement. Some of the offers which Mexico rejected would have created untold strife in the U. S. broadcasting field—particularly a last-minute offer to directionalize two U. S. 1-A clear channels, which Mexico turned down because she wanted absolutely clear rights on those channels herself.

The U. S. delegations' willingness to consider a reduction in channel widths from 10 kc to 9 kc, with its far-reaching effects on allocations among the 2,000-odd U. S. stations, similarly demonstrates this nation's willingness to explore any possible solution to avoid total impasse. The future of the 9 kc proposal—which apparently nobody wanted except as an absolutely last resort—was unknowable in the wake of the Mexican retirement. It seemed a long-range basis for agreement, at best.

Hopes for amicable radio relations among the North American nations would get a much-needed boost if the Mexicans should reconsider and return. Despite their protestations of friendliness and hope of later agreement, however, they can contribute most by abandoning their strange concept of "sacrifice," which to them appears to apply only to the other fellow.

A treaty is urgently desirable. But, irrespective of the nations involved, it must be based on fairness, good engineering standards, protection of national service, and an allocation of channel rights in accordance with national needs.

℞: Rating Relief

RELATIVE ACCURACY of program ratings is a question that has been puzzling everyone in radio for a long time. Several weeks ago Stanley Breyer, commercial manager of KJBS San Francisco, posed it again. Pointing to differences in Hooper and Pulse surveys in his area, he asked which of the two systems was the more reliable. He proposed a way of finding out.

The KJBS challenge stirred the industry. To many station, agency and advertiser executives it seemed the opportunity to push for the answer to the question that had been puzzling each of them. After some debate a special committee was named under the chairmanship of Dr. Kenneth H. Baker, NAB research director, to study the whole situation.

Though the story has dropped from the headlines the past few weeks it is apparent that it has not dropped from the minds of the industry. After several meetings Dr. Baker promises a report from his committee in mid-November (see story this issue). It is expected that the report will recommend experimental tests to set up standards against which differences in research data can be measured.

That the recommendations of this committee are awaited eagerly there can be no doubt. One broadcaster writes:

"I am a stockholder in two stations, one in a large market and one in a small. In one city we buy research reports every month based on the aided recall technique; in the other we buy reports based on the coincidental method. We would much prefer to settle on a single type of audience research, which everybody would understand and accept. I believe there are thousands of others in the same position. Here is an excellent opportunity to settle the problem. Let's not muff it."

There is the challenge in a nutshell. The problem has waited too long. Dr. Baker's committee can do all of radio an immeasurable service if it can come up with a workable answer.

ANA Post-Mortem

NOW THAT the record is closed on the 41st annual convention of the Assn. of National Advertisers, a little shop talk is timely. Radio averted the rate-cut thrust, largely because it was abortive and ill-timed in a war-time economy.

As a matter of fact, all media took a lambasting for the rate spiral—all except radio, which hasn't had the stomach to ask for one when it had been singled out for the attack. The radio case, nevertheless, is better than that of the printed media because radio rates always have been too low as was inadvertently attested by several ANA speakers who called radio the best dollar buy.

Newspaper and magazine top brass were at the ANA convention in Chicago to tell their story. Radio, for some unaccountable reason was not. To be sure, Mr. Niles Trammell, NBC board chairman, was there. So was Dr. Frank Stanton, CBS president, and certain of his key sales executives. Mr. Edgar Kobak, now a consultant, was on hand—a firehorse who attends practically all meetings where there's an advertiser's buck floating about and a job to be done for radio.

Here was a convention of the men who spend 75% of the national advertising dollar—for network, for spot, for dealer co-op, as well as for magazines and newspapers. Literally dozens of newspaper and magazine men were seen around the Drake convention headquarters. Several were on the ANA program. We saw only the broadcasters above-mentioned.

Why wasn't a broadcaster or telecaster on the program to tell the radio or TV story? Isn't it timely for radio, for example, to point out that the price of Mr. Bill Smith's Lipton Tea has increased from a thin dime to 33 cents per small package in the last decade; that Esso gas is no longer six gallons for a buck; that cigarettes aren't two packs for a quarter—and that in the last decade radio's rates, despite saturation circulation, have remained virtually static? (Incidentally, circulation is all the printed media sell, not proved readership.)

The spring meeting of ANA will be held March 28-31 at Hot Springs, Va.

our respects to:



SAMUEL FRANK CROWTHER

IF Samuel Frank Crowther ("Red" Cross to the initiated) found a box of Cuesta Ray cigars among the gifts marking his half-century of life last September, it must have lit up a fond memory for the versatile commercial manager at WMAZ Macon, Ga.

Those band-wrapped smokes were part of Mr. Cross' piano act in the late '20s when he barnstormed radio stations. The Cuesta Rays were the pianist's contribution for the best letter writer.

While the tour of outlets was in the way of keeping the cupboard full, it also served to introduce him to the people in the field who were pioneering in the fast-blooming medium. During the cross-country run on the piano keys, Mr. Cross met WMAZ, later to become his radio home.

This was Mr. Cross at the age of 28—an accomplished artiste at the ivory board, a chemical engineer and ex-General Electric employe, former assistant to radio's Norman Brokenshire, and winner of the title "World's Champion Marathon Pianist." His life up to that point could be described as just one great adventure.

Samuel Frank Crowther was born at the turn of the century in Schenectady, N. Y., the only child of Dr. Frank Crowther, dentist and member of Congress, representing that New York district for 24 years.

In 1904, when Mr. Cross was four, his mother died and Dr. Crowther placed his son in a succession of military schools in this country and abroad. He entered the U. of Pennsylvania, only to leave for a year's duty with the Army. The Armistice in 1918 found him at Plattsburg. Returning to school, Mr. Cross graduated as a chemical engineer and launched his career at the Schenectady GE plant.

From this point on, Samuel Frank Crowther was dropped and the name "Red" Cross ushered in. It all happened when he was spending off-hours at WGY Schenectady where he went to use his piano talent. Announcing via the old-style inverted megaphone-to-microphone was a trick which did things to the name Frank Crowther, Mr. Cross recalls. Thus, the announcer observing the shock of red hair and shortening the last name to a palatable Cross, renamed the upstate New Yorker, "Red" Cross.

After two years at General Electric, Mr. Cross went to Washington, as assistant to Norman Brokenshire, where he says his main duties were "carrying equipment and ringing the chimes" for Mr. Brokenshire.

While on assignment in Miami, Mr. Cross stepped out of his hotel to fall victim to a

(Continued on page 47)



ADVERTISERS

ADVERTISING AGENCIES

MAGAZINES
Business, Farm General

NEWSPAPERS

RADIO and TELEVISION

OUTDOOR

TRANSPORTATION

"Marshalling the forces of advertising to help solve national problems and to make democracy work better..."

Do YOU KNOW that the forces of advertising are engaged today in one of the world's greatest jobs of mass education ... *in the public interest?*

Do you know that these forces for good have been released through the vision and unselfish cooperation of American business — advertisers, advertising agencies, media owners and others?

Hundreds of advertising agencies have volunteered their planning and creative time and facilities. Artists, cartoonists, photo-engravers, printers, typographers and others have contributed their services.

Media owners have donated millions of dollars in space and time. National and local advertisers have sponsored and paid for many millions of public service advertising messages.

As a result, the American people are being alerted as never before to the dangers which threaten from within and from without... the dangers of ignorance about our American economic system, intolerance, tuberculosis, school and teacher shortages, etc.

And, at the hub of this great public service effort is *your* organization... The Advertising Council.

Advertisers and Media Owners... Your Help is Needed!

Right now The Advertising Council has 14 programs in operation. The success of these programs depends on the public spirited and generous cooperation of advertisers and media owners. *Your* help, in the form of space or time donations, will mean a lot to us. And remember ... *What helps America helps you!*



Yours for the Asking

Write for a copy of Booklet No. 15. It will give you pertinent information about The Advertising Council ... how it started ... what it is ... what it does ...Or ask for material on specific campaigns. Address:—The Advertising Council, 25 West 45th Street, New York 19, N. Y.

Published in the public interest by

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

*A NON-PROFIT ORGANIZATION FORMED TO UTILIZE ADVERTISING IN THE PUBLIC GOOD

DEAN FITZER, general manager WDAF-AM-TV Kansas City, unanimously elected to board of directors *Kansas City Star* company and becomes managing director radio-TV. Succeeds late E. E. Robertson, advertising manager and board member. Mr. Fitzer started with *Star* in 1920 as reporter and became WDAF manager in 1925.



Mr. Fitzer

ROBERT LEE, commercial manager CHUM Toronto, to manager, succeeding ROLY FORD, resigned.

FREDERICK A. CURRAN, assistant treasurer and comptroller WHLI-AM-FM Hempstead, L. I., resigns to become assistant deputy for civil defense, Hempstead, L. I.

CKLW Windsor appoints All-Canada Radio Facilities, Toronto, as exclusive representative in Canada.

JACK D. KELLY to general sales manager in charge of local and national sales WSRS Cleveland.

CY WAGNER, manager television and radio department Mutual Entertainment Agency, to ABC-TV as account executive to work with Manager Jerry Vernon. ARTHUR BERG resigns as salesman at WGN-TV Chicago to join AM network sales division as account executive at ABC, headed by Robert McKee. Mr. Berg is former radio-TV director MacFarland-Aveyard Adv. Agency, Chicago.

WVET Rochester, N. Y., names Bolling Co. as representative effective Nov. 1.

JACK MILLER, promotion department Hoffman Radio-Television Corp., Los Angeles, to KPOA Honolulu as account executive-promotion manager.

FRED REINHARDT, assistant sales manager KITO San Bernardino, appointed manager Riverside studios and offices KITO.

WILLIAM B. MacRAE, WPIX (TV) New York, and ROBERT ROBBINS, classified advertising manager Town and Village, to sales staff Headley-Reed Co., N. Y.

ROGER HARRISON, farm director WBZ-AM-TV Boston, appointed to radio-TV sales staff.



KFYR

550 KC 5000 WATTS
NBC AFFILIATE
BISMARCK, N. DAK.

For a nice piece of business, aim at North Dakota's multi-million dollar market, where cash and bond holdings of a billion dollars have consumers ready and willing to buy. To tap this market, you'll need KFYR's coverage, based on 25 years of listener loyalty. Ask any John Blair man for the facts.

front office



DEAN UPSON to national sales manager KTBS Shreveport, La. Was with NBC and CBS as producer. CHARLES F. WHITESIDES Jr. to local sales manager for KTBS. Was with KPRC Houston, Tex.



Mr. Upson



Mr. Whitesides

GENE THOMPSON to sales staff WSYR Syracuse, N. Y.

G. F. (Red) BAUER, sales manager WINN Louisville, Ky., retires to Ft. Lauderdale, Fla.

HAMILTON ROBINSON to assistant to George Frey, director NBC TV sales, succeeding JOHN WILLIAMS [BROADCASTING, Oct. 16].

Personals . . .

JOHN E. SURRICK, vice president and general manager WFBR Baltimore, elected 2d vice president 1951 Chesapeake Bay Fishing Fair Assn. . . . DAVID M. SEGAL, general manager Cotton Belt Group and KTFS Texarkana, Tex., visiting L. A. while recuperating from pneumonia.

FREDERICK A. KNORR, president and general manager WKMH Dearborn-Detroit, elected vice president Dearborn Chamber of Commerce. . . . DANIEL W. KOPS, vice president and general manager WAVZ New Haven, Conn., appointed chairman of civic affairs committee of Jr. Chamber of Commerce. RICHARD (Moe) MONAHAN, commercial manager WAVZ, appointed New Haven and Connecticut chairman of Voice of Democracy contest.

FRANK SCOTT, veteran radio attorney and former congressman from Michigan, at Mayo Clinic, Rochester, for series of operations. Good progress reported. . . . PHILIP G. LASKY, general manager KPIX (TV) San Francisco, replaces DAVID CRANDALL as president S. F. chapter, Academy of Television Arts and Sciences. Mr. Crandall recently resigned as KGO-TV San Francisco program manager to join NBC-TV New York as director [BROADCASTING, Oct. 9].

JOHN W. NEW, general sales manager WTAR-AM-TV, Norfolk, is convalescing following illness due to overwork. Expected to be away from work about one month. JACK DAVIS, manager W. S. Grant Co., station representative, N. Y. office, father of boy, Kenneth Steven, Oct. 3.

AAW EXPANDS

Increases Scope of Board

EXPANDING its sphere, Advertising Assn. of the West, which represents advertising agency groups in 11 Western States and Western Canada, has appointed to its board of directors representatives from other media, agency and advertiser groups.

Named to represent broadcasting was Robert J. McAndrews, managing director, Southern Calif. Broadcasters' Assn.; agencies, Carl K. Tester, vice president and general manager, Philip J. Meany Co., Los Angeles, and governor, Pacific Council, American Assn. of Advertising Agencies. Other fields from which representatives were named include direct mail, newspaper, magazines, outdoor advertising, and retail.



Respects

(Continued from page 44)

curb-hopping automobile. The accident put him in the hospital where he underwent a series of leg operations the better part of a year. It left him with an ankle rebuilt of silver pins and plates which allow movement of the foot in only one direction.

Nearly penniless (the auto driver had no insurance, no assets), the indestructible "Red" Cross went to his own relief. He revived his piano-playing ability and entered the famous piano marathon craze of the era, winning himself the world championship.

When the stock market crash cracked the economy wide open, Mr. Cross found himself depression-stranded in Asheville, N. C., without a traveling expense sponsor. He went to work for WWNC there in June 1929 and met Gertrude Hillis, whom he married one year later. He left Asheville to join WSB Atlanta as program director when the station donned 5 kw power in 1930. A year later, he turned up in the commercial field as station manager and then operations manager for Virgil W. Evans of Spartanburg, who was operating WSPA that city, WRDW Augusta, WNOX Knoxville, WBHS Huntsville (Alabama's first).

To WMAZ in 1933

In 1933, Mr. Cross became a member of the WMAZ family, liked his new association and has been settled in Macon ever since.

As an executive in the radio commercial field, he has made it his business to be a cog in the community's merchandising wheel. Many small concerns in the city look to him as their advertising director, aware that "Red" Cross never will hesitate to recommend other advertising media or other stations if he thinks it particularly wise for the firm's needs.

A community builder, Mr. Cross is director of the American Red Cross and the Community Chest in the local area. He has been named "Outstanding Exchangeite" by the Macon Exchange Club. He has served as president of Georgia Assn. of Broadcasters and only recently became chairman of GAB's 1951 Radio Institute.

As a hard-hitting commercial manager, Mr. Cross would be the first to deny that he goes in for philosophy. But in the practical sense, radio to him is the neighbor who leans over the fence to tell a story. From where Mr. Cross views the medium, radio is meant to tell a story—"say it, don't play it," he says. He insists that radio is not the home folks' juke box or record player and while an entertainer, it is primarily the medium through which the listener wants to be "told something."

Public Service Views

WMAZ's "gentleman" executive —the station hasn't used contracts for local business since 1943 and the bad debt charge-off has been a rarity since then — also asserts: "No show is worthwhile unless it is commercial." To Mr. Cross, no station will spend the money for a sustainer that a sponsor will for a commercial. Equally strong is his feeling that putting a poor program on the air just because it is sold is a bad practice. Both he and Wilton Cobb, WMAZ general manager, abide by the theory that a station can be 100% commercial and still do a good public service job. "It's what you give the listener that counts," they say.

Mr. Cross likes to remember his freighter trip to South America, cross-country drive in an early Kissell car, a summer on a Western ranch—all summer vacation experiences in his college days. Or he recalls when in 1932, Sen. Richard B. Russell of Georgia, then Governor, reduced his rank from "damn Yankee" to plain "Yankee," or when a few years later, Gene Talmadge, who was Governor at the time, made Mr. Cross "A Fellow Countryman."

But no matter where Mr. Cross may dip into his colorful background to recount a rich experience, it is bound to have reference to the art of broadcasting—because "Red" Cross helped to nourish it to full bloom.



LIBERTY SIGNS

KMPC New L. A. Affiliate

LIBERTY Broadcasting System has signed KMPC Los Angeles as an affiliate effective immediately, according to Benton Paschall, vice president in charge of LBS' western division operations. Deal was negotiated by Mr. Paschall with Robert O. Reynolds, KMPC vice president and general manager, and Loyd Sigmon, chief engineer.

Contract brings to 40 total number of Liberty West Coast affiliates. West Coast executive offices of Liberty will be moved to the KMPC building at 5939 Sunset Blvd., Hollywood, effective Nov. 1, according to Mr. Paschall.

CFOR Orillia, moves from 250 w on 1450 kc to 1 kw on 1570 kc Nov. 15. Tower was built for new frequency.

Static and Snow

By AWFREY QUINCY

"Titwillow"
(In Color)

On a bat-wing antenna a broadcaster saying
"Color, oh color, oh color"
Then flapping his arms to the pavement he sprang
With "Color, oh color, oh color."
He cried, "You're not acting with propriety
For 'interest, convenience and necessity' "
But the poor dope just gogled and said wearily,
"Color, oh color, oh color."

* * *

ONE of the big national agencies is being sued by a script writer because the agency failed to use a program idea he had submitted. Now, he seeks to collect the compensation he would have received if his idea had been used. We are watching this one carefully, because if this writer collects, we're IN. At one time or another, we've had ideas on how to double the profits of Standard Oil, how to quadruple Coca-Cola's production, how to vastly expand the market for U. S. Steel. We'll just sue and sue, collect and collect, then dream up new ideas leading to more suits. With all that wealth, we'll line the padding in our cell with damask and brocade. We might even build a new asylum.

* * *

Now Transit Radio is raising rates. If anyone asks why, they can always say, "We were waiting for another street-car."

Philip R. Irwin

PHILIP R. IRWIN, 38, staff announcer with KGW Portland, Ore., died Oct. 10 of polio. Mr. Irwin had been with the station for 16 years, with the exception of two years service in the Marine Corps during World War II. Surviving are his widow, Mrs. Eloise Irwin; two children, Priscilla, 3, and Mark, one; his parents and a sister.

WBSR to CBS

WBSR Pensacola, Fla., becomes an affiliate of CBS, effective Nov. 5, bringing total number of CBS affiliates to 193. Owned and operated by WBSR Inc., Pensacola, WBSR broadcasts with 250 w on 1450 kc. Don Lynch is vice president and general manager.



TRIBUNE TOWER OAKLAND, CALIFORNIA
Represented Nationally by Burn-Smith

air-casters



CHARLES LEWIS, WWJ Detroit announcer, named producer. **CHARLES PENMAN** shifted from AM to TV production. **JAMES LYNCH,** CKLW Windsor, Ont., to WWJ as announcer.

MITCHELL BENSON, manager packaged programs and talent contract NBC, named assistant manager to director of talent and program procurement NBC-TV.

TED JAFFEE, WNAV Annapolis, to announcing staff WAAM (TV) Baltimore. **ORVIS SHATTUCK,** staff photographer, to active duty with Army. **JOHN KELLEY** replaces him.

JIM HART, KTKT Tucson, announcer-operator, to KPRO Riverside, Calif., in same capacity.

THEODORE K. BROIDO joins WNBT (TV) New York as merchandising supervisor. Was associate director radio-TV Al Paul Lefton Inc., N. Y. agency, and assistant to commercial program director MBS.

EDWARD W. QUINN to manager sales promotion and research WTAG-AM-FM Worcester, Mass.

ROBERT S. YEAGER, production manager WTMA Charleston, S. C., named assistant program director.

BEVERLY BUSH, promotion assistant and continuity writer KBON Omaha, named promotion manager.

GEORGE GOTHBERG, WJMO Cleveland, to WSRS same city doing three shows daily and supervising continuity. **JACK MORRISSEY,** program director WAAB Worcester, Mass., to WSRS announcing staff.

KATHRYN CLARK, KOIL Omaha, to WOW-AM-TV same city, as traffic manager.

CLAIR WEIDENAAR, radio writer and director of NBC-TV's *Texaco Star Theatre,* and other network productions, to KIKI Honolulu, T.H., as program director.



Mr. Weidenaar

MAURIE KIRK, disc jockey WCBC Anderson, Ind., named chief announcer.

KENN BARRY, KSTP-TV Minneapolis producer, named production director in charge of all studio shows and personnel.

VERNE GLEWWE to program director WQUA Moline, Ill. **JACK DAVIS** to promotion director.

WARREN ANDERSON, KBIZ Ottumwa, Iowa, to chief announcer and acting program director KSTT Davenport, Iowa. **JOE GREAR,** librarian WQUA Moline, Ill., to staff announcer and librarian KSTT. **BOB ELSTON,** WQUA, to night staff KSTT. **LARRY EDWARDS,** KBUR Burlington, Iowa, to morning man with KSTT.

DEANE LONG, program director KVOE Santa Ana, Calif., to KFSD San Diego Nov. 1 in similar capacity.

PHIL IRWIN, KGW Portland, Ore., staff announcer, suffering from polio.

JOHN EVANS, WCOS Columbia, S. C., to WIS same city as announcer. **HELEN HILL,** music librarian WIS, resigns. **RUTH STONE,** pianist, succeeds her and conducts *Ruth Stone Show.*

RAY KUBLY, announcer-operator KAVR Havre, Mont., to KIST Santa Barbara, Calif., in same capacity.

CHUCK GROPP, KNAK Salt Lake City announcer-operator, to KORE Eugene, Ore., in same capacity.

JOHN SPEARS, KUBA Yuba City, Calif., announcer-engineer, and **SUSAN GILBERT,** in same capacity KDAN Oroville, married Sept. 25. Move to KFDR Grand Coulee, Wash., as announcer-operators.

BOB BUSCH, associate director of production WPIX (TV) New York, named director of production. **DICK LUKIN,** advertising promotion representative for *Life* magazine in Washington, D. C., to associate director of production at WPIX.

JAY KATZ, graduate National Academy of Broadcasting, Washington, to continuity editor WWDC-AM-FM Washington.

DAVID L. WAITE, news and special events director WFOR Hattiesburg, Miss., to staff announcer KOIN Portland, Ore.

IDA PAPPAS to public affairs department WHLI-AM-FM Hempstead, L. I.

AL (Skip) PIPER, graduate Broadcasters Network Studios, Hollywood, to KGEM Boise, Idaho, as staff announcer.

WILLIAM JORDON, graduate Columbia Institute School of Radio, Phila., to announcer WDAD Indiana, Pa.

TOM MERCEIN to announcing staff WTMJ-AM-TV Milwaukee. Conducts late-evening record show, *Music With Mercein,* six times weekly.

BOB LOEBER to promotion department ABC Chicago from General Outdoor Adv. Co.

EDWARD WYATT, graduate Columbia Institute School of Radio, Phila., to announcer WVCH Chester, Pa.

SOREN MUNKHOF promoted to production manager WOW-TV Omaha. **ELDON ANSPACH** named senior producer.

HELEN LEE, singer with Tex Beneke's orchestra, to staff vocalist WBBM Chicago.

Mrs. EILEEN BOECHER, ABC co-op sales department, N. Y., to promotion department WSAZ Huntington, W. Va.

JOHN BARRY, graduate Radio Operational Engineering School, L. A., to KBMY Billings, Mont.

DALE SCOTT, KSYC Yreka, Calif., combination man, to KDZA Pueblo, Col., in same capacity.

STEVE HARVATH, KCLF Clifton, Ariz., announcer-engineer, to KXO El Centro, Calif., in same capacity.

BILL STEVENS, graduate Radio Operational Engineering School, L. A., to KREM Spokane as announcer-operator.

JIM LANGTON, KLMX Clayton, N. M., announcer-operator, to KCLF Clifton, Ariz., in same capacity.

PAUL BRESNIK, KWSD Mt. Shasta City, Calif., combination man, to KSBW Salinas, Calif., in similar capacity.

JAY CHARLES, announcer-operator WUSN Charleston, S. C., to KMOD Modesto, Calif., in same capacity.

BOB HAWKINS, recent graduate Radio Operation Engineering School, to KWJB Globe, Ariz., as announcer-operator.

ARTHUR DAVID HILTON, film editor, to direct first **Buster Keaton** TV film to be made at KTTV (TV) Los Angeles.

JACK WARREN, KFDW Helena, Mont., announcer-engineer to KVOG Ogden, Utah, in same capacity.

HILLIARD MARKS, producer CBS *Jack Benny Show,* named producer comedian's television show debuting Oct. 28 on CBS-TV.

MARC HANAN and **JACK GRAY,** graduates Radio Operational Engineering School, L. A., to KSYC Yreka, Calif., as announcer-engineers.

ABERT SCHMICK and **WALTER De PUY,** graduates Columbia Institute School of Radio, Phila., to WAYB Waynesboro, Va., as announcer and copy writer, respectively.

JACK NEWMAN, KOTV (TV) Tulsa, Okla., to announcing staff KOME same city.

News . . .

THOMAS J. HYNES, BROADCASTING, to WRC-WNBW (TV) Washington news and special events department.

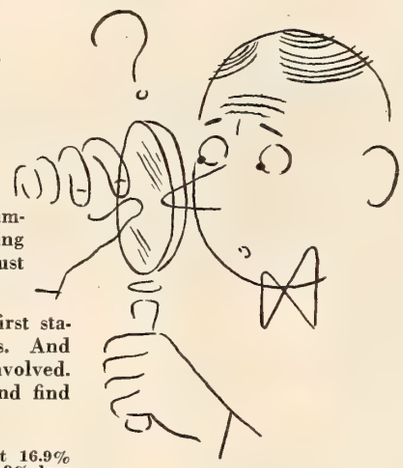
JEAN MONTGOMERY, ELEANOR BURTON, AL SIMONSON, cameraman, and **JIM CURTIS** to NBC-TV news and special events Washington office.

HAL MALONE to sports commentator CJOR Vancouver, B. C.

AL WOOLRIDGE, news editor WAND Canton, Ohio, to news editor WCBC Anderson, Ind.

JACK BUTLER, Washington *Times-Herald* news staff, and **Mrs. VIRGINIA N. MILLION,** St. Louis *Star-Times* Washington bureau, named to WWDC Washintgon news staff.

what's a gnat's whisker worth?



When you're running with champions, you don't mind *not* being first. Particularly when you're just a gnat's whisker away.

WBBW is NOT Youngstown's first station in listeners. CBS station is. And well it should be for the cost involved. Then you look at the record and find your station . . .

- delivers a thousand listeners at 16.9% less than the CBS station and 19.9% less than the ABC station
- ranks 6th in the mornings, 3rd in the afternoons, 6th at night of all independents anywhere
- presents the top disc jockeys and the greatest coverage of news in this market
- is acknowledged "the" sports station for a half million listeners
- elbowed out most outside-city listening (including 2 NBC, 50 kw): captured most of their previous ratings

well, modestly, you know you're a gnat's whisker away from being the overall NUMBER ONE Youngstown station

Modestly? We ARE the outstanding buy in Youngstown

Of 3 Youngstown stations **WBBW...**
First Choice of the Local Advertiser

So buy **WBBW** *Serving Ohio's Third Largest Market*

1240 KC MAHONING VALLEY BROADCASTING CORP.

The lowest cost per thousand in Youngstown. We, or Forjoe, can prove it.

National Advertisers

When Shopping for **BIG RETURNS** in the Maritimes, your best **"MARKET BASKET"** is CHNS . . . Ask

JOS. WEED & CO.
350 Madison Ave., New York

They also know about our new
5000-WATT TRANSMITTER
HALIFAX **NOVA SCOTIA**

CHNS

HALIFAX **NOVA SCOTIA**



GATHERED at the launching of the Radio Executives Club of Boston's 1950-51 season are (l to r): Seated, William B. Ryan, NAB general manager; Edward P. Shurick, CBS market research executive who spoke on AM radio, and C. E. Arney Jr., secretary-treasurer of the NAB. Standing, Craig Lawrence, WCOP general manager and REC past president, and Harold E. Fellows, WEEI general manager and newly elected president of the REC.

IN SECURITY'S NAME . . .

Freedom of Information May Die—Lasswell

A WARNING that a "continuing crisis may undermine and eventually destroy" freedom of radio, press and other information sources was sounded in a research report issued by the Committee for Economic Development" Oct. 14.

This conviction was voiced by Prof. Harold D. Lasswell, noted political scientist, in his new book, *National Security and Individual Freedom,* which is part of the work initiated by the CED Research and Policy Committee of businessmen in their own analysis of the security-freedom problem.

CED charged last December that the government is drawing the veil of secrecy around vital security data to the detriment of individual freedom. Such measures, CED declared, would ultimately dry up radio and other channels of information [BROADCASTING, Dec. 19]. Charge was contained in the committee's statement on national policy based on the research group's earlier findings.

Prof. Lasswell sets forth "four traditional principles of national policy" — freedom of information, civilian supremacy in government, civil liberties and a free economy— as a backdrop against which the whole security program must be measured.

"They merit emphasis because they are peculiarly likely to be violated during a prolonged period of crisis," Prof. Lasswell cautions. ". . . The problem is to determine whether the potential loss of freedom can be avoided or reduced without endangering national security beyond the margin of reasonable risk."

The "urgent problem," he adds, is to keep sacrifices of freedom at the lowest point consistent with national security, "since an unnecessary loss of freedom is an unnecessary blow to security."

Prof. Lasswell urges all levels of America to be "fully conscious of the dangerous possibilities that lie ahead," and underscores the "gradual and insidious process" of withholding of information, decline of public opinion, expansion and centralization of government, rising government expenditures, weakening of political parties and the courts, and decline of Congress and civilian administrators.

Prof. Lasswell's book is the 13th full-length report written for CED, a non-profit organization of leading businessmen and educators engaged in non-partisan consideration of national policies. The book, published by McGraw-Hill Book Co., presents his own views and not necessarily those of CED, it was stressed.

MEDIA COSTS

Schroeder Backs Rate Jump

ADVERTISERS must spend more money today than they did 10 years ago to get the "same sales results" because the cost of advertising has increased along with other services, Willard Schroeder, general manager of WOOD Grand Rapids, Mich., told the city's Advertising Club fortnight ago.

Noting that additional products and media compete for the consumer's dollar and attention, Mr. Schroeder pointed out that TV's availability to advertisers will continue to grow and that AM radio can be expected "to shrink rather than grow, mostly because there are simply too many stations in operation for all of us to make a profit." He attributed this in part to FCC policy governing revised AM engineering standards and grant of hundreds of new AM outlets.

Mr. Schroeder told the group that "it is time for us to be completely honest with ourselves . . . and frank with our clients about the real cost" of advertising.

He cited a Pittsburgh radio station which in 1940 sold 15 minutes of nighttime for $190 and still adheres to that rate. But most businessmen, he continued, sense increased cost of advertising, and top-flight advertisers "know that a 1940 advertising budget can't do the job required of it in 1950." He observed that General Mills increased its 1949 budget 25% on the premise that the real cost had gone up "more than that percentage."

Mr. Schroeder also felt that "favorable statistics on cost-per-thousand" listeners do not present the picture accurately, nor do set sales mean listening or viewing.

"Sales results are what count in advertising. You simply have to spend more money today than you did 10 years ago to get the same results—regardless of what the rate cards and circulation data indicate," he said.

KFAB Omaha moved full scale operations to Nebraska State Fair. Talent played shows all day, every day, both for watching and listening audiences.

The Market

ALBUQUERQUE
NEW MEXICO
Leads in Total Retail Sales Percentage Gains
over all "official" Metropolitan County Areas in 10 Years (1939-1949)*

Albuquerque is also tops in sales increase in Food, Furniture, Household, and Radio Stores, and second in Drug Stores sales increases.

* featured Sales Management Nov. 10th

The Station

KVER
Mutual - - Albuquerque

delivers more listeners per advertising dollar

CHECK SRDS FOR RATES

HOOPER RADIO AUDIENCE INDEX
City Zone, Albuquerque, N. M., Spring 1950

TIME	SHARE OF RADIO AUDIENCE			
	KVER	Station "B"	Station "C"	Station "D"
SUNDAY thru SATURDAY 8:00 PM - 10:00 PM	32.1	30.7	22.6	10.2
SUNDAY 1:00 PM - 6:00 PM	30.6	30.6	21.3	16.7
MONDAY thru FRIDAY 10:00 AM - 12:00 Noon	30.9	34.0	23.9	7.4
MONDAY thru FRIDAY 12:00 Noon - 3:00 PM	23.0	50.0	14.8	11.5
MONDAY thru FRIDAY 3:00 PM - 6:00 PM	30.6	36.6	21.6	9.7

M. G. M. Radio Attractions. Local and National Sports. Only Albuquerque Station with morning, afternoon, and evening Spanish programs.

WM. T. KEMP, President
KEN PALMER, General Manager
KEITH TYE, Station Manager
PAUL KEHLE, Sales Manager
BERT LEBHAR, III, Ass't Mgr.

Represented by

FORJOE & CO.
NEW YORK CHICAGO
LOS ANGELES SAN FRANCISCO
ATLANTA

North Jersey Reporting!



THERE'S ONLY ONE WAY TO REACH THIS QUALITY MARKET . . . DOUBLE POWER OFFERS INCREASED COVERAGE AT MODEST COST. SPECIAL INTEREST - EVENTS — NEWS PROGRAMMING GUARANTEE LOCAL IMPACT. LET US SEND YOU THE COMPLETE REPORT.

WMTR NOW 1000 WATTS STUDIO: MORRISTOWN, N. J.

KRMG WJOC BIDS

Changes Favored by FCC

IMPROVED facilities for KRMG Tulsa, Okla., and WJOC Jamestown, N. Y., were anticipated in two initial decisions issued last week by FCC Examiner Leo Resnick.

The decisions tentatively approved KRMG's application for an increase in nighttime power from 10 to 25 kw, directionalized, as well as WJOC's request for 1340 kc with 250 w, fulltime, in lieu of its present daytime-only operation on 1470 kc with 1 kw.

Engineering conditions would be attached to each grant. The decisions become effective in 40 days unless the Commission is asked to hear oral argument or calls for it on its own motion.

Both applications had been set for hearing largely on engineering questions.

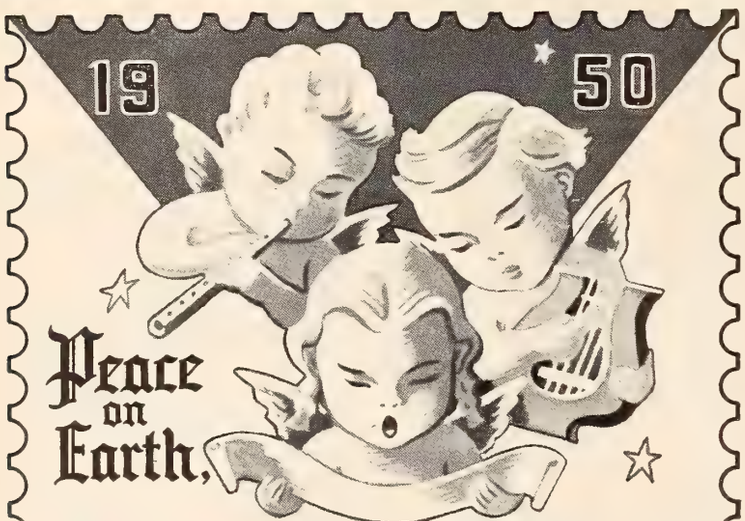
In the KRMG decision, Examiner Resnick said the station, which operates on 740 kc with 50 kw day and 10 kw night, would provide a new nighttime service for 54,143 persons in an area of 1,336 square miles by boosting night power to 25 kw. Its total nighttime service area would cover a population of 282,217 in 2,722 square miles.

In the WJOC case, Mr. Resnick said the proposed new fulltime operation would give Jamestown its second nighttime AM service, covering 44,500 persons within a 15.5 square mile area at night while serving 69,200 persons in an area of 542 square miles daytime.

It was the second initial decision anticipating a grant of the WJOC application. The first, issued by Examiner Resnick in February, was later set aside by the Commission for further hearing on the question of possible interference to CKOX Woodstock, Ont. In his decision last week Mr. Resnick held "it is clear that WJOC would not cause any objectionable interference whatsoever to CKOX."

Transit Radio's Value

TRANSIT Radio is becoming "a most valuable emergency instrument of public safety," according to "Sic Gloria Transit Radio," an article by George W. Keith, published in the Sept. 28 issue of *Public Utilities Fortnightly*, Washington, D. C. Mr. Keith says not only have "TR's eyeteeth been cut, but the wisdom teeth are showing, and TR is here to stay, a permanent part of the national panorama." Hulbert Taft Jr. (WKRC-AM-TV WCTS (FM) Cincinnati), chairman of the board, Transit Radio Inc., is quoted extensively in the article which describes "progress and pitfalls" of the transit companies' "supplementary service."



Peace on Earth,

Good Health to Children...

For the sake of your children, and your children's children, make sure you buy and use Christmas Seals.

Christmas Seal funds have fought tuberculosis since 1907. And today your children have a far greater chance of escaping TB than you did.

Yet tuberculosis still kills more people than all other infectious diseases. So give your children a still better chance. Send your contribution today.



buy Christmas Seals

Because of the importance of the above message this space has been contributed by

BROADCASTING
TELECASTING

allied arts



JOHN W. ELWOOD, recently resigned as general manager KNBC San Francisco, opens offices as general business adviser retained by NBC. Offices are at 57 Post St., S. F.

HILLIARD ROSE, freelance TV director, to Chicago office Cowan & Whitmore as manager, replacing **FRAN WEIGLE,** resigned.

LIDA LIVINGSTON, assistant to **Margaret Ettinger,** president, Ettinger Co., Hollywood (public relations), to firm's N. Y. office for three months as temporary replacement for **ETHEL KIRSNER,** resigned.

TED BLISS, Young & Rubicam Inc., Hollywood, producer, signed by Commodore Productions & Artists Inc., Hollywood, to direct transcribed *Hopalong Cassidy* show. **Walter White Jr.** continues as show producer.

LEO SHORE, formerly with United Nations, to head newly formed program division of Pan American Broadcasting Co., N. Y. representative of foreign radio stations. Division will include complete foreign language radio production service. Pamphlet explaining "Foreign Language Broadcasting" may be obtained by writing to Pan American Program Division, 17 East 42nd St., N. Y. 17.

J. L. (Les) KAUFMAN, public relations director Fanchon & Marco Inc., to Ettinger Co., Hollywood, as vice president in charge of West Coast operations.

OLIVER M. (Sol) SOLINGER, film talent representative, to Melvin, Newell & Rector, Hollywood (public relations), as vice president and general manager in charge of movie star endorsement programs servicing advertising campaigns for national accounts.

MARTIN H. WORK to executive secretary National Council of Catholic Men, producer of *The Catholic Hour*, *Hour of Faith* and *Faith in our Time*, network radio shows. Suceeds **JAMES S. MITCHELL,** resigned to become associate executive director of Associated Services for Armed Forces.

JOHN CARRADINE contracts to make *The John Carradine Show*, three-weekly 15-minute TV package for Demby Co., N. Y., TV producer.

FAMOUS PROPERTIES & PROGRAMS announces *World Passport*, hour-long weekly TV series, featuring talent from members of United Nations. Star entertainers from 60 nations will participate, firm claims. Sponsor and network to be announced soon.

CAPITOL RECORDS Inc., Hollywood, releases *Daddy's Last Letter*, recording of letter sent by Pfc. John J. McCormick to his wife and children shortly before his death in Korea.

Equipment . . .

JOHN F. BYRNE, vice president and chief engineer Airborne Instruments Lab, Mineola, N. Y., to Motorola Inc., Chicago, as associate director of research in division of communications and electronics.

RCA Victor Div. packaging and materials handling engineers won two first places and two honorable mentions in competition sponsored by Society of Industrial Packaging and Materials Handling Engineers.

GENERAL ELECTRIC Co., tube divisions, announce new half-wave rectifier tube designed for TV receivers. Type 1X2A is suitable for use in both radio frequency and fly-back types of power supplies.

AMERICAN ELECTRONEERING Corp., L. A., moves to 5025, 27 and 29 W. Jefferson Blvd.

CORNISH WIRE Co. moves general executive offices to 50 Church St., N. Y. 7, effective Oct. 30.

Technical . . .

JOHN PEFFER, chief engineer WTAR Norfolk, Va., since 1946, promoted to newly created post of manager of operations for WTAR-TV. **RICHARD L. LINDELL,** assistant chief engineer for WTAR-TV, suceeds Mr. Peffer.



Mr. Peffer



Mr. Lindell

JERRY CUNNINGHAM, WGKV Charleston, W. Va., to engineering staff WSAZ Huntington, W. Va.

JACK DORFMAN, graduate School of Radio Technique, N. Y., to cameraman WAAM (TV) Baltimore. **EDWARD HAMPTON,** Capitol Radio Engineering School, Washington, to WAAM engineering staff.

HENRY WESLEY to studio engineering staff WIS Columbia, S. C., replacing **WILBUR SWYGERT,** transferred to transmitter staff.

BILL OLSON, graduate Broadcasters Network Studios, Hollywood, to WTVB Coldwater, Mich., as combination man.

SERIES of pictures depicting radio-TV activities at WSYR-AM-TV Syracuse, N. Y., to be featured during fall in pictorial gravure supplement of Syracuse Sunday *Post-Standard.*



OCTOBER 23, 1950

TELECASTING

A Service of BROADCASTING Newsweekly

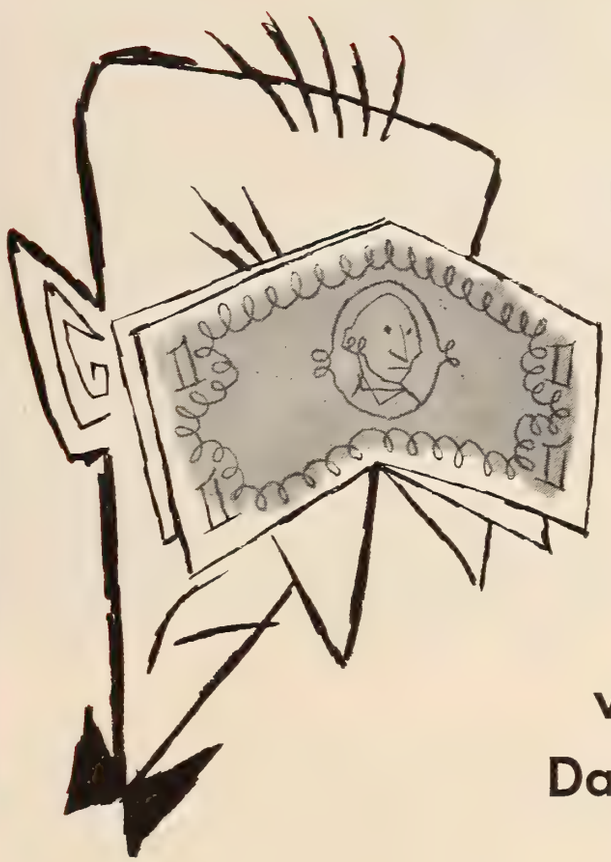
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Big Show Costs Blinding You to the Facts?

See Daylight with Du Mont Daytime Television

Now you can have T-E-L-E-V-I-S-I-O-N at rates you can afford. In fact, D.D.T. (that's Du Mont Daytime Television) gives you so much sales power per penny, you can't afford to do without it. Make us prove it. Network or local—time and talent are modest—results are *big*. We thought it up. We can make it work. For *You*.



TELEVISION DUMONT NETWORK

60 Stations
The Nation's Window on the World

515 Madison Avenue, New York 22, N. Y. • Phone: MUrray Hill 8-2600

Copyright 1950, Allen B. Du Mont Laboratories, Inc.



WPTZ is proud to announce that the Atlantic Refining Company, through its agency, N. W. Ayer & Son, Inc., again is sponsoring its telecasts of the home games of the University of Pennsylvania football team. This marks the 11th consecutive year that Atlantic and WPTZ have combined to bring these games to Philadelphia television viewers. Not only is this the oldest series of football telecasts in America, but the Atlantic Refining-WPTZ association marks the longest, unbroken client-station relationship in the television industry.

Philco Television Broadcasting Corp. • 1800 Architects Building • Phila. 3, Penna. • Telephone LOcust 4-2244

WPTZ

FIRST IN TELEVISION IN PHILADELPHIA

NBC
TV-AFFILIATE

A Service of Broadcasting Newsweekly

TELECASTING

ational Press Bldg.
Vashington 4, D. C.

OCTOBER 23, 1950

BROADCASTING, Telecasting
$7 annually, 25c weekly

COURT COLOR TEST

RCA, Pilot Seek Restraining Orders

THE AWAITED court test of FCC's adoption of CBS color television standards was launched on two fronts last week—by RCA in Federal District Court in Chicago, and by Pilot Radio Corp. in Brooklyn.

Both suits—which FCC said it will "vigorously oppose"—seek temporary restraining orders to prevent the execution of FCC's color decision pending trial for permanent injunctions.

Though no dates had been set for hearings, the Commission was known to be expediting its responses in an effort to get early disposition of the cases. Unless stayed, approval of the CBS system becomes effective Nov. 20.

One of the Commission's first moves in the RCA case was expected to be an attempt to have the suit moved to New York, on grounds that the Chicago court lacks jurisdiction. With respect to the Pilot suit, FCC may claim the company lacks legal standing to appeal since it was not a party to the color TV proceedings.

RCA, whose dot-sequential compatible color TV system was the CBS technique's chief rival in the FCC hearings, was joined in its suit by NBC and the RCA Victor Distributing Corp., both wholly owned subsidiaries.

The case was assigned to Judge Philip L. Sullivan, and two other judges will be named to sit with him in hearing the suit.

FCC Order Hit

In its complaint, accompanied by some 80 pages of comment on the color question, RCA charged that FCC's order approving CBS color "is illegal, void and beyond the power, authority and jurisdiction of FCC," and "will impede the future growth of the television industry."

Signed by RCA President Frank M. Folsom and filed by Weymouth Kirkland of the Chicago office of Kirkland, Fleming, Green, Martin & Ellis, with RCA's New York attorneys Cahill, Gordon, Zachry & Reindel appearing as counsel, the complaint charges the FCC order:

- **Is contrary to public interest, convenience and necessity, the "basic statutory standard" of the Communications Act.**
- **Is "unsupported by substantial evidence, is arbitrary and capricious, and is an abuse of discretion."**
- **Was adopted "before the FCC had discharged its statutory duty to inform itself adequately before issuing a final order in a rule-making proceeding. The FCC wrongfully refused to consider additional evidence of determinative significance to its decision and wrongfully denied the RCA petition."**
- **Was based on "rejection by the television industry" of FCC's proposal for adoption of bracket standards by manufacturers "without a hearing."**
- **"Deprives plaintiffs of property without due process of law."**

In addition, the complaint charged that an FCC engineer—E. W. Chapin, chief of the FCC Labs Division—was permitted to continue work on TV color tests and on the hearings after it was revealed he had invented a device (automatic adapter) "usable only on the CBS color system."

This engineer, RCA charged, "took the most active role throughout the hearing on the Commission's behalf and was in charge of the laboratory which tested the color systems." RCA said FCC relied on his advice "because the majority of the Commission have no engineering training and the decision is stated to be based entirely upon engineering considerations.

"Although the engineer foreswore any financial interest in his device, he did have professional prestige and reputation at stake which could be furthered only if the CBS system were adopted."

This charge provoked a prompt reply from the Commission—a reply quoting from the record of the hearing at the time Mr. Chapin's development was disclosed.

Comments by Coy

When RCA counsel objected to an FCC move to put a description of Mr. Chapin's invention into the record last November, FCC pointed out, Chairman Coy answered that:

"Mr. Chapin is . . . in no way in position to determine the vote of a single member of the Commission; nor is any other member of the staff of the Commission. The Commission is perfectly competent and has the ability to determine between contesting forces in these hearings . . . and I want to say on the record that I resent the suggestion very much that the Commission is influenced in its determination by the work of a single member of its staff or all of its staff when it comes to making a decision on the record in these proceedings . . ."

Pilot's suit charged that approval of the CBS system was "arbitrary and capricious" and was issued upon "hope and speculation and the ephemeral belief that further experimentation and possible improvements would subsequently justify the Commission's decision."

Pilot claimed that as soon as the FCC decision was published, "plaintiff began to receive and has continued to receive cancellations of previously placed orders for its black-and-white television receivers." Pilot dealers, the suit said, "find themselves burdened with a large stock of black-and-white television sets which have been rendered unsaleable as a result of said decision."

RCA, which said it had manufactured more than 1½ million TV sets since the fall of 1946, and NBC

(Continued on page 64)

AT&T FACILITIES

FCC Probes TV Allocations

ON THE HEELS of its proposal to equalize television network competition [BROADCASTING, Oct. 9, 16], FCC last Thursday launched an investigation of the lawfulness of AT&T's allocation of the use of its video network facilities — coaxial cable and radio relay—among the four TV networks.

The question of FCC adopting regulations to govern such allocations was posed as one of the subjects to be explored. Another was whether FCC should classify customers for intercity video transmission service—"i.e., television networks, TV broadcast station licensees, persons engaged in theatre TV, etc."—and establish a "basis for allocating usage of facilities among such classes of customers."

Overlapping Questions

The answers to these questions would depend substantially, it appeared, upon the answers to other questions which the Commission raised—whether the telephone company's allocations for the current quarter are just and reasonable, for example, or whether they make "an unjust or unreasonable discrimination" among customers.

Giving the investigation high priority, FCC called for hearings to start Nov. 20. Examiner Hugh B. Hutchinson was designated to preside. FCC said he will certify the record to the Commission for a decision when the hearings are completed, instead of preparing an initial or recommended decision himself.

"Opportunity of customers for intercity video transmission service to compete effectively in the field of television broadcasting may be materially affected by allocations of usage of available facilities," FCC's order asserted.

Allocation Breakdown

The order noted that AT&T's current quarterly allocation of usage of 19 intercity video channels gives NBC-TV 160 out of 399 possible hours of usage per week in the "preferred" 8-11 p.m. segment; CBS-TV, 114 hours; ABC-TV, 49, and DuMont TV, 36, with the remaining 40 hours per week open for further assignment.

The allocation is for the period Sept. 30 to Dec. 31, and was made by AT&T after weeks of unsuccessful efforts to secure voluntary agreement by the TV networks.

Although initiated as separate proceedings, the investigation inevitably ties in with FCC's pending proposal to equalize TV network competition by limiting the number of program hours which stations in one-, two-, and three-station TV markets may take from a single network. The latter, however, was advanced as a temporary expedient "while the scarcity of television broadcast stations persists."

ABC-TV, DuMont Protest

Both Allen B. DuMont Labs and ABC-TV had protested AT&T's allocation of networking facilities, DuMont by filing a formal complaint and ABC-TV by charging in a petition that the allocation was not equitable and asking FCC to issue an interpretative rule that a pro rata allocation is required [TELECASTING, Oct. 2].

FCC ruled that ABC-TV's petition raises "basic questions relating to the public interest which should be decided only after public notice and hearing." But the hearing and investigation, FCC said,

(Continued on page 64)

PRESS REACTION

Editorials Hit Color Plan

IMMEDIATELY following the FCC's decision in favor of the CBS system of color television transmission [TELECASTING, Oct. 16], editorial writers on papers across the country started swinging with both fists.

In the *New York Times* of Oct. 18, an editorial pointed out that for present sets to receive even black-and-white pictures from a color transmitting station would cost a vast amount of money. Stating that "the Commission has not contented itself with setting standards," the editorial says:

In effect it [FCC] is dictating to manufacturers what kind of television sets they are to make if images are to be received in color with converters and in black-and-white with adapters. . . . This coercion of an industry which has hitherto enjoyed a large measure of freedom is apparently without precedent. In the case of color television we have a usurpation of authority that needs correction . . . The time for judicial interpretation of the phrase "to encourage the larger and more effective use of radio in the public interest" has arrived.

The Washington *Evening Star* of Oct. 13 asked editorially: "Why All the Haste?" The paper agreed with the FCC contention that delaying the decision would only increase the number of sets to be converted and pointed out that "that argument would be valid if the television industry were ready today to start producing color TV receivers. . . . Indications are [however] that it will take many months, perhaps several years, before quantity production of color TV equipment can be achieved." After exploring the possibility of further development on another color system which might later prove superior, the editorial said:

This much is plain. The prospect of early transformation of the television industry from black-and-white to color is still as slim as ever . . . (and) . . . it is very difficult to believe that either the public interest or the interest of an industry that is still in the limping stage has been served by this needlessly premature commitment to a particular color system.

On the same day the New York *Herald-Tribune* carried a dispassionate editorial which said FCC "faced up to a grave responsibility" in making its color decision. It pointed out that there are "admitted flaws in the CBS color system . . . [but] opposing systems, on the other hand, have thus far failed to match the fidelity of the CBS pictures, and the FCC showed no great confidence that they could eventually be made to do so." In drawing its conclusion, the paper said: "The one certainty that stands out in the aftermath to the FCC decision is that the last word has not been spoken on this perplexing problem."



—From New York Herald Tribune

Reaction in Kentucky

In a blistering attack on the color decision, *The Paducah* (Ky.) *Sun-Democrat* of Oct. 13 said:

"This appears to be one of the worst recent examples of the abuse of authority by an over-enthusiastic bureaucracy." The paper also hit FCC for having denied TV service to a large section of the population "because of the arbitrary and lengthy freeze on new stations"; pointed out that the CBS system "cannot be received in black-and-white by the millions of TV sets already in the hands of the public"; said the "order may arbitrarily halt further research in color television along technical lines different from the CBS system, which is itself not perfect"; and bemoaned the fact that "most of the broadcasters already on the air face the prospect of having to make large new investments to accommodate their transmitting equipment so as to handle color. . . ."

The paper further stated: "Apparently there are permanent members of the Commission's staff . . . who are devoted to the idea that the public cannot be trusted to know what is best for it in the kind of radio equipment it buys. No government worker, whether official or mere employe, is entitled to hold that kind of opinion."

The Cincinnati *Enquirer* of Oct. 17 headed its editorial on the color question "Confusion Compounded."

"As far as its immediate impact on the industry and the public interest is concerned," the paper said, the FCC ruling "authorizing an immediate beginning of color television bears out the Commission's long-standing record of doing either the right thing at the wrong time or the wrong thing at the right time." The *Enquirer* said that possibly the Commission is "heading down the wrong road technically" and asked "if the FCC could hold the entire development up until most of the nation was covered with black-and-white television sets, why couldn't it wait until there was more certainty that a final answer to color television had been found?" The problems of manufacture were covered and the paper pointed out that "most of the black-and-white sets now in stock probably will be worn out in use before color TV attains a comparable vogue."

In his syndicated column of Oct. 19, Fred Othman pointed out that despite the confusion surrounding the FCC decision favoring CBS color, "the one beauty of it is that the durn thing works." He said:



—From Washington (D.C.) Post

"So the FCC approves the CBS widget, simply because it's here now and ready to go into production at once. That sounds fair enough to a bystander like me."

To allay the fears of TV set owners in the Buffalo area, Edward H. Butler, editor and publisher of the *Buffalo Evening News* and president of WBEN Inc., operator of WBEN-TV, said in the paper's issue of Oct. 16, "no one who now has or in the future buys a television receiver to pick up programs in black-and-white need have any concern about his ability for years to come to receive program service comparable to that which WBEN-TV has been furnishing."

RTMA REPLY

CBS Accords Sprague Time to Answer

BOTH SIDES of the color television controversy were to be presented to CBS network listeners last week.

President Frank Stanton took to the air Oct. 15 to "clear up" confusion created by "the reaction of some of the television set manufacturers" to FCC's decision adopting Columbia's incompatible color system.

His speech brought a demand from Radio-Television Mfrs. Assn.'s President Robert C. Sprague for time in which to reply. Mr. Stanton answered that "obviously CBS will apply its long-standing policy of presenting both sides of important public issues," and Mr. Sprague was scheduled to appear yesterday (Sunday) at 5:45-6 p.m. over the CBS radio network.

RTMA demand for 15 minutes on CBS to answer Mr. Stanton was issued Monday after the association's Television Committee, which held an all-day meeting in New York, had referred to FCC regulations calling for equal time on both sides of controversial public issues.

The RTMA committee reassured the public that in the opinion of the best informed men in the industry "black-and-white telecasting will continue for years to come and that TV sets may be bought with confidence that they will receive the most popular television programs."

Dr. W. R. G. Baker, vice president of General Electric Co. and chairman of the committee, said that in the opinion of set makers "the growth of color television under the system approved presently by the FCC will be necessarily very slow.

"Set manufacturers are confident that a completely electronic color television system which will be compatible with present black-and-white sets will be developed by the industry's engineers in the relatively near future. And when this system is developed, color telecasts can be received in black-and-white on present sets without any extra set equipment or any receiver modifications."

Committe Set Up

RTMA's committee will set up a subcommittee to submit factual information to the public and trade in an effort to clear up confusion caused by "a misunderstanding of technical issues and the circulation of misinformation."

Dr. Baker concluded, "We are confident that once the public knows the facts that it will have no hesitancy about continuing to buy black-and-white sets in large numbers while the industry works out the technical problems of future color television."

Mr. Stanton in his speech reviewed some of the questions that he said were being asked by people

(Continued on page 60)

Color Debate

INVITATION to participate in a radio public debate on the current color controversy was declined last week by Frank Stanton, CBS president. Brig. Gen. David Sarnoff, chairman of the board of RCA, had not replied as of Friday. Idea had been advocated by Dr. Clinton H. Churchill, president and general manager of WKBW Buffalo, who wired the offer stating that two hours of sustaining class A time, 8:30-10:30 p.m., Oct. 24, had been cleared by WKBW for presentation of case, rebuttal and questions from the floor. Pointing to the importance of this question to the public, Dr. Churchill declared the whole subject "should get a thorough airing . . . by qualified representatives of the interested parties. . . ."

BATTLE LINES FORM ON COLOR

Johnson Defends FCC

THE BATTLE over FCC's approval of the CBS color television standards raged on last week, with political as well as manufacturing and broadcasting forces joining the fight.

While RCA-NBC and Pilot Radio Corp. went into separate courts to seek injunctions staying the effectiveness of FCC's order (see story page 53), the week saw these other developments:

● Sen. Ed C. Johnson (D-Col.), chairman of the Senate Commerce committee and one of Capitol Hill's most outspoken color advocates, defended FCC's decision and accused manufacturers of staging a "sit-down strike" in rejecting FCC's bracket-standards proposal. Chairman Robert Crosser (D-Ohio) of the House commerce committee said he would put the color issue before his committee when Congress reconvenes.

● The major manufacturers continued to assail FCC's decision or questioned its practical effectiveness—among them spokesmen for Allen B. DuMont Labs, RCA, General Electric Co., Philco, Motorola, Avco's Crosley Division, and Sightmaster Corp., aside from others who had spoken out against the decision the previous week [BROADCASTING, Oct. 16].

● Companies planning to turn out CBS color equipment increased, with Majestic Radio & Television, Muntz TV, Television Equipment Corp., and, reluctantly, Belmont Radio Corp. (Raytheon) among those joining Tele-Tone Radio Corp., Webster-Chicago Corp., Celomat Corp., and Hallicrafters Co., which had said earlier they would begin to market color converters at an early date.

● Hallicrafters Co., which criticized the decision but planned to build sets on a limited basis, said a survey of the 107 existing TV stations brought 63 replies, with 54 reporting no plans to use the CBS system and only three reporting definite plans (story page 64). WCAU-TV Philadelphia, however, announced it will begin colorcasting as soon as programs are available, and Humboldt J. Greig of WHUM Reading, Pa., said his station was prepared to notify FCC that it desires a color rather than monochrome TV grant.

● The length of time that may be needed to develop a color service was emphasized—without the outspoken criticism that marked many statements—by several industry leaders, including Television Broadcasters Assn. President J. R. Poppele, of WOR-TV New York; former FCC Comr. E. K. Jett, of WMAR-TV Baltimore; George B. Storer of Fort Industry Co., and H. L. Hoffman of Hoffman Radio Corp.

● RCA announced it would demonstrate improved versions of its compatible color system in a series of showings in Washington starting Dec. 5.

● FCC ruled that tests of the RCA color system on RCA-NBC's WNBW (TV) Washington and WNBT (TV) New York—or any other TV experimentation in the VHF—must be made "during periods other than normal broadcast hours in accordance with the experimental rules."

● First newspaper editorial reaction to FCC's decision appeared to be largely adverse (story on opposite page).

RCA's plans to demonstrate improvements in its system were announced Tuesday in telegrams sent throughout the radio-television manufacturing industry by E. C. Anderson, vice president in charge of the commercial department of RCA Labs.

RCA System 'Improved'

Mr. Anderson noted that RCA had made "substantial improvements" in its system since it was last demonstrated to licensees on March 30, and reiterated the company's assertion that by June 30, 1951, "we will show that the laboratory apparatus which RCA has heretofore demonstrated has been brought to fruition in a commercial, fully compatible, all-electronic, high-definition system of color television available for immediate adoption of final standards."

He said the Dec. 5 demonstration will include a showing of a converter for the RCA system. (FCC's color decision had said that "no practical converter" was demonstrated to the Commission by RCA.)

Extension Granted

FCC meanwhile granted RCA-NBC 90-day extensions of special temporary authorizations for tests of the RCA system on WNBW and WNBT, on condition "that such experimentation shall be limited to programs that are not part of the stations regular broadcast operation, whether commercial or sustaining programs."

The Commission said this is in line with assertions in its Oct. 11 report approving CBS color standards, and is "the policy which the Commission intends to follow with respect to all requests for experimental operations in the VHF band."

FCC also denied NBC's request for permission to charge for color TV broadcasts carried by WNBW Monday through Friday from 3-4 p.m. Experimental rules forbid such charges, FCC noted. It assigned experimental call letters KG2XDE to NBC's Washington color test operations and KE2XJV to the New York operations.

"These grants are subject to the further express condition that they are without prejudice to any action the Commission may take with respect to any of your pending applications for renewal of license," FCC said.

Summaries of the week's reactions to the color decision—in the political, manufacturing, and broadcasting fields—follow:

SEN. ED C. JOHNSON (D-Col.), chairman of the Senate Interstate and Foreign Commerce Committee, emphasizing that both the FCC and the Condon Committee concluded that color is ready now, charged that manufacturers "organized a sit-down strike" instead of cooperating with FCC's "bracket standards" proposal.

"The obvious and sensible thing, of course, would be for them to abandon their political activity and their announced propaganda campaign and put their heads together to develop a color television system more to their liking," he said. "No one can make me believe that they cannot do so should they pool their great scientific resources."

He noted that FCC's decision provides that colorcasting "for the present is to be permissive and not mandatory," and that the permissive arrangement will permit FCC "to see how color television is received by the public." FCC's decision "emphasizes" the Commission will give "fullest consideration to improvements or new systems whenever they may be developed," he asserted.

With both black-and-white and color to choose from, and with black-and-white "obviously remaining the prevailing system on most stations," Sen. Johnson said, "the market is left wide open for a free choice by buyers giving the scientific, industrial, and competitive elements free play to settle the issue. This is in the best traditions of the American anti-monopoly, free enterprise system."

He said the only way existing set owners are affected "is to make it possible for them to have color television if they want it. What is so wrong about that? The Commission's decision obviously is designed to give consideration to approximately 75% of the population of this country. . . .

"The Commission is required by

(Continued on page 80)

CBS COLOR HURTS

Shouse Urges Press To Inform Public

THE PUBLIC, facing an estimated $500 million loss because of FCC's color TV decision, must be made aware of the disastrous potentialities posed by the Commission's action, James D. Shouse, vice president and director, Avco Mfg. Corp. and chairman of the board, Crosley Broadcasting Corp., told a gathering of newspaper executives in Cleveland last Tuesday. Crosley operates three television outlets — WLWT Cincinnati, WLWD Dayton and WLWC Columbus, Ohio.



Mr. Shouse

Mr. Shouse reminded the Newspaper Controllers and Finance Officers, at their third annual meeting at the Hotel Cleveland, that newspaper owners have heavy investments in television which they should protect.

Warning of the threatened loss to set owners because of conversion of their receivers to CBS color standards, Mr. Shouse pointed out that no one knows if the majority of the sets could be salvaged.

The press, he said, must arouse the public to the shortcomings of the FCC decision on color. Mr. Shouse's brief included charges that (1) FCC was derelict in allowing the public to invest $2.5 billion in TV sets since the two-year-old freeze went into effect and (2) it was the FCC's duty "to discourage this tremendous sale of sets" while holding hearings and attempting to decide the issue.

Publishers, Mr. Shouse said, "control the biggest single equity in television." Therefore, he continued, "we have an interested press, not a press which must be interested from the outside."

Granted that the Commission "is not deliberately misleading the public," Mr. Shouse said, "it is becoming apparent that the public is being made the goat, and that the Commission is more interested in protecting future buyers who have refused to buy sets than present owners whose purchases made the television we now have possible."

Reactions to FCC Color Decisions Are on Following Pages:

Asbach, Leonard, Majestic Radio & TV 81
Balderston, William, Philco Corp. .. 80
Brandt, Arthur A., General Electric 80
Buck, Walter A., RCA Victor 80
Craig, John W., Avco Mfg. Co. 80
Crosser, Rep. Robert 80
Dunn, William L., Belmont Radio ... 81
Galvin, Robert W., Motorola Inc. ... 80
Goldsmith, Dr. Thomas T. Jr., DuMont Labs 80
Greig, Humboldt J., WHUM Reading 81
Hoffman, H. L., Hoffman Radio Corp. 81
Jett, E. K., WMAR-TV Baltimore .. 80
Johnson, Sen. Ed C. 55
Kaplan, Michael L., Sightmaster Corp. 81
McCoy, John B., Fort Industry Co. 80
Milliken, John B., Television Equipment Co. 81
Moch, Frank, Television Installation Service Assoc. 81
Muntz TV 81
Poppele, J. R., WOR New York 80
Shouse, James D., Avco Mfg. Co. .. 55
Simon, James H., Simon Distributing Corp. 81
Storer, George B., Fort Industry Co. 80
Tele-Tone Corp. 81
Thornburgh, Donald W., WCAU Philadelphia 81
Zworykin, Dr. Vladimir K., RCA Labs 80

TV ALLOCATIONS

General Hearings Opened

GHOSTS of FCC's postwar FM reallocation and recent color decision haunted opening sessions last week of the Commission's lengthy general allocation proceeding looking toward lifting of the now two-year old TV freeze.

Specters of the former conflicts arose as:

● Consulting Engineer Paul A. deMars challenged the qualifications of Dr. Kenneth A. Norton, National Bureau of Standards radio propagation authority whose earlier FM work had been subject to similar attack.

● Mr. deMars also questioned the qualifications of Edward W. Allen Jr., chief of FCC's Technical Research Division, to head the Ad Hoc Committee of government and industry experts which has sought to resolve basic engineering problems.

● FCC Counsel Harry Plotkin, attacking the request of Television Broadcasters Assn. for assignment of all 70 channels in the UHF band to TV, indicated the Commission would not tolerate "broad general conclusions" drawn from unknown facts and data such as occurred, he charged, in the color TV case.

Other hearing developments included:

● Indication by Philco and DuMont that regular UHF service is possible now, at least to limited extent.

● Presentation by DuMont of revision of its earlier-presented nationwide VHF-UHF allocation plan.

'Unsound Allocations'

Mr. deMars charged "unsound allocations" would result if FCC relied upon the controversial reports of the Ad Hoc Committee. He said certain assumptions of Dr. Norton used in these reports were "misleading and inaccurate." He contended Dr. Norton admittedly has been mistaken in the past and conflict over Dr. Norton's calculations in the 1948 engineering conference on TV and FM propagation had necessitated formation of the Ad Hoc Committee to resolve the disagreements.

Mr. deMars said a number of engineers support his position and he specifically named Prof. Edwin H. Armstrong when queried by Comr. Frieda B. Hennock.

He requested about 10 days to prepare data which he said will show Dr. Norton is "incompetent as an advisor on allocation matters to the Commission." FCC indicated the examination will be permitted but no date was specified. It was not clarified whether Mr. deMars will carry out his wish to question Mr. Allen's qualifications as chairman of the Ad Hoc group.

The question of whether all this was only a tempest in a teapot arose, however, when Jay W. Wright, CBS chief radio engineer, stated he believed there really would be little practical use of the material which was the subject of most disagreement.

The present proceeding, held Monday, Tuesday, Thursday and Friday last week and scheduled Tuesday through Friday this week, seeks first to consider the revised general TV allocation proposals issued by the Commission in July 1949 [TELECASTING, July 11, 18, 1949].

Revised Proposals

It was the first report of the Ad Hoc Committee which prepared the way for these revised proposals [TELECASTING, June 13]. As a result, co-channel separation between TV stations would be increased from 150 miles to about 220 miles while adjacent channel separation would be raised from 75 miles to 110 miles. This reduces the number of possible stations.

Upon conclusion of the general allocation proposals, FCC will take up the individual community allocation requests. The specific community allocations also were proposed in revised form in July of last year.

It's conservatively estimated the general and specific allocation phases of the present hearing will delay FCC's ability to lift the freeze on new station construction until some time in mid-1951.

Initial consideration at the hearing includes FCC's proposal to add 42 six-megacycle UHF channels with the balance of the UHF band allotted for TV experimentation.

The Commission proposes to employ VHF standards in the UHF. Further proposals to be considered relate to allocation priority methods, grades of service, permissible interference ratios, classes of stations, station service areas and directional antennas.

As the hearing continues, consideration will be given to FCC's proposals on required field intensities, prediction of TV propagation and station separations as well as to non-FCC proposals relating to Stratovision, Polycasting, reservation of channels for noncommercial educational TV stations and "metered television." Possible aid to improving service through synchronized or offset-carrier operation also will be explored.

Testifying Monday before Comrs. Hennock, Robert F. Jones, George E. Sterling and Paul A. Walker with Chairman Wayne Coy presiding, Mr. Allen detailed the history of the Ad Hoc Committee and activities leading up to issuance of its contested second report, Volume II [TELECASTING, Sept. 18]. Mr. Allen endorsed both Volumes I and II without reservation.

Ad Hoc Reports

The ad hoc reports are the basis tools of technical definition and calculation by means of which FCC must determine its revised TV allocation policies. The June 1949 report, Volume I, specifies and evaluates troposphere and terrain factors as they relate to propagation problems and designates means to predict effects of one predominant interfering signal upon a desired signal, Mr. Allen indicated.

Volume II in principal presents four suggested methods for evaluating TV service in the presence of multiple sources of interference. It recommends none of them. The earlier report explained multiple-interference predictions as "a very difficult theoretical problem" which the committee considered "extremely important" since it "might seriously affect the allocation problem."

Mr. Allen stated while data are too few in many cases for accurate predictions, Volume II particularly explains its own weaknesses in this respect. If assumptions must be made, Mr. Allen said, they should be made by people qualified to make them.

Ad hoc material presented to FCC by Mr. Allen disclosed that Dr. E. U. Condon, director of NBS, in a letter dated Oct. 9 explained the status of four unpublished references attached to Volume II which have been the chief cause of opposition to the second report. Dr. Norton and certain other NBS and FCC staff members are authors of the references.

Dr. Condon wrote Mr. Allen that the unpublished references (C, E, K and M) for several months have been the subject of editorial review and it "has not been possible to get agreement that these papers in their present form are suitable for release as official publications" of NBS. They may be regarded as "working papers prepared especially for the use of your Ad Hoc Committee," however, Dr. Condon stated.

"The editorial review indicates that the documents are satisfactory as to freedom from technical errors," the NBS chief wrote. "They are lacking, however, in that clarity and precision of exposition which the Bureau requires in its official publications."

"A second point that was raised," Dr. Condon said, "was that the analysis is unduly complicated in view of the meager amount of observational data at present available. My own feeling is that the situation is inherently a complicated one, and that all the factors considered in the documents really require attention." He foresaw possible simplification later "as a practical working matter."

Others Testify

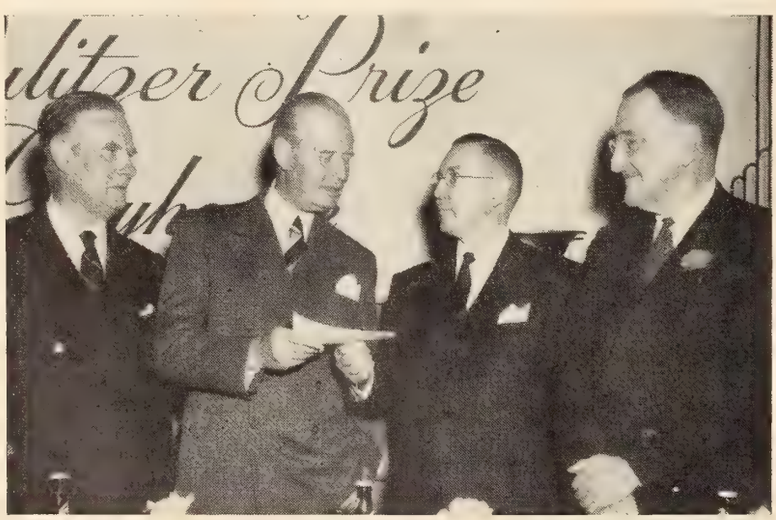
Other members of the Ad Hoc Committee testified Monday and Tuesday on their views of the reports and supporting references. Those who endorsed Volume II without reservation included Ralph N. Harmon, engineering manager of Westinghouse Radio Stations Inc.; Robert P. Wakeman, Allen B. DuMont Labs, and FCC engineers William C. Boese, Harry Fine, George V. Waldo and E. F. Vandivere Jr.

Endorsements with reservations were made by Consulting Engineers Stuart L. Bailey, Albert F. Murray, Frank G. Kear and Raymond M. Wilmotte; Mr. Wright; Dr. George H. Brown, RCA Labs Division, and Dr. Norton. Those declining to endorse Volume II besides Mr. deMars were Dr. Thomas J. Carroll and Chester H. Page, both NBS associates of Dr. Norton. Dr. Carroll strongly contested the Norton assumptions in both reports.

Mr. Harmon, who also endorsed Volume I without reservation, stated he originally complained about the complexity of Volume II but decided one couldn't come up with a simple equation if all factors are to be considered. He urged a definite program of gathering more data through the 107 TV stations now operating.

Mr. Wakeman, who also approved Volume I, presented a detailed answer to the criticism lev-

(Continued on page 61)



PRESENTATION of a $100,000 check to Columbia U.'s Graduate School of Journalism by Joseph Schlitz Brewing Co., Milwaukee, was made along with the premier of the new television show *Pulitzer Prize Playhouse*, sponsored by Schlitz over ABC-TV. At the ceremony are (l to r) Edward J. Noble, ABC board chairman; Edwin C. Uihlein, Schlitz president; Dean Carl W. Ackerman, Columbia U., and Joseph Pulitzer. The endowment is to be used for the support of the school and to continue the Pulitzer Awards.

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920,500
NOW there are
76,839
Television Homes
in KRLD-TV's
Effective
Coverage Area
The CBS Station
for DALLAS and
FORT WORTH
this is why
KRLD
AM-FM-TV
Channel 4
is your best buy
The TIMES HERALD Station
National Representatives
THE BRANHAM COMPANY

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Food Leads August Advertisers

(Report 134)

ADVERTISERS of Food & Food Products were the largest product classification using television time in August, according to the latest *Rorabaugh Report on Television Advertising*. In all there were 650 such firms using the medium during the month (see table).

Out of 71 advertisers on the four networks, there were 12 firms which used TV to sell food products. This product classification had the largest number of network advertisers. In all the 12 firms sponsored 15 different programs, several of them appearing several times a week.

Smoking Second

The second largest classification of network users was Smoking & Smoking Materials. In this group there were eight firms sponsoring 12 different programs. American Tobacco Co. and P. Lorillard Co. had three shows each during the month.

Food & Food Product advertisers also were the largest users of spot television during August, Rorabaugh reports, with 205 different firms using the medium for spot campaigns. Running a poor second in number of accounts were Beer & Wine advertisers. In this classification of spot advertisers there were 133 active accounts in August on the reporting stations.

In the local field the largest number of accounts was placed by advertisers of Household Furnishings, Equipment & Supplies. During the month there were 546 firms which placed local business. Food & Food Products was the second largest local classification with 433 accounts.

* * *

NUMBER OF ADVERTISERS BY PRODUCT GROUPS

	Network	Spot	Local	Total
1. Agriculture & Farming	..	4	7	11
2. Apparel, Footwear & Access.	4	19	160	183
3. Automotive, Automotive Equip. & Access.	7	15	305	327
4. Beer & Wine	2	133	30	165
5. Building Materials, Equip. & Fixtures	..	1	100	101
6. Confectionery & Soft Drinks	6	70	77	153
7. Consumer Services	1	8	224	233
8. Construction & Contractors	..	..	28	28
9. Drugs & Remedies	3	14	24	41
10. Entertainment & Amusements	..	1	50	51
11. Food & Food Products	12	205	433	650
12. Gasoline, Lubricants & Other Fuels	3	17	44	64
13. Horticulture	..	..	23	23
14. Household Furnishings, Equip. & Supplies	9	70	546	625
15. Industrial Materials	..	2	15	17
16. Insurance, Banking & Real Estate	..	6	141	147
17. Jewelry, Optical Goods & Cameras	..	16	55	71
18. Office Equipment & Supplies	..	2	16	18
19. Publishing & Media	2	8	34	44
20. Radios, TV Sets, Phonographs, Musical Instruments & Access.	4	11	299	314
21. Retail Stores & Shops	..	2	163	165
22. Smoking Materials	8	19	7	34
23. Soaps, Cleansers & Polishers	2	24	13	39
24. Sporting Goods & Toys	..	4	31	35
25. Toiletries	7	37	9	53
26. Transportation, Travel & Resorts	..	18	16	34
27. Miscellaneous	1	12	61	74
TOTAL	71	718	2,911	3,700

* * *

TelePulse Reports Berle Tops for Six Months

MILTON BERLE's *Texaco Star Theatre* was the top-rated program in the Multi-Market TelePulse reports for the six-month period from January to June 1950. The program received a rating of 54.9, according to a compilation just released by The Pulse Inc.

The top 10 programs during the period, with their ratings, were reported as follows:

Texaco Star Theatre	54.9
Godfrey's Talent Scouts	41.1
Toast of the Town	40.1
Godfrey & His Friends	39.7
Stop the Music	33.7
The Goldbergs	33.0
Fireside Theatre	30.6
Kraft TV Theatre	29.4
Saturday Night Revue	28.9
Studio One	28.3

Weekly Television Summary—October 23, 1950, TELECASTING Survey

City	Outlets On Air	Number Sets
Albuquerque	KOB-TV	5,000
Ames	WOI-TV	19,380
Atlanta	WAGA-TV, WSB-TV	57,600
Baltimore	WAAM, WBAL-TV, WMAR-TV	222,186
Binghamton	WNBF-TV	24,650
Birmingham	WAFM-TV, WBRC-TV	23,500
Bloomington	WTTV	10,600
Boston	WBZ-TV, WNAC-TV	525,130
Buffalo	WBEN-TV	134,667
Charlotte	WBTV	32,358
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	627,831
Cincinnati	WCPO-TV, WKRC-TV, WLWT	178,000
Cleveland	WEWS, WNBK, WXEL	315,024
Columbus	WBNS-TV, WLWC, WTVN	95,000
Dallas, Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	76,839
Davenport	WOC-TV	23,529
Quad Cities	Include Davenport, Moline, Rock Island, East Moline	
Dayton	WHIO-TV, WLWD	106,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	330,539
Erie	WICU	38,700
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	76,839
Grand Rapids	WLAV-TV	56,211
Greensboro	WFMY-TV	25,000
Houston	KPRC-TV	44,240
Huntington-Charleston	WSAZ-TV	26,383
Indianapolis	WFBM-TV	80,000
Jacksonville	WMBR-TV	20,000
Johnstown	WJAC-TV	37,800
Kalamazoo-Battle Creek	WKZO-TV	40,570
Kansas City	WDAF-TV	61,613
Lancaster*	WGAL-TV	63,743
Lansing	WJIM-TV	31,000
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH, KTLA, KTSL, KTTV	747,867
Louisville	WAVE-TV, WHAS-TV	45,708
Memphis	WMCT	54,593
Miami	WTVJ	37,500
Milwaukee	WTMJ-TV	160,665
Minn.-St. Paul	KSTP-TV, WTCN-TV	141,100
Nashville	WSM-TV	8,500
New Haven	WNHC-TV	102,300
New Orleans	WDSU-TV	37,371
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	1,635,000
Newark	WATV	Inc. in N. Y. estimate
Norfolk	WTAR-TV	34,939
Oklahoma City	WKY-TV	48,203
Omaha	KMTV, WOW-TV	39,404
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	600,000
Phoenix	KPHO-TV	16,900
Pittsburgh	WDTV	137,000
Portland, Ore.	.....	978
Providence	WJAR-TV	86,880
Richmond	WTVR	42,534
Rochester	WHAM-TV	51,088
Rock Island	WHBF-TV	23,529
Quad Cities	Include Davenport, Moline, Rock Island, East Moline	
Salt Lake City	KDYL-TV, KSL-TV	27,400
San Antonio	KEYL, WOAI-TV	30,054
San Diego	KFMB-TV	58,000
San Francisco	KGO-TV, KPIX, KRON-TV	85,345
Schenectady Albany-Troy	WRGB	106,800
Seattle	KING-TV	43,200
St. Louis	KSD-TV	184,500
Syracuse	WHEN, WSYR-TV	71,295
Toledo	WSPD-TV	55,000
Tulsa	KOTV	40,160
Utica-Rome	WKTV	24,875
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	174,485
Wilmington	WDEL-TV	46,749

* Lancaster and contiguous areas. Total Markets on Air 63 Stations on Air 107 Sets in Use 8,309,536

Editor's Note: Source of set estimates are based on data available from dealers, distributors, TV Circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate.

VOTED BEST AGAIN in Dayton's PULSE* Parade!

OFFICIAL BALLOT

WHIO-TV DAYTON X

PULSE PROVES...
8 out of the 10 top rated multi-weekly shows telecast in Dayton are on WHIO-TV!

PULSE PROVES...
6 out of the 10 top rated multi-weekly shows telecast in Dayton are on WHIO-TV!

PULSE PROVES
2 of the Dayton's top rated multi-weekly shows are locally produced by WHIO-TV!

PULSE PROVES AGAIN...
WHIO-TV is Dayton's *First* and *Favorite* Television Station!

PULSE PROVES AGAIN...
WHIO-TV is the people's choice in the great Dayton [illegible] TV buy!

Sell your product right in Miami Valley's living rooms... faster and at lower cost per viewer . . . on WHIO-TV!

Put Your Product At The Head Of The Sales Parade in Dayton and the Miami Valley! Put It On WHIO-TV and Now!

*Proved by ratings published by The Pulse, Inc., Sept., 1950

Represented Nationally by The George P. Hollingbery Co.

CHANNEL 13
whio-tv -AM -FM
DAYTON, OHIO

News • Sports • CBS, ABC, DuMont Best Shows

Affiliated with The Dayton Daily News and Journal-Herald

RTMA Reply

(Continued from page 54)

who had been upset by the color controversy. He assured listeners that present TV sets will not be useless after Nov. 20, the date CBS color standards go into effect under the FCC decision.

"Despite the fact that some manufacturers are seeking to create the impression that the public's investment in television sets is about to be wiped out," he said, "nothing could be further from the truth. As a practical matter, color programs will not, overnight, entirely replace black-and-white programs."

Mr. Stanton predicted that the number of color programs "will increase at an orderly rate as the number of sets capable of receiving them increases."

To Buy or Not?

Another question he thought was troubling non-owners of television sets was: "Should I buy an ordinary black-and-white television set at this time?"

Although he said he could not give a flat answer, Mr. Stanton did give "some facts which may help you make up your own mind." He pointed out that black-and-white sets now on the market "will continue to receive present black-and-white programs."

"These programs," he added, "will continue for a considerable period of time, although at a diminishing rate within a year or so." Most sets now on the market, he said, can be adapted to receive color telecasts in black-and-white and can be converted to receive color in color. He continued:

On the other hand, I want to point out that it will be somewhat cheaper and more satisfactory to buy a black-and-white set which is already adapted, so that it has built-in compatibility. Furthermore, a new combination color and black-and-white set may be somewhat less expensive and will be more satisfactory than an ordinary black-and-white set adapted and converted for color.

Therefore, if you wait for, say, six months, you may save some money, and you will have a self-contained set with built-in compatibility and built-in color.

On the other hand, if you buy an ordinary black-and-white set now, you will be able to enjoy the black-and-white programs being broadcast. But, if you do buy such a set, buy only from a manufacturer who will give you positive assurance that there will soon be adapters and converters which will enable you to get color.

Mr. Stanton said some "progressive" manufacturers were preparing to make color equipment, but he regretted that "this constructive attitude is not being displayed by all manufacturers."

He said he had telegraphed a request to the Radio-Television Manufacturers Assn. to attend the meeting held Monday in New York to consider the RTMA's attitude toward color, but had been advised that the meeting was closed to CBS.

"If any statements come out of that meeting," said Mr. Stanton, "I hope you will read them in the light of these facts. We do not want the future of color television to fall into the hands of any self-appointed group meeting in secret behind closed doors. We know you do not want that either. We intend to do everything we can to prevent anyone, either television manufacturers or anyone else, from blocking color television and keeping it from the American public."

Mr. Stanton said that "some manufacturers are trying to create the impression that the Commission's decision is sudden and that, as a result, they are not prepared to build the necessary new color receivers, adapters, color converters and black-and-white sets internally equipped to receive color as well as black-and-white pictures."

The decision, he said, "was anything but sudden."

GARDEN EVENTS

Chesebrough Part-Sponsor

CHESEBROUGH Mfg. Co. (Vaseline hair tonic) will sponsor the 10:30-11 p.m. portion of the Saturday night Madison Square Garden events, telecast on DuMont Television Network. The series consists of 25 supporting events telecast every Saturday night through March 1951. Cayton Inc., New York, is the agency.

This marks the second television show for the sponsor.

TOA MEETING

TV Subjects High on Agenda

TELEVISION and theatre television will be the subjects of a number of speeches and discussions when the Theatre Owners of America hold their annual convention in Houston, Tex., Oct. 30-Nov. 2, at the Shamrock Hotel.

Speeches before the full convention include:

Mitchell Wolfson, chairman of the television committee of the Theatre Owners of America and owner of WTVJ (TV) Miami, Fla., will report on "Television Broadcasting." Bob O'Brien, secretary-treasurer of United Paramount Theatres, will cover "Theatre Television" and the results of the Big Ten theatre television experiments. Marcus Cohn, television counsel to the theatre owners, will speak about the prospective hearings on theatre television now before the FCC, and other aspects of television in movie houses. Nathan Halpern, also TV consultant to the theatre owners, will detail the experiment of theatre television and its growth. Also scheduled is Stuart Bailey, of Jansky & Bailey, Washington engineering consultants, who will discuss the engineering problems of allocating frequencies for theatre TV.

Other small committee meetings will be held to discuss in greater detail the subject of television as it is related to the theatres.

At the close of the sessions Mr. Halpern will introduce a resolution urging the use of television advertising for promotion of movie television, which, according to Mr. Halpern, is proving very successful in building audiences.

ATLANTA
★ ★ FIRST
TEST MARKET IN AMERICA
CITIES 250,000 to 500,000 POPULATION

TV Allocations

(Continued from page 56)

elled at the reports. He explained the committee acknowledged the "paucity of data" and the reports indicate their limitations. "It is quite possible and proper for an engineer to use the curves in Volume I and Volume II," Mr. Wakeman said, "provided only that he understands the assumptions and limitations involved and has a reasonable faith in the data on which they are based."

Mr. Vandivere explained his ad hoc participations had been limited and his signature signified more of editorial approval rather than support of the substance of Volume II.

All four consulting engineers who had reservations to their Volume II endorsements testified they had approved Volume I without qualification. Mr. Wilmotte stated he had been impressed at the "unanimity of opinion" during most of the ad hoc work in spite of the conflict in the conclusions. He considered the final result to be correct although it might be academic whether all the arguments employed were correct. He urged that engineering standards and allocation not be frozen to allow flexible, progressive development.

Asked by Comr. Hennock as to what he attributed the ad hoc conflict, Mr. Wilmotte replied he felt it was a mixture of emotion and personality relating to "past events."

Mr. Wright saw little practical need for Volume II since there are few cases of multiple co-channel interference in the present FCC plan. Station spacings would take care of adjacent channel situations, he said.

Dr. Norton testified that in view of methods evolved in Volume II he could now endorse Volume I without reservation. He believed the "most accurate and workable method presently available for evaluating the location probability of service" to be the log-normal method of combining interference from several sources, one of the four techniques suggested in Volume II.

Dr. Norton's Views

He also stated he did not believe it has been established "that the best location for a television station is necessarily always in a large city but . . . that a good case might be made for locating television stations half way between cities, at least in some cases." Dr. Norton also predicted "machine computation" may help in future TV service calculations.

Several "general principles" were given by Dr. Norton which he claimed will be true under any arrangement of TV stations, based on a study contained in unpublished References E ("A Study of Methods for the Efficient Allocation of Radio Frequencies to Broadcasting Services Operating in the Range Above 50 Mc" by Dr. Norton and Mr. Fine) and K ("The Effect on Television Service of Transmitting Antenna Height, Radiated Power, the Use of Off-Set or Synchronized Co-Channel Carriers, and of Correlation Among the Radio Fields Received from Several Transmitters" by Harold Starras of NBS).

One principle cited stated the "use of maximum available antenna heights and maximum practicable power ensures covering the maximum total area. Although a horizontal increase in power for a given geographical arrangement of television stations will increase the number of receiving locations at which interference between stations is noticeable, it will not increase the mutual station interference at any receiving location and will reduce the interference arising from noise at all receiving locations. A horizontal increase in transmitting antenna height is even more advantageous since it will not only reduce the interference arising from noise at most receiving locations but it will also reduce the mutual station interference at most receiving locations."

To queries by Comr. Hennock as to the cause of the opposition to his work, Dr. Norton indicated it was the "earlier FM hearing, of course," and had nothing to do with the "substance and merit" of the ad hoc reports. He said he had "tried many months" unsuccessfully to find out the objections to the ad hoc conclusions.

Dr. Carroll reiterated his strong objections to both Volumes I and II, questioning certain assumptions made in the reports and noting one unpublished reference hasn't been made available to the whole committee. He termed Volume II as particularly vulnerable, complicated and confusing. Questioned closely by Comr. Hennock on his strong objection to Volume II, Dr. Carroll stated he proposed to submit his own simplified version in a week or so.

Asked by DuMont counsel, Col. William A. Roberts, if his statement had been reviewed by NBS before his appearance, Dr. Carroll indicated several portions had been deleted. One deletion referred to his own report, he stated, while another concerned a "simple way" of computing service according to ad hoc definition found only the previous week by a colleague and which was said "not to exist" in Reference E.

Mr. Page, a mathematical physicist who stated he agreed with Messrs. deMars and Carroll "to some extent," testified he was "in agreement with the Committee's basic approach to the problem of determining television service" but felt that the analysis presented "is confusing" and the results are not "in practical form and do not give direct answers to the basic problems." Although not a propagation expert, Mr. Page indicated he had been named to the committee to assess the statistical and mathematical methods used.

Presents TBA Request

John Preston, chief allocations engineer for ABC and member of the TBA Engineering Committee, presented the TBA request for assignment of 70 UHF channels to provide "truly nationwide and competitive television system" as well as a minimum of four channels per market for the first 140 metropolitan districts.

He explained that in the interest of "efficiency, stability and economy" it was desirable to allocate all of the UHF band now to TV. This would allow set makers to incorporate these channels in their receivers at the conclusion of the hearing, Mr. Preston said, "thereby avoiding needless repetition of an occa-

(Continued on page 66)



★ FIRST NETWORK IN AMERICA CBS Affiliate Stations!

FIRST IN LOCAL SPOTS AND GROSS SALES—WAGA-TV —LOCAL ADVERTISERS KNOW WAGA-TV SELLS!

FIRST WEEKLY DAYTIME AUDIENCE CHOICE OF WAGA RADIO FAMILY MARKET OF $1,000,000,000. 00!

★ ★ FIRST CHOICE FOR ATLANTA MARKET BROADCAST-TELECAST TESTS SHOULD BE WAGA—WAGA-TV!

Represented Nationally By—THE KATZ AGENCY, INC.
Tom Harker, National Sales Manager, 488 Madison Ave., N.Y. 22



IT'S a serious but happy job as WFMY-TV officials search the schedule for a vacant 15 minute spot to place a sponsored segment. At WFMY-TV time is scarce but sponsors are plentiful. L to r: C. O. Jeffress, business manager, *Greensboro Daily News* and *The Greensboro Record*; Gaines Kelley, WFMY-TV general manager; P. T. Hines, general manager, Greensboro News Co., parent company.

* * *

Telefile:

Cable Connection and SRO Schedule Point to Prosperous Second Year at WFMY-TV

AN ESTIMATED 225,000 Tar Heels held their breath as they watched the opening kickoff of the Notre Dame-North Carolina football game on Sept. 30. It was a dramatic moment for the thousands (10 viewers to one set owner) of Piedmont spectators seeing for the first time a direct telecast of a UNC game that was being played hundreds of miles away in South Bend, Ind.

And it was a momentous occasion for WFMY-TV Greensboro, N. C., for Sept. 30 marked the station's addition to coaxial cable service, an event dutifully logged in television history.

This period in WFMY-TV's service to the Piedmont area will linger in the memories of executives and staffers for a good time to come. Only a week before, on Sept. 22, the station marked its first anniversary on the air.

The cable debut was the signal for WFMY-TV to close the "getting started" chapter and begin a new page of operation — full schedule of network and local programming. In only one week, the station's hours increased from 30 hours per week to over 60 hours. On Oct. 16, WFMY-TV began a new daytime schedule, adding 10 hours of extra afternoon programs each week.

Gaines Kelley, WFMY-TV's general manager, says the new jump in hours since "C-Day" means an increase in programs by some 250%. With this boost in programming, Mr. Kelley reports a concurrent increase in set sales. "Calls, cards, letters and visitors have weighed down our desks and sofas until I suppose our station is permanently 'settled' for good in more ways than one," Mr. Kelley observes.

Greensboro is located in a heavily concentrated area. Within less than 30 miles lie Winston-Salem, High Point, and Burlington, a trio of important North Carolina population centers. WFMY-TV promotion must be extended to these cities. Efforts along this line by the station's promotion staff already have paid dividends in a set owner rise and greater TV-consciousness.

In the television sense of the word, this area was "frontier" land when WFMY-TV greeted Piedmont residents last fall. Literally starting from the ground up, WFMY-TV builders had welded the facilities of the sister station WFMY (FM) and solicited aid from the parent *Greensboro Daily News* and *The Greensboro Record*. Concentrating on speed, TV installations were completed and an all-out audience promotion campaign undertaken.

Set Ownership Increasing Rapidly

The count of sets in the area was about nil before the station went on the air. By the time the outlet began operating on Channel 2 (54-60 mc) with .84 kw aural and 1.67 kw visual power, set ownership had reached an estimated 2,000 to 3,000. The figure now has passed the 25,000 mark with an expected 30,000 or more by the first of the year.

This wide acceptance of television, heretofore confined to film and local programming, is the keynote upon which WFMY-TV is building its new schedule. With "live" network programs available from CBS (its primary affiliate), NBC, ABC and DuMont, the station anticipates still greater success in its area.

On occasion of the cable bow, North Carolina's Gov. W. Kerr Scott said in his letter of congratulation: "In joining the national television network . . . . your station will be making it possible to bring thousands of North Carolinians entertainment, sports, educational programs and news direct from all parts of our nation. This marks a new era of educational and cultural advancement and is another step forward in our march of progress."

At the ceremonies, dignitaries joined crowds of interested spectators invited to "come and be seen on television." Despite the chilly, misty day, the crowds were caught by the camera and the scenes transmitted to the thousands before their sets at home.

All spot announcements adjacent to commercial programs have been sold. But perhaps WFMY-TV's "secret weapon" is contained in its ability to draw a viewing audience by its local fare.

Despite the fact that WFMY-TV has the use of only one camera, a film chain and baloptican, its program department has been doing an outstanding job in local programming.

One of these features is the "Carolina Rangers," sponsored by a local furniture chain with stores in Greensboro, Burlington and Winston-Salem. The "Rangers," via TV, have earned themselves a top rating as a western-hillbilly-folk song group.

Another successful local show is *The Tel-Tones* bringing tune-fare over piano, organ and drums. It has been sponsored for 39 weeks by two appliance firms, located in Greensboro and in Burlington. The program has been renewed for another 26 weeks.

Other local programs such as *TV Song Shop, Requestfully Yours, Musical Mardi-Gras* and the *Coolerator Scoreboard*, starring Sports Director Charlie Harville, are popular.

Lays Stress on Local Programming

The station has operated with 40% of program time devoted to local shows. The balance is divided into network programs and film shows. Pilot Life Insurance Co., a leading insurance firm of the Southland and sponsor on the station since its inception, has been paying the tab for *Crusade in Europe*, the now TV-famous film on Gen. Eisenhower's literary piece. Pilot Life is backing a new show, continuing its long sponsorship.

Directing the WFMY-TV operation is a well-balanced and experienced executive corps. Heading the WFMY-TV-FM operation is Gaines Kelley, general manager. Starting with the Greensboro News Co. as classified advertising manager, Mr. Kelley plunged into the art of broadcasting when appointed

to manage the firm's radio-TV operations.

Under his supervision are the following:



Mr. Lambe

Robert M. Lambe, commercial manager, who had previous experience in AM operations in Asheville, N. C., and Memphis; Gomer R. Lesch, program director, who came to WFMY from WICU Erie, Pa.; Robert C. Currie, production manager, from Allentown, Pa.; Norman Gittleson, promotion manager and account executive, from Charleston, W. Va., and Buffalo, N. Y.; William E. Neil, chief engineer, formerly with WFIL-TV Philadelphia.

Officals are P. T. Hines, general manager, Greensboro News Co. and Carl Jeffress, business manager.

The tie-up between television pioneering and Greensboro News Co. is logical. The firm started *The Greensboro Record* more than 60 years ago and now operates the only morning and evening newspapers in the community.

WFMY-TV's tower lords 1,298 feet above sea level and is adjacent to the studios and transmitter. Three weeks prior to the opening date, an unexpected dose of excitement was added to preparation when the tower fell during its raising. It was righted in the nick of time.

Compact Layout For All Studios

TV studios, and those of FM, are in a single building located beside the *News* structure. On the main floor are studios and program department offices; film editing rooms are on the lower floor. The rear of the building houses both FM and TV transmitters and control rooms.

Although the station is the only TV service in this productive market area, Mr. Kelley recalls, "We learned the hard way that television is *big* business." And that is the way WFMY-TV, with an estimated $400,000 investment, is operated.

Mr. Kelley reports 49 local advertisers from six cities in the area as station clients, with future commercial prospects "more than a hope." Mr. Lambe adds: "This is not a local station, it's a regional sales job." The WFMY-TV sales staff is carrying that thought through.

Although only a year old, the station already has piled up a wealth of success stories. National business is at a peak and local business growing in "leaps and bounds." The station estimates if conditions don't change radically, business will more than double in another year.

Piedmont advertising agencies now are adding TV to their campaigns. The station is making commercial films for such firms as Fleetwood Coffee and Kingsdown Mattresses.

Of the future, Mr. Kelley says the emphasis will continue on "the best in service and entertainment to Piedmont televiewers," keeping sights on sports, religious and news events. Citing education as an important adjunct to its services, Mr. Kelley continues:

"... Through our program department we have loaned our facilities to the U. of North Carolina for their television courses, telecast programs for the Greensboro public schools, and Guilford College... Our policy at WFMY-TV is to see that the well-earned recognition of the Greensboro News Co. will be part of this station at all times."

FREELANCERS

Contract Demands Announced

TV FREELANCE writer contract demands upon NBC-TV, CBS-TV and ABC-TV were announced in New York last week by the National Television Committee of the Authors League of America, representing the Authors Guild, Radio Writers Guild, Television Group, Screen Writers Guild, Dramatists Guild and Screen Composers Assn., all league affiliates.

A one-year contract was proposed with provision for re-opening of minimums after six months and 100% union shop, and the following terms:

Bargaining unit to comprise all TV writers, except staff writers and "certain composers and authors of music."

Use of material except for television to be reserved to the writer, and copyright to be in his name. Except for "syndication deals," use is to be on a one-shot basis within specified time limits. Telecasting to be simultaneous over all affiliated stations, except in syndication and any kinescope permitted is to be used within 30 days from first telecast. Wage minimums for each one-shot use (excepting established teams or quiz shows, for which application is to be by unit) as follows: General literary to be 10% of gross, $300 to $750 sustaining, and $450 to $1,125 commercial; sketches to be $200 sustaining and $300 commercial; adaptations to be 7½% gross, $200 to $500 sustaining, and $300 to $750 commercial; musical songs to be $200 sustaining and $300 commercial; songs used as theme for series to be $750 for sustaining use (for up to 10 telecasts) and $1,000 for commercial use (up to 10 telecasts), plus $50 for each additional use; background to be $70 to $175 sustaining and $100 to $250 commercial. (Foregoing amounts give range; specific amounts depend upon time. Wage minimums for syndicated use to be foregoing minimums plus percentage of gross.) Compensation to be paid in full prior to telecast or photographing; is not returnable, and the writer is not to be requested to write on a speculative basis. For first telecast, the writer is to receive 50% within two days after contract is signed, and remainder within two weeks thereafter, but at least two days prior to telecast or photographing. For additional telecasts: "50% of amount payable for each telecast every 90 days but full payment prior to any individual telecast." For additional background musical material: Payment within 10 days after telecast or photographing is completed. For additional theme song use: Payment within two days after telecast or photographing is completed. Syndication: Not mentioned.

Other provisions: Program contributions other than material to be compensated for by percentage of gross budget and of income from subsidiary uses; audition scripts to be compensated for "according to applicable minimums; traveling expenses (first-class transportation, board and lodging) to be paid by employer. Credit: "Visual and auditory credit equal in prominence and number of frames to that given producer, director, or other craftsman." Revisions and changes: "To be made by same writer, if available; writer not to make more than two revisions."

Collaboration: "Writer may not unreasonably refuse to collaborate with respect to literary material, but minimums apply severally."

Conferences and rehearsals: "Writer entitled to attend and to receive adequate notice; writer entitled to see rough cuts of films and other recordings."

Submission and return of manuscripts: By writers—simultaneous submission; by employers—return of manuscripts in good condition after telecast or photography.

Contracts: Individual contracts to be in writing and filed with the union; suitable warranties and indemnities by writer and by employer.

Disputes: Machinery suitable for handling to be set up.

NBA'S PLEA

Asks Boxing TV Review

A POSSIBLE conference between TV network and boxing officials to explore means of "reviewing commercial boxing" was seen last week in New York following a declaration by Abe J. Greene, National Boxing Assn. commissioner, that television is killing the fight game at its roots.

Saying that he was speaking for Archie Hindman and Harvey L. Miller, president and executive secretary of NBA, as well as for himself, Mr. Greene made it clear that "this is not an attack on television, but rather an appeal to TV to harness its benefits to boxing."

Paid-attendance fan interest is dwindling in an alarming manner, he said. The failure of fans to respond is destroying the smaller clubs, where embryo major-event fighters develop. Such development is indispensable, he said. "Hungry promoters," because of radio and TV commitments, "skyrocket unprepared youngsters into main events."

ABC-TV Additions

IN ORDER to accommodate the rapidly growing number of TV productions, ABC is expanding its New York TV Center to include two new studios and three film preview rooms. This brings the total of TV studios in the Center to seven, and will enable ABC to eliminate "parceling out" of TV production in network studios. Additions should be in operation by Nov. 1.

Film Report

AMERICAN RELEASING Corp., 1746 N. Las Palmas, Hollywood, has entered commercial field with new Television Spot Division. Currently producing series of spots for **Mission Bell Wineries** and **Petri Wine**; agency **Young & Rubicam. Bill Faris** is producer and **Hugh Harman** is directing animation. ARC is employing experienced advertising men to interpret needs of advertising agencies.

Owl Drug Co., Los Angeles, has contracted for 78 3½-minute musical TV films from **Snader Telescriptions Corp.**, Beverly Hills. Films to be telecast for 13 weeks on KTLA(TV) Hollywood. Package tentatively titled *Night Owl Varieties*, to be emceed by **Stan Chambers.** Total weekly expense of package for station reported to be around $1,050. If program successful, drug company plans to expand to New York, San Francisco, Boston, Atlanta and Fort Worth.

Harry Lehman of **Cine-Tel**, Los Angeles, producing three TV films for **Optimist Club** for showing on 60 stations during National Optimists Week Nov. 12-18. . . . **Marian Richman**, radio actress, and **Daws Butler**, TV actor, did voice work on four TV films, *Chimplock Hums*, series recently completed for **Bing Crosby Enterprises** by **Courneya Productions**, Los Angeles.



Court Color Test

(Continued from page 53)

have an approximate $100 million dollar investment in television, the complaint asserted. NBC's television broadcast operations represent more than $8 million investment and RCA TV manufacturing plants, equipment and real estate represent more than $35 million investment, the court was told. RCA's gross sales of TV transmitting and receiving equipment and tubes is at the annual rate of over $400 million, the complaint said.

The total present investment of the TV manufacturing industry was estimated at "not less than $300 million," with gross sales of $1½ billion annually. Investment of the TV broadcasting industry was placed at $50 million, with gross income of $325 million.

The complaint charged that FCC's decision would inflict "irreparable injury" on TV manufacturers, by decreased set sales, and on broadcasters as well as present set owners.

RCA said it is in the process of manufacturing and marketing TV sets which will have a retail value in excess of $10 million; that it has an inventory or contracts for parts and components worth $55 million, and that RCA Victor Distributing Corp. has a TV set inventory approximating $1 million —and that "the demoralization of the market resulting from [FCC's] order will seriously impair" RCA's opportunities to sell these receivers.

Investment Cited

With its $8 million investment in TV, the court was told, NBC "was just beginning to reach the point where some of [its] losses could be recouped" when FCC's order was announced. The order will serve either "substantially to dilute the television audience" or "to require NBC to commence incompatible color broadcasting," RCA asserted, declaring that either course "will irreparably injure NBC's television broadcasting business."

Approval of the CBS system will also deter the future adoption of the RCA system, without which RCA's "large investment in the development of its compatible color television system" will be "substantially impaired," the complaint asserted.

Referring to the possible loss of TV audiences, the complaint said:

"There is a reciprocal relationship between the number of television receivers in the hands of the public [the television audience] and the service which the television broadcaster is able to render to the public. The broadcasting of television programs is supplied by the sale of time to advertisers, and the value of such time [and the revenue derived from the sale of such time] is dependent primarily upon the size of the audience which may be reached by the broadcaster."

Claims Enough Sets

RCA claimed there are enough sets operating now, commanding a large enough audience, so that shows can be sold and telecast without a loss to the broadcaster.

Differentiating between black-and-white standards and the CBS color standards, the brief contended acceptance of black-and-white, which FCC approved in 1941 "has been unequaled in the history of any other industry or public service."

It said, "initiation, development and growth" of television was possible because FCC standards were of "high quality, and adopted with express views to protect the public against obsolescence." As a result, manufacturers could build receivers on a single set of "long-range, high-quality standards. This single set has been arbitrarily and capriciously upset by the FCC order.

Complaint alleged FCC's notice of the hearing preceding its bracket standards proposal made no mention of such standards. RCA quoted a Commissioner as saying in his dissent: "The subject of bracket standards was not at issue in the hearing. The subject . . . was a new concept in field and line scanning proposed after the hearing record closed. It came as a surprise to the industry and was not based on information appearing in the record of this proceeding."

RCA asserted FCC based the color decision on "scientifically incorrect conclusions, at variance with evidence submitted and contrary to the public interest, convenience and necessity."

The FCC report "showed the Commission did not understand various aspects of the RCA system," RCA contended.

RCA charged enforcement of the FCC order will effect these results:

- **All television sets will be unable to get some of the television broadcast services;**
- **CBS color shows will not be received on sets now in use unless sets are modified, "and in many cases modification is impractical";**
- **New compatible sets [capable of receiving both black-and-white and CBS color] will take time to produce, "and will be substantially more expensive";**
- **CBS color sets will be expensive;**
- **Broadcasters will have "virtually no audience at all for programs transmitted in accordance with CBS standards, neither black-and-white or color audiences, for a considerable period of time, if ever";**
- **The order "will impair the existing market acceptance of black-and-white sets, to the irreparable injury of TV manufacturers and distributors," and will "close out" competitive systems of color.**

Pilot's suit claimed that unless the FCC decision were voided, Pilot would have to begin making receivers capable of receiving CBS color in order to stay in business, despite inadequacies of the CBS system. To market such receivers, the company alleged, would be to jeopardize its reputation.

"By reason of the deficiencies and limitation of the CBS color system . . . any receiver to be manufactured by plaintiff capable of receiving the CBS color transmissions will necessarily suffer from the same deficencies and limitations and, further, will be subject to early obsolescence in the event current developments and improvements lead to the adoption of a color system different from that of CBS," the complaint said.

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WHO WILL CARRY COLOR?

Most Stations Say 'No' to Hallicrafters Query

FIFTY-FOUR of the nation's 107 television stations have no plans to use the CBS color system recently approved by the FCC, according to a poll conducted by the Hallicrafters Co., Chicago.

William J. Halligan, president of the company which manufactures radio, TV and other communications equipment, sent a wire to each TV operation inquiring when it would commence CBS colorcasting. He received 63 replies, three of which revealed stations are planning to carry CBS color when the network supplies such programs. The remaining 60 that replied declined comment.

Forty-five of the stations responding estimated that the time when colorcasts could begin ranged from 2 to 10 years.

"Are you kidding?" asked KDYL-TV Salt Lake City, in reply to Mr. Halligan's wire. "How could we telecast color and who would receive it if we could?"

"Our crystal ball is a little hazy today," wired WCPO-TV Cincinnati.

CBS Affiliates 'Reluctant'

The Hallicrafters president declined to reveal call letters of other respondents, but said two CBS affiliates had stated they would not only be reluctant to carry the CBS colorcasts if and when they were fed over the network, but had no time available.

Telecasters are "no more anxious to have an incompatible color system pushed down their throats than are the manufacturers," said Mr. Halligan. He said he sent out the questionnaires to get information for his company's dealers and distributors.

Other typical replies:

"Will transmit CBS color when requested by FCC to do so."

"We are in favor of color but we have been urging that it be on a compatible basis. Our first obligation is to the 160,000 people in our area who have bought black-and-white receivers."

"No public clamor hereabouts for TV color. Everyone seems happy with black-and-white. Color premature and impractical."

"No plans whatsoever . . . and do not contemplate any CBS color broadcasting unless forced to do so by government order."

"Have made no plans. Presume we would arrange to do so on Commission's order."

AT&T Facilities

(Continued from page 53)

"should not await the filing of further pleadings" in connection with DuMont's formal complaint, copies of which have been sent to AT&T and the affected Bell System companies together with a notice demanding satisfaction of the complaint or submission of an answer not later than Oct. 30.

The four TV networks "and all TV broadcast station permittees and licensees who are now, or may be, customers for intercity video service" were given permission to "intervene and participate fully" in the hearing, provided they notify FCC by Nov. 1 that they intend to do so.

Some 20 Bell System companies as well as AT&T were made respondents in the proceedings, along with "all other carriers concurring in AT&T Tariff FCC No. 216," under which the usage allocation was made.

Networks Have No Comment

The networks had no immediate comment on the investigation, but it was assumed that both DuMont and ABC-TV would support this move by the Commission as well as the corollary proposal to consider rules to balance network competition. By the same reasoning strong resistance was expected from NBC-TV, which would be hardest hit by the competition-equalization plan, and CBS-TV, which would be the secondary victim.

AT&T reiterated the position it took when the proposal to equalize network competition was issued—that is, that AT&T's role is to provide circuits; that the difficulty does not arise primarily from lack of circuits; that AT&T expected the networks, and stations to make mutually satisfactory arrangements and that the telephone company made the present allocation only because of the networks' failure to agree among themselves.

Promising to cooperate fully in any effort to improve the situation, AT&T pointed out that its network facilities "have been expanded very rapidly," now serving 72 stations in 42 communities. "The facilities devoted to television service cost over $70 million and serve an area popu-

lated by over 70 million people," the company said.

Subjects which FCC spelled out for consideration included the basis, justification, and reasonableness or unreasonableness of AT&T's current allocation; the basis upon which future allocations would be made by AT&T and the respondent Bell System carriers; the "impact" of network facilities allocations "upon present and future competitive operations in the field of network television broadcasting."

Text of Tentative Issues

Portion of the FCC order designating "specific matters" to be considered—"without in any way limiting the scope of this investigation"—is as follows:

(1) The lawfulness under Sections 201 and 202 of the Communications Act of 1934, as amended, of the above tariff schedules of the Bell System Companies, providing for allocation of usage of available intercity video transmission facilities to meet the requirements of two or more customers for monthly service;

(2) The allocations of usage of available intercity video transmission channels made by respondent, AT&T, for the calendar quarter, Sept. 30 to Dec. 31, 1950, pursuant to Paragraph II-A-4 of AT&T Tariff FCC No. 216; the bases upon which such allocations were made, and respondent's justification for such allocations; and, the bases upon which future allocations would be made by all respondent carriers, and respondents' justification therefor;

(3) Whether, in the light of the findings made in (2) above, the tariff schedules of respondent carriers fail properly to reflect the practices followed or that will be followed by said carriers with respect to the allocation of usage of intercity video channels, in violation of Section 203 of the Communications Act and Section 61.55(f) of the Commission's Rules and Regulations;

(4) Whether, by virtue of the allocations referred to in (2) above, respondent, AT&T, in violation of Section 201(a) of the Communications Act, has failed or is failing to furnish intercity video transmission service on reasonable request therefor to customers for such service;

(5) Whether the allocations referred to in (2) above are unjust and unreasonable in violation of Section 201(b) of the Communications Act of 1934, as amended;

(6) Whether, by virtue of the allocations referred to in (2) above, respondent, AT&T, in violation of Section 202(a) of the Communications Act of 1934, as amended, is making an unjust or unreasonable discrimination, is making or giving any undue or unreasonable preference or advantage to any customer for video transmission service, or is subjecting any such customers, or any locality to any undue or unreasonable prejudice or disadvantage.

(7) The impact of the allocations of usage of intercity video channels made in the manner and upon the basis determined in (2) above, upon present and future competitive operations in the field of network television broadcasting;

(8) Whether, in the light of the facts developed in connection with the foregoing, the Commission, pursuant to the provisions of Section 205 of the Communications Act, should prescribe new, additional or modified tariff regulations governing the allocation of usage of intercity video transmission facilities of the Bell System Companies, and, if so, the nature of such regulations;

(9) Whether, pursuant to the provisions of Section 205 of the Communications Act, the Commission should prescribe tariff regulations classifying persons or organizations who are, or may be, customers for intercity video transmission service (i.e. television networks, TV broadcast station licensees, persons engaged in theatre TV, etc.), and a basis for allocating usage of facilities among such classes of customers; and if so, the nature of such regulations.

NIELSEN INDEX

TV Report 100% Audimeter

BEGINNING with its first report for September, the National Nielsen Television Index is being produced 100% by Audimeters, A. C. Nielsen, president of the Market Research Co., disclosed Thursday.

"Most important to the broadcasting industry should be the fact that now, for the first time, advertisers just getting into television, or sponsors with both radio and TV commitments, have a basic service which measures both advertising media by the same methods at the same time, by a proper sampling of all radio and TV homes in the U. S." Mr. Nielsen declared.

In the first September report are included:

(1) Two TV network reports monthly, each based on two weeks of sampling; (2) four weeks of network telecasting covered each month with individual week ratings available on most shows—optional and at nominal cost; (3) faster delivery, with a one-week improvement in the September report delivery time and two- to three-weeks improvement on subsequent reports; (4) reliable projections to number of TV homes reached for the first time based on a proper sampling of all TV homes in the station service areas; (5) comparable radio and TV ratings with NRI network radio data comparable with NTI network television program data.

Mr. Nielsen said that beginning in January important analytical data will be available through an NTI selected, fixed sample, and Audimeter-produced minute-by-minute records for viewing:

(a) Ratings in cable connected station areas only or in special combinations of cities chosen for reasons of popularity measurement under identical competition; (b) minute-by-minute audience; (c) cumulative audience; (d) duration and frequency of viewing; (e) duplication of audience between network TV programs or between network TV and network radio programs. (The latter are measured by identical means in a common sample of home.)

The NRI president said there would be no change in the national NTI rate structure through December, but that by the first of next year both complete and ratings services would be available on a "fair contractual basis, the latter on the two reports per month basis and at rates only moderately increased over present price structures."



SETS similar to this one in design, and capable of receiving both color and black-and-white are expected to be produced by various manufacturers, CBS stated last week following earlier FCC approval of CBS color standards. CBS does not manufacture sets. Shown is Margaret Arlen, WCBS-TV New York star.

PHONEVISION

FCC Grants Test Delay

FCC last week granted Zenith Radio Corp.'s request for a 30-day delay in the scheduled Oct. 1 commencement of its Phonevision tests [TELECASTING, Oct. 9].

The tests, covering 300 Phonevision-equipped homes in Chicago, are now slated to start Nov. 1 and continue through Jan. 29, 1951.

The 30-day delay was sought because Zenith had been unable to secure "enough good film to conduct the test properly for 90 days." But Zenith officials said "recent developments" made it likely that "a true cross-section of Hollywood's feature productions" would be available by Nov. 1.

Borden on NBC-TV

BORDEN Co., New York, effective Nov. 23 will sponsor Peter Lind Hayes and Mary Healy on NBC-TV, Thursday 8:30-9 p.m. Show previously was expected to go on CBS starting Oct. 31, but that network was unable to clear stations and thus the agency, Kenyon & Eckhardt, New York, bought the NBC time.

Texas Buys Opera

OPENING performance of the Metropolitan Opera will be telecast for the third year over ABC-TV under sponsorship of The Texas Co., which also sponsors Saturday matinee telecasts of the opera over ABC-TV. First opera performance of the season will be the evening of Nov. 6.

'COMPANION SET'

Muntz Starts Color Units

COLOR television "companion sets" attachable to existing TV receivers were promised for delivery before Christmas by Earl Muntz, head of Muntz TV Inc., in New York last week. Although the price has not been determined, he said it would be "relatively low."

Between $200-250,000 will be spent on radio spot and newspaper advertising throughout the country, he announced. A breakdown of amounts allocated to each medium was not revealed.

The "companion set" will be a separate instrument to stand side by side with the old set, which must be fitted with a plug and a control knob. With the two sets, the owner can receive either color or black-and-white, but not simultaneously. The old set will receive the color signal, and the new set will screen it.

"Companion sets" will have a 12½-inch screen, regardless of the old-set screen size. Although presumably no one would want an exclusively-color TV set until such time as all TV stations transmit in color, Mr. Muntz said that parts from the old set could be transferred to the new set and make it a complete color set.

ACADEMY of Radio Arts, TV department, Toronto, conducting lecture series to train personnel for video.

WITH ADVERTISERS WHO KNOW TV BEST, IT'S WLW-TELEVISION

Among the smartest buyers of local advertising media, are retail food advertisers. That's why it's a real endorsement of WLW-Television's productivity to have outstanding food chains in each of its three cities buying across-the-board daytime programs . . . Parkview and Alber's Markets in Cincinnati, Liberal Markets in Dayton and Big Bear Markets in Columbus.

That's the case . . . and that's the reason you should contact the nearest WLW sales office about availabilities on

WLW-TELEVISION

—with more viewers than any station in Cincinnati, Dayton or Columbus.

WLW-T CINCINNATI WLW-D DAYTON WLW-C COLUMBUS

Crosley Broadcasting Corporation

TV Allocations

(Continued from page 61)

sion in which the buying public need incur the added expense and inconvenience of adding adaptors in order to receive additional channels on marketed television receivers."

FCC Counsel Plotkin, however, wanted to know if TBA had surveyed set manufacturers to find out if they would incorporate these changes in their sets. Mr. Preston said no such survey had been made.

Mr. Plotkin further attacked TBA's generalization that it now is "feasible" to establish transmission standards in the UHF. While TBA supported use of VHF standards for the UHF, Mr. Plotkin was told this did not include the new color TV standards.

TBA further urged FCC to maintain a separation of 75 miles between stations where oscillator interference would be expected and separations of 58 miles and 75 miles in cases where image interference may be expected.

Mr. Plotkin here challenged TBA's basis for assuming the Radio-Television Mfrs. Assn. has recommended an intermediate frequency of 41.25 mc for sound and 45.75 mc for picture carrier to reduce radiation. He doubted RTMA had authority to stabilize the industry use of the IF on the "high side."

In a verbal tussle with Mr. Plotkin concerning the FCC counsel's attack on the failure of TBA to provide supporting evidence with its conclusions, Thad H. Brown Jr., TBA counsel, commented, "We thought you'd like to hear from us." Mr. Plotkin replied affirmatively but observed, "Only it doesn't mean much to us."

Mr. Plotkin also asked TBA if it thought it was "being helpful" when it failed to study what effects its plan to solve oscillator radiation would have on services other than TV, such as those pertaining to safety of life. "How can you make a recommendation if you didn't study it?" he asked.

Similarly he criticized TBA's failure to consider FCC's proposal to assign five channels below 500 mc to common carriers as well as proposals on Stratovision and Polycasting.

Mr. Plotkin observed that the TBA evidence was not supported or qualified and not in the personal knowledge of the witness, but upon the protest of TBA counsel, he withdrew the observation and moved the full TBA presentation be stricken from the record. FCC denied this motion but admitted the presentation, which also included a "sample" East Coast allocation plan, with realization of its "limitations."

Frank J. Bingley, in charge of TV research for Philco Corp., outlined Philco's experience in measurement of UHF signals in Bridgeport, Conn., and Washington, D. C. He said Philco believes that "fundamentally there is no reason" why the UHF band cannot provide a "satisfactory broadcast service." He said Philco's results show that UHF service in Bridgeport is good although its range is "somewhat limited."

Mr. Bingley stated that at his home in Meadowbrook, Pa., 126 miles from Bridgeport, he was able to "clearly" identify the NBC experimental station during afternoon and evening hours. No signals were picked up in Washington, 259 miles away, he stated.

Results of experience in Washington with reception of the lower power NBC UHF station there "were not quite as good" as Bridgeport, Mr. Bingley testified. The larger, metropolitan service area was noted here. Mr. Bingley said Philco is not sure about the suitability of UHF for service in big metropolitan areas and there is some possibility that New York, with its many high buildings, would present a "difficult problem."

Mr. Bingley contended oscillator radiation was a receiver problem and not one of allocation. He also favored off-set carrier operation to reduce co-channel interference.

Murray Testimony

Albert F. Murray, consulting engineer, presented details of the Bridgeport and Washington UHF reception tests which he conducted or supervised for Philco.

He concluded there appears to be no great difference between UHF and VHF as far as ghosts are concerned; receiving antenna positions are more critical in UHF; shadow effect of obstructions in UHF is more pronounced; absorption of buildings and trees is greater in UHF, and to secure the desired voltage input at the receiver from a UHF signal of given intensity a higher gain antenna is required than in VHF. He also found UHF home installations no more difficult than VHF.

To questioning by Comr. Hennock, Dr. Murray stated "we have reached the creative and development stage in UHF" and that without the RCA experimental station in Bridgeport "we wouldn't be anywhere in the UHF field today." He considered the Bridgeport transmitter, one of three experimenting in UHF, as the only one approaching commercial operation.

After further extensive questioning, Comr. Hennock observed that apparently the proposed allocations mean nothing in view of the meager scientific data. She said, "Again we are creating and giving things about which we know little because of lack of information."

Dr. Thomas T. Goldsmith Jr., DuMont director of research, undertook presentation of the extensive DuMont evidence Thursday afternoon which he was expected to complete on Friday.

DuMont's revised nation-wide allocation plan was introduced Thursday afternoon by Dr. Goldsmith, who was expected to continue presenting the extensive DuMont evidence on Friday. Dr. Goldsmith, although noting discrepancies in both basic and specific allocation proposals of the FCC, agreed with the Commission plan to separate co-channel VHF stations by 220 miles and UHF outlets by 200 miles.

The revised DuMont plan, Dr. Goldsmith stated, is based on eight major factors:

1. The 12 present VHF channels are utilized to fullest extent, four channels per city where possible. 2. Forty-eight six-megacycle UHF channels are used to supplement the VHF national allocation plan. 3. Twelve additional UHF channels are reserved to take care of "forgotten man" in smaller cities not included in general plan. 4. Nine more UHF channels proposed for non-commercial, educational stations. 5. VHF and UHF frequencies are employed in manner to provide minimum of four channels in most major markets for program choice. 6. VHF and UHF intermixture is minimized. 7. In order to provide best long-term plan it has been necessary to earmark certain limited VHF cities as future UHF cities but with orderly conversion proposed. 8. Plan takes cognizance of interference factors not previously considered, including protection against local oscillator radiation and protection against image interference.

SMPTE AWARD

Conferred on Zworykin

DR. VLADIMIR K. ZWORYKIN, vice president and technical consultant of the RCA Laboratories Division, RCA, last week was awarded the 1950 Progress Medal of the Society of Motion Picture and Television Engineers. The announcement came at the SMPTE's 68th semi-annual convention, Oct. 16-20, at Lake Placid, N. Y., and cited Dr. Zworykin's basic research and developments that contributed to present day television's status.

Other major awards given by the society were the Samuel L. Warner Memorial Award Medal to Charles R. Fordyce, Eastman-Kodak Co., for research and development leading to commercial adoption of safety film; and the Journal Award to Dr. Frederick J. Kolb Jr., Eastman-Kodak, for his technical paper, "Air Cooling of Motion Picture Film for Higher Screen Illumination," adjudged the best to be published in the society's *Journal* in 1949.

Election of Officers

In elections prior to the opening of the convention last Monday, Peter Mole, Mole-Richardson Co., Hollywood, was elected SMPTE president to succeed Earl I. Sponable, current president. Herbert Barnett, General Precision Labs, Pleasantville, N. Y., was named executive vice president, and John G. Frayne, Westrex Corp., Hollywood, was elected editorial vice president.

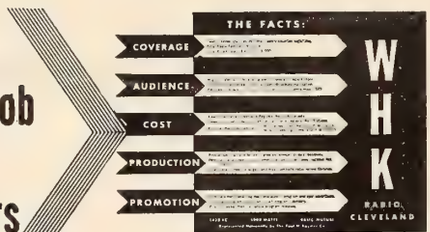
They will take office Jan. 1, 1951.

Officers re-elected were William C. Kunzmann as convention vice president and Robert M. Corbin as secretary.

Other officers of SMPTE include: Fred T. Bowditch, engineering vice president; Ralph B. Austrain, financial vice president, and Frank Cahill, treasurer.

New board of governors, also to take office Jan. 1, includes: William B. Lodge, CBS; Oscar F. Neu, Neumade Products Co.; Frank E. Carlson, General Electric; Malcolm G. Townley, Bell & Howell; Thomas T. Moulton, 20th-Century Fox; Norwood L. Simmons, Eastman-Kodak; Lloyd Thompson, Calvin Co.

making a nerve-wracking job easier for spot time buyers



Selecting stations is a nerve-wracking job for any time buyer, when he can't get the station information he wants. Or when it takes too long to get it.

Many stations are making it easier by running Service-Ads that supplement and expand their STANDARD RATE listings. The Service-Ad shown here, for instance, indexes useful information on Station WHK's coverage, audience, cost, production quality, and program promotion.

The issues of SRDS Radio Section average over 50 pages a month of such additional buying information. That's why, when you're working with SRDS, or with SRDS CONSUMER MARKETS, it pays to check the Service-Ads as well as the listed data.



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RADAR NETWORK

TV Won't Interfere—USAF

TELEVISION won't bother radar operation and the Air Force has experienced no such phenomenon," a Defense Dept. official has told BROADCASTING, in reply to a query arising out of discussions in the past few months relating to possible blackout of TV in the event of air attack.

While TV transmission may have little effect on radar, the latter's impact on TV is "something else again," he added.

In any event, said the official, who declined to be quoted by name, most radar operation today is conducted in the "super high frequencies (3 to 30 million mc)" and the UHF. Some World War II equipment entailed use of the UHF and SHF frequencies, he noted.

The official said that much of the new equipment now being produced, which will serve as backbone of the new permanent radar network, will utilize SHF and some ultra highs. Network will be completed by mid-1951 at an estimated cost of $26 million.

According to John McCone, undersecretary of the Air Force, the screen will consist of 24 key stations and a hookup of smaller centers. The network was authorized by Congress last year.

Question of TV interference with radar was raised among FCC, military and industry officials two months ago, at which time it was stated that radar may conflict with television only in the event some obsolete equipment is used.

H. L. BALDWIN

Agency Executive Dies

HERBERT L. BALDWIN, 46, vice president in charge of research and merchandising for Fletcher D. Richards Inc., New York, died Oct. 12 in his home, 33 Washington Square, New York.

Mr. Baldwin was a graduate of Mercersburg Academy, and attended Columbia U. and New York U., and had been with the Richards agency for seven years. Surviving are his widow, three sisters and one brother.

CBC Board Meet

NOVEMBER meeting of the Canadian Broadcasting Corp. board of governors is to be held at Ottawa, Nov. 16-17. No agenda has been announced as yet. With the Royal Commission on Arts, Letters and Sciences report expected soon, television licenses for other than CBC stations may be discussed.





TRIBUTE to WPJB Providence's new Bond bread show, *Student Radio Club*, is given at its premiere by (l to r) Margaret Lyons, production assistant; John O. Muthing, manager, General Baking Co.'s Bond bread branch; Mrs. Clarence Haley, production assistant; H. William Koster, station manager; Virginia Lyons, producer; Harmon Hyde, station program director; Robert Peckham, assistant manager of the Bond bread Providence branch. Program is a new weekly feature on WPJB.

FM AUDIENCE DISSECTED

Survey of WFLN (FM) Shows 'High-Buying'

COMPLETE dissection of an FM-only station's audience, from ear habits to reading preferences, shows the typical listener is a high-buying individual enjoying most of life's comforts, particularly his FM receiver.

The audience of WFLN (FM) Philadelphia is laid bare in intricate detail in a survey conducted by Lee Ramsdell & Co., advertising agency. The survey is described by Raymond S. Green, WFLN general manager, as the first "depth audience profile of its kind in the radio industry, AM or FM."

Based on what Gerald F. Selinger, agency vice president, calls a "startling 46.6% response," the 71-question survey produced a vast fund of information on 1,960 families.

Penetrating Study

"Although such data are regularly obtained by printed media, up to now no radio station has made the attempt to delve so deeply into the private life of its audience," said Mr. Green. This audience is portrayed in the survey as representing Philadelphia's select-upper-income families. Shown in detail is the story of how and where they work, bank and invest; shopping leisure and living habits, along with a host of other facts.

Suspecting that its audience would respond to a questionnaire—even a 71-question document—WFLN contacted 3,776 homes. The largest group, 76%, consisted of subscribers of WFLN's monthly program guide. Another 5% included persons who had written to the station within the year. The remaining 19% comprised names from general selected lists.

Sure enough, the first group's response was 53.7%. The second group delivered a return of 42.7% and surprisingly the general list pulled an 18.6% response. Respondents answered an average of 85% of the questions.

The 10-county Philadelphia audience of WFLN, according to the survey, has a median family income of $7,125 and head-of-family income of $5,950. The median age of the audience is 34 years and more than half of the survey audience over 18 years of age—51.6% — are college graduates, with 82.9% of all adults high school graduates.

Ninety percent of house dwellers own their homes, with 42.6% of the homes valued at $16,000 or more. Of the survey respondents, 71.% live in a house. As to banking habits, the data show 91% have checking and 62.9% savings accounts; 14.6% used loan services; 20.7% maintain bank vault facilities; 49.4% maintain bank safe deposit facilities.

Eighty-one percent own life insurance and 50.1% buy their insurance or investments according to a planned program; 40% own stocks; 46.4% own bonds; 31.2% bought a stock or bond within six months; 79.2% own one or more cars; 76% have department store charge accounts.

Skill Classification

Over half of family heads hold positions in the professional or semi-professional fields, with occupations rated in this order: Engineer, executive, sales, teaching (college or public school) and chemist.

Magazine reading habits were analyzed, showing these five magazines read most regularly: *Life*, 49.8%; *Time*, 37.1%; *Readers' Digest*, 34.8%; *Saturday Eevening Post*, 27.4%; *New Yorker*, 25.1%.

Respondents indicated they spent an average of 3.6 hours a day listening to the station or 22.5 hours a week, with 12.2% saying they listen between 40 and 70 hours a week.

Vast quantities of information are provided on buying habits of the audience, including names of banks, stores and other business places where listeners spend their money. Home appliances and equipment are covered in detail.

The survey shows that 50.7% buy more records as a result of listening to the station. In the case of those having record players (85.5% of all replies,) 64.4% buy more records and 25.1% fewer, with 9.1% answering "same."

Only 21.4% of respondents own TV sets, well under the Philadelphia average, but 16.2% said they planned to buy a new set.

Analyzing movie attendance, the survey showed 10.3% go weekly, 17.5% twice monthly and 34.6% monthly. In the case of legitimate theatres, 1.4% attend weekly, 5% twice monthly and 35.7% monthly. Those who attend concert and opera events listed Academy of Music 60.1% and Robin Hood Dell 11.1%.

WHBF Moves Studios

STUDIOS and offices of WHBF-AM-FM-TV Rock Island, Ill., have been moved to the Telco Bldg., adjoining the station's 485-ft. TV tower at Third Ave. and 18th St. in the downtown district. Sales and general offices will occupy the second floor of the building, while AM-FM-TV control rooms, studios and TV transmitters will be housed on the third floor.

WERD

Atlanta

860 Kcs **1,000 Watts**

THE shortest route to the hearts and ears of 200,000 Negroes in the Greater Atlanta Trading Area

According to the Hooper Radio Audience Index for June, 8 A.M. to 12 Noon . . .

Network Station A	26.0%
INDEPENDENT WERD	17.5%
Network Station B	16.0%
Network Station C	13.0%

WERD, America's first and only Negro owned radio station, offers *YOU* the lowest "cost per thousand" in the ATLANTA AREA...

NATIONAL REPRESENTATIVE:

Interstate United Newspapers, Inc.

NEW YORK • CHICAGO • DETROIT

Strictly Business

(Continued from page 14)

Mr. Petree had been president of James McCreery & Co., a department store, and vice president of Associated Dry Goods Corp., a department store holding company, both in New York. He also served as president of the New York Retail Dry Goods Assn., which certainly has been radio-minded, and vice president of the New York State Council of Merchants. In these capacities he consistently espoused the cause of radio.

Among his other associations were: Scarsdale National Bank & Trust Co.; Better Business Bureau; Fifth Avenue Assn. (all of which he served as director).

Neil Petree was born in Norborne, Mo., on March 18, 1898, and his family moved to the West Coast in his early years. After graduation from San Jose High School in 1915, from Stanford U. in 1919, and a year's service during World War I with rank of first lieutenant in the U. S. Air Corps, Mr. Petree took his first job as men's furnishings buyer for Weinstock Lubin Co., Sacramento, in 1920, and later was named merchandising manager.

In 1924 he went to San Francisco and joined Hale Bros. Department Store as general merchandise manager. He remained there five years, then headed for the East Coast.

When Mr. Petree returned west in 1938, he was instrumental in helping Barker Bros. plan a program that would appeal to those interested in building and decorating new homes or in redecorating old ones. Though deliberately aimed at a "selective audience," the program, *Background for Living*, maintained a high rating among afternoon listeners.

The show was conducted by an experiencel lecturer and consulting decorator, Edgar H. Wileman, who heads up Barker Bros.' Home Advisory Bureau. Each session touched on some phase of interior decoration or closely allied subject, and contained a straight commercial, sometimes relating to an item of merchandise or to some store activity.

Last year, in July, Mr. Petree and Barker Bros. felt the time had arrived to show visually on television what they had promoted orally on radio. And so each week, for 15 minutes, Mr. Wileman conducts a television program complete with room settings and interesting merchandise. Additionally, the store features a "Television Special" out of which accrued some "phenomenal results."

Cognizant of TV's display power, Mr. Petree has indicated that Barker Bros. may well expand its use of video in the foreseeable future.

Earned Cavalier Award

Mr. Petree's record may be succinctly appraised in noting that he won the Cavalier Award in 1942 as the outstanding merchant who did the most for his country that year. He likewise has established himself as a champion of retailers' radio through the years.

His achievements and appointments also have fanned out so much as to represent an individual *Who's Who*. From April to November 1942 he acted as Southern California state director for the OPA, and then was named assistant regional administrator for OPA's eighth region.

Mr. Petree also has served variously as vice president and director of the Los Angeles Chamber of Commerce, president of the Downtown Business Men's Assn., president of Stanford U. Alumni Assn. and president of the Los Angeles Area War Chest, as well as Southern California director of the Committee for Economic Development.

At present he holds a directorship in the Bank of America, Pacific Mutual Life Insurance Co., Founders' Fire & Marine Insurance Co., Palos Verdes Corp., Douglas Aircraft Co., Southern California Gas Co., Automobile Club of Southern California, California State Chamber of Commerce, Downtown Business Men's Assn., Los Angeles Community Welfare Federation.

Other associations include the Hollywood Turf Club Associated Charities, of which he is president; Stanford Graduate School of Business, where he serves as consulting professor of merchandising; and the Southern California Committee for the Hoover Report, of which he is chairman.

In his "spare" time, Mr. Petree also joins in activities of the California Club, Bel Air Bay Club, University Club, Los Angeles Country Club, Sunset Club and Chaparral Club.

WSRS

CLEVELAND

. . . . "The Family Station" serving Clevelanders and all the local nationalities in the 3rd most densely populated metropolitan district in the U. S. A. . . . covering 336 sq. miles.

. . . . Ask Forjoe for the power-packed selling facts about the effective WSRS domination and local impact. Hooper rating up . . . WSRS cost per thousand lowest in town, thus the best buy in

CLEVELAND

WSRS



GETTING some tips for the operation plans of WJBS DeLand, Fla., are Dr. J. Ollie (l), president of John B. Stetson U., DeLand, and C. L. Menser, professor of speech and director of the station. The school recently acquired the station and plans to continue it as a commercial outlet.

WLAP OPERATION

Goes 5 kw, Starts FM

POWER increase from 250 w to 5 kw day, 1 kw night and inauguration of regular FM programming have been announced by WLAP Lexington, Ky., one of four stations owned and operated by Gilmore N. and J. Lindsay Nunn. Station is changing from 1450 kc to 630 kc, a regional frequency.

Coincident with the 5 kw AM operation, WLAP-FM is offering simultaneous programming, day and night, with 4.6 kw ERP on 94.5 mc, to its newly-drawn regional contour. FCC gave its final approval last Feb. 24, and construction work on the new grant was completed within 139 days. WLAP is an ABC affiliate headed up by J. Ed Willis as general manager and Miller Welch as assistant manager. Both are directors and stockholders in the company.

BORTON ADDRESS

Keynotes Pa. Ad Session

ADVERTISING is the "key" to th twin goals of production and sale in the present government mobiliza tion program, Elon Borton, presi dent and general manager of th Advertising Federation of Ame ica, told the second annual North eastern Pennsylvania Advertisin and Sales Promotion Conference i Wilkes-Barre, Pa., Oct. 14. Session were conducted by the city's Ad vertising Club.

Mr. Borton's address keynote panel discussions on radio an newspaper advertising, public rela tions programs and other subjects Speakers included Linnea Nelson head timebuyer, J. Walter Thomp son Co., New York; Franklin D Coslett, program director, WBRE Wilkes-Barre, and Maurice B Mitchell, Associated Program Serv ice.

Miss Nelson stressed responsibility of stations in development of local programs for local audiences and problems in purchase of radio-TV time. Mr. Mitchell emphasized new techniques for local community advertising and urged representatives to devise their own approaches rather than accept standard copy. The advertising pattern, he told the group, is returning to the community level with respect to creation of new techniques.

Panel Heads

Presiding over various panel discussions were such radio executives as Roy E. Morgan, WILK Wilkes-Barre; Vic Diehm, WAZL Hazleton; David Baltimore, WBRE, and William Dawson, WARM Scranton.

Mr. Borton warned against possible limitations on advertising by national and state legislatures, and declared that imposition of taxes would be "illogical and uneconomic" because advertising is merely a tool of distribution. He urged advertisers to clean up any untruthful copy, watch for illogical restrictions before they become effective and advise legislators of potential harmful effects. Additionally, they must help "sell the public" on government causes, he added.



THE OLD SEA-HORSE SAYS:

Have *YOU* checked the WVMI—Area?

Only WVMI can offer "So Much For So Little"—May we tell you more?

WVMI BILOXI MISSISSIPPI

Serving the Entire Mississippi Gulf Coast

1000 WATTS • 570 KILOCYCLES

programs promotion premiums

EVENING SHOPPING

WTAG-AM-FM Worcester, Mass., cooperating with Worcester *Telegram-Gazette*, Chamber of Commerce and local merchants in promoting city's Wednesday night shopping facilities. Amateur show, *Talent Shop*, aired Wednesday evenings from stage of Loew's Poli Theatre. Talent is four acts of vaudeville given by workers at industrial plants. Prizes are donated by Chamber members. Show begins at 9 p.m., immediately after stores have closed, and is followed by main feature.

MERRY MUSIC

WNOX Knoxville, Tenn., sends trade small yellow and black folder promoting its *Midday Merry-Go-Round* show. Program has been emceed by Lowell Blanchard for past 15 years. Pictures of talent and audiences illustrate folder. Lineup of other promotions covers back of folder.

IMPORTANT D.J.

WBZ Boston, *Suzi-Q Show*, Oct. 13, 7-9 a.m. Disc show featured Mayor John B. Hynes, who spun records, chatted and urged listeners to donate to special Christmas fund for Boston soldiers in Korea. Purpose of fund is to send boys large parcel of gifts from their home town.

CONTEST CLIMAX

KPOA Honolulu, T. H., sponsored weekly scoring contest during summer broadcasts of Mutual's *Major League Game of the Day*. All winners in weekly contest were eligible to enter World Series scoring contest. First prize was 1950 Hudson convertible. Beauty contest was held, and winner made public appearances in car during Series week. Over 20,000 mail pieces resulted, station reports.

MEETINGS AIRED

WHAT-AM-FM Philadelphia exclusively broadcasts, by delayed recording, all meetings of Women's National Press Club of Washington, D. C. Programs are featured as part of station's morning commentaries on news. Each meeting features guest speaker, whose address will be part of WHAT'S show.

STORM MAP

WLRD (FM) Miami Beach, Fla., promotes its storecasting service with hurricane map. Map shows East Coast and Gulf of Mexico with markings signifying previous storm paths. Resume of damage done by storms in 1949 is included as well as frequency table of hurricanes. Station's call letters are carried in upper left-hand corner.

COLUMNIST'S HOST

WBT Charlotte, N. C., *What's Cookin'?* Show's m.c., Kurt Webster, recently played host to Earl Wilson and his wife. Famous columnist was interviewed while in Charlotte for opening of annual Southern States Fair.

★ ★ ★ ★ ★ ★ ★ ★ ★

SHOESTRING TIES

WGRC Louisville sending radio timebuyers "Kentucky Colonel" black shoestring ties. On inside-back of each—where man looks before slipping tie under his collar—are station's call letters in white type nearly an inch high. Tie also carries announcement that WGRC now has 5 kw on 790 kc.

★ ★ ★ ★ ★ ★ ★ ★ ★

BALTIMORE SERIES

WMAR-TV Baltimore, *This Is Baltimore*, Mon., 7:15 p.m. Series documented by station's staff and sponsored by Savings Bank of Baltimore. City's port, libraries, schools, museums and industries are featured in shows. Agency is Mahool Adv.

WIDA MAILING

WIDA Memphis, Tenn., sends trade orange oversize card. Back of card introduces two of station's Negro stars, Nat Williams and "Hot Rod" Hulbert. Hooper ratings for stars and station's BMB data are tallied with Negro population and buying power figures. Advertisers who have successfully used station are named.

FRATERNITY ROW

WASK Lafayette, Ind., *WASK Makes Fraternity Row*, Wed., 7-7:15 p.m. Gerry Mohlman & Son Jewelers, sponsor. Each of Purdue's social fraternities is allotted 11 minutes of 15-minute spot for singing of its songs, and discussions of its history, size, outstanding members, programs and other material.

WTAR RELEASES

WTAR-FM-TV Norfolk, Va., sends trade small booklet complete with colored drawings. Titled "That the people may hear . . . and see . . .," illustrations and text tell history of stations, pointing up their service to Norfolk market. Copy of WTAR's contribution to a local time capsule, including letters from Congressmen and stations' president, also sent to trade. Capsule will be opened in year 2050.

SELLING BONDS

U. S. Savings Bonds Div., Treasury Dept., announces series of four 15-minute radio shows recorded by Barnee Breeskin and Barnee-Lowe Shoreham Hotel orchestra. Shows have Christmas theme and are open-end for local commercial sponsorship. Platters being distributed to 1,000 stations, but are not included in *Guest Star* series.

STARRING STATION

KDAL Duluth, Minn. Station's participation in annual Duluth Fall Festival played up station's and network's theme — "KDAL and CBS . . . Where the brightest stars shine." Small boys marched in parade covered by four-foot stars — a foot thick from front to back. Only the boys' legs were visible. Across front and back of each star was name of CBS program or star. Station wagon accompanied marchers and taglines were broadcast by KDAL announcers.

SINGING SALESMAN

WMAQ Chicago distributes sepia and white folder to trade introducing its "Singing Salesman," Skip Farrell. Cover is adorned with musical notes and small arrows, urging reader to turn page. Large picture of Mr. Farrell and statements on his hold on regional audience complete offering.

SPOTS ILLUSTRATE

WWJ-TV Detroit. Kroger grocery chain, Detroit office, places series of one-minute films on station. Films illustrate advantages of working for Kroger with pictures of employe training school operations, and emphasize idea of "career job" with company. Agency is Otto & Abbs.

BMB DATA

KOA Denver sends trade folder setting forth BMB data on station's day and nighttime audience. Comparison of Denver stations' audiences given in smaller folder. Colored maps of Rocky Mountain area illustrate data.

DOG CARE

DOG TALES Syndicate, producer of public service series on dog care for American Meat Institute, offers series to stations without charge. There are 13 12½-minute open-end shows in series. No mention of Institute or its products is carried.

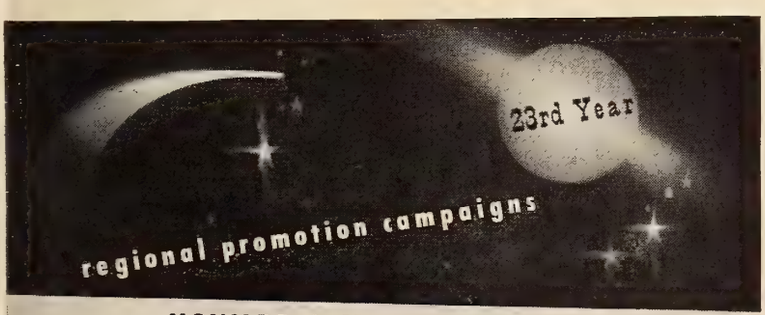
'BOOSTER' BOOSTS

KCKN Kansas City sends trade blue and black card beginning, "Use one network station . . . add KCKN . . . (and latch on to) $1.2 billion market." Buying power statistics are given. Market is represented as black block with network station and KCKN shown as balloons buoying it up.

HELP FOR VETS

KFI-TV Los Angeles, *Vets TV Center*. Quarter-hour weekly public service broadcast dealing with veterans' problems. Judy Lawton and Maurie Green are co-m.c.'s.

KNBC San Francisco helped kickoff Northern Calif. Community Chest campaign in half-hour tape recorded salute from Navy's Treasure Island base.



HOWARD J. McCOLLISTER COMPANY
PAUL W. McCOLLISTER, GENERAL MANAGER
Regional Representative
66 ACACIA DRIVE, ATHERTON, CALIF. • DAVENPORT 3-3061
Shows with a Hollywood Heritage ★ Member N·A·B·

Available!

The Happy Kitchen, one of the Midwest's oldest and best liked women's programs, is conducted by Nancy Goode.


Nancy Goode

This 9:15 a.m. week-day feature has been on the air for almost 15 years. The program is deftly handled by Nancy Goode, homemaker, mother and active clubwoman. Her recipes, food and household hints are of great interest to KMBC-KFRM listeners. Nancy also conducts a weekly demonstration before an audience.

Fleischmann's Yeast and K. C. Power & Light are current sponsors, but additional participations are now available!

Promotion and merchandising aids are also a part of the participation. Contact us, or any Free & Peters "Colonel" for details!

KMBC of Kansas City
KFRM for Rural Kansas

October 12 Applications . . .

ACCEPTED FOR FILING

Modification of License

KWEM W. Memphis, Ark.—Mod. license to change hours from D to SH from 5:30 a.m. to 7:15 p.m.

SSA—1460 kc

WOKO Albany, N. Y.—Request for extension of SSA on 1460 kc 1 kw-D 500 w-N for period beginning Oct. 10 and ending no later than Jan. 10, 1951.

License Renewal

KEYD Minneapolis, Minn.—Request for license renewal AM station.

License for CP

WSVA Harrisonburg, Va.—License for CP to change hours of operation install DA etc.

Modification of CP

KOB-TV Albuquerque, N. M.—Mod. CP new commercial TV station for extension of completion date.

TENDERED FOR FILING

Modification of CP

WEIM Fitchburg, Mass.—Mod. CP AM station to change from DA-1 to DA-N.

APPLICATIONS RETURNED

License for CP

KAHU Waipahu, Oahu, Hawaii — RETURNED license for CP new AM station.

KRXL Roseburg, Ore.—RETURNED license for CP new AM station.

KRKO Everett, Wash.—RETURNED license for CP to change frequency, increase power etc.

October 13 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KOKX Keokuk, Ia.—Mod. CP AM station to increase power, change hours etc. for extension of completion date.

KWHP Cushing, Okla.—Mod. CP AM station to change name of applicant from William Howard Payne tr/as Payne County Bcstrs. to Cimarron Bcstrs.

License for CP

License for CP new AM station: WATA Boone, N. C.; WMOD Moundsville, W. Va.; WGRC Louisville, Ky.; WELS Kinston, N. C.

License Renewal

Request for license renewal FM station: WKRS-FM Waukegan, Ill.; WBOX Louisville, Ky.; KFAM-FM St. Cloud, Minn.; WMSA-FM Massena, N. Y.; WGBG-FM Greensboro, N. C.; WIMA-FM Lima, Ohio; WGBI-FM Scranton, Pa.; WSBA-FM York, Pa.; KTEM-FM Temple, Tex.; WHTN-FM Huntington, W. Va.

Modification of CP

Mod. CP new FM station for extension of completion date: KMAR Bakersfield, Calif.; WKBN-FM Youngstown, Ohio; KSDS San Diego, Calif.

APPLICATION RETURNED

License for CP

KRIZ Phoenix, Ariz.—RETURNED license for CP new AM station.

APPLICATION DISMISSED

Clovis, N. M.—RETURNED Application Big Spring Bcstg. Co. for new AM station 1240 kc 250 w unl.

October 16 Applications . . .

ACCEPTED FOR FILING

AM—580 kc

Aurora Bcstrs. Inc., Ketchikan, Alaska—CP new AM station on 580 kc, 1 kw unl. AMENDED to request 580 kc, 1 kw-D 500 w-N.

Modification of License

WVMI Biloxi, Miss.—Mod. license to change main studio U. S. Highway 90 to Broadwater Beach Hotel, West Beach, Biloxi, Miss.

Modification of CP

Mod. CP AM station to increase power, change frequency etc.: KGEM Boise, Ida.; WAAF Chicago; WKVM Arecibo, P. R.

WEIM Fitchburg, Mass.—Mod. CP AM station to change power etc. to request change in DA pattern from DA-2 to DA-N.

License Renewal

Request for license renewal AM station KEIO Pocatello, Ida.; WSFL Springfield, Mass.; WFVG Fuquay Springs, N. C.

License for CP

WRIB Providence, R. I.—License for CP to increase power etc.

WAKE Greenville, S. C.—License for CP new AM station.

WIS-FM Columbia, S. C.—License for CP new FM station.

WPWT Philadelphia—License for CP new noncommercial educational FM station.

Modification of CP

Mod. CP new FM station for extension of completion date: KOWN Conway, Ark.; KFEL-FM Denver, Col.; KWKH-FM Shreveport, La.; WXRT Chicago.

License Renewal

Request for license renewal FM station: KRE-FM Berkeley, Calif.; KARM-FM Fresno, Calif.; WBON Bowling Green, Ky.; WELL-FM Battle Creek, Mich.; KTIS-FM Minneapolis; WVCV Cherry Valley, N. Y.; WVCN DeRuyter, N. J.; WFNF Wetherfield, N. Y.; WIST Charlotte, N. C.; WLWA Cincinnati; WCPO-FM Cincinnati.

TV—(204-210 mc)

Grandwood Bcstg. Co., Grand Rapids, Mich.—CP new commercial TV station request application be amended to change from Chan. 9 (186-192 mc) to Chan. 12 (204-210 mc).

TENDERED FOR FILING

AM—1400 kc

WKXY Sarasota, Fla.—CP to change from 1540 kc, 1 kw D to 1400 kc, 250 w unl.

APPLICATION RETURNED

License for CP

WORL Boston—RETURNED Oct. 16 license to cover CP new AM station.

October 17 Decisions . . .

EXTENSION GRANTED

WOKO Albany, N. Y.—Granted extension to Jan. 10, 1951, of SSA on 1460 kc 1 kw to local sunset, 500 w N and extension for same period to use Western Electric type 106-B trans. with power of 500 w for aux. purposes.

CORRECTION

Decision Aug. 22, freqeuncy granted Southern Methodist U., Dallas, Tex., should be 89.3 mc.

BY THE SECRETARY

WNAT Natchez, Miss.—Granted assignment of license from partnership composed of five partners to new corp. Old South Bcstg. Co. Inc. No monetary consideration involved.

WELC Welch, W. Va.—Granted license new AM station; 1150 kc, 1 kw, D.

WIBW Topeka, Kan.—Granted license to use old main trans. at present site of main trans. for aux. purposes only with power of 5 kw employing DA-N. Granted license install new trans.

KPRS Olathe, Kan.—Granted license increase in power; 1590 kc, 1 kw, D.

KAVL Lancaster, Calif.—Granted license new AM station; 1340 kc 250 w, unl.

WIEL Elizabethtown, Ky.—Granted license for new AM station; 1400 kc, 250 w, unl.

James A. Noe, Monroe, La.—Granted CPs and licenses for new remote pickups KKE-311, KA-7782.

Greenville News-Piedmont Co., Greenville, S. C.—Granted licenses for new remote pickups KA-5832-3.

KFEL-FM Eugene P. O'Fallon, Inc., Denver, Col.—Granted request to cancel authorization for mod. of CP.

KWHP Cushing, Okla.—Granted mod. CP to change name to Cimarron Bcstrs.

KFGR Forest Grove, Ore.—Granted mod. CP to change type trans.

KLCB Libby, Mont.—Granted mod. CP for approval of ant. and trans. and studio locations.

WTIL Mayaguez Radio Corp., Mayaguez, P. R.—Granted mod. CP to change type of trans.

Following granted mod. CPs for extension of completion dates as shown: KOKX Keokuk, Ia. to 12-8-50; WJFR Caguas, P. R. to 4-18-51; WAAF Chicago to 4-10-51; WKVM Arecibo, P. R. to 1-15-51; WSFL-FM Springfield, Mass. to 4-1-51; WOOK-FM Silver Spring, Md. to 12-1-50; WRBL-FM Columbus, Ga. to 12-1-50.

KUGN Eugene, Ore.—Granted license change frequency 590 kc, 1 kw, DA-N, unl. increase power, install new trans. and DA-N and change trans. location; grant not to be construed as approval to change present trans. location of KUGN-FM.

KWTO Springfield, Mo.—Granted license install new trans. at present site of main trans. to be used as aux. for daytime and alternate main for night use employing DA-N.

WBIP Booneville, Miss.—Granted license new AM station; 1400 kc 250 w unl.

WBNL Boonville, Ind.—Granted license new AM station; 1540 kc 250 w, D.

KLWN Lawrence, Kan. — Granted mod. CP for approval of ant., trans. and studio locations and to change type of trans.

KBKH Pullman, Wash.—Grante mod. CP to change type trans.

WIBR Baton Rouge, La.—Grant mod. CP to change type of trans.

KWCO Chickasha, Okla.—Grante mod. CP to change main studio loc tion and change trans. location.

WFHG Bristol, Va.—Granted mod. C change trans. location and install ne trans.

KILA Hilo, T. H.—Granted mod. C for approval ant., trans. and studi locations and change type trans.

WOKO Albany, N. Y.—Granted mo CP for extension of completion da to 1-24-51.

WHMP Northampton, Mass.—Grante mod. CP for extension of completio date to 2-8-51.

WPTF Raleigh, N. C.—Granted mo CP for extension of completion da to 5-1-51.

Philco Corp., Philadelphia—Grante license for new experimental TV sta tion KG2XCV; 6875-6900 mc.

KMTR Radio Corp., Area Los An geles—Granted license for new experi mental TV relays KA-6944, KA-6129.

WKSU-FM Kent, Ohio—Granted li cense new noncommercial educationa FM station; 88.1 mcs; 10 w.

Bogalusa Bcstg. Co., Bogalusa, La.—Granted license for new remote picku KA-5888.

Radio Station KFH Co., Wichita, Kan—Granted CPs and licenses for new remote pickups KAB-773, KA-7755-6.

Aluminum Cities Bcstg. Co., Maryville, Tenn.—Granted CP and license for new remote pickup KA-7753.

Leonard A. Versluis, Grand Rapids, Mich.—Granted CPs new remote pickups KQB-745, KA-7754.

Lake Bcstg. Co. Inc., Gary, Ind.—Granted CP new remote pickup KA-7751.

The Snowy Range Bcstg. Co. Inc., Laramie, Wyo.—Granted CP for new

(Continued on page 76)

FCC actions



OCTOBER 12 TO OCTOBER 19

CP-construction permit	**ant.-antenna**	**cond.-conditional**
DA-directional antenna	**D-day**	**LS-local sunset**
ERP-effective radiated power	**N-night**	**mod.-modification**
STL-studio-transmitter link	**aur.-aural**	**trans.-transmitter**
synch. amp.-synchronous amplifier	**vis.-visual**	**unl.-unlimited hours**
STA-special temporary authorization		**CG-conditional grant**

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

NLRB ON SAG

Hearings Begin Oct. 25

NATIONAL LABOR Relations Board (Los Angeles) hearing on Screen Actors Guild request for election and certification of Guild's existing status as exclusive collective bargaining representative of motion picture actors employed by producers in Southern California area has been called for Wednesday (Oct. 25), it was announced last week by SAG. One hundred and twenty-one producers are listed in the petition. Daniel J. Harrington, NLRB officer, will preside. William Berger, SAG legal counsel, will present Guild's case.

Similar petition was filed by the Guild in New York several weeks ago in an effort to certify itself as bargaining representative of motion picture actors employed by group of New York producers. Informal conference was held on the latter petition Oct. 17 in NLRB New York offices, but no formal hearing is scheduled as yet for it.

Following completion of Los Angeles hearing, transcript will be sent to NLRB headquarters in Washington, D. C., where decision will be made as to whether actors in motion pictures however exhibited should be represented by one or two unions. In either case, unless Television Authority, the other union seeking jurisdiction over TV actors, withdraws its case, election will be held to determine choice of actors of bargaining representative.

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National 6513

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McIntosh & Inglis
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RUSSELL P. MAY
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*Member AFCCE**

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Washington 6, D. C.
REpublic 7236

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WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
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1 Riverside Road — RIverside 7-2153
Riverside, Ill.
(A Chicago suburb)

ADLER ENGINEERING CO.
TELEVISION AND BROADCAST FACILITIES
DESIGN AND CONSTRUCTION
18 Grand St., New Rochelle, N. Y.
New Rochelle 6-1620

THE ASSOCIATION OF FEDERAL COMMUNICATIONS CONSULTING ENGINEERS
*Member AFCCE**

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted, 10¢ per word—*$1.00 minimum* • Help Wanted, 20¢ per word—*$2.00 minimum*
All other classifications 25¢ per word—*$4.00 minimum* • Display ads. $12.00 per inch

No charge for blind box number. Deadline: 2 weeks in advance of publication date.
Send box replies to BROADCASTING, 870 National Press Bldg., Washington 4, D. C.

All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Station manager, newspaper owned MBS outlet, 15,000 Nebraska town. Prefer good commercial man, fully experienced. Will share profits with man who proves himself. Permanent. Box 601G, BROADCASTING.

Salesmen

Experienced, reliable, effective salesman for California network station in medium sized market. Lucrative proposition for producer. Minimum competition. Box 715G, BROADCASTING.

Wanted, solid, experienced, time salesman for long established ABC Minnesota station in single station market. Top Conlan. Salary and percentage. Box 746G, BROADCASTING.

Salesman, Transit Radio affiliate north central area. Salary plus commission. Advancement opportunity right man. Box 751G, BROADCASTING.

1000 watt NBC station in excellent market; 15% commission against substantial draw. Box 780G, BROADCASTING.

Successful salesman looking for opportunity to increase earnings. Prefer one experienced in south. Include particulars first letter. KENT, Shreveport, Louisiana.

Effective small market salesman, some announcing. KONP, Port Angeles, Washington.

Wanted: Experienced time salesman to work local accounts. Three-year-old newspaper affiliated station going full-time shortly. Want permanent man who will have chance at commercial manager job. Good salary, plus incentive. Give complete details. Radio Station KTBB, Tyler, Texas.

Advertising salesman, include references and snapshot in letter of application to KVOC, Casper, Wyoming.

CBS station in major market of 250,000 desires experienced capable salesman. Send full and complete details in first letter to WQUA, Moline, Illinois.

Announcers

Announcer-engineer, top quality experience announcers. Box 724G, BROADCASTING.

Western disc jockey able to produce morning personality show, inexperienced do not apply. Box 776G, BROADCASTING.

Announcer-engineer wanted. Engineering ability unimportant. Some typewriting. KJBC, Midland, Texas.

Experienced announcer-board operator for general announcing and emceeing. Prefer hard working, draft exempt man. Send full particulars, plus expected salary. KJCK, Junction City, Kansas.

Wanted-Announcer, immediately. Some experience, congenial staff, chance for advancement, personal interview preferred. Contact Dick Sutter, WCRA, Effingham, Illinois.

Morning DJ personality. Permanent. Send data and disc. NBC in Palm Beach County. WEAT, Lake Worth, Florida.

Hill Billy DJ, engineer, will pay high salary if you have first phone and the personality to run a top hill billy DJ show, in one of south's richest rural markets. Rush disc, tape or wire; background details; WKUL, Cullman, Ala.

Immediate: A man for sports and staff work, some play-by-play, prefer some experience. Send disc, family, Army status, salary requirements. Dave Kane, WLAU, Laurel, Miss.

Combination announcer-engineer, first class ticket, Virginia daytimer independent. Living accommodations available. Send disc and letter giving reserve or draft status. WNNT, Warsaw, Virginia.

Help Wanted (Cont'd)

All-round announcer, at least two years experience. Must be good DJ who knows how to sell with his voice and build audience. Good opportunity in 1 kw daytime independent, WOKZ, Alton, Illinois. Position open now, send all details, disc, photo and when you can come for personal interview to Harold Fitzgerald, Manager, WOKZ, Alton, Illinois. In Chicago area interview may be arranged through Edward A. Wheeler, WEAW, Evanston, Illinois.

Immediate opening announcer with ticket. $50 for 40 hours start. WSMI, Litchfield, Illinois.

Wanted: Announcer, south Georgia independent wants experienced announcer, one who can write copy. Write or call WVOP, Vidalia, Georgia. Telephone 327.

Technical

Men with at least 8 years combined electrician and radio experience to install and maintain custom built audio devices. Must want to travel throughout any area in the United States continually. Excellent salary plus expenses. Transportation provided. Must have automobile drivers license. Send personal snapshot with record of experiences and references. Box 764D, BROADCASTING.

Combination man or straight engineer interested some sales work. Good salary, station, city. Box 680G, BROADCASTING.

Electronic engineers. Graduates with broadcast experience preferred for development and field work with good future. Send resume, photo, advise salary desired and availability. Box 718G, BROADCASTING.

Wanted: Engineer; prefer combination engineer-announcer. 250 watt middle-east network affiliate. Rush references, full information. Box 767G, BROADCASTING.

First phone man with announcing ability. Car essential. WARL, Box 391, Arlington, Virginia.

First phone engineer, single, with car, no experience necessary. Contact Chief Engineer, WASA, Havre de Grace, Maryland.

Transmitter operator. No experience necessary. Good working conditions. Conveniently located. Write for details. Chief Engineer, Radio Station WCNC, Elizabeth City, North Carolina.

Immediate opening for transmitter engineer with first class ticket. Bachelor quarters available. WJTN, AM and FM, Jamestown, New York.

Engineer-announcer, combination for Mutual affiliate. Must have 1st class FCC ticket. Must be good announcer. Must have car. Send transcription, snapshot, salary requirements, age, draft status and background immediately to John M. Spottswood, WKWF, Key West, Florida.

Engineer with first phone. No experience necessary. WLPM, Suffolk, Virginia.

Production-Programming, others

Young man or young lady to take over writing, copy work at successful, progressive southern station. Box 679G, BROADCASTING.

California small market network station needs versatile experienced program director. Excellent opportunity for right man. Send full details Box 714G, BROADCASTING.

Program director-announcer for new 250 watt daytimer in Pennsylvania small market. Send full details including disc, photo and salary required in first reply. Box 769G, BROADCASTING.

Help Wanted (Cont'd)

Punch writer. Well paying position open for young man who can make commercial copy stand up and sell! Send sample copy, qualifications, photo and salary expected to Program Director, Station WFDF, Flint, Michigan.

Commercial copywriter. One man department. No announcing, program copy or other work. Send background outline and copy samples. Offer will be based on present earnings. Contact Dave Taylor, WFRL, Freeport, Illinois.

Wanted: Young lady to direct traffic, write some copy, along with other station details. State age, salary desired, experience and photo. Radio station WJXN, Box 786, Jackson, Mississippi.

Situations Wanted

Managerial

Manager over 18 years experience net and independent stations. Box 560G, BROADCASTING.

Manager, emphasis on sales, desires contact with owner whose station is operating in the red. Owner must be willing to pay a percentage of profits. Highest quality references, proven background of developing money making community service stations. Box 612G. BROADCASTING.

Manager. Record of 14 years successful management small stations, desires to locate in south or west. Box 699G, BROADCASTING.

Manager, bottom to top background, all phases of radio. Extensive experience independent and network affiliates. Proven efficient low budget operator. Box 700G, BROADCASTING.

Prestige paves the way to bigger profits. Three years specialization in civic cooperation. Ten years experience in competitive markets. Seasoned executive with background of announcing, programming, selling and managing. No military status. Permanent offers only with reasonable starting salary. For details and references, send full information on position available to Box 761G, BROADCASTING.

Sales manager who in the past 17 years has personally sold millions of dollars in local time, seeks job as commercial manager of substantial southern station, or as manager of smaller outlet. 45 years of age. Married, two children. Florida or Gulf Coast preferred. Will go anywhere. Complete references available. Box 779G, BROADCASTING.

Salesmen

Salesman—Extensive background includes announcing, copy, programming, production, selling. Desire permanent opportunity in good station, friendly community. Box 667G, BROADCASTING.

Announcers

Draft exempt announcer, newscaster. Long on training and talent. Short on experience. Hard worker. Family man. Age 31. Now on west coast. Prefer west coast or Ohio. Disc, pictures available. Box 596G, BROADCASTING.

Announcer. DJ news four years experience. Employed only indie serving metropolitan area of 500,000. Disc available. Box 665G, BROADCASTING.

Job wanted as disc jockey. Special kind of show, "Latin American Show." Age 22. Single, New York experience, will travel. Box 709G, BROADCASTING.

Announcer. Single, 26. Medically discharged veteran. Metropolitan 5 kw experience. College education. Sober, industrious staff man. References, disc, photo on request. Box 721G, BROADCASTING.

Announcer-disc jockey. Two years experience, draft exempt, single, relaxed style, east. Can write, produce, program. Box 723G, BROADCASTING.

Situations Wanted (Cont'd)

Five years experienced announcer, n employed, seeks position in midwe with progressive station which offe future. Can punch commercials, a thoritative newscasts, exciting play-b play football, basketball and baseba Would like a chance as PD. Age 2 Married. No prima donna. Just a re ular guy. Box 741G, BROADCASTIN

Experienced, combination announce 1st class phone engineer-writer. Ve eran, married, 24. Disc will prove ab ity. Box 742G, BROADCASTING.

Top sports announcer. Available sta basketball season. 5 years experien college football, basketball, class baseball. University graduate. Ma ried. Favorable draft status. Air chec discs available. Would like to lea sales. Box 744G, BROADCASTING.

Announcer-newscaster currently em ployed by major network looking fo spot outside New York City. Highe references and public record. Youn congenial, organization minded. De pendable. Family man. Knows pro gramming, traffic, continuity. Excellen appearance. Work under contract o straight salary plus talent guaranteein reasonable, minimum income for famil of five. Open all offers for confiden tial exchange letters, etc. Box 745G BROADCASTING.

Experienced versatile announcer. Spe cialty sports, DJ and audience partici pating programs. Complete details up on request. Box 747G, BROADCAST ING.

Disc jockey, 33, friendly yet mature i voice and ideas. Proven ability to sel commercials and build audiences. Au thoritative news delivery, Box 748G BROADCASTING.

Announcer, 2½ years experience. Music director, ayem, sports, news, disc. Ver satile. Prefer night or AM disc, bu need location to get married. Vet Box 750G, BROADCASTING.

Experienced announcer, single veteran 24. Non reservist. Twelve months ex perience, DJ, news and sports programs general staff. Excellent reasons for de siring change. Available usual notice anywhere. Morning shift desired but not necessary. Tape, best references available. All replys answered. Box 754G, BROADCASTING.

Basketball, play-by-play. One of nation's best. $150 weekly. Box 755G, BROADCASTING.

Announcer-salesman, early bird or midnite show. Proven sales record. Excellent references. Over draft, veteran. Box 757G, BROADCASTING.

Draft exempt vet, have experience on small Chicago AM-FM, some TV. Strong, friendly voice. DJ, news, commercials, know board. Will travel. Tape and photo on request. Box 762G, BROADCASTING.

Announcer. Over two years varied experience in all types of staff assignments. Specialize in musical program, pop and classical; newscasting and interviewing. Familiar with control operations. Will reply to all inquiries. Box 764G, BROADCASTING.

Announcer-engineer, over four years experience seeks position Carolinas or Virginia. Sober, reliable, congenial, qualified. Well rounded experience. Car. Box 768G, BROADCASTING.

Sports announcer, 4 years experience junior college and high school football, basketball, track. 1 season class "A" baseball. 4 years Golden Gloves. Also good news and DJ. Veteran, 26, single. Air checks available. Minimum $65 plus talent. Available for basketball season. Box 770G, BROADCASTING.

Experienced announcer, news, emcee, commercial copy, drama, etc. College graduate. At present free lancing in large midwest city. Desire net affiliate, staff job in metropolitan area. Will go anywhere with right deal. Best references. Available now. Box 771G, BROADCASTING.

Announcer - control board operator. Knowledge all phases broadcasting. Thoroughly trained with top references. Ambitious, single, dependable. Moderate experience. Disc, resume available. Box 772G, BROADCASTING.

Announcer, control board operator. Sober, reliable, light experience, willing settle small community, single, draft exempt, disc, resume available air mail. Box 773G, BROADCASTING.

Announcer, writer, veteran. Not in reserves. Excellent news style, some editing. Have thorough knowledge of jazz and popular music. Have program ideas that are certain pull for any station. Have done radio writing, college background. I am looking for hard work and a future. Box 774G, BROADCASTING.

Situations Wanted (Cont'd)

Announcer, young, capable, conscientious, two years acting-announcing radio-television, N. Y. Desires morning position announcing, acting or production in or around N. Y. (commuting distance). Box 777G, BROADCASTING.

Experienced news and sports announcer. Interested in small station outside of NY, also knowledge of control board. Free to travel. Box 778G, BROADCASTING.

Announcer-writer, 30, able, experienced; voice that sells, copy that clicks. Wants position with west coast station with vigourous commercial policy. For complete background, references, etc., write Box 782G, BROADCASTING.

Sports announcer presently employed desires change. Experience major sports. $65. Best references. Available end football season. 4 years staff experience. Box 783G, BROADCASTING.

Expert baseball and wrestling announcer. Do fine job on all major sports. I will accept nothing but a first class position with a topnotch station. Others need not answer. Box 784G, BROADCASTING.

Announcer-Ten year man. Four years on Penn game broadcasts. 20% Philadelphia audience on newscast for one year. Complete experience, draft exempt. Available about November 1. Box 785G, BROADCASTING.

Announcer, control board operator, continuity writer, thirty, married, conscientious, familiar all phases control board operation. Limited experience, willing settle small community, disc and resume available. Kenneth Caruso, 202 Midland Avenue, Garfield, New Jersey.

Announcer: Good on news and disc shows. Well grounded every phase broadcasting. Dependable, sober, hard worker. John Hewling, 1201½ Cabrillo Ave., Venice, Calif. Exbrook 9-2254.

Announcer, 3 years experience. Married, child, personable, draft exempt. Best references. Will start at $55. Will travel. Please write, wire for disc and further information. Any and all offers considered. Leo Maller, 122-41 133 Ave., South Ozone Park, N. Y.

Technical

Engineer, 32 months transmitter, remotes, tape recordings. Army radar experience. Graduate RCA Institute, N. Y. C. Presently employed. Box 473G, BROADCASTING.

Engineer, license, degree, 12 years experience. Box 528G, BROADCASTING.

Chief engineer invites correspondence with established broadcaster. Long creditable experience in all phases engineering includes multi element directionals. Draft proof. Ready for TV. Top references. Box 545G, BROADCASTING.

Chief engineer, management-minded, non-union. Available after November First. Best references, good character. Veteran, age 28, married, one child. Box 670G, BROADCASTING.

Operator-announcer, dependable, industrious, college graduate, no local accent, 2½ years in small eastern station wants to locate in the west. Box 671G, BROADCASTING.

Transmitter operator, reliable, capable, 3⅓ years experience in 250 watter, wants position in a larger station. Will go anywhere. Box 672G, BROADCASTING.

First phone operator. Now employed, present position three years. Not announcer. Veteran, married, age 32. Seeking permanent position. Box 763G, BROADCASTING.

Engineer-announcer, two years experience. Prefer Texas. Box 765G, BROADCASTING.

Young man, single, 1st class phone. Leading school graduate. Will travel, disc, references available. Box 775G, BROADCASTING.

Veteran, first phone license, leading school graduate, experience wanted. Robert Gori, 2158 Crotona Avenue, Bronx, N. Y.

Broadcast position wanted: Ex Merchant Marine operator. Hold first phone and telegraph license. Ambitious and willing. Have car. Prefer northeast. Maurice Lindenaux, 1037 Ogden Ave., N. Y. C.

Vet, 1st phone. Graduate 2 leading schools desires experience. William Rogel, 1275 Grant Ave., New York, N. Y.

Situations Wanted (Cont'd)

First phone license. Age 24, TV school grad, 2 years NYU, will relocate. Write Daniel Steingold, 2339 East 17 St., Bklyn 29, N. Y.

First phone, experienced transmitter operator. Want permanent job. James Turner, 6609 Ave. T, Brooklyn, N. Y.

Production-Programming, others

PD, newsman, A.P. experience, 27, married, military exempt. Got rebuilding job? Box 689G, BROADCASTING.

Perhaps I'm the man you've been looking for in your news department. Chief qualifications: honesty, industriousness, accuracy. Experienced, veteran, married. Highest references. Desire far west location. Box 731G, BROADCASTING.

Program director-production manager. Good administrator. Top quality announcer, creative thinker. 27, draft proof. Available immediately. Box 749G, BROADCASTING.

Program director, experienced successful station manager, excellent references. Available immediately. Box 756G, BROADCASTING.

Hard working executive. Sixteen year solid AM background ranges from programming 250 watter to major network as air personality and back to small station by personal choice. Now programming high Hooperated MBS affiliate. Strong on local programs. Saleable ideas. General supervisory work. Smooth temperament. Team man. Forty-two. Excellent health. Married. Temperate habits. Community minded. Active churchman. Deeply devoted to American system of free enterprise. Only strong position considered. If you have no immediate opening for man of excellent qualifications and capabilities, clip and save this ad against possible future need. Looking for right position in community where I can sink my roots permanently. Hence, will wait for right spot. Box 758G, BROADCASTING.

Continuity writer, women's commentator, experienced. College graduate. Single, 23, industrious. Prefer northeast. References, disc and sample copy on request. Box 759G, BROADCASTING.

Woman's editor and continuity writer, 25, single. Three years varied experience, copy, broadcasting, scripting network food program. University journalism graduate. Disc, samples, photo available immediately. Box 781G, BROADCASTING.

Television

Production-Programming, others

Television writer-engineer, 1st class phone. Experienced in studio, production work. Camera, control room, etc. AM and TV air credits. Member RWG. Box 743G, BROADCASTING • *TELECASTING.*

For Sale

Equipment, etc.

Best offer RCA BTF 250A FM transmitter perfect working order with complete spares. Cheap. Box 753G, BROADCASTING.

For sale, 5 kw composite AM transmitter, Doherty circuit, originally Western Electric linear, operating, available January 1. Two 343A, two 212E, four 321A tubes new. Best offer. Box 760G, BROADCASTING.

Brush tape recorder model BK 403 excellent condition, original cost $375, will sell for $135.00. Box 766G, BROADCASTING.

Used Presto model Y-4 recorder in new condition. Excellent buy for radio station needing disc recorder. O. M. Hoff, KGCX, Sidney, Montana.

RCA 1050-B transmitter 50 kw modified with factory built overall feedback and A.C. on all tube filaments. $18,000 will buy it FOB Des Moines, which includes $7200 worth of tubes and spare parts. Also Blaw-Knox diamond 530 foot guyed tower at $10,000 FOB transmitter site including lighting fixtures. This is a proven structure and a buy. WHO, Des Moines 7, Iowa.

For sale: Gates 46-A antenna tuning unit complete with 3 section tower lighting filter, diode rectifier unit and remote meter. Rated at 1 kw modulated. Used three years, station now fulltime. Make offer, write or call Chief Engineer, WNAM, Neenah, Wis. 2-1062.

Situations Wanted (Cont'd)

Tubes, GL-7C29's, two new, two slightly used. $175 for lot COD. Reply Box 136, Beckley, W. Va.

For sale, RCA 1 kw FM transmitter, 2 section Pylon and 106 ft. Truscon tower with 200 feet 7/8 inch Andrew co-ax. Make offer to Charles Hoeffer, Aurora Beacon News, Aurora, Illinois.

For sale, like new Federal 10 kw FM broadcast transmitter 193-A with modulator 109-B; General Electric frequency and modulation meter BM-1-A; also C-100 FM antenna, consists of eight shunt-fed radiating loops with heaters for de-icing, elbows, expansion joints, air intake and mounting brackets. Overall antenna power gain 8.3, VSWR obtained during factory tuning, 0.95/1 at 100.7 megacycles. All this equipment used only two years, like new in every respect. Included are new spare parts for transmitter as recommended by manufacturer, operating instruction books and 340 feet of 3 1/8 inch co-ax (Andrew Company). Make offer to Kankakee Daily Journal Company, Kankakee, Illinois.

Make offer FM WE 506B-2 complete, spares, 10 kw transmitter. New, never uncrated. H. Edwin Kennedy, WILM, Wilmington, Delaware.

Have several used guyed Wincharger towers will sell erected. Tower Construction Co., 107 Fourth St., Sioux City, Iowa. Phone 5-6761.

One Western Electric type 451-A1 250 watt AM transmitter with 3 sets of tubes and crystals for 1450 kc. United Broadcasting Co., 1143 Conn. Ave., N.W., Washington, D. C.

Wanted to Buy

Equipment, etc.

Wanted: Used 5000 watt AM transmitter. State condition and price in first letter. Al Tedesco, WKLK, Cloquet, Minnesota.

Help Wanted

Salesmen

E C L, Corp.

Established producers of outstanding low cost TV film commercials & syndicated series needs resident NY & Chi. agents. Full commissions. Write details to ECL, Corp., 10 S. Carroll, Madison 3, Wis.

Announcers

WSTA, St. Thomas, Virgin Islands

needs a combination man with first phone; emphasis announcing. Won't get-rich-quick during initial stages; but the right man will find opportunity in this year-round resort area comparable to that afforded in States. Disc, photograph, salary requirements, first letter please.

Help Wanted (Cont'd)

Technical

Excellent opportunity for experienced combo engineer-announcer. First class license necessary. 40 hour week, $60.00, plus talent, to start. Send disc, photo and background material to WMTW, Portland, Maine.

Situations Wanted

Managerial

Available soon:

22 years of radio—including five years of station management. I can set a profitable budget and make it stick. Write Box 752G, BROADCASTING.

For Sale

Equipment, etc.

MOBIL TV UNIT

Attention TV stations: Here's your chance to buy an ACF-Brill bus, completely equipped for use as a mobil TV unit, at a reasonable price. Unit adapted from 1946 32-passenger, air-conditioned, cross-country bus. Roof platform reached by trap door. Excellent tires and mechanical condition. Driven less than 25,000 miles since completed in April, 1948, by WLW-Television. Have two other mobil units so this one is no longer needed. No technical equipment included. Call or write J. R. McDonald, WLW, Cincinnati 2. Phone CHerry 1822.

Miscellaneous

RADIO ACCOUNTING SERVICES

COMPLETE OPERATIONS COVERAGE

Includes all required FCC and income tax information and reports.

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J. R. Hoffman & Associates
1319 F St., N.W., Suite 505
Washington, D. C.

EXecutive 9788

FOR SALE

MAJOR NETWORK AFFILIATE IN PROSPEROUS EASTERN MARKET

This long-established regional station has top audience and is top grosser in its area. It is now operating at a substantial profit which can be easily increased. Located in one of America's richest and most stable markets.

TV application on file, all preliminary engineering and legal fees underwritten. Physical plant has been geared toward consolidated TV operation under one roof to provide for low-cost construction and fast, pay-as-you-go operation.

An Opportunity with unusual possibilities. Price $280,000. Financing can be arranged.

BOX 740G, BROADCASTING

PUBLIC MORALE

Wright Calls on Radio

PUBLIC MORALE is the broadcasters' bailiwick in the event of disaster, according to Ralph Wright, assistant area planning director of the California Disaster Council. Mr. Wright, along with other state, federal, county, city and industrial executives, spoke at a recent Southern California Broadcasters Assn. meeting in Hollywood.

Speakers included Merle Jones, manager, Columbia Pacific Network and KNX Hollywood; Donn B. Tatum, president, California State Broadcasters Assn. and vice president-legal counsel of Don Lee network; Arthur Hohmann, head of Bureau of Internal Affairs, Los Angeles Police Dept. Mr. Jones is a Southern California member of the Utilities Advisory Committee of the disaster council.

Mr. Tatum said SCBA and the networks have given formal assurance that broadcasting facilities are at the disposal of the governor to meet any emergency and invited individual stations to give similar assurances. He reminded, however, that although broadcasting—"in its communications aspect"—is at the disposal of the government in time of disaster, it must retain all traditional rights of freedom of speech. Named advisors to UAC's communications sub-committee were Mr. Tatum and Robert J. McAndrews, SCBA manager.

Retail Sales Index

CANADIAN RETAIL SALES INDEX 1950-51. Toronto: R. G. Lewis & Co. 40 pp. $5.

FIRST edition of this large format book gives retail sales in 20 categories for each Canadian county, subdivision and main cities, with figures based on government estimated 1949 retail sales and corrected population figures based on the 1941 census and 1949 Bureau of Broadcast Measurement radio homes. Also given for each county, city and subdivision, are population, households, percent radio and radio homes. Sum total of retail sales estimates for 1949 total $7,735,776,000, according to this book.



SIGNIFYING radio's good will, WGBI Scranton, Pa., turns over its old building to Electric City Amateur Radio Club for use as headquarters. Marking the memorial presentation—the building is called "The Frank Megargee Memorial Station" in honor of WGBI's founder—are (l to r) Madge Megargee, WGBI vice president; Chester Kaufman, vice president of the club; Mrs. M. E. Megargee, WGBI president; John Foy, club's president; Mrs. F. O. Megargee, mother of the late founder, and Kenneth Cooke, WGBI chief engineer. Station now is housed at a new site.

HONOR RICHARDS

Vets Cite Stations Owner

DUAL honors were conferred upon G. A. (Dick) Richards, principal owner of KMPC Los Angeles, WJR Detroit and WGAR Cleveland, in Los Angeles Oct. 12 when newly elected National Commander Erle Cooke Jr. of the American Legion, and Boniface Maille, national commander of the Disabled American Veterans, presented him with citations for distinguished service rendered to veterans by the three stations.

This marks the 10th time within the past 16 months that Mr. Richards or his stations have been cited for distinguished service to veterans groups.

KIRO Seattle inaugurating program aimed at getting all potential voters to register, calling attention to candidates in various districts and airing commentaries on issues.

Native Returns

BRITISH version of *Twenty Questions*—a series of 26 commercial half-hours—will be recorded by Stew McPherson, former British radio star who joined WCCO Minneapolis in January. Recordings will be made by BBC in London Nov. 27-Dec. 10 for use over Radio Luxembourg. Program hit its peak in England where Mr. McPherson served as m.c. for three years. During his absence, the WCCO star's shows will be broadcast via transcription.

CANADA RATINGS

U. S. Shows Lead September

FOR THE FIRST month of fall listening in Canada, the 10 leading evening programs were all, except one, of United States origin. September national ratings released by Elliott-Haynes Ltd., Toronto, show in the lead *Lux Radio Theatre*, with rating 24.7, followed by *Our Miss Brooks* 20.7, *Pause That Refreshes* 16, *Twenty Questions* 16, *Mystery Theatre* 14.6, *Beulah* 14.3, *My Favorite Husband* 14.2, *Fun Parade* (Canadian program) 14.1, *Aldrich Family* 13.6, and *Club 15* 13.1. Leading Daytime September programs were *Ma Perkins* 13.9, *Big Sister* 12.8, *Right to Happiness* 12.6, *Pepper Young's Family* 12.6, and *Life Can Be Beautiful* 10.5.

Five leading French-language evening programs in September were *Un Homme et Son Peche* 35.3, *Metropole* 29.7, *Radio Carabin* 28, *La Course au Tresor* 26.5, and *Tentez Votre Chance* 20.2. Leading French-language daytime shows were *Jeunesse Doree* 24.4, *Rue Principale* 24, *Quelles Nouvelles* 18.4, *Les Joyeux Troubadours* 18.3, and *Maman Jeanne* 18.1.

4A SESSIONS

Two-Day N.Y. Agenda Se

PANEL discussions on the role of advertising agencies in production of radio and television programs and commercials and exploration of research principles in testing both media will highlight media sessions of the 1950 Eastern Annual Conference of the American Assn. of Advertising Agencies in New York Oct. 31-Nov. 1.

More than 1,000 agency representatives are expected to attend meetings, to be held at the Hotel Roosevelt, on the general theme, "Advertising During an Emergency Period." The New York, New England and Atlantic councils will be represented.

Myron P. Kirk, Kudner Agency Inc., will preside as chairman over the Oct. 31 afternoon session on TV programs and commercials. Other panel members comprise Leonard Bush, Compton Advertising; William Chalmers, Kenyon & Eckhardt; Nicholas Keeseley, Lennen & Mitchell; Arthur Pryor, BBDO, and Wilson Tuttle, Ruthrauff & Ryan.

Herta Herzog, McCann-Erickson, will delve into "Some Principles in Radio and TV Testing" during the research meeting, which also is to include talks on readership measurements. Sherman Dodge, Foote, Cone & Belding, will preside over the panels, one of three to be held concurrently that morning. Others are creative and mechanical production.

Media meeting the following day will lead off with a panel discussion of radio-TV timebuying, headed by Linnea Nelson, J. Walter Thompson Co. Assisting her will be Elizabeth Black, Joseph Katz Co.; George C. Castleman, Bermingham, Castleman & Pierce; R. H. Crooker, Campbell-Ewald; George Kern, Benton & Bowles.

Main event of the conference will be a Town Meeting Nov. 1 for agency personnel led by J. Davis Danforth, BBDO, chairman of the AAAA New York Council and general conference chairman. Fairfax M. Cone, chairman of the AAAA board of directors, will speak on "Copy—Still Our No. 1 Job." An address on "Your Future in Advertising" by AAAA President Frederic R. Gamble and panel discussion of current agency problems will round out the concluding session.

Canada Set Sales

SALES of radio receivers in Canada for the first eight months of 1950 totalled 403,675 sets valued at $29,310,786, according to the Radio Mfrs. Assn. of Canada. In the same period of 1949 a total of 395,945 sets was sold. There was no breakdown given as to how many TV sets were sold in the period.

Midwest
$37,500.00

Very successful daytime operation located in an excellent industrial, farming college market. Only station in a growing city that has been operated quite profitably without the benefit of resident ownership.

Eastern
$100,000.00

An outstanding fulltime independent operation located in an important eastern market within 200 miles of New York City. This facility is very well equipped, has shown constant progress and reasonable profits. Excellent opportunity for further development and profits.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
Washington Bldg.
Sterling 4341-2

CHICAGO
Harold R. Murphy
360 N. Mich. Ave.
Randolph 6-4550

SAN FRANCISCO
Ray V. Hamilton
235 Montgomery St.
Exbrook 2-5672

Fuel for BAB

(Continued from page 19)

able for the post because it would conflict with the interests of certain of his clients, which include General Mills, Westinghouse, McGraw-Hill.

Mr. Kobak, who issued the statement upon query from BROADCASTING, was slated to assume the directorship temporarily before it became known that appointment of a president would not be necessary to conform with New York State's corporation laws. It was decided that the bureau need list only the incorporators, so the issue was dropped.

It was learned, also, that the NAB BAB group tried to draft Mr. Swezey for the post, but that he was "unavailable." Reason given was that Mr. Swezey felt he would be unable to leave WDSU at this time because Edgar B. Stern Jr., president of WDSU Broadcasting Service, had been called to active duty.

The name of Paul W. Kesten, former executive vice president of CBS, also cropped up in draft discussion, it was understood. Mr. Kesten, now retired, reportedly was interested but unavailable, though it was believed that he might consent to serve as an advisor.

Legal Steps Taken

Completion of all necessary steps for organization of BAB as a membership corporation under New York State laws was announced by Mr. Swezey last Wednesday. The new corporation will be known as Broadcast Advertising Bureau Inc. and maintain principal offices at 270 Park Ave., New York, present BAB headquarters.

"The membership form was adopted," Mr. Swezey said, "because it was regarded as the most applicable in the circumstances and would not involve the issuance of stock and other complications inherent in the standard stock corporation."

Attending the two-day meeting were Charles C. Caley, WMBD Peoria, Ill.; William B. Quarton, WMT Cedar Rapids, Iowa; Allen B. Woodall, WDAK Columbus, Ga.; and Messrs. Swezey and Kobak. They comprise the NAB BAB group which last summer began mapping plans for the super-BAB project after the NAB board gave approval in June for full separation by April 1952.

Committee members, headed by Mr. Swezey, have presented the BAB program, envisioning continuance of present sales services, to broadcasters assembled for 14 of the 17 scheduled NAB district meetings. All unanimously endorsed the proposal which would promote aural broadcasting as feverishly as projects maintained by other advertising media. Other districts are expected to follow suit in late October and early November.

Still hanging in the air is the extent to which television will be pushed by the super-broadcast bureau. This question doubtless will be pursued when BAB meets to weigh its operational structure, etc. For the present, however, it was known that the TV services would be retained.

Initial Fund

The new independent operation will be staked to an initial $200,000 fund, according to NAB board hopes, when BAB embarks on its interim or semi-autonomous course next spring. By April 1, 1952, the bureau will be on its own, without benefit of a 30% share of all NAB members' dues. NAB members who elect to remain outside the BAB fold will receive a 30% discount in fees [BROADCASTING, Aug. 14]. BAB's ultimate goal is a $1 million operation.

Expansion of its present skeleton crew, now limited to assistant directors Lee Hart and Meg Zahrt, and plans for bringing in memberships from network, station, transcription, radio station representative and other groups with a stake in radio advertising will be discussed at the BAB Washington session.

BAB's dues structure, as proposed originally by Mr. Swezey's committee, also will draw attentive consideration. As it stands now, non-NAB stations would be asked to pay a monthly fee equal to half the highest hourly published rate prior to April 1, 1952. Later, this rate would apply to all BAB members.

Fee schedule for miscellaneous industry groups and networks also are in the blueprint stage, with distinctions likely to be drawn between parent networks and their O&O stations.

WOR's Day to Shine

CIVIC honors for Theodore C. Streibert, president of WOR New York, and John B. Gambling, announcer for WOR, will be proclaimed in two cities on Oct. 19. Mr. Streibert will be made an honorary deputy sheriff by the city of New York during WOR's "Western Week Celebration," while Mr. Gambling receives the key to the city of Reading, Pa., which is celebrating "John B. Gambling Day."

Hurricane

(Continued from page 21)

erage and warning service through Tuesday, but was unable to sign on Wednesday because of power failure. Broadcasts were resumed Thursday at noon when lines were repaired. WTTT Coral Gables lost its 210-ft. tower to the gales. The tower had been built to withstand 200-mile-an-hour winds but collapsed at 11:30 p.m. at the height of the storm.

Two transmitter towers on Cameo Island belonging to WIOD Miami bowed to the wind at 11:50 p.m., during the time when gusts were reported at 125 miles per hour. M. C. Scott, WIOD chief engineer, had the station back on the air at 1:40 a.m. Wednesday. The station was on the air all night Monday when the hurricane was first reported over Cuba, giving weather reports and other vital information every half-hour.

On Air 41 Hours

On the air for 41 consecutive hours, WIRA Fort Pierce broadcast advisories every half-hour and acted as Red Cross communications center for St. Lucie, Indian River and Martin Counties. Storm advisories were broadcast direct from the Miami weather bureau via shortwave station W4JIP set up by the Florida Assn. of Broadcasters, through the efforts of John Prosser, WKAT Miami. WKAT lost its tower and was still silent 12 hours after the storm.

In an unprecedented telecast, WTVJ (TV) Miami in cooperation with the U. S. Navy was able to give its viewers a "look" at the hurricane seven hours before the eye of the storm swept over that city. The scenes were shot by the Navy's "Hurricane Hunters" when the storm was still approximately 100 miles from the mainland. One of the shots showed the actual storm on a radar screen.

A remote chain set-up on the roof of the Everglades Hotel on Biscayne Bay brought scenes of the growing intensity of the storm in downtown Miami to the TV screen. Allen Marshall, of the Miami weather station, appeared on the Ralph Renick news show to plot the course of the hurricane's path on a huge map of the area. Appeals were made hourly asking the public to stay indoors. WTVJ's three-bay antenna, 306-ft. above the street, gallantly rode out the storm.

In Fort Lauderdale, daytime station WBRD stayed on the air around the clock at the request of the Red Cross disaster chairman. The station's staff of six was augmented by local reporters. WBRD tracked the storm from the first reports in the Caribbean to Key West with a direct broadcast from WKWF Key West. Roger Sherman was on the air at 3 a.m. Wednesday to give a description of havoc wrought by a tornado within the hurricane in West Hollywood.

Myer Names Katz

MYER 1890 Beverage Co. Inc. has appointed Joseph Katz Co., New York, as its agency to handle advertising for its full line of fruit beverages, club soda and pale dry ginger ale. The firm is buying spots on *The Eleanor Roosevelt Show*, WNBC New York, 12:30-1:15 p.m., Mon.-Fri., and is considering the use of TV in local areas.





FCC Actions

(Continued from page 70)

Decisions Cont.:

remote pickup broadcast station KA-7582 under STA.

Lead Belt Bcstg. Co., Flat River, Mo.—Granted CP for new remote pickup broadcast station KA-7752.

Following were granted mod. CPs for extension of completion dates as shown: KIB-41 Columbus, Ga. to 12-1-51; KFMB-TV San Diego, Calif. to 5-1-51; WTTV Bloomington, Ind. to 4-15-51.

Zenith Radio Corp., Chicago—Granted request for 30-day deferment in start of 90-day "Phonevision" tests which had been scheduled to commence Oct. 1, 1950; tests now are scheduled to begin on Nov. 1, 1950, and run through Jan. 29, 1951. (See story this issue).

October 17 Applications . . .

ACCEPTED FOR FILING

AM—1400 kc

WKXY Sarasota, Fla.—CP AM station to change from 1540 kc 1 kw D to 1400 kc 250 w unl.

License for CP

License for CP new AM station: WTAQ La Grange, Ill.; KRIZ Phoenix, Ariz.; WARA Attleboro, Mass.

Modification of CP

Mod. CP AM station to increase power, change frequency etc. for extension of completion date: KLIX Twin Falls, Ida.; WWBZ Vineland, N. J.

KOOK Billings, Mont.—Mod. CP new AM station for extension of completion date.

License Renewal

Request for license renewal AM station: WRXO Roxboro, N. C.; KELA Chehalis, Wash.

License for CP

WLIV Providence, R. I.—License for CP new FM station.

Modification of CP

WFMB Mayodan, N. C.—Mod. CP new FM station for extension of completion date.

APPLICATIONS RETURNED

License Renewal

WGIG Brunswick, Ga.—RETURNED request for license renewal AM station.

License for CP

WGNR New Rochelle, N. Y.—RETURNED license for CP new AM station.

October 18 Decisions . . .

ACTION ON MOTIONS

By Commissioner Frieda B. Hennock

Bunker Hilll Bcstg. Co., Boston, Mass. Granted request to dismiss without prejudice application for FM CP.

WMFJ Daytona Beach, Fla.—Denied a continuance of hearing in proceeding upon application from Nov. 13, until considerations of Third NARBA conference are resolved and reduced to treaty.

Louis Wasmer, Pasco, Wash.—Granted dismissal with prejudice of application.

KALE Richland, Wash. — Removed from hearing docket application of KALE.

Bay State Bcstg. Co., and WALE Fall River, Mass.—Denied petition of Bay State for dismissal without prejudice of application; granted petition of WALE requesting application of Bay State Bcstg. Co. be dismissed with prejudice; said application of Bay State dismissed with prejudice.

Labor's League for Political Education—Granted request to accept late statement of views filed in matter of Amendment to Subpart C of Part 3 of Commission's Rules and Regulations to add new section pertaining to broadcasts by candidates for public office.

By Commissioner Geo. E. Sterling

FCC General Counsel—Granted extension of time to Nov. 1, in which to file Proposed Findings of Fact in matter of Revocation of License of Station KFTM Fort Morgan, Col.

By Examiner Elizabeth C. Smith

WALE Fall River, Mass.—Granted leave to amend application in order to supply Commission with information inadvertently omitted from application, with reference to interests of two of stockholders in other radio stations.

KSMI Wewoka, Okla.—Granted leave to amend application in order to specify changes in both day and night DA systems, purporting to eliminate engineering conflicts with the proposed operation of KWHK Bcstg. Co. Inc., Hutchinson, Kan., and also with KHBG Okmulgee, Okla. and for removal of application, as amended, from hearing docket.

WSAT Salisbury, N. C.—Granted indefinite continuance of hearing, now scheduled to commence on Oct. 27, in proceeding re application; hearing continued to date to be fixed by subsequent order.

By Examiner Elizabeth C. Smith

WALE and Bay State Bcstg. Co., Fall River, Mass., and WICH Norwich, Conn.—Ordered that further hearing in this proceeding be set for Oct. 19 in Washington, D. C.

By Examiner Jack P. Blume

FCC Chief Common Carrier Bureau—Granted petition requesting that the transcript of testimony in proceeding re application of Twin City Radio Dispatch Inc., St. Paul, Minn., be corrected in various respects indicated in petition.

By Examiner J. D. Bond

WTAD Quincy, Ill.—Granted motion for continuance of hearing in proceeding re application and that of The Poplar Bluff Bcstg. Co., Poplar Bluff, Mo. from Oct. 24, to Dec. 19 at Washington, D. C.

KGBS Harlingen, Tex.—Pursuant to provisions of Rules 1.847 and 1.848, ordered that Volume 7 of transcript of testimony in this proceeding be corrected so as to incorporate therein 110 changes.

By Examiner Fanney N. Litvin

KSPA Santa Paula, Calif.—Granted acceptance by Commission of late appearance in proceeding re application.

October 18 Applications . . .

ACCEPTED FOR FILING

License Renewal

Request for license renewal AM station: KSTN Stockton, Calif.; KVON Napa, Calif.

License for CP

WLAP Lexington, Ky.—License for CP to increase power, change frequency etc. AM station.

License Renewal

Request for license renewal FM station: WMAL-FM Washington, D. C.; WDET-FM Detroit, Mich.; WPIT-FM Pittsburgh, Pa.

Modification of CP

Mod. CP new commercial TV station for extension of completion date: KLAC-TV Los Angeles to 5-1-51; WOI-TV Ames, Ia. to 5-15-51.

TV—(54-60 mc)

WJBK-TV Detroit—CP new commercial TV station to change ERP from 16.5 kw vis. 8.3 kw aur. to 100 kw vis. 50 kw aur., ant. 927 ft. Change classification from Metropolitan to Rural.

October 19 Decisions . . .

Renewals Granted

Following stations granted renewal of licenses for period ending Nov. 1, 1953: KFDA Amarillo, Tex.; KPLC Lake Charles, La.; KSO Des Moines; KSPO Spokane; KVLH Pauls Valley, Okla.; KYOS Merced, Calif.; WDEF Chattanooga; WCFI & aux. Pawtucket, R. I.; WGRD Grand Rapids, Mich.; WHEC & aux. Rochester, N. Y.; WING & aux. Dayton, Ohio; KASI Ames, Ia.; WALA Mobile, Ala.; WBRY Waterbury, Conn.; WLAN Lancaster, Pa.; WLTC Gastonia, N. C.; WMBG & aux. Richmond, Va.; WMRC Greenville, S. C.; WOC Davenport, Ia.; WROK Rockford, Ill.; KGNO Dodge City, Kan.; WAPX Montgomery, Ala.; WBGR Jesup, Ga.; WRMN Elgin, Ill.; WWOD Lynchburg, Va.; KIEM Eureka, Calif.; KRBC Abilene, Tex.; KVGB Great Bend, Kan.; KWK St. Louis; WGEM Quincy, Ill.; WHRV Ann Arbor; WTHI Terre Haute; KFRO Longview, Tex.; WCOA Pensacola; WCOJ Coatesville, Pa.; WDOV Dover, Del.; WEBK Tampa; WFMJ Youngstown, Ohio; WISL Shamokin, Pa.; WTJS Jackson, Tenn.; WMBR & aux. Jacksonville, Fla.; WSFA Montgomery, Ala.; WVJS Owensboro, Ky.; KLO Ogden, Utah; KIMA Yakima, Wash.; WRGA Rome, Ga.; KSUM Fairmont, Minn.; WXLW Indianapolis; WAGO Ft. Worth; KMLB Monroe, La.; WPAB Ponce, P. R.; WBNS & aux. Columbus, Ohio; KRIG Odessa, Tex.; KTSM El Paso, Tex.; KXOA Sacramento; KSBW Salinas, Calif.; KSWO Lawton, Okla.; WDBL Springfield, Tenn.; KUBA Yuba City, Calif.; WWHG Hornell, N. Y.; WHIS Bluefield, W. Va.; KAST Astoria, Ore.; KCBD Lubbock, Tex.; KJCK Junction City, Kan.; KWYO Sheridan, Wyo.; WLAK Lakeland, Fla.; WRBL Columbus, Ga.; WTSP St. Petersburg, Fla.; WFEA & aux. Manchester, N. H.; WKWF Key West; KOTA Rapid City, S. D.; KLPM Minot, N. D.; WHK & aux. Cleveland, Ohio; WISC Madison, Wis.; WFBL & aux. Syracuse, N. Y.; WNAV Annapolis; WCSC Charleston, S. C.; WEOK Poughkeepsie; WAWZ Zarephath, N. J.; WATS Sayre, Pa.; WGBA Columbus, Ga.; WAFB Baton Rouge, La.; KANS Wichita; KAUS Austin, Minn.; WGIV Charlotte, N. C.; WIMS Michigan City, Ind.; WJEL Springfield, Ohio; WKBH La Crosse, Wis.; KCFH Cuero, Tex.; WRDW Augusta, Ga.; WNJA & aux. Newark, N. J.; WSAY Rochester, N. Y.; WIL St. Louis; WTVB Coldwater, Mich.; WBCU Union, S. C.; WHBC & aux. Canton, Ohio; WABB Mobile, Ala.

WKPT Kingsport, Tenn.—Granted renewal of license for regular period.

KELK Elko, Nev.—Same.

WOOK Silver Spring, Md.—Granted temporary extension of license to March 1, 1951.

WXRF Guayama, P. R.—Same.

Operations Suspended

KTED Laguna Beach, Calif.—Granted authority to remain silent for period of 60 days, pending reorganization and refinancing of station.

Extension Granted

WPAB Ponce, P. R.—Granted extension of authority for period of 60 days to operate with power reduced to about 4 kw.

KMLB Monroe, La.—Granted extension of authority for period of 15 days from Oct. 21, to operate night hours with nondirectional ant. and power reduced to 500 w, pending restoration of West tower and submission of sufficient proof array in proper adjustment, together with Forms 302; power to be determined by indirect method.

Following FM stations granted changes in presently authorized facilities:

KOCY-FM Oklahoma City, Okla. — Change ERP from 176 kw to 57 kw.

WMIN-FM St. Paul, Minn.—Change ERP from 90 kw to 46 kw.

WBCC-FM Bethesda, Md. — Change TPO from 460 w to 190 w; ant. from 340 ft. to 320 ft.; cond.

WBGE-FM Atlanta, Ga.—Change ERP from 14.5 kw to 1.85 kw; ant. from 410 ft. to 275 ft.

WGBA-FM Columbus, Ga.—Change ERP from 7.7 kw to 15.5 kw; ant. from 60 ft. to 50 ft.; cond.

WJWL-FM Georgetown, Del.—Change ant. from 500 ft. to 340 ft.; cond.

KFEL-FM Denver, Col.—Change ERP from 8.5 kw to 23.5 kw; ant. from 115 ft. to minus 60 ft.; cond.

WARD-FM Johnstown, Pa.—Change from Class A to Class B station with Chan. 221, (92.1 mc); change ERP from 11 kw to 80 w; ant. from 580 ft. to 80 ft.; contingent upon Canadian Agreement in accordance with procedure provided by Canadian Bi-lateral Agreement.

WBON Bowling Green, Ky.—Change ERP from 8.4 kw to 8.5 kw; ant. from 280 ft. to 190 ft.; cond.

WHMA-FM Anniston, Ala. — Change ERP from 19 kw to 3.6 kw; ant. from 730 ft. to 140 ft.; cond.

WELI-FM New Haven, Conn.—Change from Class A to Class B with Chan. 300, (107.9 mc); ERP from 870 w to 20 kw; ant. from 100 ft. to 500 ft. contingent upon Canadian Agreement in accordance with procedure provided by Canadian Bi-lateral Agreement.

WAMS-FM Wilmington, Del.—Change ant. from 425 ft. to 300 ft.

WIBG-FM Philadelphia—Change ERP from 17 kw to 20 kw; ant. from 530 ft. to 355 ft.

WJEJ-FM Hagerstown, Md.—Granted application to increase power of Class B station to 9.4 kw, Chan. 284, (104.7 mc); 1,340 ft. ant.

Extension Denied

WILA Woodstock, Ill. — Denied request for further extension of time to remain silent; ordered licensee to resume broadcasting immediately, and within 30 days, to forward to Commission desired information requested in connection with renewal application, or, in alternative, submit license for cancellation.

CP to Replace CP

KUGN-FM Eugene, Ore. — Granted new CP to replace expired permit bearing new expiration date of 90 days.

Requests Denied

Commission denied requests of WAUX-FM Waukesha, Wis.; WOKZ-FM Alton, Ill., and KOKX-FM Keokuk, Ia., for waiver of Sec. 3.261 of rules to permit stations to sign off with their respective daytime only stations, and requests of WITH-FM Baltimore, WSLS-FM Roanoke, Va., KFI-FM Los Angeles, and WFBC-FM Greenville, S. C., to operate from 5 or 6 p.m. to 11 or 12 p.m.

Application Granted

WFMU Crawfordsville, Ind.—Granted application to change frequency from 102.9 mc to 100.5 mc; and adopted an order amending its Revised Tentative Allocation Plan for Class B FM to change channel allocations as follows: Delete Chan. 275 from Crawfordsville, Ind. and add Chan. 263.

Petition Granted

Adopted an Order granted petition of Ohio State U. requesting that Commission accept late appearance in matter of Amendment of Sec. 3.606 and proposing that Chan. 12 be allocated to Columbus, Ohio and deleted from allocations proposed for Charleston, W. Va. Supporting engineering statement attached to petition was accepted as comment in this proceeding, and interested parties may file oppositions thereto within 10 days from date of order.

October 19 Applications . . .

ACCEPTED FOR FILING

License for CP

WTTS Bloomington, Ind.—License for CP AM station to increase power, install DA etc.

Modification of CP

WLBJ Bowling Green, Ky.—Mod. CP AM station to change frequency, increase power etc. for extension of completion date.

WKYB Paducah, Ky.—Same.

KSOX Harlingen, Tex.—Mod. CP new AM station extension completion date.

License Renewal

WGIG Brunswick, Ga.—Request for license renewal AM station.

WLIV Providence, R. I.—Request for license renewal FM station.

Modification of CP

KFAC-FM Los Angeles—Mod. CP new FM station for extension of completion date.

KFXD
Nampa, Idaho
USES
Magnecorder
Used By More Radio Stations Than All Other Professional Tape Recorders



NEW PT63-A
Unit Construction permits portable or rack mount operation. 3 separate heads to monitor from the tape! Prevents recording errors! New 3 head unit also available to convert present PT6 Magnecorder.
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SERVICE DIRECTORY

Custom-Built Equipment
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STerling 3626

COMMERCIAL RADIO Monitoring Company
PRECISION FREQUENCY MEASUREMENTS
Engineer On Duty All Night Every Night
PHONE JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

FCC roundup

New Grants, Transfers, Changes, Applications

Docket Actions . . .

FINAL DECISION

WTUX Wilmington, Del. — Adopted decision to deny application of Port Frere Bcstg. Co. Inc. (WTUX) a renewal of license. Commission also issued memorandum opinion and order to deny petition of WTUX to reopen record and for further hearing. Station was afforded 90 days to conclude affairs and cease operation. WTUX operates on 1290 kc, 500 w daytime. See story BROADCASTING Oct. 16. Decision Oct. 12.

INITIAL DECISIONS

WJOC Jamestown, N. Y.—Initial decision issued by Examiner Leo Resnick to grant application of Air Waves Inc. (WJOC), Jamestown, to change from 1470 kc, 1 kw day to 1340 kc, 250 w fulltime. Conditions. Decision Oct. 16.

KRMG Tulsa, Okla.—Initial decision issued by Examiner Leo Resnick to grant application of All-Oklahoma Bcstg. Co. to increase nighttime power of KRMG from 10 kw to 25 kw on 740 kc and make changes in nighttime radiation pattern. Conditions. Decision Oct. 17.

OPINIONS AND ORDERS

WARD Johnstown, Pa. — Adopted memorandum opinion and order to deny petition of Central Bcstg. Co. Inc. (WARD) directed against grant of application of The Tower Realty Co. (WCUM) Cumberland, Md., for increase in power. Order Oct. 12.

Kansas City Bcstg. Co., Kansas City, Mo.; Reorganized Church of Jesus Christ of Latter Day Saints, Independence, Mo.—Adopted memorandum opinion and order to deny petition of Kansas City Bcstg. Co. and Reorganized Church of Jesus Christ of Latter Day Saints for review of examiner's memorandum opinion and order of Aug. 15. Order Oct. 12.

WJAX-TV Jacksonville, Fla.—Adopted memorandum opinion and order to deny petition of City of Jacksonville requesting reconsideration, rehearing and grant of application for additional time to complete construction of WJAX-TV. Order Oct. 13.

WTMV E. St. Louis, Ill.; Belleville News-Democrat, Belleville, Ill.—Adopted memorandum opinion and order to deny petition of WTMV for reconsideration of Commission's decision June 22 denying its application and granting Belleville News-Democrat application for new station at Belleville, Ill. Order Oct. 13.

Non-Docket Actions . . .

AM GRANTS

New Smyrna Beach, Fla. — Beach Bcstg. Co. granted new station on 1230 kc, 100 w unlimited. Estimated construction cost $8,191. Principals include: J. G. Cobble, chief engineer WJRD Tuscaloosa; James D. King Jr., program director and announcer WJRD; Walter T. Slattery, owner Slattery's Autory. Partners have equal interests. Granted Oct. 6.

Lebanon, Ore. — W. Gordon Allen granted new station on 930 kc, 1 kw day. Estimated construction cost $7,800. Mr. Allen is CP holder for station at Puyallup, Wash. Granted Oct. 6.

Sturgis, Mich. — Southern Michigan Bcstrs. granted new station on 1460 kc, 500 w day. Estimated construction cost $12,000. Principals are Earle H. and Charlene Bronson Munn Jr. Mr. Munn is chief engineer and station director WTVB Coldwater, Mich. Mrs. Munn is office manager of Munn Art Studio (mfg.). Granted Oct. 6.

Centreville, Miss. — Southwestern Bcstg. Co. of Miss. granted new station on 1580 kc, 250 w day. Estimated construction cost $8,227.70. Southwestern Bcstg. is licensee WAPF McComb, Miss., AM outlet. Granted Oct. 6.

FM GRANTS

Lebanon, Ind. — Lebanon Bcstg. Co. granted new Class A FM station Chan. 296 (107.1 mc), 590 w, ant. 85 ft. above average terrain. Granted Oct. 19.

Coldwater, Mich.—Twin Valley Bcstrs. Inc. granted Class A FM station Chan. 252 (98.3 mc), 770 w, ant. 220 ft. above average terrain. Applicant is licensee WTVB Coldwater AM outlet. Granted Oct. 19.

NONCOMMERCIAL FM GRANT

Fort Worth, Tex.—Southwestern Baptist Theological Seminary granted new noncommercial educational FM station Chan. 205 (88.9 mc), ERP 10 w. Granted Oct. 10.

TRANSFER GRANTS

WBCO Bessemer, Ala. — Bessemer Bcstg. Co., granted assignment of license from Jesse E. Lanier, Jack Warden, Crawford J. Bass and Walter G. Pettey Jr., partnership d/b as Bessemer Bcstg. Co. to Bessemer Bcstg. Co. Inc. Principals in new corporation include Mr. Lanier, original partner and president 25%; E. B. Stephens, 50% owner Military Service Co. (general sales agency), secretary-treasurer 25%; O. S. Burke, general law practice, vice president 25%; W. P. Gewin, general law practice, 25%. Messrs. Warden, Bass and Pettey sell their interest for $5,200. WBCO is assigned 250 w fulltime on 1450 kc. Granted Oct. 19.

KSGM Ste. Genevieve, Mo.—Granted acquisition of control of Donze Enterprises Inc., licensee, by Elmer Donze. Elmer and Norbert Donze own Donze Enterprises Inc., which cover radio station KSGM, Gift Shop Jewelers, Donze Appliance Store and Donze Drug Store. Grant gives Norbert full control of jewelry and appliance store for his 869½ sh. in KSGM and Elmer retains drug store and has 99.8% ownership of station. KSGM is assigned 250 w fulltime on 1450 kc. Granted Oct. 6.

WEAT Lake Worth, Fla. — Granted assignment of license from Warren H. Brewster, licensee, to James Robert Meachem for a consideration of $63,000. Mr. Meachem was owner WELM Elmira, N. Y. from 1947 to 1949. Mr. Brewster's other business commitments preclude him from devoting sufficient of his time to the station. WEAT operates with 250 w fulltime on 1490 kc. Granted Oct. 6.

WAAB Worcester, Mass. — Granted assignment of license from Radio Enterprises Inc., licensee, to Olin Corp. in which Bruff W. Olin Jr., is sole stockholder. Mr. Olin pays Radio Enterprises $15,000 plus and Yankee Network leasor of station $85,000. Mr. Olin was previously owner WQUA Moline, Ill. Elizabeth Olin, wife of assignor, is a director in corporation. WAAB is assigned 5 kw fulltime on 1440 kc, directional. Granted Oct. 19.

KGKB-AM-FM Tyler, Tex.—Granted assignment of license from James G. Ulmer and James G. Ulmer Jr., d/b as East Texas Bcstg. Co., licensee, to Lucille Ross Buford for a consideration of $100,000. The Ulmers wish to devote more of their time to business interests in Fort Worth. Mrs. Buford is 49% owner KHBG Okmulgee. KGBK is assigned 250 w fulltime on 1490 kc. Granted Oct. 19.

WARK Hagerstown, Md. — Granted assignment of license from Antietam Bcstg. Corp., licensee, to United Bcstg. Co. Inc. for consideration of $65,617. United Bcstg. Co. Inc., is licensee WOOK AM outlet Silver Spring, Md. WARK is assigned 250 w fulltime on 1490 kc. Granted Oct. 19.

KSFT Trinidad, Col.—Granted assignment of license from Trinidad Bcstg. Corp., licensee, to James E. Blair for $10,000. KSFT has been off the air pending financial reorganization. Mr. Blair is owner KWGB Goodland, Kan. KSFT is 1 kw day, 500 w night on 1280 kc. Granted Oct. 19

WSFC Somerset, Ky.—Granted transfer of control in Southeastern Bcstg. Co. Inc. from Alzono Carter and five others to W. Howes Meade and Arnold Silvert for a consideration of $29,925. Mr. Meade will acquire 70% and Mr. Silvert 8.75%. Mr. Meade is owner WSIP Paintsville, Ky., and Mr. Silvert is manager. WSFC is assigned 250 w fulltime on 1240 kc. Granted Oct. 19.

KSTV Stephenville, Tex. — Granted assignment of license from Doyle E. Collup, licensee to John Blake for a consideration of $6,000. Mr. Blake is licensee KSNY Snyder, Tex., and is engaged in the printing business as well. KSTV is assigned 250 w day on 1510 kc. Granted Oct. 19.

KCRV Caruthersville, Mo. — Granted acquisition of control of Pemiscot Bcstrs. Inc., licensee, through sale by Sanford J. Willis of 10% for $5,000. William R. Smith presently 30% owner buys 3% and Emmett F. Smith presently 12% owner buys 7%. KCRV is assigned 1 kw daytime on 1370 kc. Granted Oct. 6.

WMRA Myrtle Beach, S. C.—Granted assignment of license from Myrtle Beach Bcstg. Co., licensee, to Elizabeth Evans for $25,000. Mrs. Evans is wife of William Courtney Evans, former licensee WDOV Dover, Del. and now licensee KMMO Marshall, Mo. WMRA is assigned 250 w fulltime on 1450 kc. Granted Oct. 19.

KVMV Twin Falls, Ida. — Granted transfer of control in Radio Sales Inc., licensee, from John H. and Helen M. Sole to D. Spencer Grow and Arch L. Madsen for $20,262. Mr. Sole has been recalled to Army. Mr. Grow (59 sh) is part owner KEXO Grand Junction, Col. and Mr. Madsen (60 sh) is part owner and managing director KOVO Provo, Utah and minor owner KSUB Cedar City, Ia. KVMV is assigned 250 w on 1450 kc. Granted Oct. 6.

KWBM Williston, N. D.—Granted assignment of license from Williston Bcstg. Co. to Erling Manger, trustee in bankruptcy. KWBM was given 60 day extension from Sept. 20 to remain silent pending action on application by trustee in bankruptcy to effect a transfer. KWBM is assigned 250 w fulltime on 1450 kc. Granted Oct. 6.

KSIL Silver City, N. M. — Granted assignment of CP from Dorrance D. Roderick, permittee, to A. Carl Dunbar for consideration of $90,000. Mr. Dunbar is general manager KSIL. Mr. Roderick withdraws from station because of distance between Silver City and El Paso where his other business interests are located. KSIL is assigned 250 w fulltime on 1340 kc. Granted Oct. 6.

WMAP Monroe, N. C.—Granted transfer of control in Union Bcstg. Corp., licensee, from Olin B. Sykes, J. Ray Shute and 4 others to D. E. Marable and 5 others through transfer of 86% of stock. Mr. Marable is general and commercial manager of WMAP. WMAP is assigned 250 w daytime on 1060 kc. Granted Oct. 6.

WROM Rome, Ga.—Granted assignment of license from Dean Covington, J. W. Tromerhauser and Edward Nixon McKay d/b as Coosa Valley Radio Co. to Coosa Valley Radio Co., new company in which Charles E. Doss, program director WROM, buys 20% interest from Mr. Tromerhauser for $5,000. Mr. Covington and Mr. McKay retain their original holdings. WROM is assigned 1 kw daytime on 710 kc. Granted Oct. 19.

Box Score

SUMMARY TO OCTOBER 19

Summary of Authorizations, Stations On the Air, Applications

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,200	2,167	174		272	141
FM Stations	674	510	205	1*	8	6
TV Stations	107	52	57		359	171

* On the air.

* * *

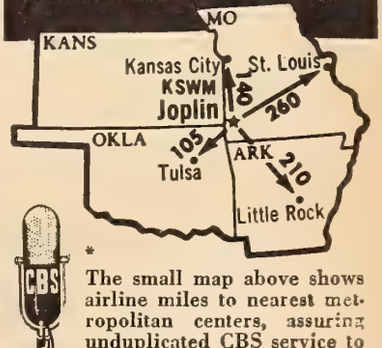
New Applications . . .

TV APPLICATIONS

Las Vegas, Nev.—Southwestern Pub. Co. Inc., Chan 8 (180-186 mc) ERP 2.47 kw vis., 1.27 kw aur., antenna 421 ft. Estimated construction cost $166,568, estimated revenue first year $20,000. Southwestern Pub. is licensee KFSA-AM-FM Fort Smith, Ark., KBRS Springdale, Ark. and is owner of Times Pub. Co., which in turn is 100% owner KHBG Okmulgee, Okla. Donald W. Reynolds is 75% owner Southwestern Pub. and 50% owner WIKK Erie, Pa., and 37% KAKE Wichita, Kan. Filed Oct. 18.

Minneapolis, Minn.—Fort Industry Co., Chan. 9 (186-192 mc) ERP 50 kw vis., 25 kw aur., antenna 500 ft. Estimated construction cost $688,685, estimated first year revenue $300,000. Fort Industry Co., is licensee WJBK-AM-FM-TV Detroit, WSPD-AM-FM-TV Toledo, WWVA-AM-FM Wheeling, WAGA-AM-FM-TV Atlanta and others. George B. Storer is president. Filed Oct. 16.

KSWM
JOPLIN, MO.
REACHES 446,600* PERSONS WHO SPEND... $285,550,000 ANNUALLY IN TOTAL RETAIL SALES!



CBS

* The small map above shows airline miles to nearest metropolitan centers, assuring unduplicated CBS service to the KSWM audience.

Now in its *fifth year* of service, KSWM is an integral part of all community affairs and activities.

KSWM
CBS in
JOPLIN, MO.
Nationally Represented by
William G. Rambeau Co.

Austin A. Harrison, Pres.

Gates has it

IF IT IS FOR A
BROADCASTING STATION
GATES RADIO COMPANY
QUINCY, ILLINOIS
TELEPHONE • 522
WASHINGTON, D. C.
TEL. METROPOLITAN 0522

Arrow Typewriter

(Continued from page 24)

in Washington, where Arrow had a stand, the firm sold 55 new typewriters. Most of the customers, Mr. O'Donnell points out, declared they had heard of the store over the radio. Some of the people came from miles away, both in Virginia and Maryland. "One customer," he recalls, "lived close to Baltimore."

Arrow Typewriter sold 166 portables from March 1949 to the first of this year. Mr. O'Donnel attributes 73% of these sales to radio, 21% to "phone book" listing, 6% to people passing by. In rentals that year, 10% to radio, 80% to telephone listing, 10% to passers-by. Repairs: 14% radio, 22% phone book, 52% direct mail, 12% passers-by.

As of July 1950, Arrow sold 140 typewriters with expectations that the number will be 200 by the first of next year. In the use of media, Arrow allots only 10% of the gross to advertising. Of this amount, radio gets 90%, newspapers 10%.

Here is a quick view of that all-important sales chart: In March 1948, sales amounted to $220. By March 1949, they had jumped to $700; November 1949, to $2,000; December 1949, an all-time peak of $3,000. Each figure quoted represents the total sales in the month. All increases were attributed to radio.

Good Return

Mr. O'Donnell pays about $175 per month for his advertising on the radio. A return of $3,000 plus goodwill is an appreciable dividend from any insurance company. As Mr. O'Donnell puts it:

"I can spot a radio customer the way he comes into my store. He has been acquainted with a product and he has come to buy. Radio brings customers through the door. It is up to the salesman, if he's any good, to make the sale."

Mr. O'Donnell feels that he's doing an exceptional job in Washington in his approach to radio advertising. It's no secret to his competitors, he explains. "Many store owners have come to me asking how I do it. Some of them have tried to duplicate my radio advertising. But they have given up."

Reason why many owners of individual shops run into trouble, Mr. O'Donnell says, is "they don't give radio a chance. They expect to sell their product immediately. Only by long-range, continual planning and advertising can the goods be moved.

"A fundamental that all of them forget to apply is this: Tell your listeners about one item and show them why it will serve their purpose. When they respond to the appeal, it is up to you to sell your product in good faith. Then, and only then, can you emphasize another item."

Because of Mr. O'Donnell's unique manner of advertising for results—and attaining them—the Royal Typewriter Co. wrote him a letter commending his record and asking for samples of copy. But Mr. O'Donnell says there is no magic in his treatment "just commonsense."

For point-of-sale, treatment of customer, conversion of leads into sales, for copy ideas and their treatment, Arrow has shot through radio's air straight to the target.

Shipley Opens Office

CARL L. SHIPLEY, for the past 2½ years with the Washington radio law office of Arthur W. Scharfeld, has established his own office at 1103 National Press Bldg., Washington 4, D. C. Telephone, Sterling 2242. Mr. Shipley is engaged now in general practice but continues to handle radio matters. He was graduated from Harvard Law School in 1948 and prior to that had studied at Georgetown U., graduating in 1942. During the war Mr. Shipley was head of communications on the battleship *Nevada*. He left Navy service in 1945 as lieutenant.

GF Names Garver

ROBERT I. GARVER, account executive with Lynn Baker Adv., New York, and author of *Successful Radio Advertising With Sponsorship Participation Programs*, has been named associate sales and advertising manager of the Certo Division of General Foods Corp.



ENGAGED in a little fun making, CBS's Ralph Edwards is about to apply the pie treatment to the face of Hugh B. Terry, general manager of KLZ Denver. Mr. Edwards was in Colorado early this month when he paid a two-day visit to his birthplace of Merino, Col.

Badger Law?

(Continued from page 23)

chants who advertise over the radio station involved or by writing direct to the station."

Food for Thought calls for viewers at the station studio to identify a prominent or historic person from clues "but to get on the quiz panel, participants have to request the station to invite them, constituting consideration," he said.

Mr. Tierney was quoted as saying no plans have been made to prosecute the stations, but added that the ruling speaks for itself and stations broadcasting programs that violate the law will have to stop.

On hearing of the ruling, H. Ellis Saxton, president of the Milwaukee advertising agency bearing his name, told BROADCASTING he would go before the next session of the Wisconsin Legislature with a plea that present state lottery laws be amended "to permit business men to engage in ordinarily accepted advertising promotion in this state without being held up as common criminals." One of Mr. Saxton's clients, Roth Appliance Distributors of Milwaukee, was sponsor of the WMAW show ordered off the air last July.

Gridcasts Sold Out

COMPLETE schedule of football broadcasts on WTRF-AM-FM Bellaire, Ohio, including all special features before and after games and all adjacent spot time, has been sold, the station announced last week. On WTRF-FM, Wheeling Steel Corp. is sponsoring 19 Ohio Valley high school games; King's Jewelry has signed for 15 Cleveland Brown pro games, and other sponsors have taken the seven additional games of local high schools. On AM only, United Packing Co. is sponsoring Mutual's *Game-of-the-Week*.

THIRTY-FIVE home games of Boston Bruins hockey team to be carried by WHDH Boston.

Libel Damages

(Continued from page 25)

abuse of the right of free speech.

However, the court said it agreed with the defendant who "contends that the abuse clause of Sec. 9 [State Constitution] does not confer on a person defamed a right to the remedy of damages, but merely specifies that the constitutional right of free speech does not automatically carry with it freedom from responsibility for such abuses as were recognized by the common law or defined by the [California] legislature.

"To hold otherwise would result in freezing the law of defamation as it was when the constitutional provision was originally adopted in 1849."

The court is expected to schedule arguments soon and hand down its written opinion later in the session.

A case involving broadcasters and libel was decided by the Federal District Court in Philadelphia last March [BROADCASTING, March 20]. In that case, a federal judge ruled a radio broadcaster is not liable for libel in the broadcast of an uncensored political speech. It involved a suit against KYW Philadelphia by Attorney David H. H. Felix, of Philadelphia, charging the airing of a political speech which allegedly was a "false and malicious publication by broadcast."

Movie Question

The U. S. Supreme Court Oct. 16 also declined to rule whether movies should have the same constitutional protection afforded to newspapers and the radio, thus reaffirming a 1915 decision (the Mutual Film case). At that time, the high court had expressly ruled that the making of motion pictures is primarily a profit-making business and thus not included in the "press" whose freedom is guaranteed by the First Amendment.

Court's position in the current case was refusal to review a decision of a circuit court upholding the right of Atlanta censors to ban the movie, "Lost Boundaries," which explored the racial issue.

Attorneys familiar with the industry-pertinent Pennsylvania TV censorship case pointed out that the movie decision doesn't alter the issue in the telecasters fight against the attempt by the Pennsylvania State Board of Censors to pass on film used for television [TELECASTING, Sept. 11, Oct. 16].

In the Atlanta case, legal observers said, the court denied that movies are free from censorship. But in the Pennsylvania dispute, telecasters contend that the federal government occupies the radio-television field and that any state regulation applying to telecasting is unconstitutional. This was affirmed by a federal district court ruling last September.

KCOK Tulare, Calif., joins Southern Calif. Broadcasters' Assn. as 48th member.

Your Nearest **AVERY-KNODEL** *office has all the facts on*

WIBA MADISON, WIS.

They'll show the Hoopers, Conlans, BMB's and other pertinent data to prove that WIBA has dominated the Madison area for more than 25 years.

BADGER BROADCASTING COMPANY

5000 Watts on 1310 . . . NBC

NARBA on Rocks

(Continued from page 21)

9 kc, he asserted, a lengthening of the term of the agreement should be considered in order to assure stability.

Dr. Jose Ramon Gutierrez, Cuban delegation chairman, said his delegation had little information on 9 kc separations and could take no position until the conference answered two questions: (1) Have efforts to reach an agreement based on the present 10 kc separations failed?; (2) Will a 9 kc formula solve the problems?

Commander Edwards canvassed the delegations and concluded that the only alternative to conference failure is exploration of narrowing the channels—"what I call deterioration in the separation of the channels."

The heads of delegations said they favored studying the possibilities of reduced channel separation, Cuba again questioning whether this would prove a real solution but agreeing to cooperate in whatever studies the conference might authorize.

Mexico's Dr. Espejel, who had expressed himself earlier as feeling that the conference had "absolutely failed" insofar as agreement based on the present channel system is concerned and that 9 kc therefore must be considered, now expressed doubts.

Separation Problem

He pointed out that Central American broadcasters use the 10 kc system and that therefore an Inter-American agreement on 9 kc would be necessary to prevent interference between the 9 and 10 kc nations. The next Inter-American conference is scheduled for 1952. On the other hand, Dr. Espejel noted, unless a new NARBA is agreed upon this month, Mexico would not be able to ratify it until 1952.

With the delegates' agreement, a Steering Committee meeting was scheduled for the next day to discuss procedures for handling a 9 kc survey. But in the meantime the U. S. and Mexican groups met again in hopes of reaching fundamental agreement.

The U. S. this time offered Mexico rights on 660 and 880 kc, both U. S. 1-A's, on condition that both nations directionalize operations. Again the Mexicans refused, and signified they would withdraw from the conference.

The formal withdrawal, amid reiterations of regret, friendship and cooperation, came at a plenary session called for the purpose Wednesday afternoon.

Why buy 2 or more... do 1 big sales job on "RADIO BALTIMORE"
Contact EDWARD PETRY CO
WBAL

Happy Mouse

NORM HEYNE, vice president of Ruthrauff & Ryan, Chicago, and a radio and television producer, is showing radio row his latest gimmick for his office desk. It's a small glass fish bowl, which harbors a slight white mouse who munches happily throughout the day on sunflower seeds. His name is Manor—Manor Mouse, that is.

Open Mike

(Continued from page 10)

is well satisfied spending $200 a month with us, might suddenly decide, on the influence of a transcription salesman, to start spending $100 a month with the station, and $150 a month for a record.

Why don't the transcription companies leave the local advertisers to the local stations? Or at least give the station the opportunity to go along on the call?

Thad M. Sandstrom
General Manager
KSEK Pittsburg, Kan.

* * *

Keeps 'Up to Date'

EDITOR, BROADCASTING:

I know I need not tell you that I look forward to every copy of BROADCASTING. One can easily keep up to date in this industry if he reads it carefully.

Harry E. Cummings
Station Representative
Jacksonville, Fla.

* * *

No License Scarcity

EDITOR, BROADCASTING:

Regarding the resolution passed by District 11 NAB meeting, seeking authorization to use restricted licenses at broadcast transmitters [BROADCASTING, Oct. 2].

After reading the attendance list, which contains the names of many people I know, I am amazed that such a resolution could be approved unanimously at this time. If there is a shortage of regular licenses, or if such a shortage is more than a very remote possibility, this information is indeed enlightening.

With the fantastic number of operator licenses issued since World War II technical radio has, in most places, been insanely competitive since 1946. This includes District 11, as I very well know.

Perhaps, Mr. Doherty and the membership of District 11 should get the figures on how many licenses—operator and station—have been issued in the last five years and compare the ratio. Could anything short of total mobilization mean a shorage of technical personnel?

It appears that Mr. Doherty and the members of District 11 want to use baby sitters in lieu of a technical department. But, why not admit it, boys?

Lewis Sherlock
Box 51
Plainview, Tex.

* * *

Young at 52

EDITOR, BROADCASTING:

The enclosed is a picture of a 52-year old broadcaster who still boasts of the fact he can put his "fanny" slightly high in the air.

Also it's a picture of my backyard with pool, etc.

I. R. Lounsberry
President
WGR Buffalo, N. Y.



Mr. Lounsberry flips backward from the diving board.

* * *

Need More Confidence

EDITOR, BROADCASTING:

A few weeks ago I stopped over at the Wardman Park Hotel and I looked in on color transmission via the RCA system. . . . Reproduction, I felt, was good. Not excellent, but good. It would please and satisfy the average viewer, including me. . . .

Over coffee with a commerce member this morning, he brought up the subject of color television. My member said he was going to buy the cheapest black-and-white set he could find on the market, and wait for "these new improvements." . . . The receiver market in the Charlotte-Greensboro area is splendid, but even greater strides would be made if the 4 million people in this region could feel greater confidence in the merchandise they want to buy, from the standpoint of technical obsolescence. . . .

The . . . wisdom and responsibility of the FCC is to be respected, . . . but it will serve the station investor, the public, and the broadcast industry to advance television and radio standards firm and fast. . . . I seriously doubt if the public will condone and support the withholding of any systems for sustained periods, even if obsolescence is involved. . . .

William P. Pence
Chamber of Commerce Inc.
Salisbury, N. C.

WKJG DENIES
Hits NABET Complaint

WKJG Fort Wayne, Ind., last week denied it has failed to comply with a decision of the National Labor Relations Board as charged by the National Assn. of Broadcast Engineers in a complaint to FCC [BROADCASTING, Oct. 9].

WKJG General Manager Edward G. Thoms released the following letter from Karl W. Filter, NLRB field examiner, concerning the NLRB decision issued last March in the station's labor dispute with NABET:

. . . Shortly after the issuance of the order you were contacted by me and expressed your wholehearted willingness to comply in any manner required by the terms of the Order. After that time numerous delays in setting forth the standards of compliance were requested by [NABET], and consequently it was at our suggestion that the matter of compliance was held in abeyance pending some further word from NABET.

These questions were resolved this past summer and we are now in the final stages of determining just who may desire reinstatement with the Company and the amount of back pay which may be due to each of the individual discharges. The Company, up to this date at any rate has at no time failed or refused to follow any of the recommendations of this Board aimed at directing compliance with the order of the Board.

When It's BMI It's Yours
Another BMI "Pin Up" Hit—Published by Hill & Range
FROSTY THE SNOW MAN*
On Records: Vaughn Monroe (Victor); Red Foley (Decca); Gene Autry (Columbia); Guy Lombardo (Decca); Roy Rogers (Victor); Harry Babbitt (Coral); King Cole (Capitol); Jimmy Durante (MGM); Curt Massey (London). (and others)
On Transcription: Bob Eberly—World; Satisfiers—Associated; George Wright—Thesaurus; Lawrence Welk—Standard; Claude Gordon—Capitol; Henry Jerome—Langworth
*(Non-exclusively licensed by BMI)
BROADCAST MUSIC INC. 580 FIFTH AVENUE NEW YORK 19, N. Y.
NEW YORK • CHICAGO • HOLLYWOOD
BMI

Battle Lines on Color

(Continued from page 55)

law to protect the public interest and promote technical advances in the communications art. In my opinion, in this case it has met these responsibilities to the fullest extent possible."

Sen. Johnson noted that FCC is proceeding with hearings looking toward lifting the licensing freeze. "This will open up a vast new market six to 12 months hence when hundreds of new stations will begin operation in areas where now there is no television." he said. "The viewers in those sections are entitled to be able to buy sets which will allow them to receive color programs if they want that kind of a set and the new broadcasters in the new areas are entitled to be able to buy and install color broading equipment if that is their wish."

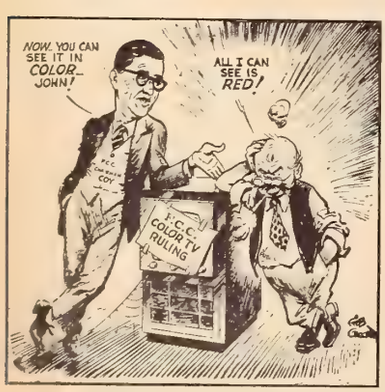
He concluded:

"Stripped of all the cooked-up hurricane of confusion the Commission's orders merely insist upon a 'buyer's choice.' Always there has been resistance to new things by selfish interests, but always, thanks be to progress and Providence, that opposition has been brushed aside and the people have been served."

REP. ROBERT CROSSER (D-Ohio), chairman of the House Interstate and Foreign Commerce Committee, reserved personal judgment on the color issue, but said he would place the matter before his full committee when Congress returns Nov. 27. He said it would be for the committeemen to decide whether a hearing or any other action is taken.

DR. THOMAS T. GOLDSMITH Jr., director of research for **ALLEN B. DuMONT LABS**, said that it would be difficult, if not impossible, for independent stations to operate soon on the CBS color TV system.

He pointed out that non-interconnected television stations, relying heavily upon film for their programming, will find it difficult to obtain color films suitable for color telecasting. Only 15 percent of the entire film supply is in color, he said. No equipment is now available for transmission of color film even if such film were abundant, he said, predicting equipment capable of handling standard 24-frame-per-second film for color telecasts might not be available for a long time.



—From Washington (D.C.) Evening Star

WALTER A. BUCK, vice president and general manager, **RCA VICTOR** Division, said in a letter to distributors, the decision adopting "an incompatible, degraded color television system has created confusion and uncertainty in the public mind. . . . It is clear that you can continue to offer RCA Victor TV sets to the public with complete confidence . . . they will get years of satisfactory service and entertainment." He continued with a description of the color system adopted as "scientifically unsound and against the public interest." "RCA will continue its development of its all-electronic color television to full commercial stature," he said, "and will demonstrate the progress it is making in this development and prove that the sound future of color can be built and will be built on bedrock principles."

Poppele's Views

J. R. POPPELE, vice president **WOR-TV New York** and president of **TELEVISION BROADCASTERS Assn.**, said, it "may take some years" before color television can "attain the magnitude of the present black and white service."

"Adoption by the FCC of standards for color television in no way interferes with the continued broadcast of black and white television programs by the nation's 107 television stations. . . .

"At the present time only one of the 107 television stations is equipped to transmit color images on the basis of the new standards. The number of color television sets or converters and adapters (which are required for color reception on present sets) currently on the market are less than 100. . . . It may take some years before color television can attain the magnitude of the present black-and-white service, which is reaching 35 million people in 65 of the nation's leading markets. Conversion to color is required both in the studio and receiver. Both will be gradual. The process may be slowed by the exigencies of the present national emergency."

E. K. JETT, director of television, **WMAR-TV Baltimore** and formerly chief engineer and member FCC, answered the question "Shall I buy a TV set now?" with an emphatic "Yes." "Later, but not soon," he added, "you might have to buy a small attachment to receive color programs as black and white pictures." No station has been ordered to transmit color, he said, and no color equipment, transmitting or receiving, is available at this time in the Baltimore area. However, he pointed out, it would be possible for all three of Baltimore's TV stations to transmit color programs from New York where CBS is equipped to originate and feed color signals to Baltimore by coaxial cable.

GEORGE B. STORER, president, **FORT INDUSTRY Co.**, warned a group of television dealers and distributors that color TV is still a long way in the future and the "color situation should not stop them (the public) from buying a receiver now if they want one." "I don't mean to deprecate color telecasting," he continued, "but every effort will be for better black and white pictures for local set owners. The very limited color programs we will carry will be for the 'hams' or amateurs who want to experiment with their own receivers, but in no way will upset our programming in black and white pictures."

JOHN E. McCOY, attorney for **FORT INDUSTRY Co.** who resigned as chief of the FCC law bureau's TV section in September, reviewed the actions leading up to the decision and pointed out that color TV needed only a color camera on the transmission end and a color receiver on the other.

WILLIAM BALDERSTON, president **PHILCO Corp.**, advised Philco distributors the company intends to continue full scale production of black-and-white television sets, despite the FCC color decision. Mr. Balderston said:

"Color television has not arrived. . . . Black-and-white is and will continue to be the basic system of commercial television for years to come." Philco believes "the presently proposed system (CBS color) with its awkward mechanical whirling disk and small-size pictures is entirely unacceptable to the public and that the only color television the public will buy in volume is that which keeps pace with current electronic developments in black and white. That kind of color with its bigger pictures, finer quality and performance is being perfected in the laboratories of the industry today."

'Two Years Away'

Philco believes "such a color system is at least two years away . . . if and when color programs may warrant the expenditure," equipment to convert black-and-white sets to receive color "can be made available."

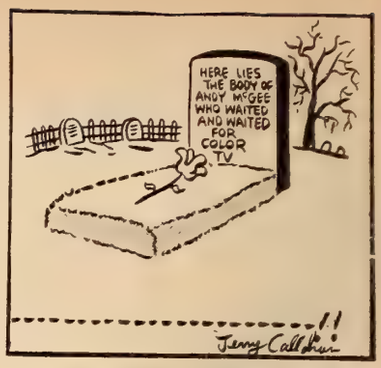
JOHN W. CRAIG, vice president, **AVCO MFG. Corp.** and general manager of its Crosley division, said the entire television industry regards the CBS color system as "impractical."

Speaking before the 22nd annual Boston Conference on Distribution last week, Mr. Craig said: "There is serious question as to whether [the CBS system] can overcome its limitations sufficiently to be put to practical use. And unless it is practical — especially unless it is compatible—the public cannot be expected to accept it."

The present black and white system will continue to be "the backbone of television" for years, he predicted.

He said the FCC decision was "not the final word" and that the last word would be had by the public.

DR. VLADIMIR K. ZWORYKIN, vice president and technical consultant, **RCA LABS**, said the RCA dot-interlace color television system had achieved the "final objective of confining a perfectly compatible color system with resolution comparable to that of black-and-white television in a standard television channel." He said that experiments of 20 and 30 years ago to develop color television employing the field-sequential system with its rotating mechanical disk (the CBS system) had shown the method was not "good enough for public acceptance." He said that Kinemacolor, a field-sequential color movie system tried in the early part of the century, proved a "distinct failure" because of inherent effects of excessive flicker.



—From Philadelphia Bulletin

ARTHUR A. BRANDT, general sales manager, **GENERAL ELECTRIC** Receiver Division, told dealers black and white television programs will remain the backbone of the TV business for many years to come and color television will be supplementary and probably limited to one station in New York City for an indefinite period. No one knows how long it will take to engineer, develop and produce the highly complicated television station equipment needed to originate color telecasts outside New York, he continued. "While conversion is possible we do not believe that many people will want to convert their sets until color broadcasts offer a real added service," he said. Color sets will be considerably higher in cost, he pointed out.

'Unwise Decision'

ROBERT W. GALVIN, executive vice president, **MOTOROLA Inc.**, told dealers "prospects for color television were dealt a lethal blow by the 'premature and unwise decision' of the FCC in favor of CBS color standards." "The CBS color system is so impractical that it will die as soon as the public gets the facts," he continued. The majority of the 8,000,000 sets now in the hands of the public will never be converted, he said, pointing out the difficulty of such a task. If they were, the large screen sets could present only black and white which would be a "substantially poorer" picture than that the public sees now, he continued. "When the public fully understands these complexities," Mr. Galvin stated, "interest in this kind of color reception will quickly die." He could see only one answer to the problem: "That the FCC will review

the advances which have been made in color television since the time it closed its hearing on that subject last May. If this is done, it is possible that after due reconsideration the FCC may allow a compatible system."

JAMES H. SIMON, president **SIMON DISTRIBUTING Corp.**, Motorola distributor, apprised his dealers of the Motorola attitude and urged that they "put their shoulders to the wheel and work as the greatest team America has ever known." "If we do," he said, "we are going to continue to enjoy fine black-and-white television business for many, many more years to come. Don't sell black-and-white short."

JOHN B. MILLIKEN, president of **TELEVISION EQUIPMENT Corp.**, which makes Vericolor industrial television color equipment for CBS and Remington Rand, announced his company is now producing TV color converters for existing sets, and TV color receivers.

At a cost "probably less than $50" plus installation charges of "not more than $25," the converters will be available to the public in early December, he said. Also under production is an adapter which will permit TV color receivers to also receive in black and white, he said.

WILLIAM L. DUNN, vice president of **BELMONT RADIO**, owner of **RAYTHEON Mfg.**, said his firm's "first responsibility" is to its customers and that accordingly the company has taken "necessary steps to protect their investment" and will produce adapters and converters "some time during the first half of 1951," providing color discs are available.

He made clear, however, that "we neither agree with nor condone FCC's ill-considered decision. . . . The decision probably will not, and we hope it does not, remain. . . . We hope the present non-compatible system will be replaced with a compatible system before it is necessary to market these devices." He charged FCC had delayed the availability of really good color by several years, and said Raytheon will conduct an advertising campaign in 50 cities answering the question: "What are the straight facts about television?"



—From Chicago Tribune

LEONARD ASHBACH, president, **MAJESTIC RADIO & TELEVISION**, said his company would build adapters and converters as soon as there is public demand for them and as soon as components are "readily available." Mr. Ashbach said there was no need for haste in the matter because "even if CBS color goes on the air next week it will be at least two to three years before color telecasts will measure up with the quality of entertainment that we now enjoy on black and white receivers." He said prospective television buyers need not hesitate to purchase present black and white sets "because TV stations will continue to telecast black and white programs as long as sponsors are willing to pay for same."

MUNTZ TV Inc. announced it would have a plug-in, self-contained converter on the market by Christmas at a "relatively low price." The unit contains a 10-inch picture tube with magnifier to give the effect of a 12½-inch picture.

WCAU-TV Plans Color

DONALD W. THORNBURGH, president **WCAU Stations**, Philadelphia, CBS affiliate, promised WCAU-TV "will begin color transmission as soon as it is made available to us." It "represents still another challenge" which the station will meet "in the best interests of the public, the advertiser and the broadcasting industry," he continued. "It will be necessary for us to delay any definite announcement until we know the network schedule of broadcasting and until we are able to obtain some receiving sets for demonstration purposes," he said. He reminded the industry that it was a WCAU-TV viewer, Forrest W. Killy, Roselle, N. J., electrician, who startled the country by constructing his own color adapter from $4.30 worth of material to pick up the January-February color telecasts via the station.

HUMBOLDT J. GREIG, president, **WHUM Reading, Pa.**, a CBS radio affiliate, wired Frank Stanton, CBS president, that WHUM was "a complete believer in the future of color" and that the station was prepared to advise the FCC of its desire for a VHF color telecasting grant instead of black and white. Mr. Greig's wire was prompted by request of Mr. Sprague, RTMA president, for time to answer Mr. Stanton. ". . . We can see no reason to donate time to Sprague for his purpose," Mr. Greig wired. "We can understand transmitter manufacturers may desire to stall color until they can sell all successful new applicants for VHF transmitted black and white set up. WHUM is complete believer in color. This is one station that can see no point in building black and white transmitter. . . . WHUM is prepared to advise FCC of desire for VHF color grant instead of black and white."

TELE-TONE Corp., which said earlier that it would produce converters, announced in full-page newspaper advertisements — to which CBS President Frank Stanton called attention in other full-page ads—that it would have its "Tele-color" units on the market Jan. 1, "priced so modestly it will be within the immediate reach of every television set owner." Each unit will have its own cabinet, tube, screen, and attaching device.



—From Detroit Free Press

H. L. HOFFMAN, president **HOFFMAN RADIO Corp.**, in an attempt to clarify the color situation, said, in part: (1) The decision is a permissive decision—not a mandatory one. It permits CBS to telecast color with its field sequential system. (2) FCC has given the green light as to procedure and system that should be used by the engineering departments of the various manufacturers. (3) Color will be a supplementary service, not a replacement service. (4) Black and white telecasting system will continue to be used. (5) When regularly scheduled colored telecasting is available commercially, Hoffman will make reception of these programs available to Hoffman owners. (6) All equipment for telecasting and receiving is still in an experimental phase. (7) The present set is just as good a buy today and will give just as much pleasure as the set that was purchased before the FCC announced acceptance of CBS color.

Kaplan Asks Reply

MICHAEL L. KAPLAN, president, **SIGHTMASTER Corp.**, New Rochelle, N. Y., wrote to Frank Stanton, CBS president, inviting "your public reply" to Mr. Kaplan's claim that the FCC decision "carries with it the threat of forcing to the wall nearly every medium size manufacturer who cannot withstand the economic pressure of a sales stoppage in the industry." Mr. Kaplan earlier had wired FCC Chairman Wayne Coy that the Television Manufacturers Assn., a group which has no connection with the RTMA, and of which Mr. Kaplan is president, would like to know "whether CBS shares one hundredth the confidence in their incompatible system that your Commission does." The official comment by a CBS spokesman was: "It's too ridiculous to merit a comment."

FRANK MOCH, president **TELEVISION INSTALLATION SERVICE Assoc.**, Chicago, said the new CBS color television system is not technically nor economically feasible. "It will add a greater expense to the initial cost and service maintenance of TV sets," he said. "The FCC decision is contrary to the public interest and, if necessary TISA will ask an injunction to nullify it," he added.

WPEN PROTEST

Hits Race Results Story

MENTION of WPEN Philadelphia in connection with the FCC's decision denying renewal of license to WTUX Wilmington, Del., on the ground it broadcast racing information, was protested last week by Edward C. Obrist, WPEN general manager.

The FCC's decision included the following footnote:

"Mention was also made of the use of Station WSNJ Bridgeton, N. J.; WANN Annapolis, Md., and WPEN Philadelphia, but these stations do not appear to be relied on to any great extent."

Mr. Obrist contended BROADCASTING took liberties with the Commission's decision in using the following language in the Oct. 16 issue:

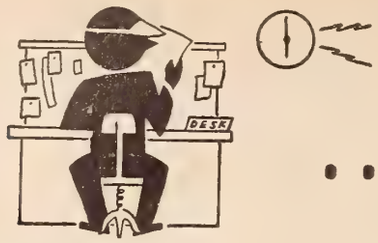
"The decision noted Wilmington bookmakers have used not only WTUX but also WWBZ Vineland, N. J., WPWA Chester, Pa., WITH Baltimore, and to a lesser extent WSNJ Bridgeton, N. J., WANN Annapolis and WPEN Philadelphia."

Cites Confusion

This version of the decision, combining two separate notes into a consolidated paragraph, labels WPEN with a "stigma" which the station feels is "particularly onerous," said Mr. Obrist. He added that "someone or several persons along the line have confused WPEN in their minds with at least one and perhaps two other Philadelphia stations when queried on racing by the FCC."

Mr. Obrist said WPEN has "never indulged in a race results broadcasting of the nature referred to in the WTUX story" though for a six-month period some two years ago it carried a 15-minute race summary at 6:45 p.m. However, he said, WPEN has never broadcast from the track or carried results as the races were run. Furthermore, the subject has never been an issue at license renewal time, he declared.

NEW syndicated comic strip based on CBS *My Friend Irma* series being carried in 25 newspapers.



...at deadline

PILOT DROPS SUIT TO UPSET COLOR DECISION

PILOT RADIO Corp. announced Friday withdrawal of its action against FCC, filed Oct. 17 in Federal court in Brooklyn, and its intervention in action brought by RCA and NBC against FCC in Federal court in Chicago. Isadore Goldberg, president of Pilot, said:

> As both suits involved the same issues, I feel that the interest of the public will be best served by a single action, rather than two separate suits. Thereby a single and speedy adjudication may be obtained. The pendency of two actions in two different courts, on the other hand, might possibly result in contrary adjudications, and add to the public confusion and to the chaos which has already resulted from the order of the Commission approving CBS color.

Pilot's decision was disclosed shortly after FCC released copies of motion it was preparing to file seeking transfer of RCA suit from Chicago to New York, on grounds RCA should have filed in New York and also that fighting suits in both New York and Chicago would cause "substantial inconvenience to the Government." Commission announced that because of Pilot's new move "FCC will not file particular papers which have previously been released."

'ILLEGAL' TV STATION UNCOVERED BY FCC

FCC SAID Friday it had apprehended its "first illegally operated TV station"—constructed and operated by Tube Div. of Sylvania Electric Products, one of nation's largest TV tube manufacturers.

"The Sylvania unlicensed, illegally operated television station was rebroadcasting [on Channel 7] the NBC network programs emanating from WNBC-TV in New York and broadcast [on Channel 13] in Johnstown, Pa., by WJAC-TV," FCC said, asserting tower was near Emporium, Pa., and that operations had been in progress intermittently since Sept. 1 and regularly for about three weeks. Unlicensed station went off air at 5:10 p.m. Thursday after conferences between FCC personnel and Sylvania officials, FCC said.

NEW YORK TV GUILD VOTES NETWORK STRIKE

STRIKE against television networks at discretion of Television Authority negotiators authorized by New York membership of TVA with similar votes to be taken this week by Chicago and Los Angeles memberships.

No deadline for agreement set by TVA, which has been negotiating with networks since September. However, there have been no prior agreements between parties so union is not required to wait 30 days before calling strike.

FULTON CRITICIZES FCC HANDLING OF RICHARDS CASE

FCC'S proceeding against G. A. (Dick) Richards should never have been brought in first place, Hugh Fulton, his attorney, charged Friday as FCC concluded Los Angeles phase of inquiry (early story page 34).

Mr. Fulton charged Benedict Cottone, FCC general counsel, disregarded recordings of all KMPC newscasts back to 1942.

SCHECHTER TAKES POST WITH CROWELL-COLLIER

A. A. SCHECHTER, who resigned as MBS vice president in charge of news, special events and publicity fortnight ago, leaving radio to become executive of Crowell-Collier Publishing Co., publisher of *Collier's, Woman's Home Companion,* and *American Magazine.* He has been in radio since 1931 when he joined NBC as director of news and special events. He left NBC in 1942 to join Army and served as lieutenant colonel and radio chief of Gen. MacArthur's public relations section.

He joined MBS as vice president and news chief in 1945. Announcement of new association made by Albert E. Winger, president of Crowell-Collier, who said Mr. Schechter was joining "the executive staff." It is understood Mr. Schechter will receive a considerable increase in compensation over his position with MBS.

TOP STAFF CHANGES ANNOUNCED BY ABC

ABC promotions and realignments announced Friday: Ernest L. Jahncke, vice president in charge of stations, appointed vice president in charge of all ABC radio, including network and stations. Joseph A. MacDonald, vice president and general attorney, and Robert Saudek, vice president in charge of public relations, appointed assistants to president.

Mr. MacDonald will continue in charge of legal matters and labor relations. Mr. Saudek, in addition to present duties, will head advertising, promotion and research. Theodore I. Oberfelder, head of advertising-promotion, becomes manager of WJZ New York, with Clarence Doty named manager of WJZ-TV. Both report to Murray Grabhorn, vice president in charge of O&O stations. Mitchell DeGroot appointed acting manager of advertising and promotion. Benjamin Gedalecia continues as manager of research.

CONFERENCE HELD ON LOTTERY DECISION

WALTER EMERSON, ABC Central Division attorney, went to Madison, Wis., Friday to confer with officials of WMAW and WTMJ-TV Milwaukee on Wisconsin ruling which cited ABC *Stop the Music* and six other radio-TV shows aired in Milwaukee as "lotteries." ABC New York awaited official notification from state attorney general's office (see story page 23).

Attorney Harry Sauthoff, minority stockholder in WISC Madison, which carries ABC program, planned conference with Madison County district attorney to forestall possible ban at WISC. He suggested to ABC officials that, if ban were extended to Madison, network should promptly seek 30-day stay of proceedings from courts. Mr. Sauthoff felt ruling is discriminatory.

LIBERTY SIGNS SWING

RAYMOND SWING, commentator, signed by Liberty Broadcasting System to broadcast exclusively over network Mon.-Fri., 5:30 p.m. (EST) beginning Nov. 6.

Closed Circuit

(Continued from page 4)

Cann-Erickson, Chicago, and Petroleum Group head and Standard Oil of Ind. account executive, will resign Dec. 31 to go into real estate business in Florida. He will be replaced by Sidney Wells, now agency's creative director. Mr. Wells' job will be taken over by George Bowman Kreer, copy group head at J. Walter Thompson, Chicago.

NBC AFFILIATES DISCUSS OVERALL RATE INCREASES

NBC affiliated stations recommended Friday that network use "all its facilities" to editorialize against FCC color decision. Recommendation, made at NBC convention in White Sulphur Springs taken under advisement by management (early convention story page 19).

Both AM and TV rates discussed but no formal resolution taken by stations. Both NBC President Joseph H. McConnell and Executive Vice President Charles R. Denny said entire rate picture being studied with view toward adjustments. Increased network daytime radio rates were indicated. Many affiliates advocated overall boosts arguing radio has been underpriced for decade.

Resolution adopted urging network to substitute dollar charges for free television hours to defray interconnection and sustaining charges. Network took this under advisement. Majority of affiliates objected to proposed FCC rule on allocation of TV time to network programs in less than four-station markets.

SPAC committee to be reorganized from eight to 10 members, two new TV members to be elected by mail. Pattern to provide one new TV director for each 10 stations added.

John A. Kennedy, WSAZ-AM-TV Huntington, W. Va.; George B. Storer, Fort Industry Co., and George Norton, WAVE-AM-TV Louisville, named to handle excess profit tax matters for TV as new art.

Next NBC convention to be held in New Orleans if hotel space available.

Easton Woolley, station director who is going to KDYL Salt Lake City as vice president, to be presented by affiliates with paid order for DeSoto car and antique sterling tray. Affiliates approved proposal of P. A. Sugg, WKY Oklahoma City, for creation of industry-wide fund to provide scholarship in honor of late John J. Gillin Jr., WOW Omaha, at Creighton U., his alma mater.

EDUCATION'S PLACE IN TV CONSIDERED

FURTHER details of DuMont's revised VHF-UHF TV allocation plan presented to FCC Friday by Dr. Thomas T. Goldsmith Jr., firm's director of research (see early story page 56). Comr. Frieda B. Hennock, concerned at DuMont's plan to provide for educational TV only above 830 mc, indicated she'd ask all parties about education's place in VHF. Asked by Comr. Hennock which comes first, education or commercialism, Dr. Goldsmith replied, "Both." Asked status of DuMont, he said firm is "not exclusively an educational institution."

Economic effects of allocation were discussed by Christian J. Witting, general manager of DuMont TV Network, in support of DuMont plan. He said DuMont believes if FCC allocation proposal is adopted that: "Monopolistic control" of TV broadcasting could conceivably result since insufficient number of outlets are provided in major markets; incentive toward better programming, normally resulting from competition, would diminish; limited number of national advertisers would enjoy "an impregnable advertising advantage" in TV.

WTAG moves merchandise with three morning shows

Central New England families are wide-awake and eager to buy, thanks to three unique WTAG-produced morning shows.

"Morning Parade" with John Wrisley, is music to everybody's ears, including the long, impressive list of advertisers.

"The Julie 'n Johnny Show",* another participating show long established but with a new twist, originates and is a sellout day after day in the Sheraton Hotel, with an audience from every section of Central New England. Julie 'n Johnny move merchandise, too. When, for example, they first personalized a Worcester bank's announcement, a listener promptly opened six $1,250 accounts, one for every member of his family, and credited this show on WTAG.

As hostess on "Modern Kitchen",* Lyda Flanders capitalizes on her extraordinary cooking heritage — 30 years as cooking authority of Central New England. Housewives almost eat out of her hand. Over 100 clubs and organizations a year, in the WTAG market, call on her for speaking engagements.

Put the "merchandise-moving" power of these shows to work for you in the prosperous Central New England Market. To get results in *all* of Central New England, buy a buying audience with WTAG.

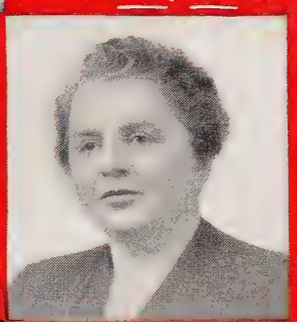
* **May we place your order on the current waiting list?**



"Morning Parade" **John Wrisley**
Monday through Saturday 6:30-7:00 a.m.; 7:15-7:45 a.m.; 8:15-8:55 a.m.
A few availabilities now open.



"The Julie 'n Johnny Show"*
Co-emcees Julie Chase — Johnny Dowell
Monday through Friday 9:00-9:45 a.m.



"Modern Kitchen"* **Lyda Flanders**
Monday through Friday 9:45-10:00 a.m.

WTAG
WORCESTER
WTAG-FM BASIC CBS • 580 KC

Industrial Capital of New England

See Raymer for all details



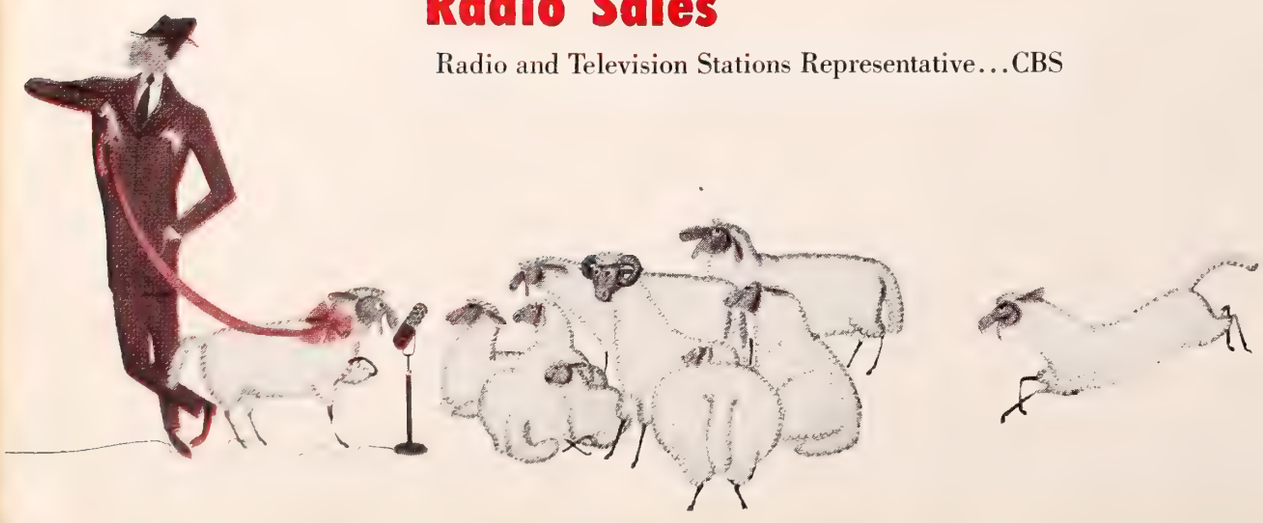
Don't pull the wool over their ears



They'll spot you as an outsider every time you try to dress up your sales story with "local color." But customers *will* flock your way if you let a real, dyed-in-the-wool local personality do your talking for you. He *knows* the best approach ...talks the language of the people thereabouts...*knows how to make them buy*. Take local personalities like WBT's Grady Cole in the Southeast...WCCO's Cedric Adams in the Northwest... WEEI's Carl Moore or E. B. Rideout down Boston way. They do it all the time. In each of 13 of your best markets, you'll find the favorite local talent on the radio station that's represented by Radio Sales. So when you want the pick of the local flock, just call Radio Sales. We can put you in green pastures.

Radio Sales

Radio and Television Stations Representative...CBS



Representing radio stations WCBS, WBBM, KNX, WCAU, WCCO, WEEI, KMOX, KCBS, WBT, WRVA, WTOP, KSL, WAPI and the Columbia Pacific Network; television stations WCBS-TV, WCAU-TV, KTTV, WTOP-TV, WBTV, KSL-TV, WAFM-TV

OCTOBER 30, 1950

BROADCASTING
TELECASTING

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TELECASTING
Begins on Page 55

20TH year
The Newsweekly of Radio and Television
$7.00 Annually
25 cents weekly

A NEW IOWA SURVEY WITH RELIABILITY PLUS!

Combines Large Sample "Interview" and "Diary" Techniques

FOR years, the Iowa Radio Audience Surveys have been recognized as thoroughly reliable and highly informative studies of Iowa listening habits. They have answered such provocative questions as "How much do people listen to car radios?" . . . "How much extra listening takes place in multiple-set homes as compared with single-set homes?" . . . and "What is the listener attitude toward commercials?", as well as the more conventional questions concerning program and station preferences.

The 1950 Edition of this famed Survey, now ready for distribution, was conducted with the same scientific sampling methods that distinguished the twelve preceding editions. However, the "interview" method of gathering facts, which was the basis of the earlier surveys, was this year combined with a new "diary" method. As a result, the 1950 Edition contains much new information and is even more reliable than in previous years.

INTERVIEW TECHNIQUE

The interview technique is based on a personal interview in the home, with one member of the family. It permits a large and statistically reliable sample to be interviewed at reasonable cost. It permits a correct proportion of replies from every segment of the State's population — geographical, economical, etc. It has two minor weaknesses, however; it depends upon the "recall" of the person being interviewed and it usually reaches only one member of the family.

DIARY TECHNIQUE

The diary technique as used in the 1950 Radio Audience Survey overcomes the handicaps inherent in the interview technique. It provides *each radio set in the home* with a diary which is filled in at the time of listening by the person in charge of the dial. This diary is voluntarily kept for 48 hours.

The reliability of the 48-hour diary-type radio survey used in the 1950 Iowa Radio Audience survey was established by a study conducted in January, 1949, by Dr. Arthur Barnes of the State University of Iowa. He obtained a ten-day diary record from 368 families in 41 Iowa counties. A careful comparison of the first three days of listening with each corresponding day of the week (eighth, ninth and tenth days of the diary) showed no tendency on the part of diary families to "listen more" when the diary was first started.

COMBINED INTERVIEW-DIARY TECHNIQUE

The 1950 Survey combines the best features of both techniques by making every seventh selected home a "diary home," as well as an "interview home." This eliminates the weaknesses of both methods and at the same time maintains a large and scientific sampling of the whole State by farm, village, urban and other categories.

The 1950 Iowa Radio Audience Survey is a "must" for every advertising, sales or marketing man who is interested in radio in general, and the Iowa market in particular. It is not only an invaluable study of *Iowa* listening habits, it is also an outstanding contribution to radio research in general. Write for your complimentary copy, *today!*

WHO
+ for Iowa PLUS +
Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager



FREE & PETERS, INC.
National Representatives

It takes the proved **selling** *power of* **WHAS...**



WHAS offers the only complete farm programming service for Kentucky and Southern Indiana. Kentuckiana farmers *depend* on WHAS Farm Coordinator Frank Cooley and Assistant Don Davis for up to the minute farm news and market reports.

...to reach the record **buying** *power of Kentuckiana*



Recent U.S.D.A. figures show Kentucky has more cattle and calves, more hogs and pigs, more sheep and lambs, more horses and colts, and more chickens on farms than any other state south of the Ohio and east of the Mississippi Rivers.

50,000 WATTS ★ 1A CLEAR CHANNEL ★ 840 KILOCYCLES

The only radio station serving and selling all of the rich Kentuckiana Market

Television in the WHAS tradition

WHAS-TV
Louisville, Kentucky

WHAS
INCORPORATED • ESTABLISHED 1922
Louisville 2, Kentucky

VICTOR A. SHOLIS, *Director* • NEIL D. CLINE, *Sales Director*

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. • ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES

the meat of the nut . . .



Why buy the shell?

In this billion-dollar Tri-Cities market, WTRY neatly tucks in its coverage where the sales are, leaving the fringe counties for the station with the oversized reach and the costs to match. We can send you a book-full of figures to prove it, but here is the meat . . .

WTRY (5 kw)	110,690 radio families
Station A (10 kw)	79,510 radio families
Station B (5-1 kw)	79,340 radio families
Station C (50 kw)	116,390 radio families

(BMB Total Weekly Audience in the Tri-City Counties of Albany, Schenectady, Rensselaer)

Now—let's scan station C. This 50,000-watter spreads its coverage over mountain and dale, pours it out to less populated areas. But, of 16 markets claimed by Station C, five counties represent more than two-thirds or 67% of the total 360,700 radio families. And, in these five counties, WTRY delivers a larger audience than Station C. Yet, Station C's cost for an announcement, for instance, is 2½ times that of WTRY.

WTRY

ALBANY 8 MI.
TROY 4 MI.
SCHENECTADY 10 MI.

Does the extra coverage you get on Station C justify the added cost? Ask yourself or ask HEADLEY-REED.

ALBANY • TROY • SCHENECTADY
980 kilocycles CBS 5000 watts

Represented by Headley-Reed Company • Columbia Broadcasting System

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



Closed Circuit

REPORTS persisted Friday that United Paramount Theatres is bidding for acquisition of ABC, despite thorough denials. Formed in divorcement of Paramount Pictures' production and exhibition activities, theatre firm has long-pending FCC applications to take over old picture company's control of WBKB (TV) Chicago and half interest in WSMB New Orleans. FCC action on this application has been held up while FCC tries to arrive at "anti-trust policy"—which may come soon.

ONE of first results of Mexico's withdrawal from NARBA conference [BROADCASTING, Oct. 23] will be reactivation of Daytime Petitioners Assn.'s efforts to get FCC authority for full-time use of six Mexican 1-A channels currently used in U. S. on daytime-only basis.

POTENCY of radio, television and newspapers to be tested in 13-market survey by Emil Mogul Agency, New York, on behalf of its client National Shoes. Campaign starts this week.

FITCH SHAMPOO (Grove Labs) cancelling its MBS show, *The Shadow*, effective Dec. 3, and will probably buy spots in selected markets. Reason for cancellation increasing production costs of product. Harry B. Cohen, New York, is agency.

KENYON & ECKHARDT, New York, expected to resign Sylvania Electric Products account, effective Jan. 1.

FIRST CBS commercial color account could well be Tintair, hair color restorative, now sponsoring Sinatra on CBS-AM. Company, paradoxically, is owned largely by Martin Strauss, formerly of Eversharp, and Carl Byoir, public relations expert just retained by RCA in color fight. Don Nathanson, former advertising head of Toni during its phenomenal development, also is with Tintair. They hope to land Arthur Godfrey.

SAM SUTTER, vice president, Dancer-Fitzgerald-Sample, New York, moving to William Esty, New York, as copy chief.

WITH TV freeze limiting their television station representation possibilities, certain key station representative firms are exploring possibilities of expanding their revenues by selling syndicated film to stations, along lines of activities of Radio Sales, Radio and Television Stations Representative, CBS.

NEGOTIATIONS of George B. Storer, president of Fort Industry Co., with Cuban Banker Jose Menanos for acquisition of Television de Caribe, temporarily at standstill pending resolution of a mix-up over allocation of permanent TV channel to Cuban company.

ONE large midwestern agency began shooting all television commercials on color film day after FCC decision adopting CBS stand-

(Continued on page 82)

Upcoming

Oct. 29-Nov. 4: National Radio & Television Week.
Oct. 30-Nov. 1: Radio-Television Mfrs. Assn. and Institute of Radio Engineers, Hotel Syracuse, Syracuse, N. Y.
Oct. 31-Nov. 1: AAAA Eastern Conference, Waldorf-Astoria Hotel, New York.
Nov. 2-3: NAB District 4, Williamsburg Inn and Lodge, Williamsburg, Va.
(Other Upcomings on Page 67)

Bulletins

DEMAND that CBS avoid controversial color TV discussion on *Arthur Godfrey's Talent Scouts* program on CBS-TV submitted Friday to President Frank Stanton by William Brooks Smith, advertising manager of Lipton Tea Co., Lever subsidiary. Protest arose from Mr. Godrey's advice to set buyers on Oct. 23 program.

SOME SET MAKERS FORECAST CUTBACK IN PRODUCTION

PORING over National Production Authority's plan for up to 20 or 30% cutback in basic metals (story page 19), some radio-TV manufacturers Friday forecast substantial curtailment in civilian output, though most withheld comment pending more thorough studies.

John B. Huarisa, executive vice president of Admiral Corp., felt "apparently new restrictions are just beginning," and said that though next year's outlook is "not clear," he thought production may be off 25% to 30% or more.

Leonard Ashbach, president of Majestic Radio & TV Division of Wilcox-Gay Corp., on basis of newspaper accounts of NPA plan said idea of 20-30% outback is "ridiculous"—even now, he said, it's hard to get components for TV sets for 50% of firm's capacity. Another manufacturing representative felt NPA cutback, coupled with color TV decision, 10% excess profits tax on TV sets, etc., poses serious threat to TV manufacturer.

Comdr. E. F. McDonald Jr., Zenith Radio Corp. president, termed cutback "no surprise," said Zenith is preparing for future shortages and production cuts. Pilot Radio Corp. President Isadore Goldberg forecast ultimate cut in civilian production to about 50%. He foresaw no effect until present inventories run out, which he estimated at one or two months. Spokesman for John Meck Industries and Scott Radio Labs termed NPA move "no thunderbolt of news."

Admiral's Mr. Huarisa called for shelving of color and UHF TV "until the nation can return to a peacetime economy." He said "we would much prefer to let our engineers work on government military orders than have them devote time to a color TV system which is primarly for the use of a handful of CBS executives."

Among manufacturers withholding comment pending further study of NPA action were RCA, General Electric, Westinghouse, Emerson.

Business Briefly

THAYER NAMES ● Thayer Inc., Gardner, Mass. (baby furniture), appoints McCann-Erickson, Boston and New York, as agency. Radio and TV considered.

CLUB CONTINUES ● Philip Morris Co. renewing for 52 weeks *Johnny Olsen's Luncheon Club*, Mon.-Fri., 12-12:25 p.m. on ABC and *One Man's Opinion*, 8:55-9 a.m., over ABC, Mon.-Fri. Agency, Cecil & Presbrey, New York.

CAMPANA ON NBC ● Campana Sales Co. renews *Solitaire Time* for 52 weeks on NBC, Sun., 11:45-12 noon. Agency, Clements Co., Philadelphia.

HARRISON EXPLAINS CONSTRUCTION BAN

NO "specific assurance" can be given that non-defense building projects already begun may be completed, William H. Harrison, NPA administrator, reiterated Friday. Mr. Harrison made statement in reply to telegram from Associated General Contractors of America. Officials said this would apply to radio-TV construction, terming this "more essential" at present time than types prohibited in original order (story page 19). Mr. Harrison stated:

> Possibly further types of construction would have to be limited in the future. . . . No specific assurance could be given that non-defense projects started could be completed. Within the past few weeks we have had requests for assurance on this particular point and in the public interest it seemed important to make reference to (it) in the order. Appeals procedures are specifically provided for. . . .
>
> We are mindful of the extreme importance of the broad question . . . and should it later be found necessary because of increased demands of the defense program to limit further types . . . it will be our intent to avoid interruption of projects already underway as was done in the order. On the other hand, we cannot give assurance that circumstances in the future will permit adherence to this policy.

FALSTAFF MAY EXPAND

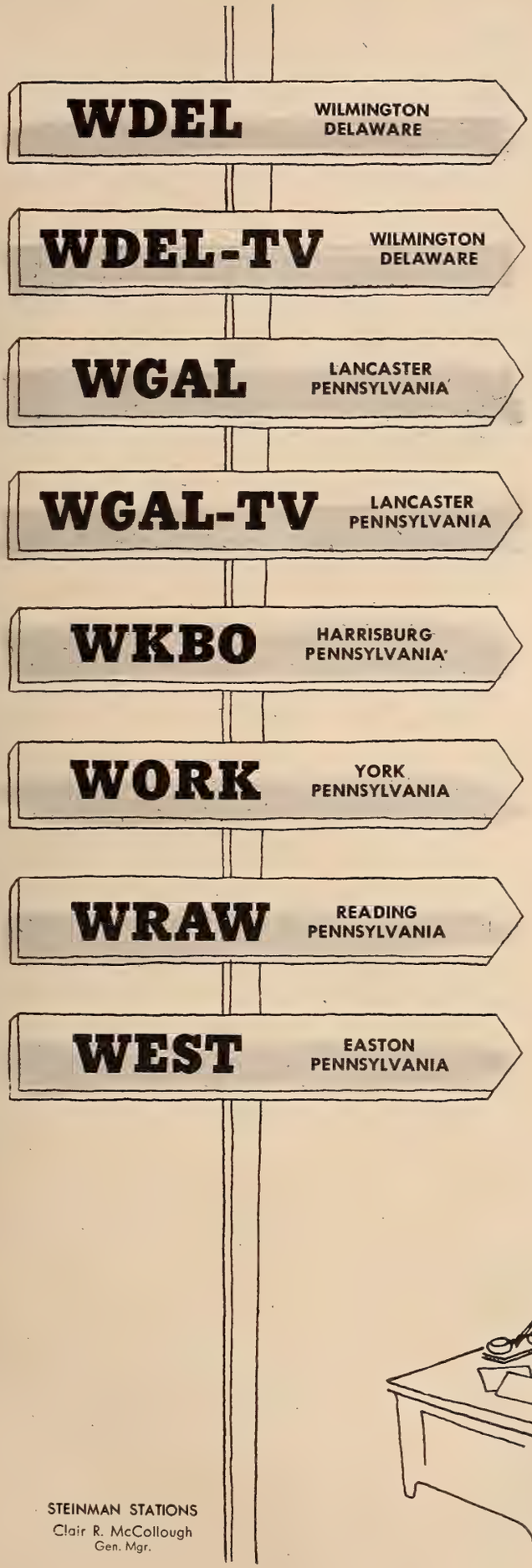
FALSTAFF BREWING Co. considering expansion of sponsorship of late evening movies on television. Firm experimented in St. Louis and now bought another show in Omaha because of successful results of free offer of salt and pepper sets. Falstaff also switching its transcribed *Meredith Willson Show* in more than 60 radio markets to local shows relying on station's programs to reach its audience best. Dancer-Fitzgerald-Sample, New York, is agency.

AAAA TV DISCUSSION

FRANK STANTON, CBS president, and Fred Rickey, CBS-TV producer in charge of color, will discuss program production for color TV Tuesday afternoon at radio and television production session of eastern meeting of AAAA, to be held at Waldorf-Astoria, New York. Mark Woods, ABC vice chairman; Brig. Gen. Edward Lyman Munson Jr., director of NBC's TV film division, and Jerry Lester, comedian, will also speak, following panel discussion conducted by Myron Kirk, radio-TV vice president of Kudner Agency.

LEVER MAY ADAPT SHOW

LEVER BROTHERS considering daytime television version of its *Aunt Jenny* radio show. Ruthrauff & Ryan, New York, is agency.



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THE NEWSWEEKLY OF RADIO AND TELEVISION

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COMPARATIVE NETWORK SHOWSHEET

BROADCASTING

EVENING

	SUNDAY ABC	SUNDAY CBS	SUNDAY MBS	SUNDAY NBC	MONDAY ABC	MONDAY CBS	MONDAY MBS	MONDAY NBC	TUESDAY ABC	TUESDAY CBS	TUESDAY MBS	TUESDAY NBC	ABC
6:00 PM	Adam Hats Drew Pearson (226) R	Rate Your Mate	Roy Rogers	The Big Show	Joe Hasel	Metro. Life Ins. Allan Jackson (22)	Repeat of Kid Strips	News Bob Warren S	(Not in Service)	Metro. Life Ins. Allan Jackson (22)	Repeat of Kid Strips	News Bob Warren S	Joe Hasel
6:15	Seeman Bros. Mon. Headlines (218) R	"	Quaker Roy Rogers (526)	"	News	You and the World S	"	Clem McCarthy 6:15-6:20 S	"	You and the World S	"	Clem McCarthy 6:15-6:20 S	News
6:30	Norman Brokenshire Show	C-P-P, Our Miss Brooks (152) R	Cudahy Packing Nick Carter (317)	"	Brokenshire	No Network	"	Skyline Serenade 6:20-6:45 S	"	No Network	"	Skyline Serenade 6:20-6:45 S	Brokenshire
6:45	"	"	"	"	Ed. C. Hill	P & G Ivory Lowell Thomas (102) R	"	Sun Oil Co. 3-Star Extra (34)	"	P & G Ivory Lowell Thomas (102) R	"	Sun Oil Co. 3-Star Extra (33)	"
7:00	Sam Kaye	Amer. Tob. Co. Jack Benny (184) R	Affairs of Peter Salem	"	Co-op Headline Edition (53)	P & G Dreft Beulah (110) R	Co-op Fulton Lewis jr. (302)	Pure Oil Co. Kaltenborn (30)	Co-op Headline Edition (53)	P & G Dreft Beulah (110) R	Fulton Lewis jr. (302)	Pure Oil Co. Harkness (27)	Co-op Headline Edition (53)
7:15	"	"	"	"	Co-op Elmer Davis (46)	P & G Oxydol Oxydol Show (106) R	Dinner Date S	Echoes from the Tropics	Co-op Elmer Davis (45)	P & G Oxydol Oxydol Show (106) R	Dinner Date	Echoes from the Tropics	Co-op Elmer Davis (46)
7:30	Cliche Club	Lever-Rinso Amos 'n' Andy (173)	General Foods Juvenile Jury	Phil Harris-Alice Faye Show S	General Mills Lone Ranger (175) R	Campbell Soup Club 15 (155) R	Noxzema Gabriel Heatter (84)	Miles Labs. News of World (149)	Counter-Spy (274)	Campbell Soup Club 15 (155) R	Rhodes Pharm. Gabriel Heatter (155)	Miles Labs. News of World (149)	General Mills Lone Ranger (175)
7:45	"	"	"	"	" •	A. O., P.&G., H. Ed. Murrow (144)	Mutual Newsreel	Miles Labs. One Man's Fam. (149) H R	"	A.O., P.&G., H. Ed. Murrow (144)	Mutual Newsreel	Miles Labs. One Man's Fam. (149) H R	" •
8:00	Stop the Music S	Coca-Cola C. McCarthy Show (184)	Singing Marshal	Tales of the Texas Rangers	Inner Sanctum	Bromo Seltzer Hollywood Star Pl'house (159) R	B-Bar-B Riders	A. A. of R.R.'s Railroad Hour (169)	Paul Whiteman Presents	Sterling Drug Mystery Theater (150) R	Count of Monte Cristo S	duPont Cavalcade of Am (153)	Dr. I. Q. (55)
8:15	Stop the Music (196)	"	"	"	"	"	"	"	"	"	"	"	"
8:30	Clippercraft Stop the Music (171)	P & G Tide Red Skelton (149)	Enchanted Hour	U. S. Steel Theatre Guild (168)	General Motors Henry Taylor (264)	Lever-Lipton Godfrey Talent Scouts (159) R	8:30-8:55 Crime Fighters	Firestone Voice Firestone (140)	Gentlemen of the Press S	C-P-P Thpwdr. Mr. & Mrs. North (152) R	Official Detective S	Lewis-Howe Baby Snooks (167)	TBA
8:45	Old Gold Stop the Music (173)	"	"	"	UNA MAY Carlisle	"	" •	"	"	"	"	"	"
9:00	Richard Hudnut Walter Winchell (272)	Electric Cos. Corliss Archer (167)	Opera Concert	"	Martha Lou Harp	Lever-Lux Lux Radio Theatre (176)	Murder By Experts S	Bell Telephone Telephone Hour (153) R	Co-op Town Meeting (56)	Wm. Wrigley Life with Luigi (174)	John Steele Adventurer	Liggett & Myers Bob Hope (169)	Detour
9:15	Andrew Jergens Louella Parsons (204)	"	"	"	Paul Harvey	"	"	"	"	"	"	"	
9:30	Cross Roads	Philip Morris Horace Heidt (174)	Rhodes Gabriel Heatter (26)	Bayer Aspirin Am. Album Fam. Music (154)	Johnny Desmond S	"	War Front—Home Front	Gikes Service Band of America (92) N	Chr. Sc. Monitor Views the News R	Philip Morris Truth or Consequences (149)	Mysterious Traveler	Pet Milk Fibber McGee & Molly (150)	TBA
9:45	"	"	War Review	"	"	"	"	"	Fine Arts Quartet S	"	"	"	"
10:00	Ginny Simms Show	Carnation Co. Contented Hour (161)	Oklahoma Symphony Orchestra	RCA The $64 Question (166)	United—or Not?	Lvr.-Pepsodent My Friend Irma (176)	A. F. of L. Frank Edwards (145)	NBC Symphony	Time For Defense S	Dollar A Minute	A. F. of L. Frank Edwards (146)	Lever Bros. Big Town (134)	Lawrence Welk (26)
10:15	Jimmy Blaine	"	"	"	"	"	I Love A Mystery	"	"	"	I Love A Mystery	"	"
10:30	Co-op Jackie Robinson	Longines-Wittnauer, Choraliers (151)	"	Meet Me in St. Louis S	Longines Symphonette	R. J. Reynolds Bob Hawk (164)	Dance Orchestra	"	Longines Symphonette	Capitol Cloak Room	Ben Pollack Show	Brown & Wmsn. People are Funny (168)	Longines Symphonette
10:45	Sokolsky S	"	"	"	"	"	"	"	"	"	"	"	"

DAYTIME

	SUNDAY ABC	SUNDAY CBS	SUNDAY MBS	SUNDAY NBC	MONDAY - FRIDAY ABC	MONDAY - FRIDAY CBS	MONDAY - FRIDAY MBS	MONDAY - FRIDAY NBC	SATURDAY ABC	SATURDAY CBS	SATURDAY MBS	SATURDAY NBC	ABC
9:00 AM	Milton Cross Opera Album	World News	Elder Michaux Happiness Hour	Co-op World News Leon Pearson	General Mills Breakfast Club (212) R	Co-op News	Co-op Robt. Hurleigh	Jack Baker Show S	No School Today S	Co-op News	(Network Opens 10 A M)	Coffee in Washington S	1:30
9:15	"	E. Power Biggs S	"	Wormwood Forest S	Swift & Co. Breakfast Club (127) R	Barnyard Follies S	Co-op Tell Your Neighbor	"	"	Barnyard Follies S	"	"	1:45
9:30	Voice of Prophecy, V of P Inc (85)	"	Dixie 4 Quartet	Cameos of Music (9:30-10 Spl.)	"	"	Tennessee Jamboree	Clevelandaires S	"	"	"	Boston Sym. Dress Rehearsal S	2:00
9:45	"	Trinity Choir	Healing Ministry of Chris. Science	Hudson Coal Co. D. & H. Miners Spl. (14)	Philco Corp. Breakfast Club (24)	"	"	"	"	Garden Gate	"	"	2:15
10:00	Message of Israel S	Church of Air S	Radio Bible Class (286)	National Radio Pulpit S	Sterling Drug My True Story (204) R	Lever-Rinso A. Godfrey (167) R	Co-op Cecil Brown (30)	P & G, Welcome Travelers (142)	"	Carnation Family Party (125) R	Miscellaneous Program S	Mind Your Manners	2:30
10:15	"	"	"	"	"	Pillsbury & Wildroot. Arthur Godfrey (174) R	Faith Our Time S	"	"	"	"	"	2:45
10:30	Negro College Choirs S	"	Voice of Prophecy (281)	Dr. Peale Art of Living S	General Mills Betty Crocker (191) R	Gold Seal Arthur Godfrey (176) R	Say It with Music	Campbell Soup* Double or Nothing (32)	"	Coca-Cola Refreshment Time, Morton Downey (174)	News	Pet Milk Mary Lee Taylor (151)	3:00
10:45	"	Church of Air S	"	News Highlights S	Serutan Victor Lindlahr (69)	National Biscuit Arthur Godfrey (176) R	"	"	"	"	Helen Hall	"	3:15
11:00	Fine Arts Quartet	Salt Lake City Tabernacle	Christian Ref. Church, Back To God (266)	Faultless Starch Time (54) Spl.	Modern Romances*	Liggett & Myers Arthur Godfrey (185) R	Co-op Ladies Fair	Bristol-Myers Break the Bank (165) M-W-F	Junior Junction S	Cream of Wheat Let's Pretend (154) •	U. S. Marine Band	Adventures of Archie Andrews S	3:30
11:15	"	"	"	Morning Serenade (11-11:30 Spl.)	"	"	"	"	"	"	"	"	3:45
11:30	Hour of Faith S	Invitation to Learning* S	N'western U Review S	The UN is My Beat	Quick as a Flash (206)	Contn'l Baking Grand Slam (48)	Queen for A Day S	Prudential Ins. Jack Berch (141)	Joe Franklin	Lever-Rayve Junior Miss (173)	Georgia Crackers	Brown Shoe Ed McConnell (163)	4:00
11:45	"	"	"	Campana Solitair Time (20)	"	P&G Ivory Snow Rosemary (137)	"	Babbitt David Harum (58)	"	"	"	"	4:15
12:00 N	Natl. Weak in N.Y.	People's Platform	College Choirs	American Forum of the Air S	Johnny Olsen Luncheon Club	General Foods Wendy Warren (150)	Co-op Kate Smith Speaks	No Network Service	101 Ranch Boys S	Armstrong Cork Theater of T'day (175)	Quaker Oats Man on the Farm	Barriault Washington News	4:30
12:15 PM	"	"	"	"	" •	Lever Bros. Aunt Jenny (83)	Lanny Ross S	Armour & Co. Dial Dave Garroway (144)	"	"	"	Public Affairs S	4:45
12:30	Piano Playhouse	Howard K. Smith	Mutual Chamber Music S	The Eternal Light S	Herb Sheldon	Whitehall Helen Trent (165)	Miscellaneous Program	Music (M. & W.)	American Farmer S	Pillsbury Mills Grand Cen Sta (153)	"	U.S. Treasury Luncheon with Lopez	5:00
12:45	"	Richfield C. Collingwood (38)	Dawn Bible Frank & Ernest	"	"	Whitehall Our Gal Sunday (151)	Burrus, Lt. Crust Dough (MWF)	Manhattan Soap Love & Learn (157)	"	"	"	"	5:15
1:00	Dr. Wm. Ward Dr. Wm. Ayes	N. Y. Phil. Sym.	A. R. Warblers (Amer. Bird) Products	The First Freedom S	Mary Margaret McBride	P&G Ivory, Spic & Span, Big Sister (141)	Co-op Cedric Foster	Luncheon with Lopez S	Navy Hour S	Armour Stars Over Hollywood (181	News S	Allis-Chalmers Natl. Farm & H. Hour (166)	5:30
1:15	"	"	Organ Moods	"	Co-op Nancy Craig (11)	P&G Oxydol Ma Perkins (145)	Harvey Harding	Armour Music (Rpt.)	"	"	Jerry & Skye S	"	5:45

ESDAY MBS	ESDAY NBC	THURSDAY ABC	THURSDAY CBS	THURSDAY MBS	THURSDAY NBC	FRIDAY ABC	FRIDAY CBS	FRIDAY MBS	FRIDAY NBC	SATURDAY ABC	SATURDAY CBS	SATURDAY MBS	SATURDAY NBC	
Repeat of Kid Strips	News Bob Warren S	Joe Hasel	Metro. Life Ins. Allan Jackson (22)	Repeat of Kid Strips	News Lionel Ricau S	Joe Hasel	Metro. Life Ins. Allan Jackson (22)	Repeat of Kid Strips	News Lionel Ricau S	TBA	News Joe Wershba S	Harmony Rangers	Bob Warren News	6:00 PM
"	Clem McCarthy 6:15-6:20 S	News	You and the World S	"	Clem McCarthy 6:15-6:20 S	News	You and the World S	"	Clem McCarthy 6:15-6:20 S	Faith of the Future	Memo from Lake Success S	"	Herman Hickman	6:15
"	Skyline Serenade 6:20-6:45 S	Brokenshire	No Network	"	Skyline Serenade 6:20-6:45 S	Brokenshire	No Network	"	Skyline Serenade 6:20-6:45 S	Harry Wismer	Saturday Sports Review	Organ Music	First Piano Quartet	6:30
"	Sun Oil Co. 3-Star Extra (33)	"	P & G Ivory Lowell Thomas (102) R	"	Sun Oil Co. 3-Star Extra (32)	"	P & G Ivory Lowell Thomas (102) R	"	Sun Oil Co. 3-Star Extra (33)	Labor-Management	Richfield L. Leseuer (38)	"	"	6:45
Fulton Lewis jr. (291)	Pure Oil Co. Kaltenborn (31)	Co-op Headline Edition (53)	P & G Dreft Beulah (110) R	Fulton Lewis jr. (291)	Pure Oil Co. Harkness (29)	Co-op Headline Edition (53)	P & G Dreft Beulah (110) R	Fulton Lewis jr. (291)	Pure Oil Co. Kaltenborn (29)	Robt. R. Nathan	Yours Truly Johnny Dollar	Al Helfer	Living 1950	7:00
Dinner Date	Playboys	Co-op Elmer Davis (46)	P & G Oxydol Oxydol Show (106) R	Dinner Date	Playboys	Co-op Elmer Davis (46)	P & G Oxydol Oxydol Show (106) R	Dinner Date	Playboys	Co-op Bert Andrews	"	Twin Views	"	7:15
Beltone Gabriel Heatter	Miles Labs. News of World (149)	Counter-Spy (274)	Campbell Soup Club 15 (155) R	Amurol Prod. Gabriel Heatter (27)	Miles Labs. News of World (149)	General Mills Lone Ranger (175)	Campbell Soup Club 15 (155) R	Murine Gabriel Heatter	Miles Labs. News of World (149)	Buzz Adlam	R J. Reynolds Vaughn Monroe (166) R	Comedy of Errors 7:30-7:55	Brown & W'msn P'ple Are Funny (72) Spl.*	7:30
Mutual Newsreel	Miles Labs. One Man's Fam. (149) H R	"	A.O., P.&G., H. Ed. Murrow (144)	Mutual Newsreel	Miles Labs. One Man's Fam. (149) H R	" *	A.O., P.&G., H. Ed. Murrow (144)	Mutual Newsreel	Miles Labs. One Man's Fam. (149) H R	"	"	Chamberlain Brown 7:55-8 S	Noah Webster Says S	7:45
The Hidden Truth S	Schlitz Halls of Ivy (170)	Screen Guild Players	P & G Lava F.B.I. (149) R	California Caravan S	Gen. Foods Aldrich Family (132)	Fat Man (136) R	Songs for Sale	Bandstand U.S.A. S	Nero Wolfe S	Shoot the Moon S	Wrigley Gene Autry (172)	Ronson Metal 20 Questions (501)	Cass Daley Show	8:00
"	"	"	"	"	"	"	"	"	"	"	"	"	"	8:15
International Airport	Kraft Gildersleeve (151)	"	Whitehall Mr. Keen (151) R	Pal Blades Rod & Gun Club (133) *	Gen. Foods Father Knows Best (170)	Equitable Life This Your FBI (221) R	"	Music	The Man Called X	Marry-Go-Round	Gen. Foods Hopalong Cassidy (151) R	Take A Number	Hedda Hopper Show	8:30
" *	"	"	"	" *	"	"	"	" *	"	"	"	"	"	8:45
2,000 Plus S	DeSoto-Plym'th Dealers, (170) Groucho Marx YouBet Your Life	Old Gold Orig. Amateur Hour (173)	Electric Auto-Lite, Suspense (177)	Limerick Show S	L & M Fatima Dragnet (166) R	Heinz Ozzie & Harriet (207)	Up for Parole	Air Force Hour S	Nightbeat	What Makes You Tick	Gen. Foods Gangbusters (150) R	Hawaii Calls	Amer. Tob. Co. Your Hit Parade (167) R	9:00
"	"	"	"	"	"	"	"	"	"	"	"	"	"	9:15
Family Theatre S	Bristol Myers Dist. Attorney (167)	"	Crime Photog.	Reporter's Round-up	Gulf Refining We the People (116)	Pac. C. Borax The Sheriff (191)	Broadway's My Beat S	Vincent Lopez Show	Counterspy	Can You Top This	Gen. Foods My Favorite Husband (154)	Lombardo USA S	C-P-P Co. Dennis Day Show (145)	9:30
"	"	Lee Hats Robert Montgomery	"	"	"	Ch. Spark Plug Roll Call (215)	"	"	"	"	"	"	"	9:45
A. F. of L. Frank Edwards (146)	Am. Cig. & Cig. The Big Story (173)	Hollywood By Line	Hall Bros. Hallmark Playhouse (175)	A. F. & L. Frank Edwards (146)	NBC Theatre	Steel Pier	Phillips Petro. Rex Allen Show (64)	A. F. of L. Frank Edwards (146)	Pabst Life of Riley (159)	Saturday at Shamrock	Carter Prod. Sing It Again (134)	Chicago Theatre of the Air S	C-P-P Co. Judy Canova (145)	10:00
I Love A Mystery	"	"	"	I Love A Mystery	"	"	"	I Love A Mystery	"	"	Luden's Sing it Again (140)	"	"	10:15
Dance Orchestra S	Rexall Rich. Diamond (167)	Longines Symphonette	Dance Orchestra	This Is Europe	"	Longines Symphonette	Dance Orchestra	Dance Orchestra	Col.-Palm.-Peet Sports Newsreel (75)	Dixieland Jam-Bake	Sterling Drug Sing It Again (140)	"	R. J. Reynolds Grand Ole Opry (160)	10:30
"	"	"	"	"	"	"	"	"	Pro & Con S	"	"	"	"	10:45

SUNDAY S	SUNDAY MBS	SUNDAY NBC	MONDAY - FRIDAY ABC	MONDAY - FRIDAY CBS	MONDAY - FRIDAY MBS	MONDAY - FRIDAY NBC	SATURDAY ABC	SATURDAY CBS	SATURDAY MBS	SATURDAY NBC
Y. rmonic hony	Lutheran Hour (Lutheran)	U of Chicago Round Table S	Mary Margaret McBride	P&G Crisco Dr. Malone (139)	Music	Co-op News George Hicks S	American Jazz	Toni Co. Give and Take (150)	Barn Dance S	Coast Guard Cadets on Parade
:	"	"	"	P&G Duz Guiding Light (144)	Bands For Bonds	Music Manhattan (Rpt.) (162)	"	"	"	"
	Music with Trendler	The Catholic Hour	Co-op Welcome to Hollywood	Gen. Fds.-Jello Mrs. Burton (68) Quaker (35)	Co-op Heatter's Mailbag	Campbell Soup Double or Nothing (132)	Sylvania Electric Football	Hormel & Co Music with H. Girls (97)	"	TBA
:	"	" (News 3 min.)	"	P&G Tide Perry Mason (147)	Co-op Behind the Story	"	"	"	"	"
s-Witt- Sym- e (150)	Co-op Bill Cunningham (55)	Voices & Events	Serutan John B. Kennedy	Toni Co. Nora Drake (158)	TBA	General Mills Live Like A Millionaire (75)	"	R. J. Reynolds Tobacco Co.	Co-op Football	U.S. Army Band S
:	Veteran Wants to Know S	"	Peace of Mind	P&G Ivory Fl. Brighter Day (106)	"	"	"	Football Round-up (131)	"	Football Game
ape	Bobby Benson	Dimension X S	Chance of a Lifetime (221)	Babbitt, Nona From Nowhere (144)	Co-op Bob Poole Show	P & G Life-Beautiful (152)	"	"	"	"
:	"	"	"	Miles Labs. Hillton House (139)	"	P & G Road of Life (152)	"	"	"	"
Believe wn	Hashknife Hartley	Miles Labs. Quiz Kids (161)	Hannibal Cobb*	Pillsbury House Party (151)*	"	P & G Pepper Young (155)	"	"	"	"
:	"	"	Talk Back	"	"	P & G Right to Happiness (152)	"	"	"	"
Your tion	Under Arrest S	Kraft The Falcon (150)	Nancy Craig	Co.-Palm.-Peet Strike It Rich (38) R	Miscellaneous Programs	Sterling Drug Backstage Wife (147)	TBA	"	Caribbean Crossroads	"
:	"	"	"	"	"	Sterling Drug Stella Dallas (147)	"	"	"	"
i-Wip Digest 76)	U.S. Tobacco Wm Gargan Private Investgr (380)	Shulton High Adventure	Recipe for Listening	Treasury Bandstand	B&B Chucklewagon	P & G Lorenzo Jones (144)	"	"	Sports Parade S	"
:	"	"	Pat Barnes	" 4:55-5 News	"	Sterling Drug Y. Widder Brown (147)	"	"	"	"
mart Sinatra 5)	Grove Labs(420) The Shadow	The Big Guy S	Waitin' for Wakeley	T-W The Chicagoans Thur.-Fri.	Kellogg Mark Trail M-W-F	General Foods When Girl Marries (83)	Tea & Crumpets	"	True or False	The Wayne Howell Show S
eet Sinatra 5	"	"	"	St. Louis Mat. "	National Biscuit Tu.-Th.* S. Arrow (343)	General Foods Portia Faces Life (92)	"	"	"	"
"	Williamson True Detective Mysteries (472)	Wildroot Co. (166)	Space Patrol	M-UN in Action T-F-Top Tune Time	Derby Sky King* Tu-Th	Whitehall Just Plain Bill (61)	"	Saturday At The Chase	Caribbean Crossroads	Pabst Sportscast (150)
"	"	"	"	Miles Labs. Curt Massey Time (141) R	"	Whitehall Front Page Farrell (60)	Club Aluminum Club Time	"	"	"

Explanatory: Listings in order: Sponsor, name of program, number of stations, S sustaining, R rebroadcast west coast; TBA to be announced. Time is EST.

ABC

11-11:30 AM Tues. and Thurs., Modern Romances, Norwich Pharmacal.

3:30-3:35 PM Mon.-Fri., Philip Morris, Walter Kiernan's One Man's Opinion, 200 stations.

5:30-6 PM Mon. & Fri., Space Patrol.

5:30-6 PM Tues., Thur., Superman.

5:30-6 PM Wed., Black Hawk.

7:30-8 PM M-W-F, American Bakeries Co., Lone Ranger, 62 stations.

10:30-10:35 M-F, Sterling Drug, Edwin C. Hill.

CBS

11-11:05 AM Sat., Seeman Bros., Bill Shadel News, 170 stations.

11:30-35 AM Sun., Animal Foundation Inc., Bill Shadel News on 57 stations.

3:55-4 PM M-F., also Sat. 12:55-1 PM, Pillsbury Mills Inc., Cedric Adams, 153 stations.

MBS

8:55-9 PM Mon.-Fri., Bill Henry & the News, Johns-Manville, 374 stations.

5:30-6 PM M-W-F, Challege of Yukon, Quaker

NBC

8-8:15 AM Mon.-Fri., Alex Drier, Skelly Oil Co., 25 stations.

8-8:15 AM Sat., This Farming Business, Skelly Oil Co.

10:30-10:45 AM, Mon.-Fri., Cal Tinney, General Mills, 10 stations.

7:30-8 Sat. Joe DiMaggio Show, S [illegible] network.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

Copyright 1950

In New York 6 of the top 8 participation programs are on WCBS*

JACK STERLING
HARRY MARBLE
JOHN REED KING
BILL LEONARD
MARGARET ARLEN
PHIL COOK



There are 28 vehicles for minute commercials on New York's four major stations. But Pulse proves the *best buys* are *all* on the station New York listens to *most.* These WCBS shows give participating sponsors their *biggest* audiences and *greatest* sales impacts. Ask us or Radio Sales which of these stars will get *you* top billing in the nation's #1 market.

Represented by Radio Sales

*Pulse of N.Y., avg. ½ hour ratings, Sept. 1958

new business

U. S. INDUSTRIAL CHEMICALS Inc. (U.S.I. Permanent and Super Pyro anti-freeze products) launches intensive radio spot announcement campaign. Spots featuring "talking automobile horn" will be broadcast 15 times weekly over approximately 100 leading stations in small, medium and large markets. In N. Y. and Chicago, 30 spots will be heard. Campaign will run through December on staggered basis keyed to arrival of colder weather. Agency: Geyer, Newell & Ganger Inc., N. Y.

KIRSCH BEVERAGES Inc., Brooklyn, N. Y., planning TV spot campaign to begin as soon as satisfactory time clearances can be arranged. Agency: Grey Adv., N. Y.

LADY'S CHOICE FOODS, L. A. (packer James grocery products), appoints Walter McCreery Inc., Beverly Hills, for radio-TV spot campaign planned in 11 western states. First spots to get underway on KFRC San Francisco Nov. 27; rest Jan. 1. Account executive is **Jere Bayard.**

FALSTAFF BEER, St. Louis, preparing to buy number of baseball schedules including one on Liberty Broadcasting System. Agency: Dancer-Fitzgerald-Sample, N. Y.

CANADIAN FUR Corp. to launch TV campaign in addition to present radio activities. Programs being planned on WATV (TV) Newark (full-length one-hour film, Tues., 6-7 p.m.) and WPIX (TV) New York (daily participation in *Ted Steele Show*, 2-5 p.m.). Agency: Emil Mogul Co., N. Y. Agency's TV director, **Ely Landau,** supervises production.

GROVE LABS, St. Louis (Four-Way cold tablets), running radio spot schedules nationally, "blanketing the nation," through cold season. Agency: Gardner Adv., St. Louis.

CHICAGO WESTERN Corp., Chicago, for Pinafore chicken, continuing series of TV spots in eight markets. Schedules call for as many as 30 announcements per week per market. Agency: Phil Gordon, Chicago.

COMET RICE MILLS, Beaumont, Tex., begins one-minute radio spot campaign on 90 stations. Agency: Leche & Leche, Dallas.

HELBROS WATCH Co., N. Y., appoints Ray-Hirsch Co., same city, to direct its advertising. Radio-TV will be used.

W. K. BUCKLEY Ltd., Toronto (proprietary), starts campaign of spot announcements, weather forecasts, five and ten minute shows on large number of Canadian stations. Agency: Grant Adv. of Canada, Toronto.

Network Accounts . . .

LUCKY LAGER BREWING Co., S. F. (Lucky Lager beer, ale), starts 26 weeks *Ira Blue Sports Show* on all ABC Pacific coast stations directly following Gillette sponsored fights Fri., 7 p.m., PST. Agency: McCann-Erickson, S. F.

ADMIRAL Corp. renews *Lights Out*, dramatic series, NBC-TV, Mon., 9-9:30 p.m., for 13 weeks. Agency: Kudner Adv., N. Y.

GENERAL MILLS Inc. (Gold Medal Kitchen Tested flour) will sponsor *Cal Tinney's On*, over ABC midwest and southwest network, Mon.-Fri., 7:15-7:30 a.m., CST. Program will be recorded for other parts of country. Agency: Dancer-Fitzgerald-Sample Inc., N. Y.

BRISTOL MYERS Co. renews *Break the Bank*, NBC-TV, 10 p.m. Wed., for another 52 weeks. Agency: Doherty, Clifford & Shenfield Inc., N. Y.



start Getting that BIG

INDIANAPOLIS AUDIENCE
that PROMOTION FOLLOW-THRU
that BUYING RESPONSE
that SALES INCREASE

you expect in this potent Indianapolis market

wish

FREE & PETERS—*National Representatives*
GEORGE J. HIGGINS—*General Manager*
ABC—*Indianapolis Affiliate*

ANY ADVERTISER CAN

AND

MOST ADVERTISERS SHOULD

...USE

Spot Radio



REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

WHO IN THE WORLD

ARE YOU TALKING TO?

You *know* when you use Spot Radio.

Men, women, children . . . farmers, city folks, families . . . pick the prospects you want and need. Then pick the station, the time, the program that carries your message direct to your specific customers.

Spot and spot alone delivers your advertising at precisely the right time . . . to precisely the right people . . . in precisely the right words. Day in, day out, in one market or as many as you choose.

Spot works even better on great stations like these . . .

SPOT RADIO LIST

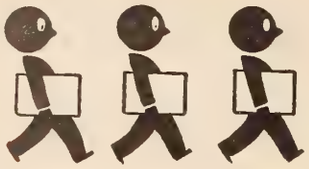
WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas / Ft. Worth	NBC / ABC
KSO	Des Moines	CBS
WJR	Detroit	CBS
KARM	Fresno	ABC
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WTMJ	Milwaukee	NBC
KSTP	Mpls.-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
WIP	Philadelphia	MBS
KPHO	Phoenix, Ariz.	ABC
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	ABC
WOAI	San Antonio	NBC
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
WAGE	Syracuse	ABC
KVOO	Tulsa	NBC
WWVA	Wheeling	CBS
KFH	Wichita	CBS

THE YANKEE NETWORK

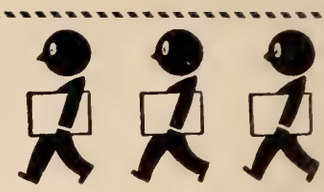
TEXAS QUALITY NETWORK

488 MADISON AVE.
NEW YORK CITY 22
MU 8-0200

CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • DALLAS
SAN FRANCISCO • ATLANTA



agency beat



MELVIN TENEBAUM, director radio-TV Ohio Adv. Agency Inc., Cleveland, named vice president in charge of radio-TV.

JOHN COLE, Erwin, Wasey & Co., Minneapolis, to timebuyer Campbell-Mithun Inc., same city. Will assist **Arthur H. Lund**, radio director.

KENT S. PUTNAM and **EDGAR M. YAXLEY** to staff G. M. Basford Co., N. Y.

ROBERT E. BRADHAM, manager WTMA Charleston, S. C., opens agency in that city. Firm will deal in radio accounts.

H. AUSTIN PETERSON, partner Ted Bates Inc. and head of Hollywood office, transferred to N. Y. office as supervisor of radio-TV for agency, effective Nov. 1.

MYRON BROUN, TV director Sterling Adv. Agency, N. Y., to Demby Co., N. Y., as vice president in charge of TV and motion pictures. Will continue as TV consultant for Sterling.

ARTHUR H. EATON, copy chief Erwin, Wasey & Co., N. Y., named vice president.

LESTER VAIL, Dancer-Fitzgerald-Sample radio department, returns to radio-TV department Young & Rubicam, N. Y., as producer-director *Aldrich Family*, NBC-TV.

ROBERT L. REDD, radio director, Erwin, Wasey & Co., L. A., named director of radio-TV for agency's West Coast division.

W. A. HAMMOND and **MACK CHRYSLER** to Brooke, Smith, French & Dorrance, Detroit, in administrative and creative capacities, respectively.

DOUGLAS COYLE, Vicks Chemical Co., N. Y., to Kenyon & Eckhardt, N. Y., as member of merchandising department.

EDWARD J. MONTAGNE, motion picture director and writer, to William Esty Co., N. Y., as TV producer. First assignment is *Man Against Crime*.

ROBERT CARLEY, Donahue & Coe, N. Y., to Geyer, Newell & Ganger, N. Y., as account executive.

JOHN C. OLNEY, copy chief Lynn Baker Inc., N. Y., to Kastor, Farrell, Chesley & Clifford Inc., same city.

DINA MIGLIORI, to copy department Federal Adv. Inc., N. Y. Was with Kenyon & Eckhardt and J. Walter Thompson, same city.

LOUIS A. SMITH Adv., Chicago, moves to new offices at 161 E. Grand Ave., after recent incorporation. Mr. Smith (see Front Office) sold firm, which he owned exclusively, to **JAMES BOWDEN**, Taylor Co., Chicago, and **GEORGE BENTLEY**, Presba, Fellers & Presba, Chicago. Mr. Bowden is in charge of radio-TV activities.

FRED M. JORDAN, executive vice president Erwin, Wasey & Co., L. A., resigns because of health. **DAVID WILLIAMS**, executive vice president N. Y. office, heading up West Coast operations.

JOHN H. BURLEY, vice president Aikin-McCracken Ltd., to manager Toronto office Crombie Adv. Co., Toronto.

ROL RIDER, producer advertising manager Albers Div., Carnation Co., L. A., to contact staff Young & Rubicam Inc., L. A.

THAINE A. YOUST, assistant merchandising director Doherty, Clifford & Shenfield, N. Y., to Lennen & Mitchell, N. Y., as merchandising executive.

RUTHRAUFF & RYAN, N. Y., moves radio-TV department to larger quarters on 62d floor of Chrysler Bldg. to accommodate expanded staff covering new programs agency is producing.

WARD WHEELOCK Co. moves Hollywood offices to California Bank Bldg., Vine St. and Selma Ave.



on all accounts

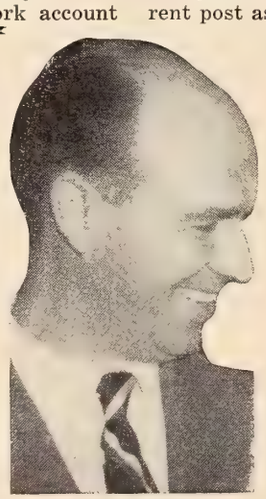
WHEN La Guardia was running in New York, and Glenn Cunningham was doing the same in the Olympics, John Francis Henry was doing a modest bit of sprinting on his own over a path that was to lead directly to his present job as New York account executive on Nash-Kelvinator and Leonard Appliances for Geyer, Newell & Ganger, New York.

Mr. Henry began his industrial career as a runner for a typographical service, a part-time supplement to his work at New York U. where he majored in advertising and marketing.

One of the stops on his route was the advertising agency, Benton & Bowles, which quickly recognized the potential mileage in the motive youngster and hired him to work in the production department there.

Mr. Henry advanced with the agency to the post of traffic manager, the job he left in 1942 to join the Navy. As a navigator in the service he logged more than 2,000 flying hours in trans-Atlantic flights.

In December 1945, he returned to earth to join the traffic and production department of Geyer, Newell & Ganger. In March of this year he was named to his current post as New York account executive on the Nash-Kelvinator account.



Mr. HENRY

In Detroit John McQuagg is office manager supervising the group on the Nash-Kelvinator account, while Walker Graham is account executive on Nash and Ralph Wolfe account executive on Kelvinator.

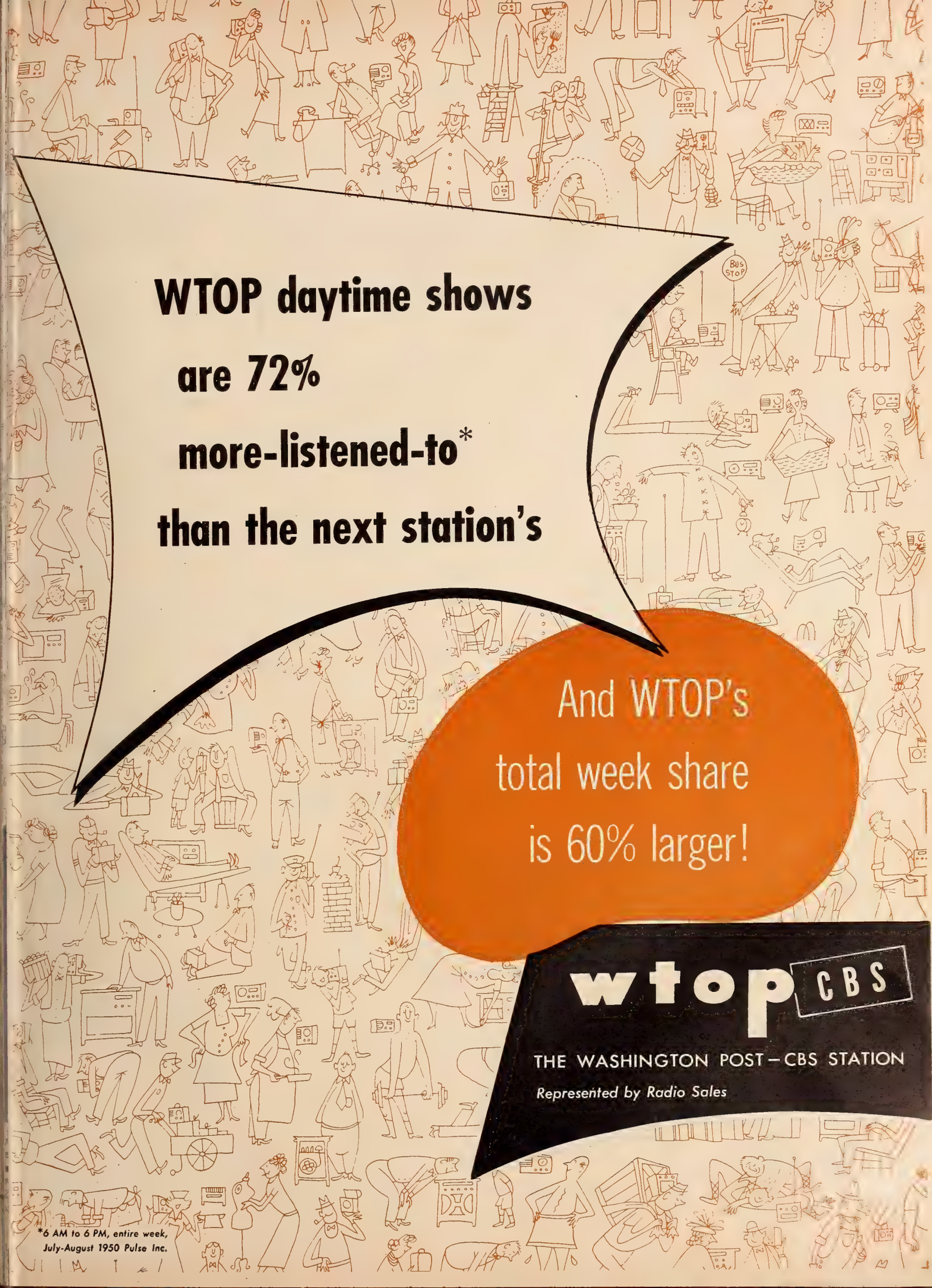
The company sponsors *Morton Downey, Star of the Family* on CBS-TV, Friday, 10-10:30 p.m. to promote Kelvinators and the *Nash-Airflyte Theatre* on CBS-TV, Thursday, 10:30-11 p.m.

Although both shows were launched in the last week of September, dealer reaction already has been so enthusiastic as to presage a brilliant joint future for the accounts and their New York ex-

(Continued on page 80)



MEETING for the first time in their new executive offices in New York, directors of Brand Names Foundation get together for their regular October meeting (l to r): R. E. McKee, McCann-Erickson, who presented the Foundation's 1950-51 advertising campaign; Frank White, MBS president; William H. Eaton, president of the American Home Magazine Corp., and Paul S. Willis, Grocery Mfrs. of America Inc. president. The last three are Brand Names Foundation directors.



WTOP daytime shows are 72% more-listened-to* than the next station's

And WTOP's total week share is 60% larger!

wtop CBS

THE WASHINGTON POST – CBS STATION

Represented by Radio Sales

*6 AM to 6 PM, entire week, July-August 1950 Pulse Inc.



Point of Sale . . .

In addition to regular coverage of agencies and time buyers, may we remind you that WRC Sales Manager Mal Glascock has a busy telephone these days. Clients know that WRC can produce.

An inquiry regarding WRC availabilities is as convenient as your telephone. Call either National Spot Sales or WRC, wherever you are.

Washington enjoys excellent position in the first ten major markets in the country . . . you'll find WRC's results are a telling reason in these years of hard selling.

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON
WRC
5,000 Watts • 980 KC
represented by NBC SPOT SALES

feature of the week

A LEADING Baltimore retail grocery center, Schreiber Bros., reports prolific results with its first TV venture. While upping Schreiber's sales, the program on WAAM (TV) Baltimore also is underscoring a try at participating sponsorship with tie-in merchandising by national food manufacturers.

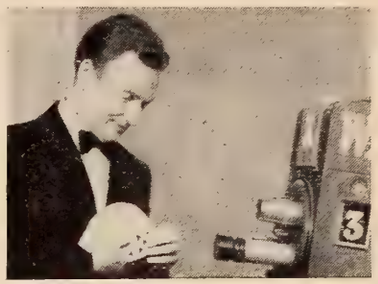
Called *Magic by Christopher*, the show features an internationally famous magician, Milbourne Christopher, who goes through a bag of tricks in a 15-minute presentation.

WAAM, which is promoting the program extensively, stages the Schreiber vehicle in its giant studio where the *John Hopkins Science Review* is originated for the DuMont Network. Anthony Farrar, WAAM production manager, puts the show through its camera paces.

The Wednesday night fare (10 p.m.) is compiling an unusual record both in its sponsorship and in its direct selling approach, according to the station. George Poisal, Schreiber's advertising manager, is quoted as saying the program is making a big hit with the firm which is a heavy user of newspaper advertising.

"Although a bit early to make predictions," Mr. Poisal says, "it is the consensus here that the medium of television must definitely be included in all of our future advertising plans."

Citing merchandising success, Mr. Poisal points to Ready White Peeled Potatoes, a new item to the consumer and slightly in the "luxury class." The advertising executive told WAAM: "We are able to move approximately 2,500 packages of this relatively unknown product in one weekend, with WAAM television our only means of advertising."



Schreiber's showman performs.

* * *

Schreiber Bros. offers manufacturers availabilities for 12 products, six individual items emphasized on alternating weeks. This plan permits the food concerns to pay less than the cheapest 20-second TV spot announcement in Baltimore, according to WAAM.

The store, which began in Baltimore as a small meat stall in city-owned Lexington Market and now occupies twice the mart's floor space at an adjacent location, spends about $175,000 annually for advertising with the TV show appropriated from "additional funds." Schreiber also uses radio spot in its advertising.

strictly business



GORDON HAYES

WHEN Gordon Hayes resigned as advertising manager of the *Washington Daily News* in 1943 to become assistant sales manager of WTOP Washington, several of his old newspaper accounts paid him the greatest tribute of his 10-year sales career—they followed him into radio.

Most of these loyal clients were retail stores and their conversion to radio marked a major milestone for WTOP. But Mr. Hayes, present western sales manager of CBS Radio Sales in Chicago, modestly claims his 1943 achievement was not as difficult as one might assume. While on the *News*, he became acquainted with every buyer, merchandise manager, department head, and retail store executive in Washington, so all he had to do was lead his friends into "the promised land of radio."

Gordon Hayes became an advertising man by accident. A native

(Continued on page 40)

IF YOU'RE INTERESTED IN WOMEN . .

Year After Year WISN's Ann Leslie Proves That She Is Milwaukee's and Southeastern Wisconsin's MOST POPULAR Women's Commentator.

For More Than 17 Years Ann's "Over The Coffee Cup" Tone Has Made Her Programs A BUY-WORD With Her Host of Faithful Listeners.

You'll Like Doing Business With WISN.

IN MILWAUKEE THEY LIS'N TO
WISN CBS
5000 WATTS
Represented by KATZ Agency



IT'S UNOBTRUSIVE. Umber gray coloring blends it right into the TV picture. Minimum reflection.

In the show . . .
without stealing the act

RCA's new ribbon-pressure "STARMAKER" *



IT'S COMFORTABLE TO HANDLE . . . weighs only 1 lb.

SO SLIM YOU MUST LOOK sharply to see it . . . so skillfully styled its shape and coloring fade right into the scene . . . this tubular microphone has won the favor of entertainers and announcers wherever it has been shown.

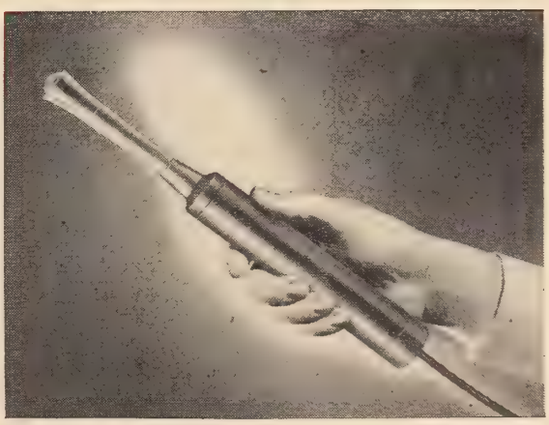
Designed by RCA Laboratories after more than three years of painstaking research, the STARMAKER meets the long need of broadcasting, television, and show business for a high-fidelity microphone that—will not hide the features of performers—is easier to handle—*and yet retains all the high-quality features of RCA professional microphones.* Pick-up is non-directional. Frequency response is uniform, 50 to 15,000 cps.

Here is a "carry-around" microphone free from wind blast and air rumble. It contains no tubes, no condensers, no high-impedance circuits, no special amplifiers, or power supplies—is virtually impervious to mechanical shock.

The STARMAKER fits any standard microphone stand . . . and can be substituted for any professional high-quality RCA microphone. *No extra attachments needed!*

For price and delivery, call your RCA Broadcast Sales Engineer. Or write Dept. 19JE, RCA Engineering Products, Camden, N. J.

**Selected from entries submitted by Broadcast Stations in national contest.*



IT'S SMALL. Diameter of body is only 1¼ inches. Diameter of pick-up point is only ⅝ inch!

AUDIO BROADCAST EQUIPMENT

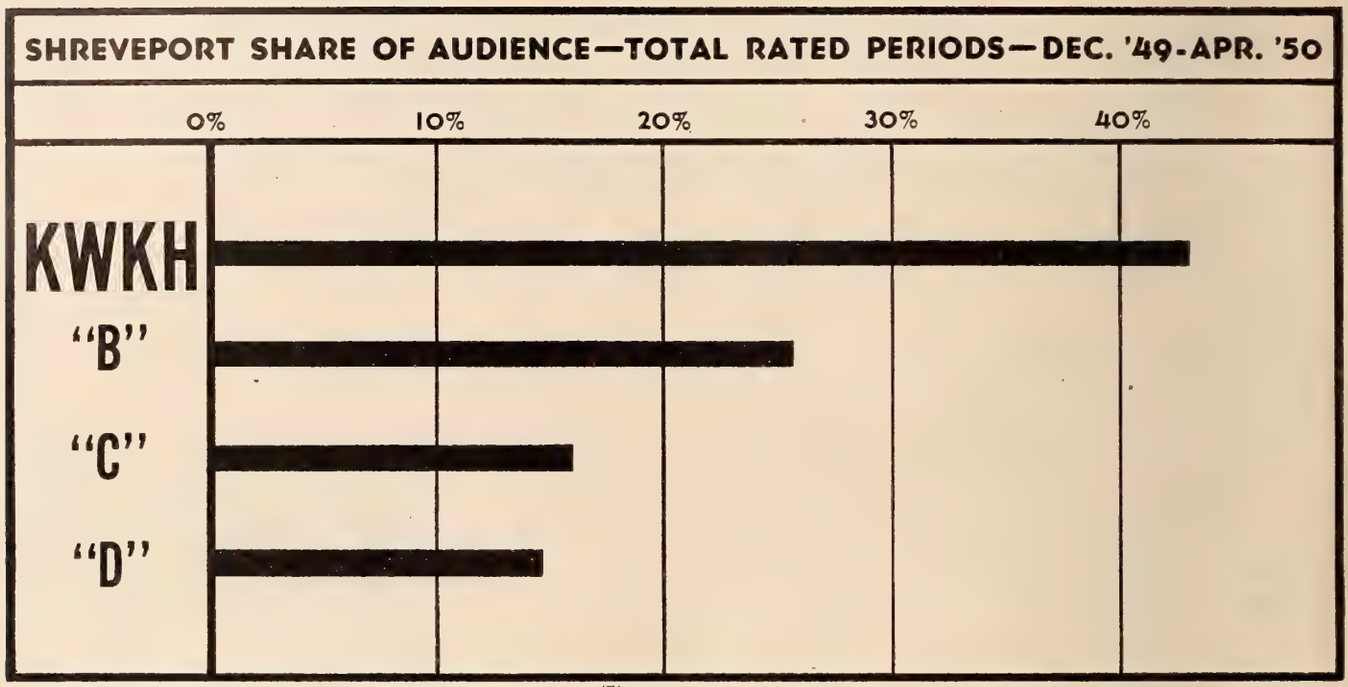
RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

IT'S EASY, WHEN YOU KNOW HOW!

. . . AND HERE'S THE PROOF!

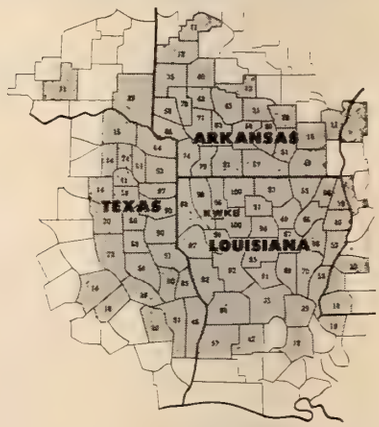


YES, month after month, year after year, KWKH leads all Shreveport stations in Share-of-Audience Hooperatings. The chart above shows KWKH's superiority for Total Rated Time Periods for the latest five-month period. KWKH also got the highest Hoopers Morning, Afternoon and Evening, too!

KWKH's tremendous popularity is just as outstanding in the rich oil, timber and agricultural areas around Shreveport. The 1949 BMB Study credits KWKH with a Daytime Audience of 303,230 families in 87 Louisiana, Arkansas and Texas counties. *227,701 of these families are "average daily listeners" to KWKH!*

Let KWKH's Know-How go to work for you here in our booming tri-state market. Write for all the facts, *today!*

AND BMB PROOF, TOO!



KWKH DAYTIME
BMB COUNTIES
Study No. 2—Spring, 1949

KWKH

50,000 Watts • CBS •

SHREVEPORT
Texas
LOUISIANA
Arkansas

The Branham Company
Representatives

Henry Clay, *General Manager*

BROADCASTING
TELECASTING

Vol. 39, No. 18 WASHINGTON, D. C., OCTOBER 30, 1950 $7.00 A YEAR—25c A COPY

DEFENSE CUTBACKS

Put Manufacturers in Quandary

CUTBACKS in the nation's civilian radio-TV-phonograph appliance supply designed to meet defense needs left manufacturers in a state of mingled concern and confusion last week as the government prepared to clamp down on the flow of vital metals into electronics channels.

National Production Authority officials flatly told manufacturers that they may expect certain "limitations"—ranging up to 20% or 30% on the consumption of raw materials, with Dec. 1 as probable effective date.

The government's proposed order, expected officially sometime this week, provides that set-makers may not consume more than a certain percentage of material (copper, aluminum, nickel and cobalt) utilized during a base period, probably the fiscal year ended June 30. Future uses will be governed by average use of each manufacturer during that period.

Thus all four metals—and rubber and steel as well—used in varying degrees in broadcast receiving and transmission equipment appeared destined to become critical high-priority items, underscoring the manufatcurers' dilemma of balancing supply and demand.

Construction Ban

NPA last week also announced a ban on construction of new buildings for "amusement, recreational or entertainment purposes." Government officials explained that the prohibition would not apply to radio and television buildings or studios, or plants engaged in manufacture of electronics equipment—for the present, at least.

They warned, however, that anyone starting construction which is not on the prohibited list, but which "does not further the defense effort, either directly or indirectly, and does not increase the nation's productive capacity," runs the risk of being unable to complete the building.

The scarce materials regulation, revealed at a radio-TV representatives' meeting last Thursday with NPA authorities, is expected to accentuate civilian demand for radio-TV sets and phonographs. Materials used in end products and component parts already are acutely scarce, authorities pointed out.

Not the least controversial question posed by NPA's ruling is FCC's decision favoring the CBS color TV system as well as problems related to black-and-white television.

Manufacturers brought up the TV question at Thursday's meeting, but were lightly brushed aside by NPA officials who felt the issue was not their concern. The manufacturers and FCC will have to puzzle that out themselves, they indicated.

They also intimated that set-makers should decide among themselves as to how they will meet the pinch on raw materials—whether to concentrate on radio or TV production, while adopting a plan of standardization on certain existing models, how best to utilize "substitute" materials, and whether to re-evaluate current allocations among their distributors.

Emphasizing the military's claims for a substantial portion of electronics parts and equipment, NPA stressed that the 20% to 30% was flexible and no base percentage has been established.

Cite Increase Demand

Manufacturers also were quick to point out at the meeting, presided over by William Henry Harrison, NPA administrator, that the military is making increasing demands on its trained electronics and communications specialists. It was felt, however, that the Defense Dept.'s new policy requiring each service to estimate manpower needs six months in advance of recall may alleviate the growing drain on such services, if only to spread it all over longer periods of time.

NPA officials quoted industry representatives as resigned to the "unpleasant fact" of curtailment of

(Continued on page 20)

How Metal Cutbacks Affect Sets . . .

CUTBACKS in scarce metals used by radio and television set manufacturers will affect number of sets produced and perhaps quality of performance, according to views of production engineers.

Even so, manufacturers already are considering means of making available supplies go as far as possible by means of substitutes and efficiency methods.

The two key metals, copper and aluminum, are used in many portions of television sets, with the pound ratio for television from three to five times as high as for radio sets. Size of the radio chassis has been greatly cut in recent years.

Copper is used frequently to plate the steel chassis, but cadmium also is popular and satisfactory. Largest amount of copper is used in the AC power transformer, which must have this metal. It also appears in filter chokes. Almost all coils have copper wire. During World War II some silver was substituted for copper wire but in most cases it was not as satisfactory and the cost was high.

Aluminum is used in TV electrolytic condensers and indoor aerials. There is no substitute in the case of condensers but other metals can be used for aerials. Including can and foil, condensers are 90% aluminum, with perhaps a pound in each television set.

Cobalt and nickel are used in permanent magnet loudspeakers, focus coils and ion traps. Earlier models used electromagnets and soft iron to some degree. The industry can go back to substitutes in all magnetic uses though performance might not be as good. Some nickel is used in the gun assembly of the cathode ray tube.

There are better magnetic materials than the popular nickel-cobalt combination but these magnetic alloy steels are extremely expensive and in short supply.

WIS. GIVEAWAYS

AM 'Stop The Music' Stays

DEVELOPMENTS in the anti-giveaway opinion delivered by Wisconsin's attorney general were manifold last week. *Stop the Music* remained on nine ABC AM stations in the state, the TV version was cancelled by WTMJ-TV Milwaukee, which also dropped four other network shows with giveaway elements, and *Tello-Test* was restored after a technical modification in format by the packager [BROADCASTING, Oct. 23].

Stop the Music, on WMAW Milwaukee, was restored to that station after agreement by station officials that Wisconsin listeners would be warned they could not participate actively in the program.

(Listeners are telephoned, and winners chosen for answering questions correctly.) Other ABC affiliates in the state were puzzled as to the legality of the broadcast.

ABC disclosed that none of its Wisconsin affiliates had dropped the show despite WTMJ-TV cancellation of the TV version. An ABC spokesman said the network will take legal action in the matter but the exact nature has not been decided.

Lottery Issue

Thomas Fairchild and William A. Platz, Wisconsin's attorney general and his assistant, said the program would not be in violation of the state's restrictive anti-lottery laws if the element of lottery was removed. The show, without possible quiz participation by Wisconsin listeners, becomes an entertainment feature, he said.

Although WMAW went along with the clarification, WTMJ-TV, Wisconsin's only video station, declined to do so. In addition, WTMJ-TV took four other network shows off the air — *Break the Bank* (NBC), Arthur Godfrey and *Toni Twin Time* (CBS), *What's My Name* (NBC) *and Chance of a Lifetime* (ABC).

Messrs. Fairchild and Platz conferred Wednesday with Walter Schwimmer, president of Radio Features, Chicago, which syndicates *Tello-Test* on 275 stations. At that time, Mr. Schwimmer agreed to a "slight technical modification in the handling of the question," which eliminated the lottery feature and enables the show to return to WISN Milwaukee. Mr. Schwimmer expects *Tello-Test* to return today or tomorrow. Because

(Continued on page 81)

Defense Cutbacks

(Continued from page 19)

their civilian production. The industry group included R. C. Sprague, Sprague Electric Co., president of Radio-Television Mfrs. Assn., and Fred R. Lack, Western Electric Co., who heads up the Joint Electronics Industry Advisory Committee to the Munitions Board.

Manufacturers promised to set up a "task force" to study the problems and report back to NPA, which stressed initially that the proposed regulation was not really an "order" and hoped the industry would cooperate on a voluntary basis to meet defense needs.

NPA officials explained later that all NPA regulations are carefully evolved to avoid any implications that suggest possible violation of the anti-trust laws.

Effect on Civilian Needs

Spokesmen at RTMA, which officially declined comment, said, however, that the "limitations" proposed by the government would have the "effect" of curtailing civilian radio-TV production. It was believed that the full impact would be felt about the first of next year, though present inventories certainly will be juggled.

R. C. Sprague, RTMA president, said this past summer that the industry could expect anywhere from a 15% to 20% cutback in civilian radio-TV receiver output during the Korean crisis. The NPA regulation would lift the maximum ceiling by 10% at the base of materials.

It was suggested that set-makers who, for example, turn out a variety of TV receiver models would be forced to standardize their line to accommodate fewer types. Television saturation of production capacities already has drawn heavily on components to such an extent that electronics parts in other fields are acutely scarce.

Authorities pointed out, too, that the effect would be manifest chiefly in the consumption of metal units, rather than percentage of output, and that the diversion of civilian appliances would, in the long run, be greater than appears on the surface.

Set-makers reportedly held a post-NPA meeting last Thursday though details generally were unavailable. Discussions were described as informal.

Same Plan Outlined

Following the radio-TV session, NPA authorities met with representatives of the Electric Consumer Goods Industry Advisory Committee, before whom they outlined substantially the same plan.

Representing NPA at the radio-TV conclave, in addition to Mr. Harrison, were H. B. McCoy, assistant administrator of industry operations; Donald S. Parris, Communications Dept.; Thomas Delahanty, General Products Division, and Rollen Kadesch, NPA information office. Other government officials present included Marvin Hobbs, Munitions Board Electronics Dept., and Leighton Peebles, National Security Resources Board.

Industry officials attending were:

William Balderstone, Philco Corp.; F. H. Vogel, General Electric Co.; Fred R. Lack, Western Electric Co.; Ray C. Ellis, Raytheon Mfg. Co.; R. C. Sprague, Sprague Electric Co.; H. A. Ehle, International Resistance Co.; Franklin Lamb, Tele-King Corp.; R. A. Graver and John F. Gilbarte, Admiral Corp.; E. L. Hall, Pilot Radio Corp.; David Wald and Mark Glaser, DeWald Radio Mfg. Corp.; Bernard Fein, Ansley Radio & Television Corp.; William E. Wilson and C. T. Little, Acme Electric Corp.; W. J. Moteland, Conrac Inc.; Leonard Cramer, Allen B. DuMont Labs.; David Higgins, Hallicrafters Co.; A. P. Hirsch, Macmold Radio Corp.; G. G. Felix, Crosley Div.-Avco Mfg. Corp.; Benjamin Abrams, Emerson Radio & Phonograph Corp.; Paul V. Galvin, Motorola Inc.; W. A. McDonald, Hazletine Electronics Corp.; John Kruesi, American Lava Corp.; A. D. Plamondon Jr., Indiana Steel Products Co.; W. W. Watts, RCA; Arie Liberman, Talk-A-Phone; G. E. Gustafson and Hugh Boyer, Zenith Radio Corp.

The effect of NPA's proposed order on raw materials appeared certain to have ramifications all down the line, through retailer and distributor, and eventually for the public. TV set retailers have complained bitterly since Regulation W was promulgated by the Federal Reserve Board that sales have dropped below normal.

Consumers now are required to pay down from 15% to 25% more on radio, TV and other household appliances, with installment-paying periods reduced from 18 to 15 months.

Earlier, last Wednesday aluminum representatives were told by government officials that NPA must reduce civilian consumption of that metal—either by cutting allocations to each manufacturer or eliminating use of the item for nonessential types of manufacture. Fabricators objected to both methods and proposed that any necessary curbs be applied voluntarily by industry.

C. Donald Dalles, chairman of the board of Revere Copper & Brass Inc., huge supplier of materials for electronics use, questioned whether accelerated rate of copper stockpiling is justified and warned it may take one-third of the available U. S. supply. Copper is a key item in manufacture of TV antennae.

Steel Order

A similar order issued on steel also threatens to curtail supply of that product in the output of television and radio towers.

Manufacturers of radio receiving tubes already have voiced their concern over shortages and scarcity of high-priority components commandeered for defense purposes [BROADCASTING, Oct. 23].

Also a matter of concern is the possibility that manufacturers may find it more difficult than ever to comply with FCC's proposal that they build video receivers to accommodate CBS color TV. Adapters and converters also consume precious materials, it was pointed out.

A wholesale 30% curtailment of civilian production, if it ever materialized, conceivably could send repercussions right down the line to advertisers and television broadcasters, in view of TV's accepted rate structure based on set circulation, some authorities pointed out. This dire prospect was not seen, however, in NPA's present proposal.

With respect to top-priority orders, the Munitions Board has announced a system of ratings to guide contractors and sub-contractors. Electronic and communications equipment is rated seventh in defense priority.

Requests from manufacturers who would expand their electronics and other plants for defense purposes will be channeled to NSRB Director W. Stuart Symington, mobilization coordinator, who will serve as "certifying authority" for permission to take advantage of special tax benefits under the NPA Act.

They could write off the costs for tax purposes within five years as was substantialy the case during World War II, and thus remove themselves from higher tax brackets.

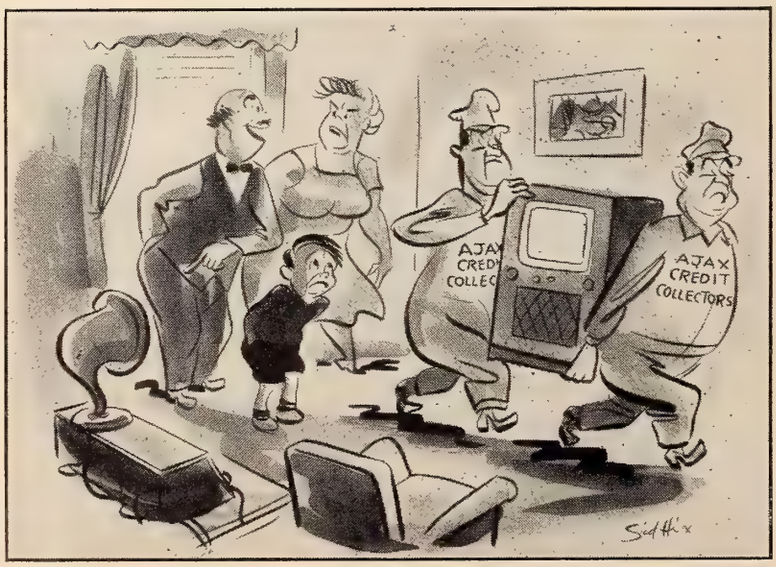
Meanwhile, the Manufacture Committee of the U. S. Chamber of Commerce met Friday to review the nation's defense production program. They were joined by government officials. Committee is headed by Chairman Stanley C. Allyn and includes Frank Folsom, RCA president.

NETWORK TIME *CBS Leads in Nine Months Gross Billings—PIB*

GROSS radio network time billings for the first nine months in 1950 totaled $135,722,285, some $3,390,613 less than the same period last year, according to statistics released by Publishers Information Bureau last week. September figures for the four networks were $13,931,561 as compared to 1949 September totals of $14,082,718.

Network leader in gross billings was CBS which sold $5,849,786. ★ NBC was second with sales totaling $4,416,328.

	Sept. 50	Sept. 49	9 months 50	9 months 49
ABC	$ 2,418,984	$ 3,077,282	$ 26,417,997	$ 31,874,690
CBS	5,849,786	4,997,280	51,068,664	46,301,592
MBS	1,246,463	1,178,388	11,887,529	13,710,341
NBC	4,416,328	4,829,768	46,348,095	47,226,275
Total	$13,931,561	$14,082,718	$135,722,285	$139,112,898



Drawn for BROADCASTING by Sid Hix

"It just proves, Honey, radio is here to stay!"

CAAB MEET

Scheduled Nov. 9-10

THE CBS affiliates advisory board will hold its second 1950 meeting Nov. 9-10 in New York.

Members of the board are: I. R. Lounsberry, WGR Buffalo, chairman; E. E. Hill, WTAG Worcester, Mass., secretary; C. T. Lucy, WRVA Richmond, Va.; Glenn Marshall Jr., WMBR Jacksonville, Fla.; Howard Summerville, WWL New Orleans; Richard Borel, WBNS Columbus, Ohio; William Quarton, WMT Cedar Rapids; Clyde Rembert, KRLD Dallas, and Clyde Coombs, KROY Sacramento, Calif.

CBS executives who are to attend the CAAB meetings include: Frank Stanton, president; Joseph H. Ream, executive vice president; Adrian Murphy, vice president and general executive; Lawrence Lowman, vice president and general executive; William C. Gittinger, vice president and assistant to the president; Herbert V. Akerberg, vice president in charge of station relations; Dr. Peter C. Goldmark, vice president in charge of engineering research and development; Earl Gammons, vice president in charge of Washington office; Louis Hausman, vice president in charge of advertising and sales promotion; Hubbell Robinson Jr., vice president in charge of network programs; J. L. Van Volkenburg, vice president in charge of network sales; William A. Schudt Jr., director of stations relations, and E. E. Hall, eastern division manager, station relations.

DON LEE SALE

General Tire Bid Sets Record

RECORD-SETTING $12,320,000 purchase of the Don Lee radio and television properties by General Tire & Rubber Co. and its parlay sale of Don Lee's KTSL (TV) Los Angeles to CBS [BROADCASTING, Oct. 23] are slated to be placed before FCC within a fortnight for approval.

General Tire, owner of Yankee Network, outbid Hoffman Radio & Television Corp. and associates to acquire all stock controlling Don Lee Broadcasting System and KTSL from the Thomas S. Lee Estate, simultaneously announcing the television station would go to CBS.

Terms of the KTSL-CBS transaction were not disclosed. But it was expected that CBS would acquire station equipment at $300,000 to $600,000, depending on current appraisals, and would lease space in Don Lee's new $3 million studio building on a long-term basis—10 to 15 years—and also lease the Mt. Wilson TV site with option to buy.

It was estimated that the $5 million-plus which the Lee estate already held in cash and quick assets, plus returns from certain other properties to be liquidated, would bring General Tire's actual outlay down to approximately $6 million, and that about half of this would be borne by CBS through its purchase of KTSL equipment and, primarily, its long-term leasehold arrangements.

The bid was made through the First National Bank of Akron as trustee of the retirement plan for employes of General Tire and certain other subsidiaries, and it was thought the trustee would retain ownership of the studio building and other real estate while transferring all other radio properties to General Tire and TV facilities to CBS.

Jones To Head KTSL

CBS announced that Merle Jones, general manager of KNX-CBS Hollywood and the Columbia Pacific Network, would become general manager of KTSL when CBS takes over. Thomas G. O'Neil, vice president of General Tire and vice chairman of Mutual, said the Don Lee Network and stations will be under the executive management of Willet H. Brown, now Don Lee president.

Lewis Allen Weiss, Don Lee board chairman, who had been expected to remain with the network if the Hoffman group had acquired it, meanwhile expressed his desire to bow out of the organization and asked attorneys for the Lee estate last week to activate the resignation which he submitted July 19.

The *Los Angeles Times*, 51% owner of KTTV (TV) Los Angeles, said it will acquire full ownership when CBS disposes of its 49% interest in KTTV under FCC's duopoly rules.

Authorities said General Tire will also dispose of one of its stations—KDB Santa Barbara—in comformity with FCC's AM multiple ownership "policy."

Unlike TV, the AM duopoly rule does not specify a maximum number of stations which may be owned by a single entity, but FCC's policy has been to keep the limit at seven. General Tire already owns WNAC Boston, WONS Hartford, WICC Bridgeport, and WEAN Providence in the Yankee group, and is acquiring KHJ-AM-FM Los Angeles, KFRC San Francisco, KGB San Diego, and KDB in the Don Lee transaction.

Purchase of the Lee interests also gives General Tire another 19% of the stock of Mutual network—in which it already owns about 19%—as well as Pacific Northwest Broadcasting Co., through which the Don Lee Network has 25 affiliates in addition to 16 affiliated stations in California.

Whether General Tire will have to sell its Mutual holdings down to a total of 30%, to meet MBS provisions, will be determined by the Mutual board of directors.

The overall transaction is the largest in radio history, over-shadowing the $8 million gross figure in Edward J. Noble's 1943 purchase of the Blue Network (ABC) and also exceeding the net price of approximately $6,600,000 involved in the ABC transaction. Mr. O'Neil pointed out that the Lee estate included "substantially over $5 million in cash and quick assets," which would put the net price at around $7 million (before further liquidations, including sale of KDB).

On behalf of General Tire, the Washington law firm of Pierson & Ball last week was preparing applications for FCC approval, and expressed hope they would be ready

(Continued on page 30)

NETWORK GROSS UP

For August—PIB

ACTIVITY of radio network advertisers during the summer of 1950 continued to show an increase as compared to 1949, according to figures compiled for August and released to BROADCASTING by Publishers Information Bureau. The networks received $12,561,675 total billing during August 1950, while in the same month last year the gross network time sales were $12,164,974.

The total network sales of $121,861,900 from January to August 1950 still lagged behind the $125,027,864 eight-month cumulative of last year.

Procter & Gamble, perennial leader of radio advertisers, once more spent over $1 million during the month of August, while General Mills with expenditures of $853,178 placed second. Third place was taken by Miles Labs who spent $696,545 in gross billing and Sterling Drug ranked fourth, with $562,278. Philip Morris Co. became fifth heaviest advertisers in August, by purchasing $426,324 worth of radio time.

Among the product groups, the Food & Food Products bought $3,052,005 in network time, to rank first. General Mills led that group by spending $853,178 for radio advertising. The manufacturers of Drugs & Remedies bought $1,896,578 worth of time, to place second and within their category, Miles Labs was top investor.

Toiletries & Toilet Goods producers ran third with purchases of $1,752,586, while Smoking Materials and Soaps, Polishes & Cleansers were fourth and fifth, respectively.

* * *

TOP TEN RADIO NETWORK ADVERTISERS FOR AUGUST 1950

1.	Procter & Gamble	$1,240,600
2.	General Mills	853,178
3.	Miles Labs	696,545
4.	Sterling Drug	562,278
5.	Philip Morris Co.	426,324
6.	General Foods	422,464
7.	American Home Products	419,636
8.	Liggett & Myers	388,625
9.	Gillette Safety Razor Co.	337,817
10.	Campbell Soup Co.	283,129

* * *

TOP NETWORK ADVERTISERS FOR EACH PRODUCT GROUP IN AUGUST 1950

Agriculture & Farming	Ralston-Purina Co.	$35,245	
Apparel, Footwear & Acces.	Adam Hat Stores	33,280	
Automotive, Auto. Equip. & Supplies	Chrysler Corp.	88,020	
Aviation, Aviation Equip & Supplies			
Beer, Wine & Liquor	Schenley Industries Inc.	79,425	
Bldg. Mat., Equip. & Fixtures	Johns-Manville Corp.	104,873	
Confectionery & Soft Drinks	Wm. H. Wrigley Jr. Co.	194,979	
Consumer Services	American Tel. & Tel.	65,484	
Drugs & Remedies	Miles Labs.	696,545	
Entertainment & Amusements			
Food & Food Products	General Mills	853,178	
Gasoline, Lubricants & Other Fuels	Standard Oil of Indiana	116,271	
Horticulture			
Household Equip. & Supplies	Gulf Oil Corp.	92,887	
Household Furnishings	Armstrong Cork Co.	35,282	
Industrial Materials	U. S. Steel	108,210	
Insurance	Prudential	122,245	
Jewelry, Optical Goods & Cameras			
Office Equip., Writing Supplies, Stationery & Acces.	Eversharp	66,588	
Political	Roosevelt for Gov. Comm.	704	
Publishing & Media	First Church of Christ Scientist (Monitor)	11,480	
Radios, TV Sets, Phonographs, Musical Instruments & Acces.			
Retail Stores & Direct Mail	Dr. Hiss	1,080	
Smoking Materials	Philip Morris Co.	426,324	
Soaps, Polishes & Cleaners	Procter & Gamble	797,762	
Sporting Goods & Toys	Wilson Co.	29,614	
Toiletries & Toilet Goods	Gillette Safety Razor Co.	337,817	
Transportation, Travel & Resorts	Assn. of Amer. Railroads	66,228	
Miscellaneous	Amer. Fed. of Labor	110,192	

GROSS AM NETWORK TIME SALES FOR AUG. AND JAN.-AUG. 1950—COMPARED TO 1949 BY PRODUCT GROUPS

PRODUCT GROUP	Aug. 1950	Jan.-Aug. 1950	Aug. 1949	Jan.-Aug. 1949
Agriculture & Farming & Access.	$ 74,670	$ 685,266	$ 77,735	$ 753,989
Apparel, Footwear	76,571	816,906	70,858	860,282
Automotive, Automotive Access. & Supplies	297,040	3,591,555	335,050	4,918,751
Aviation, Aviation Equip. & Supplies	.....	.....	.....	.....
Beer, Wine & Liquor	115,209	1,729,549	106,884	664,875
Bldg. Materials, Equip & Fixtures	104,873	893,783	108,167	873,685
Confectionery & Soft Drinks	318,982	4,629,071	382,971	4,486,429
Drugs & Remedies	1,896,578	16,673,928	1,610,752	13,641,100
Entertainment & Amusements	.....	.....	.....	.....
Food & Food Products	3,052,005	29,636,959	2,689,605	29,271,412
Gasoline, Lubricants & Other Fuels	475,045	3,426,152	376,017	3,978,699
Horticulture	.....	105,696	.....	91,968
Household Equip. & Supplies	302,252	2,213,029	273,676	4,905,825
Household Furnishings	39,320	327,244	37,054	733,112
Industrial Materials	124,323	1,382,682	123,845	1,430,031
Insurance	232,036	1,918,397	279,202	2,608,739
Jewelry, Optical Goods & Cameras	.....	960,708	141,142	1,429,298
Office Equip., Stationery & Writing Supplies	66,588	964,018	.....	862,380
Political	704	24,408	.....	.....
Publishing & Media	11,480	594,423	44,407	577,066
Radios, TV Sets, Phonographs, Musical Instruments & Access.	.....	613,803	.....	731,545
Smoking Materials	1,562,090	15,517,816	1,738,462	15,434,010
Soaps, Cleansers & Polishes	1,433,312	13,557,928	1,254,985	13,121,792
Sporting Goods & Toys	29,614	29,614	62,774	62,774
Toiletries & Toilet Goods	1,725,538	16,673,928	1,935,220	19,681,506
Transportation, Travel & Resorts	66,228	585,783	89,010	783,428
Miscellaneous	357,538	3,467,778	220,619	1,860,327
Total	$12,561,675	$121,861,900	$12,164,974	$125,027,864

TELL RADIO'S STORY—NOW

NAB AM Committee Urges

THE STORY of radio's preeminence in the media field, with its ability to reach the most people at the lowest cost, must be told forcefully and frequently—and soon.

This position was taken by the NAB AM Committee, meeting in Washington Oct. 23-24, and NAB's board of directors will have a strong recommendation from the committee at its mid-November meeting.

Two days of committee discussion covered the gamut of radio's current problems, under chairmanship of Hugh B. Terry, KLZ Denver.

Out of the meeting came the proposal that NAB tell the world the true story of the broadcast medium, a story that many members felt has never been properly told in radio's 30-year history.

A veteran broadcaster familiar with the medium's growth and its current status, Paul W. Morency, WTIC Hartford, led the committee movement to gain proper recognition for radio in the growingly competitive advertising field. Mr. Morency is District 1 director.

Study Ryan Plan

The committee went carefully into a plan submitted last August by William B. Ryan, NAB general manager, following demand by Assn. of National Advertisers for drastic radio rate reductions because of TV's impact on listening. At that time Mr. Ryan proposed that the true facts of media rate structures be pitted against each other [BROADCASTING, Aug. 28].

The Ryan plan supplied many of the ideas behind the committee's recommendation, as finally adopted for board consideration.

Committee members felt that the story of radio's growth should be told in terms of radio sets, audience and facilities. This would take the form of a major project, providing an all-out analysis of the broadcast medium. Sales impact of the spoken word and programming appeal would be portrayed in the radio presentation.

While members agreed the impact of TV on radio is serious in major television areas, it was pointed out that all media and living habits have been affected. Therefore the committee advocated a broad look at the advertising media picture. Radio's problem thus is much more than a competitive battle with TV, members felt.

The idea of an intensive study of radio rates was taken up but committeemen were opposed to a survey of that type. They felt the radio project should deal with audience and facilities. Many of the members, however advocated radio rate increases based on general increase in operating costs, just as printed media have raised space rates.

Convention Realignment

A second project that drew committee attention was the 1951 NAB convention, to be held in mid-April at the Stevens Hotel, Chicago. Members favored the idea of a concurrent convention, with management and engineering groups meeting at the same time. For the last two years the engineering meetings have been held before or after the management convention, involving exhibitors in week-long participation.

Committeemen agreed that the 1950 convention, with its high-brass aspect, had been a disappointment. They favored a convention with both broad industry aspects and specialized workshop sessions.

Main emphasis was placed on the need of brightening the agenda, making the convention as interesting as possible. Injection of more showmanship and drama into the convention meetings was favored. Workshop sessions would interest such industry groups as independents and network affiliates, FM, TV and other segments.

Industry Problems Discussed

Other industry problems discussed by the committee included national defense measures, taxation, manpower recruitment, wage freezes, special orders by regulatory agencies and effect of the Wisconsin court decision on giveaways (see story page 19).

A number of NAB staff members took part in last week's committee meeting, including President Justin Miller; General Manager William B. Ryan; C. E. Arney Jr., secretary-treasurer; Robert K. Richards, public affairs director.

Full Agenda

Hugh M. P. Higgins, director of Broadcast Advertising Bureau, outlined projects of the association's sales promotion agency. Richard P. Doherty, employe-employer relations director, discussed operating costs and employment. Jack Hardesty, NAB station relations director, who starts tomorrow on a cross-country membership tour, reviewed the status of NAB membership and steps underway to bring in non-member stations.

Dr. Kenneth H. Baker discussed NAB research projects and Ralph W. Hardy, government relations director, reviewed lobby activities.

Committee members present, besides Chairman Terry and Mr. Morency, were H Quenton Cox, KGW Portland, Ore.; Simon R. Goldman, WJTN Jamestown, N. Y.; Milton L. Greenebaum, WSAM Saginaw, Mich.; Glenn Shaw, KLX Oakland; F. C. Sowell, WLAC Nashville; William E. Ware, KSTL St. Louis; Ben A. Laird, WDUZ Green Bay, Wis.

* * *

NAB RADIO Committee held two-day session in Washington last week. Attending were (l to r): Milton L. Greenebaum, WSAM Saginaw, Mich.; William E. Ware, KSTL St. Louis; Paul W. Morency, WTIC Hartford; Justin Miller, NAB president; Hugh B. Terry, KLZ Denver, chairman; William B. Ryan, NAB; F. C. Sowell, WLAC Nashville; Simon R. Goldman, WJTN Jamestown; H Quenton Cox, KGW Portland; Ben A. Laird, WDUZ Green Bay.



WKBW STUDIOS

Ceremonies Held Oct. 27

OFFICIAL opening of the new studio building of WKBW Buffalo [BROADCASTING, Sept. 25] was marked last Friday with festive ceremonies attended by leaders of the industry. Climax of the occasion was a scheduled ABC coast-to-coast pickup from Buffalo at 11 p.m., with the broadcast featuring FCC Comr. Frieda B. Hennock and Mark Woods, vice chairman of the board of ABC. Milton Cross served as master of ceremonies.

Special contingent from New York for the event was to include Jack Purvis, N. W. Ayer; Frank Silyernail, BBDO; Frank Coulter, Young & Rubicam; Dick Grahl, Wm. Esty & Co.; Frank Daniel, Lennen & Mitchell; Chet Slaybaugh, Morse International; John Kucera, The Biow Co.; Ed Whitley, Badger, Browning & Hersey; Keith Shaffer, Erwin, Wasey & Co.

Avery-Knodel Inc., national representative for WKBW, was to be represented by Arthur McCoy, Fred Newberth; John Tormey, J. William Knodel and Lewis H. Avery.

CBS-NIHLEAN SUIT

Is Settled Out of Court

MISAPPROPRIATION of dramatic property suit brought by two writers against CBS for $150,000 was settled out of court in Chicago last week and dismissed Monday in Federal District Court by Judge Philip Sullivan. Mr. and Mrs. Russell Nihlean of Chicago charged last August that CBS broadcast a network show, *Hit the Jackpot*, based on an idea submitted by them to WBBM (CBS) Chicago. They alleged the idea for *Hit the Jackpot* was taken from their show, *Watch Your Step*.

Judge Sullivan dismissed the case "with prejudice," which provides that same suit may not be brought into court again. The plaintiffs and the defendants were ordered to pay their own court costs. Co-defendants with the network were DeSoto and Plymouth, sponsors of *Hit the Jackpot*.

Lindsey to KYMA

WILLIAM L. LINDSEY, at present program director of KLAS Las Vegas, Nev., will become general manager of the new KYMA Yuma, Ariz., according to an announcement last week by Albert Johnson, manager of Salt River Valley Broadcasting Co., which holds the KYMA construction permit as well as the license of KOY Phoenix. Mr. Lindsey is to leave KLAS Nov. 6 to take up his new duties preparatory to the Yuma 250 w outlet on 1400 kc taking the air around Dec. 1. KYMA will affiliate with Mutual-Don Lee and the Arizona Network, is was announced.

How KPFM(FM) Promotes Sponsor's Products In 80 Supermarkets



Selling the Customer At the Store Shelf

POINT-OF-SALE radio advertising in supermarkets as a new offshoot of FM radio is doubling the gross income of KPFM (FM) Portland, Ore., Manager Stanley M. Goard has disclosed to BROADCASTING.

The independent FM station channels music and spot announcements to some 80 city supermarkets promoting sale of food products that shopper-listeners can buy in the store. The 20-second store commercials are purchased by food manufacturers through Point-O-Salescast Co., Portland, which books the time with KPFM and provides the copy.

Donald W. Greene, owner-manager of the firm which was organized specifically for that purpose last May 1, concedes that the idea of storecasting is not new. But he adds:

Cites Growing Success Of Storecasting Technique

". . . We've had unusual success, and as far as I know, Portland's program is the only one in which the stores contribute to the cost, as well as the sponsors . . . a service more attractive both to the participating stores and to the sponsors."

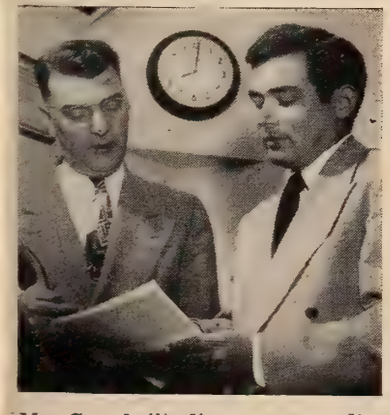
Other cities which have inaugurated storecasting in recent years—but without charging the stores—are Chicago, Detroit, New York, Philadelphia and Hartford, Conn.

Storecasting in Portland is aired during store hours, from 9 a.m. to 6:30 p.m. with commercials accepted only if the particular product is carried by 90% of the participating stores. Only deviation from the regular KPFM broadcast schedule of continuous music is that involving use of supersonic signals in supermarkets to increase the volume on commercials and eliminate station breaks and newscasts.

The storecasting arrangement entails advantages for the station, supermarkets and home listeners alike, according to Mr. Goard. The stores derive on-the-spot help from manufacturers in moving merchandise, vocal salesmanship, and a more pleasant atmosphere for customers and workers. Additionally, merchants extend cooperation in stocking advertising items.

Mr. Goard also singles out a limit of three 20-second commercials per quarter-hour and several hours per day when no commercials are aired.

* * *



Mr. Goard (l) discusses recording of KPFM supermarket storecasting commercials with Announcer Tom Hotchkiss.

Taping In Advance Holds Down Costs

To help keep costs down and insure maximum quality announcements, the week's commercials are recorded in advance on reels of "Scotch" sound recording tape, with entire operation handled by the station engineer. Only special equipment needed is a high-frequency oscillator for generating the supersonic signals, according to Mr. Goard. Store equipment is furnished by Point-O-Salescast Co. on a monthly rental basis.

This special tape, which eliminates the need for an all-day announcer and requires his services only when he is "fresh," is a product of Minnesota Mining & Manufacturing Co., St. Paul. The firm specializes in production of "Scotch" sound-recording and other pressure-sensitive adhesive tapes for industrial and consumer use.

The station engineer, who exercises complete supervision, over all fare, fades out the music as commercials or station breaks come up, feeds in the appropriate high-frequency signals, and starts the previously-prepared tape recordings, reversing the procedure for resumption of the musical portion of storecasts.

Equipment Needs In Markets

Within the supermarkets, necessary equipment includes an antenna, from two to six speakers, an FM receiving set, and a volume control mechanism responsive to UHF frequencies. Entire operation is automatic in the stores and requires no attention from employes.

With volume control adjustable to any of several high frequency signals, volume not only can be increased in some stores but certain announcements can be either entirely or partially blocked out throughout the store chains — so flexible is it.

One example of that necessity arose recently when a bakery initiated a spot drive on behalf of its bread and pastry. Inasmuch as one of the stores made its own pastry, it was able to carry announcements on the bread only through use of a special signal that would cut out the pastry plugs.

KPFM enjoys additional revenue from such an operation by virtue of the "somewhat higher price" it commands for the added value of point-of-sale broadcasting.

"Cost to the average store is $15," Mr. Goard points out. "However, the main income . . . is derived from the purchase of spot announcements by manufacturers who are finding this new medium . . . very successful."

Starting the prepared "Scotch" tape recordings once he has "faded out" the storecast music is the KPFM station engineer, who supervises entire storecast operation from the studios of the independent FM outlet.

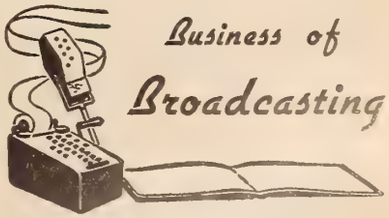
* * *

One West Coast firm, for example, added storecasting to its advertising schedule and its sales jumped 147% over last year's comparable period, according to Mr. Greene of Point-O-Salescast Co. Another concerned a Los Angeles firm which introduced a product in the Portland area coincident with inauguration of storecast service.

Final Success Shown In Volume Figures

"At the end of two months, with no advertising except KPFM storecasting, the firm's total volume on the product in Portland was equal to its total volume in Los Angeles—a market five and a half times bigger, where the product had a six years' head-start," Mr. Greene said.

Among the 20 products advertised through KPFM are: Borden's Cottage Cheese, Teagarden Preserves, Crown Flour, Roman Meal Breakfast Food, Fla-R-Pac, Beg-More Dog Food, Shady Oak Mushrooms, and Par-T-Pak soft drinks.



One of a Series

WGGG SWITCH

State Board Defers Action

PROPOSAL by WGGG Gainesville, Fla., that it exchange frequency and power facilities with WRUF, the U. of Florida-owned station, was deferred Oct. 23 following a two-day meeting of the Florida State Board of Control.

WGGG would exchange its 250 w and 1230 kc dial spot with the 5 kw-850 kc operation of WRUF, with which it competes in Gainesville. WGGG is licensed to Alachua County Broadcasting Co. Inc., with R. M. Chamberlin as president and general manager.

The meeting posed a controversial issue in Florida radio circles where three stations—WRUF WSUN St. Petersburg and WJAX Jacksonville—operate as city or college properties. Some broadcasters, including Walter Tison, president and general manager of WALT Tampa, feel that the FCC should draw a definite distinction between commercial radio stations and those operating as a service rendered by civic groups. WRUF has been listed as an MBS affiliate.

LILIENTHAL

Retained as RCA Counsellor

DAVID E. LILIENTHAL, former chairman of the Atomic Energy Commission, has been retained by RCA as special counsellor on policy and administrative matters. Though no announcement has been made by RCA, it is understood Mr. Lilienthal has been serving in this capacity for some weeks.

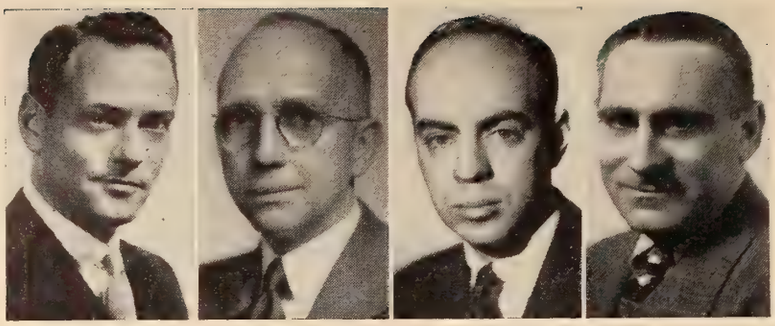
Mr. Lilienthal has extensive experience in scientific fields as an administrator. Besides directing Atomic Energy Commission in its formative period he was a prime mover of Tennessee Valley Authority in the '30s. It is believed he may assume a top research capacity at RCA.

Within a fortnight Mr. Lilienthal is expected to open a consulting office in the American Security Bank Bldg., Washington. He will counsel on administrative and policy matters.

* * *



Mr. LILIENTHAL



Mr. Jahncke Mr. McDonald Mr. Saudek Mr. Oberfelder

ABC promotions and realignments announced Oct. 20 [BROADCASTING, Oct. 23] include Ernest L. Jahncke, vice president in charge of stations, being appointed vice president in charge of all radio, including network and stations; Joseph A. McDonald, vice president and general attorney, and Robert Saudek, vice president in charge of public relations, being named assistants to Robert E. Kintner, ABC president. Mr. McDonald will be responsible for all legal matters and labor relations, and Mr. Saudek, in addition to present duties, will head advertising, promotion and research. Messrs. Jahncke, McDonald and Saudek report to Mr. Kintner. Also announced was the naming of Ted Oberfelder, head of advertising-promotion, as manager of WJZ New York; and Clarence Doty as WJZ-TV manager, both reporting to Murray Grabhorn, vice president in charge of owned and operated stations. Mitchell DeGroot has been appointed acting manager of advertising and promotion. Benjamin Gedalecia continues as manager of research.

RED IDENTITIES

Stricter Compulsory Laws May Be Enacted

WHEELS of new anti-subversive control machinery set up to compel Communist "front" or "action" organizations to identify their radio and television programs and to impose other restrictions on their activities began to turn slowly last week.

It was strongly evident that the new law, which may face revision once Congress reconvenes, may have little practical effect on station operations. The burden of enforcement does not rest on stations.

Communist party officials and fellow-traveler groups who subsequently may be deemed to fall within that category had taken no action to comply with the law's provision calling for registration with the Justice Dept. within the 30-day limit. Deadline on registrations was last Monday evening.

It was believed that the issue eventually would go to the courts as a "test case." In the interim, penalties for non-registration, covering prison sentences and fines up to $10,000, cannot be enforced until the government firmly establishes who is required to register as an "action" or "front" group.

Board Created

To that end, President Truman last Monday created a five-man Subversive Activities Control Board to be headed by Seth Richardson, chairman of the government's Loyalty Review Board. The Justice Dept. is expected to ask the board for an order sometime next month specifically requiring the Communist Party to register. The board will be asked to base decisions in individual cases on an eight-point guide, with recommendations from the Justice Dept. The Communist Party, if it should be so designated, then could appeal the board's ruling to the courts.

Section 10 of the Communist-control bill passed Sept. 23, would make it unlawful for any "front" or "action" group to air any radio or television program without identifying, in advance, the program it is sponsoring [BROADCASTING, Oct. 2]. The provision is not intended to add further obligations to those already imposed on broadcasters.

A *Federal Register* compilation of registered organizations would serve as the guide with respect to lawful groups. But broadcasters would not be asked to rule off non-registrants, upon whom alone the burden of responsibility would rest. FCC regulations already require stations to identify sponsors of radio and television programs.

Other Members

Other members of the new control board are Peter Campbell Brown, special assistant to the Attorney General; Charles M. LaFollette, former Republican Congressman from Indiana and now executive director of Americans for Democratic Action; David J. Coddaire, Boston lawyer, and Dr. Kathryn McHale, former director general of the American Assn. of University Women.

Motenko Joins Muzak

APPOINTMENT of Alexander Motenko as general sales manager of Muzak Corp. Transcription Div. has been announced by Richard A. Wilson, vice presiden of the division. Mr. Motenko, former vice president of Children's Press Inc., will assume full charge of all sales departments. He also will continue to serve as president of Brason Assoc., Chicago record distributor.

TOWER FALLS

KHQ Plans New Structure

PLANS are underway for another 826-ft. structure to replace KHQ Spokane's new radio tower that jack-knifed in opposite directions Oct. 18, according to R. O. Dunning, president. Tower was to have replaced KHQ's present quarter-wave antenna located 250-ft. from the site of the construction.

The new structure collapsed at the 608-ft. level as workmen began to tension a second set of permanent guy cables.

As yet, cause of the failure has not been determined. Station was off the air for 61 minutes when a falling guy wire severed the transmission line leading to the currently-used tower, which had been cut from the half-wave size of 826-ft. to 430-ft. by a windstorm last November. The old tower was unsupported and although damaged by the storm still showed no appreciable loss of coverage as it had separated at nearly the exact quarter-wave point.

The new tower, which suddenly gave way, was of a uniform cross section of 6'3", and was to have been supported by two sets of three permanent guys. Two workmen installing neon sections of the tower were on the ground and, while knocked from their feet, were not seriously injured. Chief Engineer John Walker and Salesman Charles Lohnes, of KHQ, and William Whitman, International Derrick & Equipment Co., who were at the scene, sprinted to safety. Prime contractor was RCA, fabrication by International Derrick and erection by Radio Towers Inc., the station reported.

NATIONAL GUARD

Sets Spots for 1,232 Outlets

NATIONAL GUARD will launch a spot announcement campaign using three one-minute spots on more than 1,232 radio stations during the month of November.

The advertising budget for National Guard is $300,000, which pays for recruiting aids such as spot radio, posters and newspapers.

"Time and space is being bought by the agency, Robert Orr & Assoc., on a long-term rotating basis so that every station and newspaper will be given consideration," Jospeh R. Joyce, account executive of the agency, told BROADCASTING.

The current spot schedule includes stations of 5 kw and under.

During the month of September the National Guard sent out a letter under the signature of its chief of bureau, Maj. Gen. Raymond G. Fleming, asking radio stations to use a quarter-hour transcribed show featuring Mindy Carson and Bill Stern, as a public service. Although only 16 programs have been cut, so far, eventually there will be 39 in the series. More than 1,650 stations have agreed to play the programs as a public service and have been doing so since last September.

NARBA PROSPECTS *New Treaty 'Appears Near'*

PROSPECTS of reaching agreement on a new NARBA governing AM allocations among all North American nations except Mexico appeared brighter last week, after a succession of conferences among the delegations following Mexico's withdrawal from the session [BROADCASTING, Oct. 23].

Participants were unwilling to predict that a new treaty is yet a certainty, but said Friday that it "appears near" and may be reached in another week or 10 days. The conference has been in progress in Washington since Sept. 6.

Observers thought the agreement—if achieved—would rest on these bases:

- Cuba would be permitted to use six U.S. 1-A clear channels, but would agree to use directional antennas to protect the U.S. dominant stations along the lines provided in the expired NARBA.
- Cuba would be granted "special protection" on 11 channels, and a number of other "relatively minor" adjustments in U.S. operations might result.
- Cuba would commit herself to protect all other U.S. clears to the U.S. border.
- The Bahamas-Jamaica probably would be granted the use of one and possibly two U.S. clear channels, on condition that the U.S. dominants are protected.
- The Dominican Republic would continue to use one channel —class not yet decided—probably with 10 kw power.
- The U.S. and Canada would be granted the right to move their clear-channel stations as they wish (that is, stations on clear channels to which Cuba and other nations are given no rights under the treaty).

Cuba, whose differences with the U.S. have been a major stumbling-block in the year-long effort to write a new NARBA, was understood to be willing to make the new treaty effective for five years and then to keep it in effect until a new one is devised. The U.S. delegation was prepared to insist upon this point as well as upon adequate protection of U.S. interests by foreign operations.

Claim U. S. Would Gain

Authorities conceded that the trend of current negotiations seemed to make substantial concessions to Cuba, but pointed out in defense that Cuban broadcasters already have preempted more channels than those to which they would have rights under the proposed treaty. Accordingly, it was argued, the U.S. stands to gain more than it would lose under the tentative terms, which have been evolved in negotiations led by FCC Comr. Rosel Hyde, head of the U.S. delegation.

U.S. 1-A clear channels discussed in connection with Cuba's request for rights on six, authorities said, included 640 kc (KFI Los Angeles); 660 kc (WNBC New York); 670 kc (WMAQ Chicago); 760 kc (WJR Detroit); 770 kc (WJZ New York), and 830 kc (WCCO Minneapolis).

Cuba Protection

The channels on which Cuba would get special protection—and the degree of special protection that would be involved—remained undecided. At the Montreal sessions a year ago, it was recalled, the Cuban delegation sought 50-microvolt protection—at the Cuban border—on two 1-A channels, several 1-B's, and some regionals.

WCBS New York's 880 kc was most frequently mentioned as the 1-A to satisfy Bahaman-Jamaican demands.

The Dominican Republic currently uses 1040 kc with 10 kw and was eager to continue this assignment or to accept some other channel as a substitute.

There appeared to be no substantial differences between the U.S. and Canadian delegations.

Aside from the station-assignment issue, the Conference's principal problems appeared to relate to technical questions, particularly the degree of mutual protection to be accorded between nations.

All of the remaining delegations except Cuba's have agreed to respect the existing "650-mile rule," and authorities said Cuba agreed to adhere in substance but under a different formula.

The Conference Juridical Committee approved re-establishment of the main principles of the North American Regional Broadcasting Engineering Committee — which had been opposed by Mexico in particular—under a new name and new formula. Mexico, before her withdrawal, was represented on the subcommittee which unanimously recommended this move.

The question of cutting channel separations from 10 to 9 kc—which at one point loomed as the only hope of salvaging an agreement but was pushed aside following Mexico's withdrawal—was not revived during the past week, and none of the remaining nations appeared interested in pursuing it at this time.

RADIO HOLDS

Williams Tells La. Meet

RADIO has no apologies to make to any media, as its selling influence is ever present and usually underpublicized, Aubrey Williams, radio director of Fitzgerald Adv. Agency, New Orleans, told the Louisiana Assn. of Broadcasters Oct. 25 in New Orleans. The Fitzgerald firm, one of the leading Southern agencies, annually bills about $2 million in national and regional radio.

Mr. Williams said radio should sell aggressively what it has best to sell — its instantaneous fluidity which no other advertising medium today enjoys. Radio should promote itself better as its potentialities are still an unknown quantity in many advertising circles, he added.

Tom Gibbens, WAFB Baton Rouge, was elected president of the Louisiana association. Howard Summerville, WWL New Orleans, was chosen vice president, while George Martin, KROF Abbeville was named secretary and treasurer.

Robert D. Swezey, WDSU New Orleans, said TV has thrown off its guard and given it an inferority complex, all of which means radio "will have to grow up for once" and push a combined effort to sell radio as the newspapers have sold themselves against radio. He urged support of BAB. Radio will remain a very effective advertising medium for many years to come, said Mr. Swezey, but "it's later for radio than you think." TV is a good means of advertising but too expensive to take radio's place, he added.

RADIO ON DEFENSIVE

Waddington Asserts

RADIO, on the "offensive" throughout its history, is now on the "defensive," Les Waddington, radio and television director of Miles Labs, asserted Wednesday in a speech before members of the Chicago Radio Management Club. Referring to the "crisis" now facing radio management, occasioned by television, the threat of war or a heavily-regimented peacetime economy and probable defense requirements, Mr. Waddington anticipates "the blows to come will whittle away at the soft and flabby outer edges of radio" but the medium "will emerge skinned down considerably and in better fighting trim."

Station managers must use their "great brainpower to see the path ahead" and use to advantage their experience of being in radio since its inception. "There's a heap of listening ahead," he said. Because the "tools of radio analysis are numerous—perhaps too numerous —," there should be a "quick weeding out of the least useful reports."

Although he believes television will replace radio ultimately as a top entertainment and sales medium, radio will always be an important advertising medium, Mr. Waddington said. Major networks and stations, however, "should act as though the two are related, and not sell them against each other. The transition period from AM to TV will be happier and easier if networks and stations show advertisers how the media can work and grow together. TV is not the constant evil spirit many people think," he noted.

The radio industry has been "offensive" on two scores—in its aggressive business methods and in it programming. Advertisers, as well, have "financed radio but also defiled it, in one way or another." Mr. Waddington believes the automatic commercial tuneout is an inherent part of the listener's makeup now. Television commercials are "more palatable" than those on AM, he said, where "of necessity" spots have had to feature hard-hitting copy and repetition. "Advertisers are being forced to do something about their commercials now."

Uses Schwerin

Miles Labs has used Schwerin Research Corp., New York, to analyze the psychological placing of commercials within a program format to find the character of the most effective commercials, among other things.

Speaking of programming, Mr. Waddington charged a need for a greater variety of program ideas. "As each program innovation, the industry rides it to death," he said, referring to quiz shows and giveaways especially. He reminded his audience that radio is a communications medium with two lowest common denominators, a responsibility for enlightenment and education. Miles maintains its programs at the highest educational level consistent with selling the product, he said.

To point up his predictions that radio must reform itself, Mr. Waddington introduced a musical device, the recorder, on which he played "It's Later Than You Think." "The piper must be paid, and the piper is the radio industry which is luring followers—listeners and advertisers who pay the bills," he said.

"Radio has experienced a roaring economy for the past few years, but the next few years will be different," Mr. Waddington continued. "Advertising and costs will be surveyed carefully in light of general uneasiness, now detectable in radio, and the likelihood of strong defense measures which mean an unbalanced economy."

Talent costs and rates have to be adjusted, maintenance of full radio coverage is losing popularity because of costs, and television cannot be neglected, Mr. Waddington said. "TV has complicated the entire media picture."

Miles in 1949 spent 85 cents of its advertising dollar in radio and television on 10 shows (five network) and spot. Its formula for program improvement is to add producer experience to the measurement of audience reaction.

RADIO-TV WEEK OPENS

Marks 30th Year

NATIONAL Radio & Television Week opened yesterday (Sunday) with aural and visual stations joining in industry-wide observance of the broadcasting industry's 30th anniversary. The observance winds up Saturday night.

Key event in the observance of some 2,800 AM, FM, and TV stations was the fourth annual Voice of Democracy contest in which students of 28,000 high schools in the United States and possessions are participating.

Newspapers are joining in the event with advertising projects based on material supplied by the Advertising Committee of Radio-Television Mfrs. Assn.

NAB and RTMA are cooperating in industrywide observance of the week, with the U. S. Junior Chamber of Commerce and U. S. Office of Education joining in the Voice of Democracy contest.

According to NAB, the contest will draw well over the record one-million entries that featured the 1949 event. Stations already have started broadcasting a series of five-minute pilot radio essays to be used as idea patterns by student contestants.

Pilot Voices

The pilot transcriptions were voiced by Justice Tom C. Clark, U. S. Supreme Court, speaking on "Platform for Democracy;" Sen. Edwin C. Johnson (D-Col.), chairman of the Senate Interstate Commerce Committee, on "Democracy at Work;" NAB President Justin Miller, on "Freedom of Expression;" Earl J. McGrath, U. S. Commissioner of Education, on "Education for Democracy" and Rep. Brooks Hays (D-Ark.), vice president of the Southern Baptist Convention, on "Freedom of Worship."

The U. S. Office of Education described the event as "*the* contest for high schools." In charge of local eliminations are radio stations, with local junior chamber chapters cooperating in the judging process. Local prizes are offered participants.

Both members and non-members of NAB are taking part by broadcasting the pilot essays and transcribing winning scripts on the subject, "I Speak for Democracy." Judging is based on content, 40 points; delivery, 40 points and originality, 20 points.

By Nov. 25 winning state transcriptions will be on their way to Washington for further elimination. The four national co-winners will be selected by a committee of noted judges. Winning students will be given trips to Washington and Colonial Williamsburg, along with $500 scholarships. They will appear on numerous radio and television shows.

To Judge Contest

Members of the board of judges are Erwin D. Canham, *Christian Science Monitor;* Rabbi Norman Gerstenfeld, Washington; Frieda Hennock, FCC; H. V. Kaltenborn, NBC; Corma Mowrey, president, National Education Assn., Frank Pace Sr., Secretary of the Army; W. L. Spencer, president, National Assn. of Secondary School Principals; Lowell Thomas, CBS commentator.

NARND PLANS

Complete Meeting Agenda

KEEPING in step with current interest, the fifth annual convention of the National Assn. of Radio News Directors at Chicago's Hotel Sherman, Nov. 16-18, will feature top military spokesmen.

Among speakers scheduled are Gen. Hoyt Vandenberg, Air Force chief; Rear Admiral R. F. Hickey, USN, and Maj. Gen. Floyd Parks, chief of Army information. Other main talks will be made by Commentator Lowell Thomas; Lyle Wilson, UP Washington bureau; Bob Considine, INS correspondent; Clifton Utley, WMAQ Chicago, and Robert Dillon, general manager, KRNT Des Moines.

Broadcast From Meet

Mr. Thomas, veteran radio news commentator, will originate his CBS newscast at the convention with an informal discussion on radio news before and after the program. Ben Chatfield, WMAZ Macon, first vice president of NARND and in charge of the convention, announced managers and other station officials are invited to attend the 1950 meeting.

News Director Jack Krueger, WTMJ Milwaukee, is handling details of a pre-convention trip to Milwaukee Nov. 15. NARND members and other radio newsmen will leave Chicago at 10:30 a.m., be special guests of WTMJ and be interviewed on a radio and TV show. Walter J. Damm, vice president of the Milwaukee Journal Co. and general manager of the Journal's stations, will be host to NARND officers, members and wives at Radio City at noon. The party will tour the station and other high points, and also the Blatz Brewing Co. where they will be guests at a buffet supper.

IAAB ASSEMBLY

Nunn, Arnoux Named NAB Delegates

GILMORE NUNN, of the Nunn Stations, and Campbell Arnoux, WTAR Norfolk, have been named NAB delegate and alternate, respectively, to the Second General Assembly of the Inter-American Assn. of Broadcasters, which convenes in Sao Paulo, Brazil, Nov. 15-25.

Plans for the 10-day assembly were announced last week by Justino Jimenez de Arechaga, director of IAAB's permanent office at Montevideo, Uruguay. Goar Mestre, CMQ Havana, is IAAB president.

Radio's role in promoting democratic ideals, as well as its educational and cultural values, is expected to get widespread attention in the meeting.

The IAAB board of directors already has adopted a "triple petition" asking "all the broadcasters of the three Americas" to: (1) make sure their broadcasts do not serve "the cause of the enemies of the democracy system"; (2) "give all their support to the United Nations Organization, contributing fully and generously to the broadcasting of the principles on which it is based and the decisions they adopt in defense of pacific nations against unjust aggressions"; (3) "participate, insofar as it is possible for each one, in an intense campaign of propaganda directed to the fundamental principles of democracy and the strengthening of the ties of brotherhood between the peoples of America."

The IAAB Board said:

The IAAB trusts that all its affiliates, which extend from the Bering Sea to Cape Horn and which constitute the most formidable network of organizations for the broadcasting of ideas, will listen to this call, which is made at a critical hour for the whole world and which is a most grave responsibility for those who possess such powerful mediums for the formation of public opinion.

Agenda for the General Assembly includes a proposal by Dr. Franklin Dunham, permanent executive secretary of the U.S. Interparliamentary Union, regarding "the necessity for cooperation in international educational broadcasting." Other topics include "the necessity of strengthening the knowledge and consciousness of the mission of radio," and Code of Ethics of the IAAB.



Mr. Nunn



Mr. Arnoux

O&D REVAMP

Changes Name, Top Staff

REALIGNMENT and change of corporate name were announced last Wednesday by O'Brien & Dorrance Inc., New York advertising agency, which will be known as Dorrance-Waddell Inc. effective Nov. 1. Announcement was made by Dick Dorrance, president.

Eugene Waddell, who joined the firm as part-owner earlier in the year, becomes executive vice president and chief plans writer. William Bonyun, former president, Daggett & Ramsdell Inc., joins the staff as director of marketing, Mr. Dorrance said.



Mr. Waddell



Mr. Dorrance



Mr. Cashman



Mr. Bonyun

Mr. Waddell and William L. Morison, the agency's director of media, have acquired ownership in the firm formerly held by Henry F. O'Brien, co-founder of O'Brien & Dorrance which was formed some five years ago as a promotion service group. Mr. O'Brien, who is resigning as director and executive vice president, plans to set up a consulting design service and will be associated with Dorrance-Waddell on a consultant basis.

Cashman's Position

John Cashman, also a part-owner of the agency, remains as secretary-treasurer and vice president in charge of client service. According to Mr. Dorrance, the new agency will specialize in handling package goods and general accounts, continuing merchandising and promotional services to present and future clients.

PBS Gets New Studios

PROGRESSIVE Broadcasting System, which starts its coast-to-coast network broadcasts, Nov. 26, has acquired the former audio-video studios at 418 Robertson Blvd., Beverly Hills, Calif. Move puts PBS offices, recording and TV studios, as well as complete broadcasting facilities, under one roof.

PROGRAM PROBLEMS

Aired at BMI Clinic in Chicago

MORE THAN a hundred program directors of midwest and southern broadcasting stations attended a BMI clinic Monday in Chicago featuring addresses by experts in many branches of the programming profession.

In addition to BMI Vice Presidents Roy Harlow and Robert J. Burton, such well informed program authorities as Henry Weber, WGN Chicago musical director; Harold Safford, WLS Chicago program director; Al Morey, WBBM Chicago program manager; Don Marcotte, WMAQ Chicago supervisor of music, and Charles Barnhart, WMBD Peoria program manager, spoke at meetings in Hotel Stevens. And to round out the program, two of Chicago's most popular disc jockeys—Ernie Simon of WJJD and Bill Evans of WGN—disclosed their formulae for success, while Elliott Henry, ABC Chicago's publicity director, told how to publicize programs, and Reo Fletcher, chief music librarian of ABC Chicago, detailed how to streamline a music library.



THIS BMI Clinic group includes (l to r): Seated, Roy Harlow, BMI New York, and Harold Safford, WLS Chicago. Standing, Burt Squire, BMI Chicago; Henry Weber and Bill Evans, WGN Chicago; Al Morey, WBBM Chicago; Charles Barnhart, WMBD Peoria; Elliott Henry, ABC Chicago.

* * *

Cites Popular Music

Mr. Weber, well known as a director of symphonic and classical works, unexpectedly placed popular music "if it is good" on a par with the classics for well-rounded programming.

"A lot of classical music is bad and a lot of popular music is good," he declared. "The backbone of programming is *good* music — that which has withstood the severe test of time, be it a hit tune or Bach."

The WGN music director warned against "hamburgerizing" any score, contending that the public likes its music straight. He said success in broadcasting music depends on planning as much as on execution. He pointed out that the absence of mail from classical music lovers is no indication that serious music has few listeners, for "many a music lover is not the letter-writing type."

Mr. Safford described farm listeners as among the "keenest observers" of radio programming, to whom listening is not a "casual matter, but essential to their day's work."

"Market figures must be given accurately. They are serious figures to the farmer," said the WLS program director. "And they should be aired at a time when the farmer can conveniently listen to them—not just when your station has an availability. No amount of money should be able to buy certain farm program slots."

The farmer wants his programs clean and wholesome; he wants his music "strong and virile, not anemic," Mr. Safford added.

"Sincerity is a *must* in farm broadcasting," he concluded. "The man behind the mike must sound sincere, for the farmer quickly makes up his mind whether a voice is genuine or phony."

WBBM's Al Morey observed that the "grays in programming are just as important as the blacks and whites," and that success in what appear to be "simple things—like the casualness of a Godfrey—requires a lot of work." Mr. Morey noted that the electronic age allows the performer to be more natural than in the days when he was forced to exert himself to send his voice to the back of a hall.

Mr. Marcotte urged programmers to strive toward "leaving each listener with the feeling he has shared in the performance."

"Don't be condescending. Regard the listener as intelligent," he said. "But, on the other hand, don't make a presentation too formal. It should be un-awed and friendly."

A simple rule followed by Mr. Marcotte in his programming for NBC Chicago is that "music should be sensed rather than heard."

Rapping programmers who reach for a pile of records and put them on the air without pre-planning, BMI's Roy Harlow asserted that "four records don't make a 15-minute program any more than four chocolate eclairs make a lunch." He noted a station trend away from the idea that a broadcasting operation stems from the commercial department.

"If you put the right programs on the air, you'll hear from your listeners, and the show will sell itself," he said.

Disc Jockey Evans quipped that good programming is like good bridge playing—"you never make a play unless there's a good reason for it." He said he lets the listener choose the records he plays on WGN.

"I never want it said of me that I *made* a hit," he said.

Demand for Jazz

There was strong evidence at the clinic that authentic Dixieland jazz is in great general demand. A number of those attending Monday's sessions sought out Ed Hoerner, program director of WWL New Orleans, to inquire when *Dixieland Jazz Concert*, which has originated at WWL, will be back on a network.

Encouraged by the large attendance at the Chicago clinic, BMI officials promised to sponsor more gatherings of program personnel in the future.

Those attending the clinic included:

Sil Aston, WAIT Chicago; Charles Barnhart, WMBD Peoria; Bob Burton, BMI New York; John Bondeson, WKTY LaCrosse, Wis.; Robert J. Bodden, WRCO Richland Center, Wis.; Walter S. Burr, WNMP Evanston, Ill.; George Biggar, WLS Chicago; M. M. Cole, BMI publisher; Tom Compere, Chicago radio attorney; John Coughlin, WOKZ Alton, Ill.; Mary Casey, WKOW Madison, Wis.; Ed Cerny, WMAQ Chicago; Roderick Cupp, KMBC Kansas City; Edith Crawford, WOC Davenport; Bruce Dennis and Claire Dowell, WGN Chicago; Robert Drain, WSBT South Bend; Hank Dihlmann, KROS Clinton, Iowa; Wil-

(Continued on page 31)

* * *

GATHERED at the BMI Clinic (l to r): Seated, William McGuineas, WGN Chicago; Don Marcotte, WMAQ Chicago; Roderick Cupp, KMBC Kansas City. Standing, Reo Fletcher, ABC Chicago; Charles A. Wall, BMI New York; Claire Dowell and Frank B. Schreiber, WGN Chicago; Robert J. Burton, BMI New York; Al Marlin, BMI Midwest field representative.



* * *

AMONG those at BMI Chicago Clinic (l to r): Seated, Gus Hagenah, Standard Radio Transcription Services; Howard Lane, Field Enterprises; Sil Aston, WAIT Chicago. Standing, John F. Meagher, KYSM Mankato, Minn.; Thomas R. Kelley, WRCO Richland Center, Wis.; L. A. (Jiggs) Miller, KFAB Lincoln, Neb.; John Bondeson, WKTY LaCrosse, Wis.



AL JOLSON

Industry Mourns Passing

FUNERAL services for Al Jolson, 64, radio-television, screen and stage star, were conducted Thursday from Temple Israel, Hollywood, with interment at Forest Lawn Cemetery.

The famed entertainer had succumbed Oct. 23 in San Francisco following a heart attack. He had just returned from a tour of the Korean battlefront.

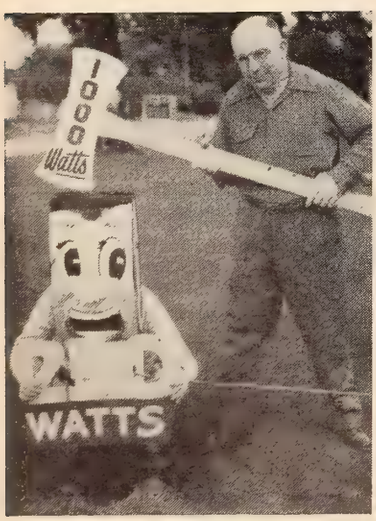
Since his remarkable comeback four years ago with Columbia Pictures "The Jolson Story" after his earlier stage and screen success, Mr. Jolson had been making frequent guest appearances on various major radio shows, particularly the *Bing Crosby Show*. Earlier he was starred in NBC's *Kraft Music Hall* for a few seasons. In fall of 1949 CBS signed him to an exclusive radio and television contract. TV show was to get underway as soon as his health and commitments would permit. Radio commitments were to be confined to guest spots.

Typical of industry sentiment was the expression of William S. Paley, chairman of the board of CBS, who declared:

I have known Al Jolson for many years and have always enjoyed him as a great star. His untimely passing comes as a great shock. We have lost one of our most beloved figures, but he will be in the heart and memory of the world for years to come."

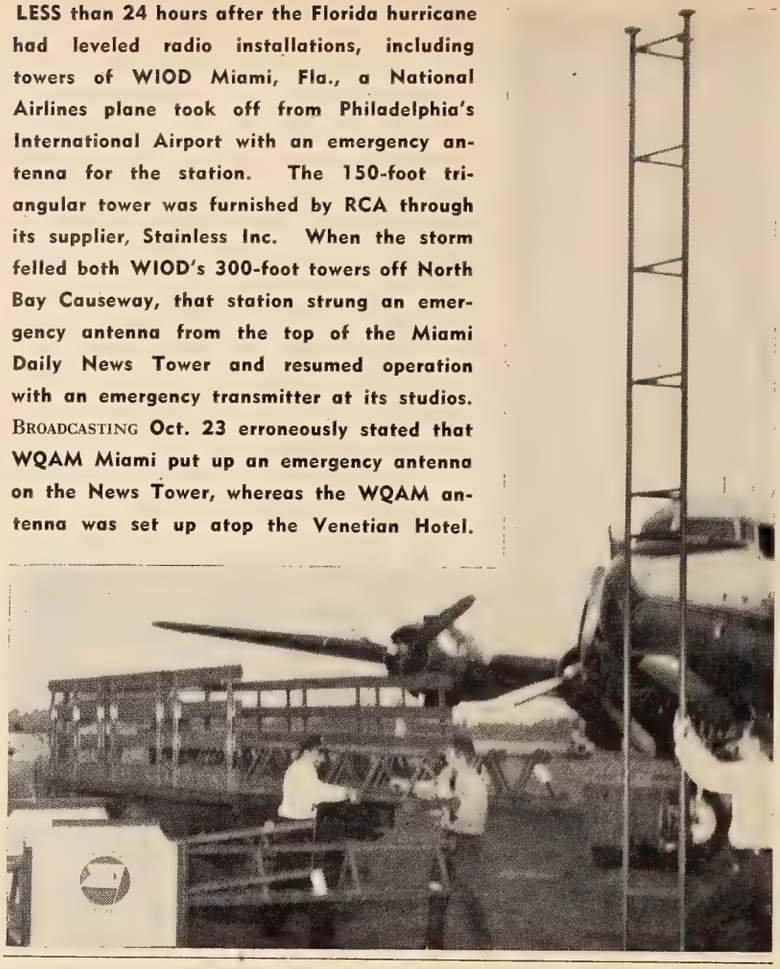
Tribute to the entertainer was also expressed by CBS President Frank Stanton:

Through radio, the movies and personal appearances, Al Jolson brought smiles and happiness to countless millions in every corner of the globe. It was typical of him that he should just have come back from entertaining our GI's in Korea before the final curtain was rung down on his magnificent act. The whole world, as well as show business, mourns a great man, as well as a great entertainer.



USING sledge hammer tactics to promote his new 1 kw power on 590 kc is Owner C. H. Fisher of KUGN Eugene, Ore. The station formerly operated with 250 w on 1400 kc.

LESS than 24 hours after the Florida hurricane had leveled radio installations, including towers of WIOD Miami, Fla., a National Airlines plane took off from Philadelphia's International Airport with an emergency antenna for the station. The 150-foot triangular tower was furnished by RCA through its supplier, Stainless Inc. When the storm felled both WIOD's 300-foot towers off North Bay Causeway, that station strung an emergency antenna from the top of the Miami Daily News Tower and resumed operation with an emergency transmitter at its studios. BROADCASTING Oct. 23 erroneously stated that WQAM Miami put up an emergency antenna on the News Tower, whereas the WQAM antenna was set up atop the Venetian Hotel.



PARTY FUNDS

Some GOP Candidates Cut Budgets

SOME GOP Senatorial and Congressional candidates for re-election last week were beset with "financial difficulties," wondering about their next campaign dollar, with the apparent result that radio-television budgets would be pared across the board throughout state and city provinces.

Rep. Leonard W. Hall, chairman of the Republican Congressional Committee, noted that some party candidates were sorely pressed for campaign funds. Many, he said, would be forced to curtail their contemplated radio and other advertising expenditures by as much as 50%. Democratic finances exceed the GOP fund by five to one, he added.

Committee spokesmen said it would be difficult to estimate just how much the radio-TV budget would be slashed, because that would depend on the "situation" of individual candidates. But they singled out the original GOP campaign fund goal of $1,952,000 set by the National Finance Committee for apportionment among the Republican National, Congressional and Senatorial Committees —and merely groaned.

They confirmed, however, that some candidates had curtailed their radio-TV plans, but declined to identify them.

No figures were available on individual GOP purchases of radio-TV time. One example, however, is a $20,000 figure set by the Republican State Central Committee of Rhode Island.

It was learned that the Senate Campaign Committee had doled out a $5,000 check to Sen. Robert Taft (R-Ohio), who reported that he was running heavily in the red, and $3,500 to Gov. James Duff of Pennsylvania, another Senatorial candidate. Sen. Taft, who listed expenses of $1,049, has been using radio (eight Ohio stations) and also television on a limited scale.

Meanwhile, the Senate Democratic Campaign Committee reported that it had collected $40,807 and spent $29,000 thus far in state races, but also was unable to give radio-TV's share. The Democratic National Committee, however, already has indicated that it will expend between $100,000 and $150,000 for radio and television time, exclusive of expenses of recordings, etc.

The committee is shelling out approximately $40,000 for three network addresses (two on CBS, one on MBS) by key speakers, including cabinet officers and committee officials [BROADCASTING, Oct. 23].

Campaign funds for radio-TV and other media also will fall under the scrutiny of a special Congressional Committee on Political Campaign Expenditures, which has slated hearings to follow the elections (see separate story page 52).

AUDIO ENGINEERS

Honor Chinn and Rackey

HOWARD A. CHINN, CBS chief audio-video engineer, and Chester A. Rackey, NBC manager of audio-video engineering, were honored by the Audio Engineering Society at a banquet climaxing the society's annual convention in New York last week. Mr. Chinn received the John H. Potts Memorial Award for 1950-51. Mr. Rackey was presented with the society's own award for 1950-51.

Mr. Chinn's award was for his "many achievements and contributions to the audio engineering field during past years," including his part in determining techniques for measuring audio levels, and in the designing of volume-indicating meters now used by AM, FM, and TV stations.

A member of the society's board of governors, Mr. Rackey was honored for "his meritorious work in the field of engineering and for his furtherance of the progress of the society."

LAWS, BARON

In New ABC West Coast Posts

CARRYING out West Coast plans for overall division of ABC Sales Department into separate radio and television sections, as announced by Robert E. Kintner, network president [BROADCASTING, Oct. 23], Frank Samuels, vice president and general manager in charge of ABC Western Division, has named Robert F. Laws, ABC Western Division sales manager, as Western Division television sales manager, and Amos Baron, KECA Hollywood sales manager, as Western Division radio sales manager.

Mr. Laws, sales manager of the network's Western Division since May 1949, was formerly manager of sales promotion, advertising, and publicity for ABC-owned KGO San Francisco. Prior to that he was western television advertising manager for Philco Corp. in 14 western states.

Mr. Baron has been sales manager of KECA and ABC Spot Sales since 1945. Before that he was general manager of KSDJ (now KCBQ) San Diego for a year.



Mr. Baron



Mr. Laws

WHDL-FM Joins RRN

THE ADDITION of WHDL-FM Olean, N. Y., to the Rural Radio (FM) Network has been announced by Michael R. Hanna, RRN general manager. The station will join the FM network Nov. 1.



You get a lot for a little*



IN BALTIMORE

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY

*MORE LISTENERS-PER-DOLLAR THAN ANY OTHER RADIO OR TV STATION IN BALTIMORE

Don Lee Sale

(Continued from page 21)

for filing this week or next.

In Los Angeles, President H. Leslie Hoffman of Hoffman Radio & Television Corp., which with a group of associates had bid $11,200,000 for the Don Lee properties, issued a statement last week congratulating General Tire and expressing hope that the Don Lee network would be kept intact.

He also made clear that his company is not abandoning hope of identifying itself with ownership of a regional network.

General Tire's $12,320,000 bid came as a surprise to the Hoffman group, whose offer had been tentatively accepted by representatives of the Lee estate—subject to court approval—in preference to the earlier bid of $10,525,000 by General Tire [BROADCASTING, Oct. 9, 16].

The revised bid—10% higher than the Hoffman group's, as required by law—was made and accepted in Los Angeles Superior Court on Oct. 20.

The Hoffman group could have stayed in the running by bidding $1 more than General Tire's new offer, but decided against it.

Counsel for the Hoffman firm asked, however, that acceptance of General Tire's bid be subject to the condition that, if FCC should fail to approve the transfer, then Hoffman's $11,200,000 bid should stand, subject again to a higher bid and FCC approval.

The Hoffman group included the Hoffman company, Industrialist Edwin W. Pauley, Blythe & Co. representing a group of Pacific Coast bankers and businessmen, and WOR New York.

'Fair Business Appraisal'

Mr. Hoffman said their original bid was "a high evaluation," based on "a fair business appraisal of the property, taking into consideration its net worth and earning power."

The Hoffman bid, he said, "was $1 million more than net worth of the Lee estate." It was "made on the sound business judgment of the value of the property and never was intended as the premise or beginning point for auction bidding in open court," he said. "Obviously, the purchaser's need for the property was greater than ours and the higher bid was made accordingly."

Mr. Hoffman reiterated that he felt "the business philosophy . . . the common interest between a great radio and television manufacturing concern and a great regional communications network, . . . which prompted our original bid, is still basically sound. It is my hope that in the future the Hoffman Radio Corp. will still find a way to bring this about."

Announcing the *Los Angeles Times'* intention to acquire complete ownership of KTTV when CBS disposes of its interest, President Norman Chandler expressed regret at dissolution of the association with CBS but said KTTV would "go forward to become the finest independent television station in the country."

Leaves CBS Dec. 31

Mr. Chandler said KTTV's affiliation with CBS will continue through Dec. 31 and probably several months afterward. He said: **The network's personnel has been most cooperative to work with and I am sorry we will be disassociated as result of CBS' purchase of another television station. However, I am confident that KTTV, with its splendid new facilities and availability of great Hollywood talent, will become the nation's finest independent television station. It is in a position to create and purchase the best in entertainment and educational programs and has access to The Times' unsurpassed facilities for gathering and presenting the news.**



BREAKING the story at a news conference at CBS Hollywood of acquisition of Thomas S. Lee estate by General Tire & Rubber Co., subject to FCC approval, are these smiling CBS, Don Lee and General Tire executives (l to r): Howard S. Meighan, CBS vice president and general executive; Willet H. Brown, president, Don Lee Broadcasting System; Thomas F. O'Neil, vice president, General Tire and Yankee Network; Ted Pierson, attorney for General Tire, and Elliott H. Pentz, Los Angeles, attorney also representing General Tire.

KOWL ACTION
Cuts Rev. Russell's Show

REV. CLAYTON RUSSELL, minister of People's Independent Church, Los Angeles, who has been conducting a Sunday weekly half-hour religious commentary program, *News and Comments by Rev. Clayton Russell,* on KOWL Santa Monica, has been taken off the station by Manager Arthur Croghan because of alleged "association with Red front organizations."

Mr. Croghan notified Rev. Russell of the action Oct. 23. He stated the pastor was listed in Myron C. Fagan's book, *Red Stars in Hollywood,* which claims to expose Red activities in the movie industry, and that a check with state, county and federal authorities showed the minister was associated with what were termed "Red front organizations."

Mr. Croghan said, however, that during the 15 months the program was on the air, he heard nothing that could be termed Communistic or subversive. Program, which had been on KFOX Long Beach for 12 years prior to going on KOWL, consisted of religious commentary, music and occasional guest speakers.

Rev. Russell, denied that he is a Communist or Red sympathizer.

FREQUENCY NEEDS
May Switch Amateur Bands

REASSIGNMENT of some amateur radio frequencies for use by the military and in particular for utilization by the proposed Civil Defense Administration was weighed last week by Pentagon officials and a communications officer of the National Security Resources Board's Civil Defense Office.

The meeting was one of a series dealing with the problem of what frequencies should be assigned to the military, in view of growing defense needs, and what role the civil defense agency will play in the communications picture.

The NSRB office, which President Truman will set up as an independent agency by executive order, is attempting to obtain some frequencies in the amateur radio band as well as some of the spectrum space provided in FCC's proposed 1750-1800 kc disaster network covering intrastate emergency needs.

FCC had originally set a deadline of Sept. 15, later extended to Oct. 15, for comments on its disaster communications system. Robert Burton, NSRB civil defense communications officer, filed a list of probable national needs with the Commission. Mr. Burton has held a number of discussions with Pentagon planners.

Meanwhile, the civil defense office is preparing a communications manual, scheduled to be released late next month, for guidance of state and city defense directors. It will contain data on use of frequencies, steps in obtaining them, civil defense organization, personnel needs, and other material, and is patterned after the guide issued by the Office of Civil Defense during World War II.

Manual will be issued as a followup to the President's plan for United States Civil Defense which described communications as the "nerve center of civil defense" operation and sets forth its functions in the event of a national emergency [BROADCASTING, Oct. 9, Sept. 25].

President Truman is expected shortly to create a Civil Defense Administration on a par with other government departments and agencies. For the present, it is pointed out, the civil defense office functions as an operational agency within the NSRB, which is merely a planning body. The Chief Executive has not indicated who would head the new agency.

Skeleton Force at Outset

It was believed that it would operate with a mere skeleton force at the outset, having as its nucleus present civil defense personnel and facilities. As head of its communications, Mr. Burton would work with FCC, the military, and NSRB's Leighton Peebles, who concerns himself with communications, with special emphasis on manpower and equipment problems.

It also was revealed that the District of Columbia had applied to the FCC for a construction permit involving use of three frequencies for special emergency use. Simultaneously, FCC and District officials disclaimed reports that the district's CD planning was being hampered while FCC "dallied" over the disaster system proposal.

Herbert Friede, superintendent of communications for the District of Columbia, stressed that the local CD office is seeking emergency, not disaster or other band space, which he anticipated very shortly. He will purchase transmitters once FCC has approved the request for CP. The office is seeking space in the 40-50 mc band.

FCC issued its proposed disaster service rules last August following hearings earlier this summer. Broadcast stations already licensed by the Commission, as well as others, would be eligible. They would be expected to organize voluntarily into area networks [BROADCASTING, Aug. 17].

Mr. Friede said he likewise is preparing a communications blueprint—for the District—which he will submit for recommendations to radio and television engineering representatives of local stations and to the District commissioners.

The D. C. civil defense office is operating with a budget of $100,000 calling for a staff of eight people, including one radio technician. Six transmitters—two of them to be located at command centers — also will be purchased from from that fund.

RESEARCH DEBATE

Highlights NCAB Meet

SOUTHERN PINES, N. C. (population 4,500), became the radio hub of the nation for a few hours last week.

Some 60 members of the North Carolina Assn. of Broadcasters were regaled with a debate on audience measurement and research moderated by President Ken Baker of Broadcast Measurement Bureau, and in which the participants were Dr. Sydney Roslow of The Pulse Inc., Vice President T. R. Shearer of A. C. Nielsen Co., and Vice President Ward Dorrell of C. E. Hooper Inc.

The group also heard NAB President Justin Miller salute Gordon Gray, former Secretary of the Army, owner of WSJS Winston-Salem, and the newly inducted president of the U. of North Carolina. The event was carried over a combined network of North Carolina stations Tuesday night.

Joseph H. McConnell, NBC president, and a native North Carolinan, addressed the association, off-the-record on Monday night. He had been inducted the preceding Saturday as president of the alumni association of Davidson College.

Dorrell Predicts Victory

In the research debate, Dr. Roslow and Mr. Shearer contented themselves with affirmative presentations of their respective aided recall and automatic recording (Audimeter) techniques of audience measurement. But Mr. Dorrell, in expounding on the virtues of the telephone coincidental, pulled no punches in cracking other methods. He predicted that Hooper would win the "Battle of San Francisco" precipitated by the challenge of KJBS [BROADCASTING, July 3, et seq.].

Messrs. Roslow and Shearer urged a proper perspective in appraising the penetration of TV into AM listening. Dr. Roslow cited results showing that radio goes down when TV enters a market, but not in ratio to the TV increase.

Mr. Shearer, in alluding to the "plus values" of radio, said TV is not "licking the pants off radio." Audimeter studies, show he said, that the drop in radio listening after one year of TV set ownership is only 16%.

Earl J. Gluck, WSOC Charlotte, was elected NCAB president for the ensuing year. He succeeds Bob Wallace, WOHS Shelby, who automatically becomes a board member. Pat Patterson, WRRF Washington, was elected vice president; Jack Younts, WEEB Southern Pines, was re-elected secretary-treasurer, and Cecil Hoskins, WWNC Asheville, was elected to the board.

A special committee, headed by Ward Coleman, WENC Whiteville, was named to conduct a study of telephone line charges, mainly those invoked by independently owned telephone companies. Numerous complaints have been made, it was said, on inconsistent and purportedly exorbitant charges by the independents. Southern Bell was not included.



TRIBUTE was paid to Gordon Gray, newly appointed president of U. of North Carolina, by North Carolina Assn. of Broadcasters at Oct. 24 ceremony. NAB President Justin Miller made the presentation speech at Mid-Pines Club, Southern Pines, N. C., with the ceremony carried over statewide hookup. Participating in presentation (l to r): Bob Wallace, WOHS Shelby; Judge Miller; Mr. Gray; Earl J. Gluck, WSOC Charlotte; Harold Essex, WSJS Winston-Salem, which station is owned by Mr. Gray.

* * *

Resolutions, brought in by a committee headed by Ed M. Anderson, WBBO Forest City, and unanimously approved, included: A pledge to the President and to the Governor of North Carolina on the war effort; petition to the NAB to take steps to assure continued operation of all licensed stations through appropriate revision of licensed operators' requirements for the duration of the emergency; support of BMI on its 10th anniversary, and salutes to two native sons—Gordon Gray and Joseph H. McConnell.

Attending Sessions

Attending the meeting were:

Allen, L. W., WFLB Fayetteville; Anderson, E. M., WBBO Forest City; Byerly, Keith, WBT Charlotte; Beard, A. P., WSTP Salisbury; Brown, Mrs. D. B., WKBC North Wilksboro; Coan, James, WTOB Winston-Salem; Cooper, Nathan, WMNC Morganton; Craddock, D. L., WLOE Leaksville; Coleman, Ward. A., WENC Whiteville; Dunlea, Dick, WMFB Wilmington; Drew, A. L., WCBT Roanoke Rapids; Dawson, Vic, WFNC Fayetteville; Dunlea, R. A., WMFB Wilmington; Dunnagan, John M., Washington, D. C.; Dodge, Fred, N.C. Div. of Brewers, Raleigh; Dorrell, Ward, C. E. Hooper Inc., New York; Eakin, Phillip, WBBB Burlington; Epps, Law, WGIV Charlotte; Fletcher, Floyd, WTIK Durham; Furr, R. A., WIST Charlotte.

Gould, Lester, WJNC Jacksonville; Gluck, E. J., WSOC Charlotte; Goan, Walter, WAYS Charlotte; Gillespie, H. A.; Hankins, Jack, WADE Wadesboro; Hanner, J. C., WFNS Burlington; Hansill, Paul, Associated Press, Charlotte; Harrison, Harold, WTNC Thomasville; Hester, Walter, WHPE High Point; Hilton, J. R., and Hilton, O. G., WBUY Lexington; Howard, Louis, WHIT New Bern; Hoskins, Cecil, WWNC Asheville; Jarman, Frank, WDNC Durham; Johnson, John B., WTOB Winston-Salem; Kelley, Gaines, WFMY-TV Greensboro; Lambeth, Frank S., WMFR High Point; Lawrence, Nick, WHPE High Point.

McConnell, Joseph H., NBC New York; MacNeil, James, WTSB Lumberton; Marlow, J. R., WGWR Asheboro; Mason, R., WPTF Raleigh; Munden, Grover, WMBL Morehead City; Nelson, David, ASCAP., Atlanta, Ga.; Patterson, Pat, WRRF Washington; Ray, Bob, WBUY Lexington; Reynolds, D., Charlotte; Roberson, W. R. Jr., WRRF Washington; Roslow, Dr. Sidney, The Pulse, New York; Royster, N. L., WGBR Goldsboro; Shearer, T. R., A. C. Nielson Co., Chicago; Smith, C. M. Jr., WIST Charlotte; Smith, Edmond H. Jr., WIRC Hickory; Smith, John, WSAT Salisbury; Smith, Len, WFNS Burlington; Sparnon, Ken., BMI, New York; Stearns, Frank, Associated Press, Washington; Stubblefield, Bill, Capital Transcriptions, Atlanta.

Taishoff, Sol, BROADCASTING, Washington; Vickery, Vic., SESAC Inc., New York; Wallace, Bob, WOHS Shelby; Wallace, Jim, WMBL Morehead City; Walston, George, WRRF Washington; Young, Bill, Lang-Worth, New York; Younts, Jack, WEEB Southern Pines.

VOICE BLAST

Justice Dept. Makes Arrest

JUSTICE DEPT. last Thursday announced the arrest of Herman Floyd Kinner, of Wilmington, Ohio, on charges of dynamiting the Voice of America's transmitters at Mason, Ohio, last month. The department said Mr. Kinner, described as a former mental patient at a Dayton, Ohio, hospital, had admitted the charges.

Mr. Kinner also has been charged with violating the government property destruction law in connection with the Voice blast. Other FBI charges included those involving grand larceny, assault and battery and disorderly conduct. Mr. Kinner, a former serviceman, was arrested in El Paso and arraigned there the following day.

The blast took place Sept. 17 and the FBI promptly announced it would investigate. The explosion earlier had been attributed by some Cincinnati newspapers and members of Congress to Communist saboteurs. They all urged tighter security safeguards.

ESSO MILESTONE

Banquet Honors 'Reporter'

RADIO landmark in the Carolinas was toasted at a gala affair last Thursday ushering in the 15th anniversary of *Your Esso Reporter* in the area. Held at the Hotel Charlotte, Charlotte, N. C., the banquet was attended by over 125 salesmen and officials of Esso Standard Oil Co. and its agency, Marschalk & Pratt, all guests of WWNC Asheville, WBT Charlotte and WPTF Raleigh.

Firm and radio officials present included: For Esso—E. S. Diggs, manager in the region; V. C. Carrier, assistant advertising manager; Laurens Wright, division manager; H. T. Sawyer, assistant division manager; J. T. Holland, division merchandising manager; T. R. Jones, division operations manager. For M & P—Curt Peterson, partner. For the stations—Cecil Hoskins, general manager, WWNC; Charles H. Crutchfield, general manager, WBT, and Richard Mason, general manager, WPTF. Sol Taishoff, editor and publisher, BROADCASTING, and Carl Goerch, publisher of North Carolina's *State* magazine and toastmaster, also attended.

Entertainment was followed by an exchange of plaques between the three station executives and the Esso firm officials. The news program started on the three stations in October 1935.

Program Problems

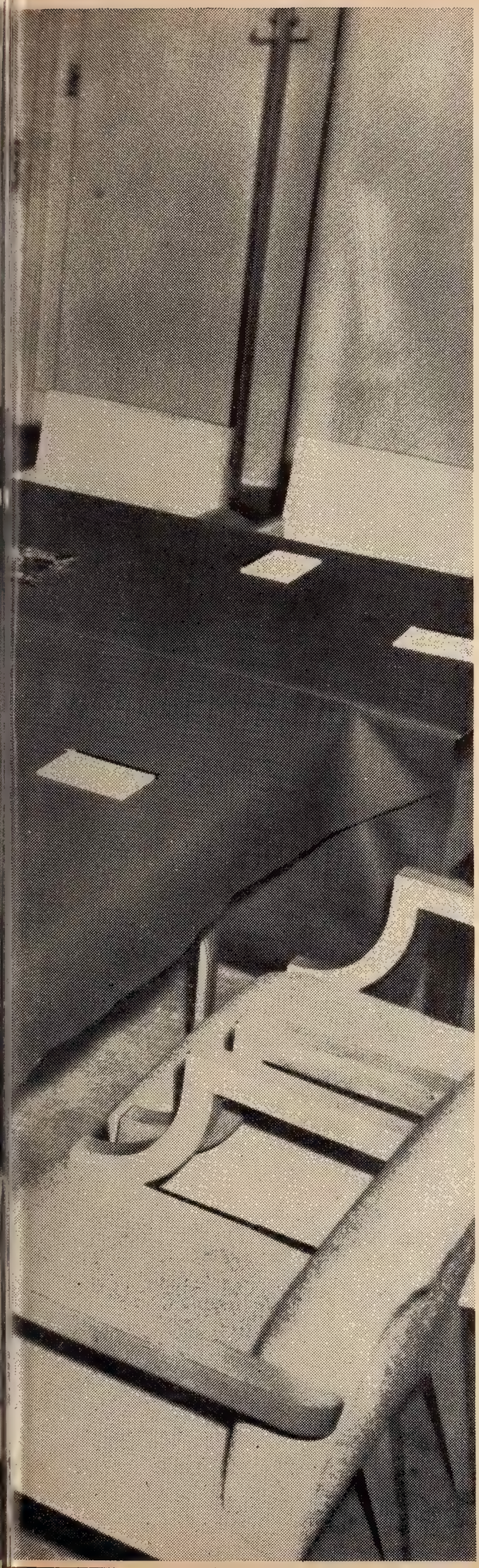
(Continued from page 27)

liam Dean, WIBC Indianapolis; Alex Dillingham, WILS Lansing; Bill Evans, WGN Chicago.

Reo Fletcher, ABC Chicago; Jasper Ferrando, WLPO LaSalle, Ill.; Ben Falber, WTHI Terre Haute, Ind.; George Higgins, WISH Indianapolis; Roy Harlow, BMI New York; Bill Holm, WLPO LaSalle, Ill.; Homer Heck, WMAQ Chicago; T. H. Haye, WKRS Waukegan, Ill.; Del Hester, WAAF Chicago; Ed Hoerner, WWL New Orleans; Ed Krieger, WSOO Sault Ste. Marie; Thomas Kelley, WRCO Richland Center, Wis.; Robert Kelly, WJPG Green Bay, Wis.; Ken Kennedy, WDAY Fargo; Don Kern, WDIA Memphis; R. F. LaMere, WLBH Mattoon, Ill.; Howard Lane, Field Enterprises, Chicago; John Moser, Chicago radio attorney; John Meagher, KYSM Mankato, Minn.; William McGuineas, WGN Chicago; Al Morey, WBBM Chicago; Don Marcotte, WMAQ Chicago; Al Marlin, BMI New York; L. A. Miller, KFAB Omaha; James E. Muse, WIOU Kokomo; William F. Miller, WDZ Decatur; Helen McKinley, WAAF Chicago; Bob Meskill, WCEN Mt. Pleasant, Mich.; Julie Norris, WNMP Evanston, Ill.; George J. Nicoud, WTMJ Milwaukee.

E. Owen, KXEL Waterloo, Iowa; Stan Pratt, WSOO Sault Ste. Marie; Walter Preston, WBKB Chicago; Donn V. Rickey, WHBF Rock Island, Ill.; Honore E. Ronan, WDAN Danville, Ill.; Jeanne Ruhling, WIND Chicago; Fern Ralston, WRMN Elgin; Glenn Snyder, WLS Chicago; Frank P. Schreiber, WGN Chicago; S. Stern, BMI publisher; Harold Safford, WLS Chicago; Ernie Simon, WJJD Chicago; Burt Squire, BMI Chicago; A. F. Sorenson, WKRS Waukegan, Ill.; Elizabeth Sammons, KSCJ Sioux City; George Sontag, WOC Davenport; Kay Schiebel, WRMN Elgin, Ill.; John Somers Jr., WRMN Elgin; Bill Thompson, BROADCASTING-TELECASTING, Chicago; Edward Thoms, WKJG Ft. Wayne; John R. Terry, WTNS Coshocton, Ohio; Carl W. Vandagrift, WOWO Ft. Wayne; Henry Weber, WGN Chicago; Charles Wall, BMI New York; Evelyn Welty, WKOW Madison; Bill Wobus, WJOB Hammond; Ralph D. Willey, KWCR Cedar Rapids; Howard Wolfe, WKNX Saginaw, Mich.; Don Wooten, KWPC Muscatine, Iowa; Gene Waters, WFTM Maysville, Ky.





YOU are in this crowded room

This is a photo of a WOR program meeting room.

It's empty now—of people, that is, but crowded with the tones and overtones of ideas that affect the success of hundreds of radio advertisers and their agencies.

You see, for more than a quarter-century WOR's program planning has been (and is) a very intimate and human thing. It's the basic reason why WOR is the station listened to by more people than any other station in America today. That's stark and plain and proven truth.

But over and above WOR's own normal selfishness for station dominance and initial creativeness, hovers a very acute sense of responsibility to its advertisers and the people who work for them.

A program, either sustaining or commercial, is not placed on WOR without thought; without thought of its importance to the communities it serves, the nation that it's an integral part of and the duty that WOR *must* perform.

WOR knows that it may never achieve a state of pure perfection in its news, sports, comedy, drama or any of its other powerful programs, but it strives continuously to do so. No medium of public information, whether newspaper, magazine or radio station, has ever quite achieved this and perhaps never will.

That may be good. Or maybe not. But fairness, decency, an awareness of truth and its effects is the guiding rule of

continued

continued from preceding page

what WOR does from day to day. Of course WOR is not infallible, for nothing human is.

But the fact that WOR tries this and strives for it is what makes *you* a most definite and important part of the room pictured above. For WOR's success is *your* success and *your* success is ours. That's why, very simply and plainly, the 305 advertisers who used WOR during the first six months of 1950 . . .

1. Reached the largest single station audience—during the day and during the night—from Maine to North Carolina—of all other radio advertisers in America.

2. Had their commercials carried into the homes of more families at lower-cost-per-thousand than advertisers on any other station heard in Metropolitan New York.

3. Talked to a nighttime audience 25% greater than the combined nighttime audience of New York's four leading independent stations. During the day, families listening to WOR far outnumber those listening to New York's three leading independent stations. In fact, WOR's daytime listening audience is 159% greater than that of the leading independent station in New York. During the night, WOR tops this station's audience by 270%.

4. Found that WOR's average daily audience is greater than the weekday circulation of any newspaper in America!

5. Discovered that, in Metropolitan New York, WOR's audience each night is greater than the combined circulation of LIFE, LOOK, THE SATURDAY EVENING POST, COLLIER'S, TIME AND NEWSWEEK!

frankly—how can you not buy WOR to sell what you want to sell?

WOR

—that power-full station

FCC UPHELD
Court Okays Further Hearing In 1230 kc Case

FCC'S RIGHT to conduct further hearings in a case which it has lost in court was upheld in a decision handed down by the U.S. Court of Appeals for the District of Columbia last Monday in the Easton-Allentown, Pa., 1230 kc case.

The court also held that it could not stop FCC from holding the further hearing even if the hearing were contrary to FCC's own rules. The proper time for the court to pass upon that issue, the decision said, is on appeal after FCC has issued its decision.

Both Allentown Broadcasting Corp. (WHOL) and Easton Publishing Co., which have been competing for 1230 kc with 250 w for some five years, had told the court that its decision of May 1949 meant for FCC to decide the case without a further hearing [BROADCASTING, June 5]. FCC contended it could not comply with the decision—which sent the case back to FCC for further findings on the relative radio needs of Allentown and Easton—without a further hearing.

The court cited Supreme Court decisions in the Pottsville and Heitmeyer cases as holding "that the Commission, the body charged by Congress with the duty of applying the statutory criterion of public convenience, interest or necessity, is so charged at all times, including the time of further proceedings after remand by a court."

Stephens' Decision

The decision, written by Chief Judge Harold M. Stephens, continued:

Within this reasoning and since the Commission in the exercise of its duty has concluded that the original record does not contain sufficient information for a proper determination of the issues before it, the Commission in the instant case is warranted in reopening the proceeding for the taking of additional evidence.

The court's remand must, in view of the reasoning of the Supreme Court, be read in the light of the Commission's duty to award applications for construction permits in satisfaction of public convenience, interest or necessity at the time of the award.

FCC's original decision granted the application of Allentown Broadcasting. Easton Publishing Co. appealed, and the court ruled that it could not tell, from FCC's findings, why FCC had concluded that Allentown needed an additional station more than Easton did.

FCC then called for a further hearing, asserting this was necessary in view of changes made in the ownership of both companies since the original hearing. Allentown Broadcasting, which is operating WHOL under FCC's original decision pending outcome of the case, and the Easton company both asked that FCC be directed to decide the case without further hearing.

The Easton company also told the court that FCC's acceptance of an amendment of the Allentown application in effect created a new application which was not entitled to comparative consideration, under FCC's 20-day cut-off rule. Even if this were true, the court said:

. . . the contentions that the further hearing ordered by the Commission would in the respects mentioned be erroneously conducted have no validity as against the POWER of the Commission to hold the further hearing upon the issues above specified.

Moreover, the court cannot in this proceeding pass upon the question whether or not it would be error, in view of the cut-off rule, for the Commission to consider the amended application of the Allentown Broadcasting Corp., or whether or not it would b error for the Commission to reconsider the changes in corporate structure asserted already to have received its approval.

For the court to pass upon such questions in this proceeding would be for it to substitute a writ of mandamus and prohibition for an appeal from a denial of an application . . . in which appeal disregard of the cut-off rule might be assigned as error.

Date for the further hearing has not been set, except that it will be not less than 60 days after the court decision.

4-WAY REMOTE
KFAB Spurs Charity Cause

KFAB Omaha's random interview program, *Musical Doorbell*, involved a lot of people and equipment in a recent fourway remote that promoted a good cause for the city's Children's Memorial Hospital.

With Disc Jockey Bill Selah asking questions at the studio and Bob Jones selecting candidates and "bringing them in" by shortwave, the station conducted a "test tube" broadcast using four open KFAB mikes in different sections of Omaha. Purpose of the program was to promote the benefit football game between Boys Town and Norfolk, Neb.

At airtime the day of the game, advance ticket sales were so badly off the pace as to generate concern among committee members. After the broadcast, however, Midwest Empire listeners responded and a capacity crowd turned out, despite rain, "to see strong legs run that weak legs might walk."

Mr. Selah's interview was a roundtable comprising (1) Newscaster Thomson Holtz with Father Wegner of Boys Town and Bill Savage, Norfolk football coach; (2) Kay Wilkins, KFAB women's program director, and a group of patients at Children's Hospital, and (3) Mr. Jones and officials of the hospital and football committee.

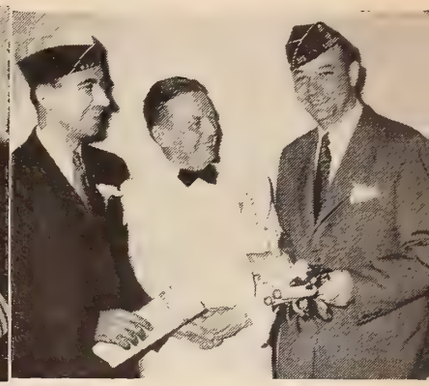




HOST at fall meeting of ABC affiliates in upstate New York, Capt. Sam Townsend (c), WARC Rochester president and general manager, converses with Ernest Lee Jahncke (l), network vice president, and ABC President Robert E. Kintner.

LOWELL THOMAS (r), famous newsman marked 20 years in radio Sept. 29, and is congratulated by William S. Paley, CBS board chairman. Mr. Paley, who brought Mr. Thomas into radio in 1930, presents him with an antique Chinese bowl, circa 1760.

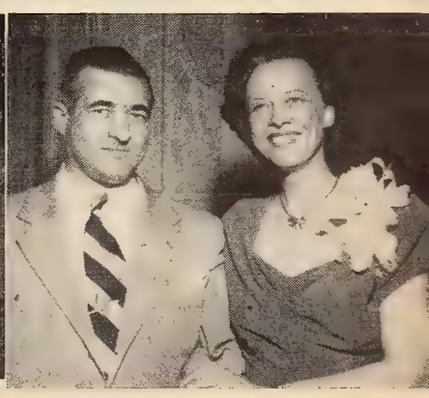




ADMIRAL Chester W. Nimitz, Fleet Admiral of U. S. Navy and public relations consultant to the secretary general of the United Nations, talks to WCCC Hartford Manager Syd Byrnes in an exclusive recorded interview from the Connecticut governor's mansion.

G. A. RICHARDS (c), chief owner KMPC Los Angeles, WJR Detroit, WGAR Cleveland, accepts citations on behalf his stations from Boniface Maille (r), national commander of Disabled American Veterans, and Erle Cocke Jr., American Legion commander [BROADCASTING, Oct. 23].





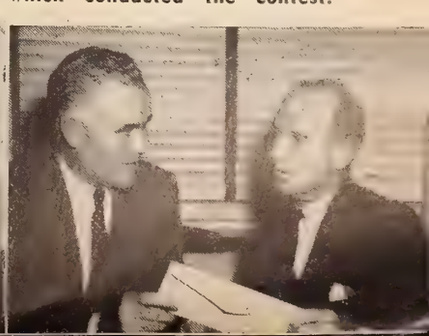
CBS STAR Gene Autry, feted at a network party, is flanked by H. Leslie Atlass (l), CBS vice president in charge of central division, and J. L. Van Volkenburg, vice president in charge of network sales.

LEE MACK MARSHALL, advertising manager of Continental Baking Co., joins Irene Beasley, singing m.c. of CBS' *Grand Slam*, in celebrating the fourth anniversary of the five-a-week musical quiz.

CUTTING of 75-pound birthday cake that marked third anniversary of WXGI Richmond, Va., is watched by Graeme Zimmer (l), station vice president, as Bill Carlton, advertising director for RCA Victor in Richmond, one of WXGI's largest clients, serves.

BEST reasons why advertisers should use radio for Mid-Hudson area won six tickets to "South Pacific" for Robert Buechner (r), BBDO account executive. Awarding is A. J. Barry, vice president of WEOK Poughkeepsie, which conducted the contest.





NATIONAL NIELSEN-RATINGS* TOP RADIO PROGRAMS

(TOTAL U. S. AREA, INCLUDING SMALL-TOWN, FARM AND URBAN HOMES—and including TELEPHONE and NON-TELEPHONE HOMES)
REGULAR WEEK SEPT. 17-23, 1950

Current Rank	Previous Rank	Program	Current Rating Homes %
EVENING, ONCE-A-WEEK (Average For All Programs)			(7.0)
1	1	Lux Radio Theatre (CBS)	16.4
2	8	My Friend Irma (CBS)	13.3
3	45	Walter Winchell (ABC)	12.3
4		Jack Benny Show (CBS)	11.3
5	15	Godfrey's Talent Scouts (CBS)	11.2
6	29	Great Gildersleeve (NBC)	10.5
7	21	Hollywood Star Playhouse (CBS)	10.5
8		Theatre Guild on the Air (NBC)	10.5
9	12	Mr. District Attorney (NBC)	10.4
10	4	Mr. and Mrs. North (CBS)	10.4
EVENING, MULTI-WEEKLY (Average For All Programs)			(4.1)
1	1	Beulah (CBS)	7.8
2	4	Oxydol Show (CBS)	6.8
3	3	Lone Ranger (ABC)	6.8
WEEKDAY (Average For All Programs)			(4.7)
1	2	Ma Perkins (CBS)	8.8
2	1	Romance of Helen Trent (CBS)	8.3
3	3	Our Gal, Sunday (CBS)	8.3
4	10	Wendy Warren and the News (CBS)	8.0
5	5	Aunt Jenny (CBS)	7.9
6	6	Big Sister (CBS)	7.6
7	7	Guiding Light (CBS)	7.4
8	4	Arthur Godfrey (Ligg. & Myers) (CBS)	7.4
9	13	Rosemary (CBS)	7.1
10	8	Pepper Young's Family (NBC)	6.9
DAY, SUNDAY (Average For All Programs)			(3.0)
1	1	True Detective Mysteries (MBS)	7.8
2	3	Shadow (MBS)	6.5
3	2	Martin Kane, Private Eye (MBS)	5.9
DAY, SATURDAY (Average For All Programs)			(5.1)
1	1	Armstrong Theatre (CBS)	9.1
2	2	Grand Central Station (CBS)	8.7
3	5	Cedric Adams (CBS)	7.7

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 40,700,000—the 1950 estimate of Total United States Radio Homes.

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

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RETAIL SUPPORT

CBS Establishes New Promotion Unit

CBS LAST WEEK announced a new merchandising service designed to invigorate retailer support of CBS advertisers and their products.

Louis Hausman, CBS vice president in charge of advertising and sales promotion, said a new operation, trade promotion, had been established, with Henry Brenner, former marketing assistant to the vice president in charge of the grocery division of Standard Brands, in charge.

The first program to be undertaken by trade promotion is publication of "CBS Radio Picture News" which will be distributed monthly to grocers and druggists through CBS affiliates.

The first issue of the publication, a poster-size sheet that folds, features Arthur Godfrey in a Thanksgiving motif. The poster can be used by retailers for Thanksgiving displays. On the back of the poster is information suggesting ways to display the poster and giving general tips on merchandising. There also is considerable added material on other CBS stars and sponsors.

Mr. Hausman said the first issue of the new monthly publication would be distributed to some 30,000 retail outlets through 15 CBS affiliates and owned-and-operated stations.

The publication will cost stations $12 per thousand for the first 1,000 and decreasing amounts for each additional 1,000. Total cost of the publication as estimated by Mr. Hausman will be $50,000 a year. Of that amount the network will bear between 30 and 40% of the cost.

Stations participating at the outset in distribution of the CBS picture news are:

WCBS New York, WEEI Boston, WAPI Birmingham, KMOX St. Louis, WBT Charlotte, WRVA Richmond, KCBS San Francisco, WTOP Washington, WCAU Philadelphia, KNX Los Angeles, KSL Salt Lake City, KDAL Duluth, WBBM Chicago, WCCO Minneapolis and KFRE Fresno.

In addition to the "CBS Radio Picture News," trade promotion will encompass other activities, Mr. Hausman said.

"Mr. Brenner will work closely with our advertisers," Mr. Hausman said. "We will go the limit in cooperating with sponsors to back up their selling efforts and to help them get even more for their money out of radio."

Planning For Months

Mr. Brenner has been at work for three months planning trade promotion, Mr. Hausman said. Before joining Standard Brands, from which he resigned to join CBS, Mr. Brenner was an account executive for Arthur Cohn & Assoc., and before that headed his own market research organization, the Grocery Laboratory.

WOR ADDS

Nine New Members Named

NINE new staff members have been added to the WOR-AM-TV New York staff. Charles Roberts, advertising and promotion manager of General Electric Supply Corp., New York, has been named account executive for WOR sales department and Milford Fenster, film industry attorney, appointed WOR-TV film manager.

Other additions to the station's staff are: Albert Knudsen, WPIX (TV) New York, as WOR continuity editor; Ernest Pittaro, production director at Spectrolux Television, as TV film cutter and editor; Walter Kapp, assistant stage manager for *Inside U. S. A.*, as TV production coordinator; Harold Neustadt, assistant director of *Magic in the Air* and *The Bobby Benson Show*, as TV production coordinator; David Traylor, advance agent for United Artists, as TV continuity acceptance editor; and Gerald Miller, Sterling Adv., New York, as TV staff artist.

AP RADIO MEET

Set Nov. 19 in Baltimore

ANNUAL fall meeting of the Chesapeake Associated Press Radio Assn. will be held at the Emerson Hotel, Baltimore, Nov. 19 under joint chairmenship of Dennis Sartain, association chairman and WWDC Washington news editor, and Max Fullerton, secretary and chief of the AP Baltimore bureau.

Members from Maryland, the District of Columbia, northern Virginia and eastern West Virginia will hear reports on operations of the AP newscast wire, including results of a newly-instituted system of regional news transmissions. Roundtable discussions will be held on coverage of the Korean war, election campaigns, and national and state sports events. Association officers for the coming year also will be elected.

KMPC APPOINTS

Three to Executive Posts

EXPANDING station operations, Robert O. Reynolds, vice president and general manager of KMPC Hollywood, has announced promotion of three staff members.

Loyd Sigmon, chief engineer for several years and assistant to Mr. Reynolds, has been elevated to vice president and assistant general manager covering all phases of operations. Mark L. Haas, director of public relations and education for WJR Detroit, who has been assisting with KMPC public relations for past seven months, has been transferred to the Hollywood station and elevated to vice president in charge of broadcasts. John Baird, KMPC program supervisor, has been promoted to director of public affairs.

KMPC in mid-October became a Liberty Broadcasting System affiliate and will originate a variety of sports and other type programs to the network.



Mr. Reynolds (seated center) confers with newly-promoted KMPC executives (l to r): Messrs. Sigmon, Baird and Haas.

SEARS' BIRTHDAY

KTRI Moves to Store for Day

HELPING to celebrate the 60th anniversary of Sears Roebuck's Sioux City store, KTRI Sioux City broadcast its entire 18-hour schedule from a specially built booth in the store. The night before the broadcast the station moved turntables, news teletypes, records and transcriptions to the store.

In addition to regular programs, KTRI carried two special programs for the occasion. One was of the interview type and the other a quiz show with prizes for contestants. The store donated all of prizes given away.

Along with equipment KTRI had two staff members—traffic manager and continuity director—doing their regular work in the special studio. Sears officials had high praise for the event, reporting the broadcasts drew the largest crowds in the store's history, according to KTRI.


AUDIENCE SURVEYS
STARCH
PULSE
RADOX
DIARY
ADVERTEST
HOOPER
NIELSEN
MAIL
CONLAN
ROSS-FEDERAL
VIDEODEX
TRENDEX
BMB
WAHN
USE Any HONEST YARDSTICK YOU PLEASE
It Will PROVE
WOW
Overwhelmingly First
Day or Night
Week In-Week Out
in LISTENING AUDIENCE
NBC
RADIO STATION WOW, INC.
OMAHA, NEBRASKA
FRANK P. FOGARTY
General Manager
JOHN BLAIR & CO.
Representatives
590 KILOCYCLES
5000 WATTS
Our 27th Year of Outstanding Service!

McCARTHY BLAST

Senator's Charges Denied by WQQW

CHARGE that WQQW Washington "would appear [to be] completely under Communist control," made by Sen. Joseph R. McCarthy (R-Wis.) last week, was emphatically denied by M. Robert Rogers, vice president and general manager, Radio Station WQQW Inc., licensee of the station.

The allegation was unfounded, Mr. Rogers said, because the Metropolitan Broadcasting Corp., former station licensee and named in the McCarthy statement, does not exist.

Sen. McCarthy attacked the corporation, which reorganized in 1948 as Radio Station WQQW Inc. with new ownership, in a statement published in the appendix of the *Congressional Record*. Along with the statement, he inserted a report, which the Senator claimed, had been prepared in 1946 by the House Un-American Activities Committee and then "surpressed."

Mr. Rogers said the station now is controlled by five individuals, other stockholders holding "non-voting " certificates. The Senator alleged that six stockholders of the nation's capital "good music station" are "the largest creditors of radio station WQQW and are affiliated with the Communist Party in the District of Columbia"; and that 17 other stockholders "are considered to be affiliated with the Communist Party."

In his denial, Mr. Rogers told BROADCASTING:

"Sen. McCarthy's charges have no foundation in the facts. He is quoting a repudiated report which was rejected by J. Parnell Thomas [former chairman of the House Un-American Activities Committee] as one of his first official acts when he became chairman of the Un-American Activities Committee."

Mr. Rogers pointed out that the former New Jersey Congressman "fired Ernie Adamson, then counsel of the committee, for issuing this unapproved report [committee report reprinted in the *Record* by Sen. McCarthy].

Reorganized in 1948

Mr. Rogers said the corporation had been reorganized in 1948 with the complete control of the station put in the hands of "five stockholders who constitute Radio Station WQQW Inc." These stockholders, in addition to himself, Mr. Rogers listed as: Morris Rodman, Washington, D. C., real estate man and president of the corporation; Pierson Underwood, station's program director, Irwin Geiger, an attorney, vice president; the estate of Jesse I. Miller, former Washington, D. C. attorney, deceased.

According to its application with the FCC requesting change of ownership [BROADCASTING, April 4, 1949], WQQW listed its principal stockholders as Mr. Rogers to acquire 30%; Mr. Underwood, 20%, and the remaining three, Messrs. Geiger, Rodman and Miller, to divide the other 50% voting interest equally.

Last month, WQQW filed in U. S. District Court in Washington a reorganization petition in a move said to strengthen the station's corporate structure and make ample funds available for expansion [BROADCASTING, Sept. 11].

Financial Adjustment

The station had pointed out that FCC in passing on an FM license application, had requested the station to adjust its financial structure in order to reduce a mortgage indebtedness of $110,000. Fair value of the station's assets was estimated at $138,000 but the petition said complete value couldn't be realized by a quick sale.

In his assertions, Sen. McCarthy pointed to Owen Lattimore, whom the Senator already unsuccessfully tried to label a member of the Communist Party, and his wife, Eleanor, as stockholders of Metropolitan Broadcasting Corp. According to FCC records, Mr. Lattimore and his wife each had 10 shares in the corporation before it changed hands.

In his disclaimer, Mr. Rogers said: "None of the station's clients, including some of the leading and oldest in Washington, has expressed any concern over Sen. McCarthy's baseless statements and on the day the report was made public we wrote more new business than we have written in any day this year."

Newscasts Pull

OFFER of a UP foreign news map free on a "first come, first served" basis has convinced KTUL Tulsa of interest in its newscasts. Listeners deluged the station with cards and letters far exceeding the original supply of 1,000, KTUL reports. Six plugs on the first day drew 1,459 requests in the next day's mail and forced KTUL to order another 6,000. Mail pull for 14 newscasts in two days reached 7,159, with requests pouring in from as far north as Wisconsin and south as Louisiana, plus neighboring 26 counties.

ARTICLE on sports coverage of WHBY Appleton, Wis., run in recent edition of local newspaper.

YES! WDAY IS THE OVERWHELMING FAVORITE IN THE CITY—





AND ON THE FARM!

YES! urban and rural, WDAY just doesn't have much competition in the wealthy Red River Valley! Here's the proof!

(1) A 22-county survey of rural listening habits made by students of North Dakota Agricultural College shows that *78.6% of the families prefer WDAY, vs. only 4.4% for the next station!*

(2) For the period Dec. '49—Apr. '50, WDAY got more than three times as great a Share of Audience as the next station, Morning, Afternoon and Evening—*got the highest Hooperatings among all NBC stations in the nation, for the second year in a row!*

(3) BMB Study No. 2 credits WDAY with a Daytime Audience of more than 200,000 families—*77.7% of whom are average daily listeners!*

Write direct or ask Free & Peters for all the facts about fabulous WDAY!

WDAY

FARGO, N. D.

NBC – 970 KILOCYCLES

5000 WATTS

FREE & PETERS, INC.
Exclusive National Representatives

YOU MIGHT GET A 175-POUND WOLF*—



BUT...

YOU WON'T GET MUCH IN WESTERN MICHIGAN WITHOUT THE FETZER STATIONS!

If you're gunning for bigger sales in Western Michigan and Northern Indiana, look at what WKZO, WJEF and WKZO-TV can give you!

WKZO-TV is basic CBS—Channel 3. It is the *only* TV station that delivers five large metropolitan markets *representing more than a billion and a half dollars of buying income and more than 70,000 TV sets in Western Michigan and Northern Indiana.*

WKZO, Kalamazoo, and WJEF, Grand Rapids cost 20% less than the next-best two-station choice in these two cities, *yet deliver about 57% more city listeners!* New BMB figures credit WKZO-WJEF with a 46.7% increase in Daytime Audience and a 52.8% increase in Nighttime Audience since 1946. In Grand Rapids alone, the Fetzer stations deliver an unduplicated coverage of more than 60,000 homes.

Write for all the facts today, including availabilities and some really impressive figures about the Western Michigan—Northern Indiana market.

**A wolf weighing just over 175 pounds was killed on Seventy Mile River in Alaska.*

WJEF tops in GRAND RAPIDS AND KENT COUNTY (CBS)

WKZO-TV tops in WESTERN MICHIGAN AND NORTHERN INDIANA

WKZO tops in KALAMAZOO AND GREATER WESTERN MICHIGAN (CBS)

ALL THREE OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

Strictly Business

(Continued from page 16)

of Mellott, Ind., he studied journalism and political science at Indiana U. and planned a writing career. He worked nights on the campus newspaper, the *Indiana Daily Student*, and on graduating became editor of an Indiana weekly where he did everything from writing editorials and laying out ads to collecting delinquent accounts. Meanwhile, however, he had applied to Scripps-Howard for a job with its organization "anywhere."

The call from S-H came within a few months after Mr. Hayes had left college, but it was not for a writer. The *Washington News* had an opening for an ad salesman in 1934. The youthful Hoosier got his first lucky break when his new employers permitted him to hurdle the classified department and move directly into local display. Concentrating on department stores, he was placed in charge of this division of the advertising department within a year, and by the end of six years was named advertising manager. The move to WTOP came four years later.

Some of the major retail accounts which Mr. Hayes developed for the CBS station were Lansburgh's and Hecht's, both large department stores; Brook's Women's Wear, and Raleigh Haberdashers. After two years at WTOP, Mr. Hayes became an account executive on CBS Radio Sales' Chicago staff in January 1946 and by September 1948 had been named western sales manager.

Born Jan. 6, 1908, in Mellott, Ind., Mr. Hayes is married to the folmer Jessie Dowell of Fowler, Ind. They have one son, Norman, 12, whose burning ambition is to play first base on a major league ball team some day. The youngster, known as Lefty in suburban Libertyville where the family lives, already is the star of a pennant-winning cub team.

Mr. Hayes is an amateur woodworker, but confesses he has several shiny new tools which he hasn't found time to use as yet. He is a member of the Chicago Radio Management Club.

ASCAP Dinner

OTTO A. HARBACH, president of ASCAP, presided over a dinner given by the society last Wednesday in honor of the Committee of International Copyright Experts of UNESCO. Dinner was held at the Mayflower Hotel, Washington, with Luther H. Evans, Librarian of Congress and U. S. delegate to UNESCO, as one of the principal speakers. Mr. Harbach and ASCAP board members served as co-hosts at the dinner, attended by representatives of UN, U. S. government agencies and departments and embassies and legations.

TONEY NAMED

Succeeds West at RCA Victor

APPOINTMENT of James M. Toney as director of public relations of the RCA Victor Division, Radio Corp. of America, was announced last week by Charles M. Odorizzi, operating vice president of the division. Mr. Toney, advertising manager of the RCA Victor Home Instruments Dept., succeeds John K. West, who left RCA Victor to join NBC as vice president in charge of its western division [BROADCASTING, Oct. 9].



Mr. Toney

It also was announced that Thomas J. Bernard will continue as assistant director of public relations.

Mr. Toney, whose new appointment is effective Nov. 1, joined RCA Victor in 1943 as an expeditor in the purchasing department, working in the Chicago office. In 1945 he was transferred to the RCA Victor Distributing Corp. in Chicago as a sales representative. He became general merchandising manager in charge of sales activities in 1947, and a year later was transferred to Camden as advertising manager of the Home Instruments Dept.

AIDS FRENCH PLEA

WDSU Records Film Premiere

A SPECIAL recording of the official premiere in America of the French film "Spirtualite Francaise," produced by the National Federation of Assns. of Churches and Religious Buildings Damaged or Destroyed, was made by WDSU New Orleans, Oct. 15, for use by Radiodiffusion Francaise.

During the premiere, held at the Municipal Auditorium in New Orleans, Joyce Smith, WDSU director of women's programs, introduced Madame Madeleine Deletang, French good will ambassador to this country. Madame Deletang is tourning the country with the motion picture to solicit aid for restoring the churces of France.

Consul General of France, Lionel Vasse, appeared on the program along with local leaders. Also heard on program was a concert of sacred music by the Scola Cantorum of Notre Dame Seminary. Mayor DeLesseps S. Morrison of New Orleans closed the broadcast with official greetings from the city.

RECOMMENDED decision has been filed by Everett F. Haycraft, trial examiner of Federal Trade Commission, seeking order to prohibit misrepresentation of radio-TV correspondence courses by Radio Training Assn. of America, L. A.



You'll strike Pay-dirt in Flint!

RETAIL SALES UP 14.9%

BUILDING PERMITS UP 103.3%

NEW CAR SALES UP 41.2%

Sell the rich FLINT Market

At ram-jet pace, products are moving, business is booming in Flint. Incomes are at an all-time high (higher than New York or Philadelphia or Cincinnati). The average weekly income in Flint is $84.51. Retail sales are up 14.9% and still climbing (September 1950 23.8% over September 1949). New car registrations are up 41.2%, building permits are up 103.3%. Unemployment, on the other hand, is practically non-existent at 2%. Always a good market, Flint is the best in the U. S. these days.



You won't want to miss the Flint market . . . and you can't miss if you present your sales message over WFDF—Flint's first station. WFDF will bring you more listeners—more buyers—than all other local stations combined! (See your Hooper.) Buy WFDF and sell Flint.

910 Kilocycles **WFDF FLINT MICH.**

AMERICAN BROADCASTING COMPANY

REPRESENTED BY THE KATZ AGENCY

Associated with: WOOD Grand Rapids—WFBM Indianapolis—WEOA Evansville

If buying a **Home...**

an **Automobile...**

or a **Radio Station...**

You buy where you get the most for your money

This being true, how can you afford not to be on WGN...the *one* station in Chicago and the Middle West that reaches more homes than any other.*

*1949 BMB

A Clear Channel Station...
Serving the Middle West

WGN

MBS

Chicago 11
Illinois
50,000 Watts
720
On Your Dial



Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4

WE DON'T BEG FOR BIG BONE (Ky.)!

"Big Bone" is a real Kentucky town, and like all the others we mention in these ads, you can actually find it on the map. But here at WAVE, we don't gnaw on any such morsels. Sales-wise, Big Bone is clean as a hound's tooth!

To get the real meat in Kentucky, WAVE concentrates on the 27-county *Louisville Trading Area.* Here people buy and sell at Kentucky's greatest rate—maintain purchasing power 41% above the average of Big Bone and *everywhere else outside the WAVE-zone, combined!*

Bring Louisville to heel, and you've really got a *pet.* Just whistle!

LOUISVILLE'S
WAVE

NBC AFFILIATE
FREE & PETERS, INC.,



5000 WATTS . 970 KC
NATIONAL REPRESENTATIVES

RESEARCH 'STEW' *Oberfelder Sees Hope In Test Survey*

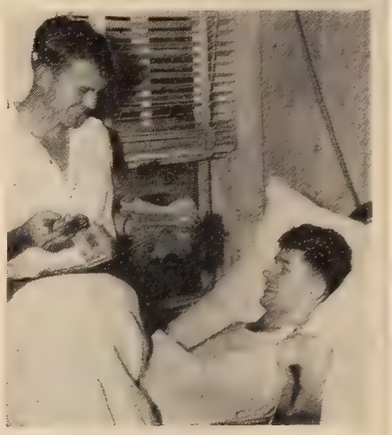
RADIO-TELEVISION is depending upon the special test survey committee to get it out of "the stew" over audience measurement, Ted Oberfelder, former ABC director of advertising, promotion and research and just named manager of WJZ New York, declared at the ninth annual luncheon of Pulse Inc. in New York last week.

"It is the old, old story of too many cooks," Mr. Oberfelder said, "only in this case each cook is preparing his own soup, and when they are done they are all dumped into one huge cauldron. The result is supposed to be a broth to please the palate of all the radio and television industry. Instead we seem to find the entire industry in a stew.

"The inevitable conclusion to be drawn about such a situation," he continued, "must be that there is just too much quantitative research being done in radio and television. The mountains of material compiled move across executive and managerial desks from day to day in such volumes that it is often physically impossible to make use of all the information gathered and presented."

The necessity of buying all these services in order to keep abreast, Mr. Oberfelder pointed out, is having the effect of "siphoning off . . . research money which could well be put into more constructive channels." He said, " It all boils down to the fact that—based on what the users of quantitative research pay for their rating services—there is too much material to be used intelligently or profitably."

Mr. Oberfelder's views were representative of the growing interest in a movement to measure the relative accuracy of Hooper, Pulse, and other audience ratings by a test survey for that purpose [BROADCASTING, Oct. 23]. Report of the special test survey committee, formed at the request of Stanley G. Breyer of KJBS San Francisco, is expected in a fortnight.



ANSWERING the hopes of Arnold Reid (r), paralyzed in both his legs and arms, Gordon Baxter of KPAC Port Arthur, Tex., presents him with $1,553.70 that was sent in by KPAC listeners for his benefit. Mr. Reid had requested a tune to be played on Mr. Baxter's *Stringbilly Jumbalaya* program. In his letter he also mentioned that he was paralyzed and would like to go to Denver for treatment but could not afford it. Mr. Baxter read the letter over the air and played the request. The following day donations began coming into the station and in less than two weeks enough money was collected.

SPECIALIST NEED

Akin Cites Army Shortages

ACUTE shortages of skilled communications specialists because of peacetime reductions in armed services' strength was gravely felt during the Korean campaign, though equipment itself stood the test well, Maj. Gen. S. B. Akin, chief Army Signal Officer, has declared.

In a speech before the Washington Chapter of the Armed Forces Communications Assn. Oct. 18, Gen. Akin also noted that Korean communications were further complicated by mountainous terrain and wide dispersal of troops. Employment of a radio relay system, however, made the operation less "difficult," Gen. Akin said.

Radio relay, high-frequency "line-of-sight" transmission, introduced by the Signal Corps in World War II and now in wide commercial use, proved of "outstanding assistance," he noted.

WIND Aids Fund

COMMUNITY Fund of Chicago has credited WIND Chicago with "an outstanding public service" for donating all available time during the Oct. 22 Philadelphia Eagles-Pittsburgh Steelers professional football game for Fund announcements. Chicago sports editors and columnists on behalf of the Fund, transcribed spots which were interspersed throughout the broadcast when there was no action on the field. Harold A. Moore, general chairman of the 1950 Fund campaign, commended WIND for "one of the most important contributions to to our drive."

Why buy 2 or more... do 1 big sales job on "RADIO BALTIMORE"
Contact EDWARD PETRY CO
WBAL



ВОЙНА́ *and Happiness...*

... are brewed in the same pot. A ladle of molten steel speaks all languages. In Russia, the language is war (boňhá) and they have devoted their steel to war products. In America, steel has been used for the machines that make work easier and daily living happier for everybody. Now, we must turn a part of America's river of molten steel into armaments to rebuild our defenses. Most people are wondering what effect the change will have on American life. Here are some questions and answers from the steel industry that may help you:

How much steel can the American steel companies make? Our capacity is now slightly over 100 million tons. Many companies are adding new capacity, which will total another 9 million tons.

How much steel can other countries supporting the U. N. program against aggression make? Their capacity is more than that of the Iron Curtain countries. It is 56 million tons.

How much steel can the Iron Curtain countries make? Russia and the countries she dominates can make about 33 million tons of steel per year.

How fast does America's steel industry grow? We will soon have 25 million tons more steel capacity than we had at the start of World War II. That increase, alone, is more than 4 times as much as next year's top estimate of military needs. The steel industry always grows in the competitive atmosphere of America.

Does plentiful production mean there will be plenty of steel for everything? The Army, Navy and Air Force need more steel. The steel industry is responding with increased capacity. But, the time may come when even our giant capacity will not be enough for both defense and unlimited personal buying. In effect, you increase America's supply of all important materials when you buy only those things you really need.

Is there any way in which I can get more facts on America's steel industry than can be given in this advertisement? Yes, write for the interesting booklet, "Report to the American Public." Address: American Iron and Steel Institute, 350 Fifth Avenue, New York 1, New York.

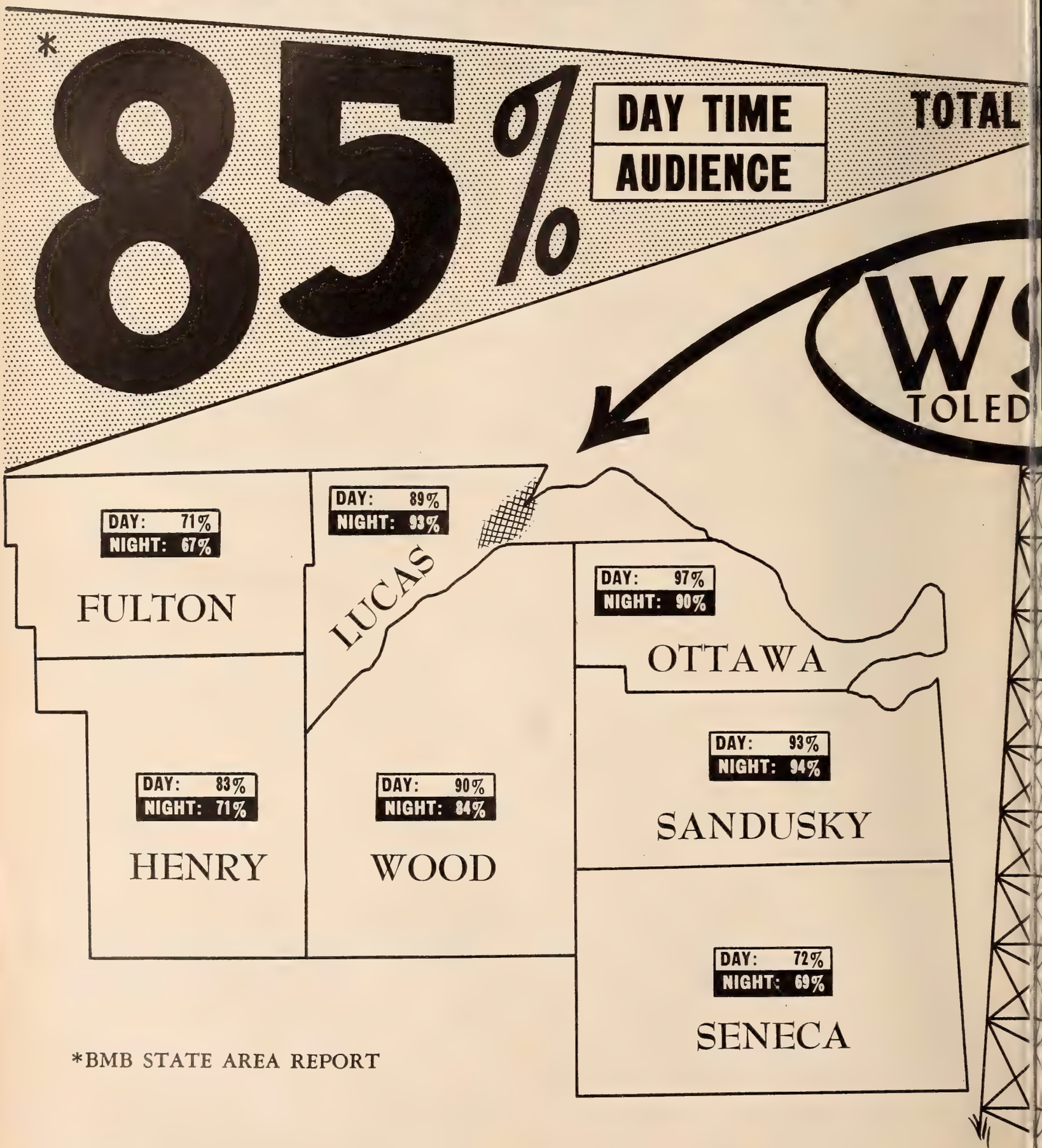
AMERICA'S **STEEL** INDUSTRY

Greatest Industrial Triumph of Free Men

More than 200 companies make up the free and independent steel industry of America.

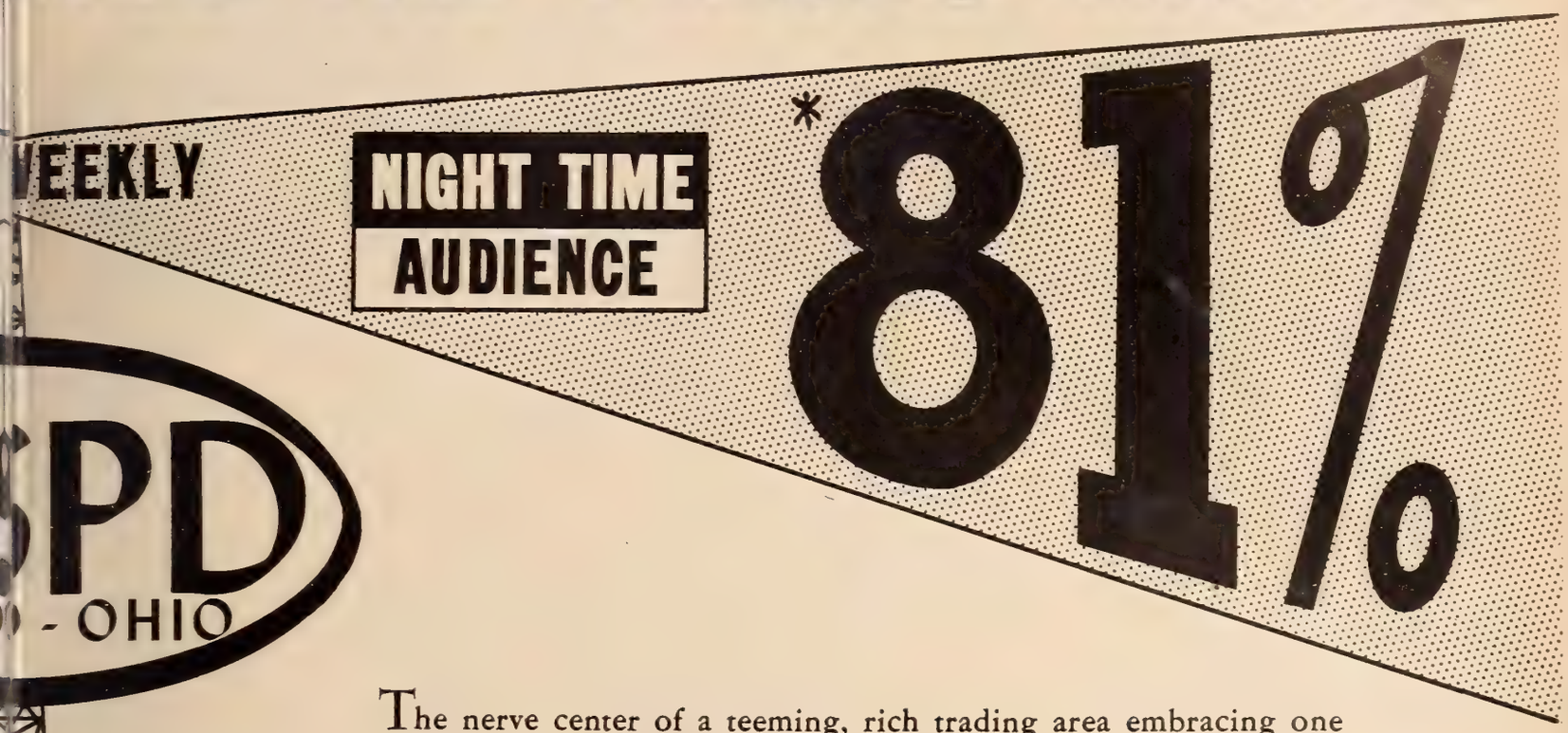
AMERICAN IRON AND STEEL INSTITUTE • 350 FIFTH AVENUE • NEW YORK 1, N. Y.

HERE'S A HANDY WAY TO



*BMB STATE AREA REPORT

SELL THE TOLEDO MARKET



SPD
- OHIO

The nerve center of a teeming, rich trading area embracing one of America's richest major markets is the city of Toledo, Ohio. Here in a half dozen or so counties reside 659,000 people with money to spend and places to spend it. Here the dominant selling voice is WSPD—a voice that literally saturates the area as proven by the above BMB percentages. 84%—90%—97%—what more could you ask?

Do you have a product that needs selling to the 659,000 people in the Toledo market? Then you had better get in touch with your KATZ man right away regarding available time. The word "selling", you see, is spelled W-S-P-D in the Toledo area.

To learn how to spell it in six other major markets, consult the list below. Like WSPD, all Fort Industry stations possess an alert aggressiveness that makes them your best buys in the markets they serve—if it's listeners who buy that you're after.

A FORT INDUSTRY STATION

THE FORT INDUSTRY COMPANY

WSPD, Toledo, O. • **WWVA**, Wheeling, W. Va. • **WMMN**, Fairmont, W. Va.
WLOK, Lima, O. • **WAGA**, Atlanta, Ga. • **WGBS**, Miami, Fla. • **WJBK**, Detroit, Mich.
WSPD-TV, Toledo, O. • **WJBK-TV**, Detroit, Mich. • **WAGA-TV**, Atlanta, Ga.

National Sales Headquarters: 488 Madison Ave., New York 22, ELdorado 5-2455

editorial

Increase Rates Now

BROADCASTERS, like their counterparts of the printed page, are pondering rate structures in these days of skyrocketing costs and inflationary trends. The difference is that broadcasters are doing very little about it—except in rare instances and for those in TV who are enjoying dizzily expanding circulation and unequalled popularity.

Newspapers and magazines romp along increasing their rates on a what-the-traffic-will-bear basis, with little or no retaliation from advertisers. Yet advertisers demand more and more research and measurement material from radio and TV, which they can turn against these media in parrying rate adjustments.

It isn't hard to discern what the Assn. of National Advertisers is attempting to do since its project for across-the-board rate reductions in TV markets was nipped a few months ago. They've embarked upon a temporary boycott. There's little activity on new and renewal network business, although national spot and local are breaking records. ANA obviously is trying to sweat the networks out on rate adjustments.

There are individual broadcasters who are increasing rates. We know of no instance where such increases, discreetly and soundly evolved, have brought serious loss of revenue. The rub has been the differential in network rates as compared to spot. There hasn't been an over-all increase in network rates for more than a decade. Yet in the last dozen years operating costs have more than doubled.

It's no longer a matter of holding the line. To do so, in effect, is to reduce rates, since the dollar buys less and less.

Radio time is practically the only commodity extant that hasn't increased in cost in the last 10 years. This is in spite of the virtual saturation of the nation in set ownership and of unprecedented tune-in.

Networks should heed the pleas of their affiliates for horizontal rate increases. Excess profits taxes are in sight. Institutional spending will increase. Paper rationing looms, and newspapers are making their second round of increases in a year, in anticipation of what might amount to rationed advertising.

If rate increases aren't invoked now, to become effective in six months or so, stations and networks alike might find themselves doing an unprecedented volume of business, but with not enough return to meet increased overhead.

Help Wanted!

IT'S NO SECRET that BAB is looking for a top executive in the $35,000-$50,000 bracket. Several able and experienced radio men have been considered but each has declined for good personal reasons. The job is still open.

Plans for a more vital organization have been taking shape under the guidance of the selfless and intelligent BAB committee headed by Robert D. Swezey, WDSU-AM-FM-TV New Orleans, and composed of Edgar Kobak, consultant and owner of WTWA Thomson, Ga.; Charles C. Caley, WMBD Peoria; William B. Quarton, WMT Cedar Rapids, and Allen B. Woodall, WDAK Columbus, Ga.

No ordinary task faces BAB.

First is the overall job of selling radio in competition with every other medium. That task has taken on new stature in the past few months with the continued growth of television, new tax burdens and the spectre of preparedness shortages of men and materials.

Second, an integral part of the first, is the task of raising a sizable war chest for the group. The ANPA Bureau of Advertising carries a million-dollar budget. The magazine publishers promote their medium on a similar scale. If radio is to battle for the advertisers' dollar on an equal footing it will need a like amount. That war chest will be a primary responsibility of the new BAB president.

Add it up. The task needs a man of considerable talents. Events of the past few years have aroused broadcasters to the necessity of promoting their medium as competition becomes tougher and rougher.

Developments in the foreseeable future indicate an increase in this necessity rather than a decline. This quickening of interest should make raising money for this essential purpose easier than it would have been last year or the year before.

The challenge is inescapable. Radio, that healthy giant, is not likely to ignore it. The job calls for a good man.

Any suggestions?

War-Time Folly

NOT SINCE the days of the infamous Blue Book have broadcasters been so aroused against the FCC. The resurgence of mailed fist rule, veering in the direction of control of the economy of the broadcast media, is the cause.

This was apparent at the NBC convention a week ago at White Sulphur Springs. At district meetings of the NAB and at state association sessions, anti-FCC fervor has become evident. The feeling is that the Commission's lawyers are riding high again, on the crest of the violence of the color TV fight. FCC Chairman Coy has made no bones about his displeasure over the opposition to the new color standards. His dander is up.

The color decision is the more spectacular issue, but from the broadcaster's standpoint—whether or not he is in TV—the real threat lies in the proposed rules to control TV network competition. That battle will be fought largely behind the scenes, whereas the color battle will be on the air and in the headlines for months ahead.

These are not the times to have another industry-government finish fight. Under Coy direction these past three years, the FCC has moved toward reasonable cooperation with licensees. The Commission had retrieved much lost prestige.

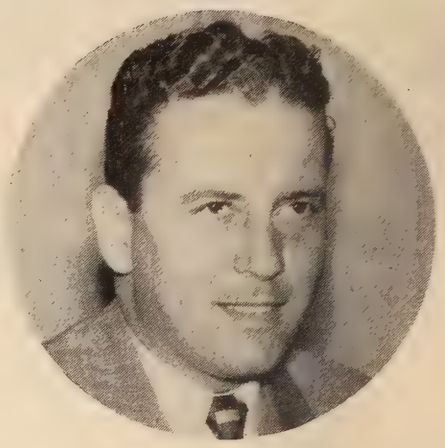
Now, in a war-time economy, warnings are up. They come at a time when the resources of radio and TV should be turned against the enemies of democracy, and not in intramural conflict.

Another Korea, or worse, could stop most of our radio and TV production overnight. The color issue then could become academic. So would a lot of others.

Energy, time and money—taxpayers' as well as corporate—will be wasted in the strife that has been provoked. Licensees cannot afford to let any issue which threatens to touch ever so lightly upon the basic freedom of the broadcast arts, go by default. So they must and will fight. To do otherwise is to invite disaster.

Before the conflict gets out of hand, we hope that higher authorities—even the President—will step in, to the end that the resources of radio and TV can be utilized to the maximum in preserving the freedoms of democracy in a sorely troubled world.

our respects to:



THOMAS BERNARD McFADDEN

WHEN 17-year-old Thomas Bernard McFadden filled out his application for employment as page boy at NBC New York, one question on the form gave him a moment's pause. It read: "What position would you eventually like to fill if you are employed by NBC?" Young McFadden finally, after considerable deliberation, wrote "President."

Although Mr. McFadden has not as yet realized that ambition, he is a young man who has come a long way since Sept. 13, 1934, when he first donned the gold braid of a Radio City page. Since April 1950 he has been manager of NBC's Hollywood television station, KNBH—a position he assumed after three years as manager of the network's WNBC-AM-FM and WNBT (TV) New York.

That number 13, the date he went to work for NBC, has been a significant one in the McFadden career. In high school sports, his

(Continued on page 54)

Static and Snow

By AWFREY QUINCY

ONE of the big national agencies is being sued by a script writer because the agency failed to use a program idea he had submitted. Now, he seeks to collect the compensation he would have received if his idea had been used. We are watching this one carefully, because if this writer collects, we're IN. At one time or another, we've had ideas on how to double the profits of Standard Oil, how to quadruple Coca-Cola's production, how to vastly expand the market for U. S. Steel. We'll just sue and sue, collect and collect, then dream up new ideas leading to more suits. With all that wealth, we'll line the padding in our cell with damask and brocade. Might even build a new asylum.

* * *

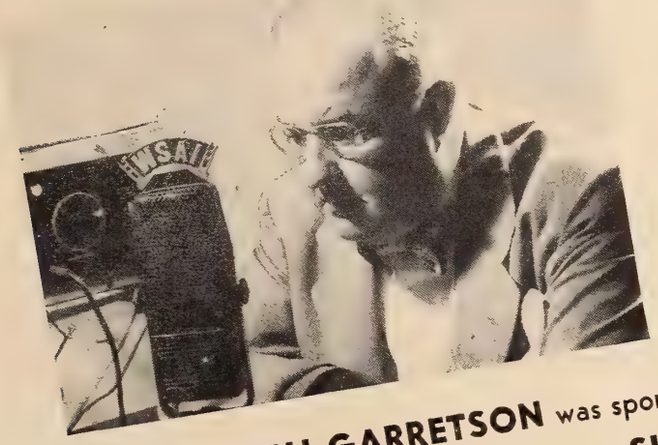
Now Transit Radio is raising rates. If anyone asks why, they can always say, "We were waiting for another street-car."

* * *

Life gets tougher every day, more complex in every way;
Wise guys scheme and cook up strife just to complicate my life.
Tuning in a TV set causes me to stew and fret,
And it's just an even bet that a picture I can get.
So to really put me down, make me grit my teeth and frown,
Make me kick my set and smack it, now it's gonna have a bracket.

WSAI NEWS IS TOPS IN CINCINNATI!

WSAI in Cincinnati is considered the top news outlet by all listeners for the greatest variety and most thorough coverage of the news. This is not surprising in view of the fact that WSAI's news programs are handled by such top personalities as Walter Winchell, Joseph Garretson, Baukhage, Agronsky, Bill Robbins, Pearson and Elmer Davis . . . plus the full services of Associated Press and United Press.



News commentator **JOSEPH GARRETSON** was sponsored the first day he went on WSAI by radio-wise **SHELL OIL CO.** And today — four years later — he has the same sponsor. Recently, a large automotive manufacturer obtained permission to sponsor Garretson at another time of day. News-wise you can't beat . . .

CINCINNATI
WSAI
A MARSHALL FIELD STATION
REPRESENTED BY AVERY-KNODEL
N·B·C

front office

MYRON MAY, chief engineer KNAK Salt Lake City, to manager KNEU Provo. GARN CARTER, commercial manager KOVO Provo, to commercial manager KNEU.

MORGAN RYAN, national sales manager and head N. Y. office of Liberty Broadcasting System, resigns to join Progressive Broadcasting System as district manager eastern division.

BURN-SMITH Co. and DORA C. DODSON, Atlanta, named representatives by WDVA Danville, Va.

FRANK JUNNEL to commercial manager KEYL (TV) San Antonio, Tex. Was with KCBD Lubbock and KROD El Paso as commercial manager. Replaces SHERRILL EDWARDS, resigned [BROADCASTING, Oct. 9].



Mr. Junnel

ELMER O. WAYNE, Curtis Publishing Co., Cleveland, to sales representative WGAR Cleveland. Replaces GLENN GILBERT, called to active service.

AL MAFFIE, WTSA Brattleboro, Vt., to WEIM Fitchburg, Mass., as commercial and promotion manager.

LIONEL COLTON, N. Y., named national sales representative for WERI Westerly, R. I. New England representative remains BERTHA BANNAN, Boston.

JOHN CALLOW to sales staff WOR New York. Was with WCBS New York and CBS research department.

C. M. GARNES, acting general manager KERB Kermit, Tex., named general manager.

PAUL J. PERREAULT, manager WTAO Cambridge, Mass., to acting manager WNBH-WFMR (FM) New Bedford, Mass.

JOHN B. BURNS, salesman and promotion manager KROC Rochester, Minn., to sales staff WGN Chicago.

ALBERT SCHERB, WGN Chicago sales staff, transfers to local TV sales at station. WILLIAM DAVIS will leave sales staff WGN-TV soon to return to active Navy duty. Expects to be assigned to staff of commandant of Naval Air Tactical Group in California.

J. GERALD MAYER, SCOTT G. RIGBY and F. HAMILTON SEELEY form law firm, Mayer, Rigby & Seeley, succeeding former Mayer, Rigby & Ryan. Firm located at 1010 Vermont Ave., N.W., Washington, and will practice before departments and agencies of government.

RUSS RYAN to KCNI Broken Bow, Neb., as assistant manager. Was with station before associations with MBS and WGN Chicago.

W. S. HUNEFELD Jr., manager S. F. office KLX Oakland, recalled to active service as Lt. in Navy.

WINI SCHAEFER, press representative WNBC-AM-FM and WNBT (TV) New York, appointed director of publicity for stations. Replaces SCHUYLER G. CHAPIN, who joins NBC national spot sales department as TV account executive.

LOUIS A. SMITH, owner-operator agency of that name in Chicago, to WOR-AM-TV New York as western sales manager. Will headquarter in Chicago and be responsible for WOR sales between Buffalo and Denver, Minneapolis and New Orleans.

Personals . . .

MILFORD JENSEN, operations director WCAL Northfield, Minn., appointed interim director Region IV National Assn. of Educational Broadcasters. . . . EDWARD LAMB, owner WICU (TV) Erie, Pa., presented gold embossed Bible by group of local civic leaders as token of "work done in advancing religious programming."

HUGH B. TERRY, vice president and general manager KLZ Denver, named Denver County chairman for 1951 Easter Seal Campaign. . . . HERBERT L. KRUEGER, commercial manager WTAG-AM-FM Worcester, Mass., back at desk after leg operation.

PAUL A. LOYET, vice president and resident manager WHO Des Moines, father of boy, Michael Paul, Oct. 20.



Lucille Ball
CBS Star

WVAM ALTOONA
FIRST

You're on the INSIDE with the OUTSIDE audience on WVAM. ONLY 1000-watt fulltime coverage in Altoona and Central Pennsylvania.

CBS

WARD JOHNSTOWN
FIRST

IS GODFREY 25 or 32? As a fact, HE'S BOTH! Godfrey's daytime show rates a 25.0 Hooper Godfrey's Talent Scouts has a 32.4 in Johnstown HOOPERFIRST Godfrey & WARD

Represented by Weed & Company

TO BUILD WGAF

New Valdosta, Ga., Outlet

THE Valdosta Broadcasting Co. has announced plans to build a new fulltime AM station in Valdosta, Ga. The company was granted a CP in 1949 for WGAF to operate with 5 kw on 910 kc. George B. Cook, president of VBC, said the construction of the station will be timed to meet delivery of the equipment which already has been purchased.

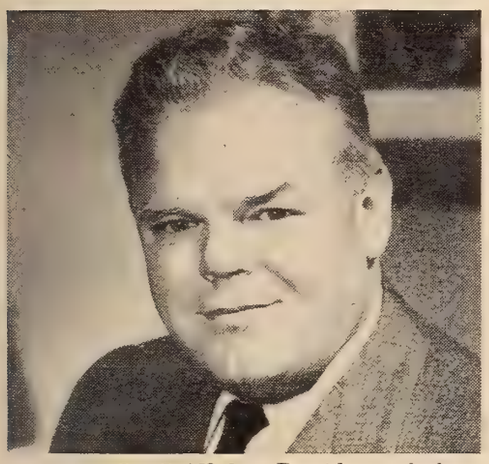
Board of directors of the firm includes four Valdosta business men: Mr. Cook, president; A. J. Strickland, vice president; L. O. Smith, secretary-treasurer, and Tom Bush Smith. A. D. Ring & Co., Washington consulting engineers, will supervise construction of the station.



The Jackson metropolitan area, in addition to a 32 per cent population gain the last 10 years, has chalked up a 248 per cent increase in dollar volume retail trade and 322 per cent in wholesale sales. Truly a big market . . . and getting bigger.

Follow the lead of these Business Leaders...

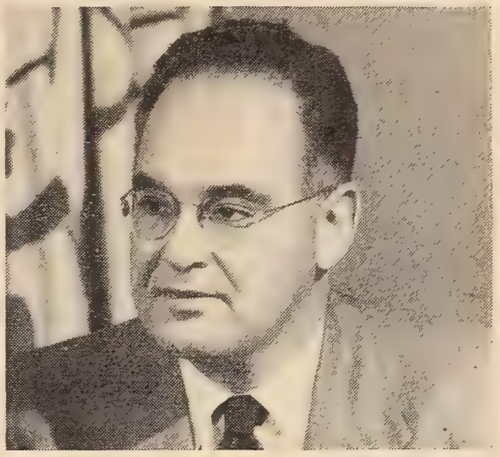
they're all giving Schenley to wish friends the best!



Harry G. Griffiths, President of the Pennsylvania Drug Co., says: "I order Schenley by the case—and my gift buying is through! It's quick and easy! There's no finer whiskey-gift."



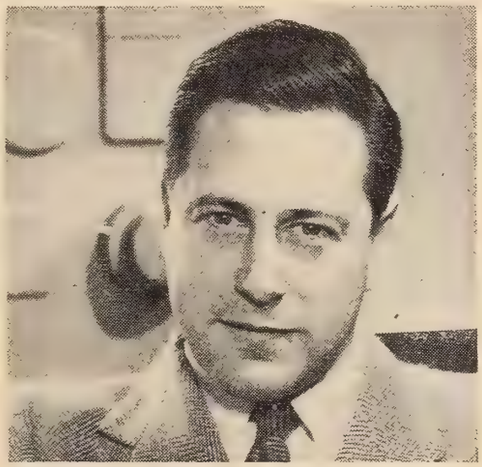
Col. William Schiff, President of Schiff Terhune & Co., Inc., Insurance Brokers, says: "I give Schenley because it's a really fine whiskey . . . and a really fine answer to my Christmas problems!"



Arthur Martin Karl, President of Names Unlimited, Inc., Direct Mail Consultants, says: "Schenley is the answer to all my gift problems. I enjoy Schenley in my home, too."



Herbert Sondheim, President of Herbert Sondheim, Inc., Famous Dress Manufacturers, says: "Everyone appreciated Schenley last year, so I'm giving it again this Christmas."



Richard E. Booth, Executive of Nowland & Schladermundt, Industrial Designers, says: "A gift of Schenley is the best way I know to say, 'Thanks for all you've done for me this past year!'"



Edward Lyman Bill, President of Bill Bros. Publishing Co., Publishers of Sales Management, says: "Schenley is an ideal gift. Every man welcomes a gift of fine whiskey."

It's "GOOD BUSINESS" to give

SCHENLEY



BLENDED WHISKEY 86 PROOF. 65% GRAIN NEUTRAL SPIRITS. SCHENLEY DISTRIBUTORS, INC.

The Market

ALBUQUERQUE
NEW MEXICO
Leads in Total Retail Sales Percentage Gains
over all "official" Metropolitan County Areas in 10 Years (1939-1949)*

Albuquerque is also tops in sales increase in Food, Furniture, Household, and Radio Stores, and second in Drug Stores sales increases.

* featured Sales Management Nov. 10th

The Station

KVER
Mutual - - Albuquerque

delivers more listeners per advertising dollar

CHECK SRDS FOR RATES

HOOPER RADIO AUDIENCE INDEX
City Zone, Albuquerque, N. M., Spring 1950

TIME	SHARE OF RADIO AUDIENCE			
	KVER	Station "B"	Station "C"	Station "D"
SUNDAY thru SATURDAY 8:00 PM - 10:00 PM	32.1	30.7	22.6	10.2
SUNDAY 1:00 PM - 6:00 PM	30.6	30.6	21.3	16.7
MONDAY thru FRIDAY 10:00 AM - 12:00 Noon	30.9	34.0	23.9	7.4
MONDAY thru FRIDAY 12:00 Noon - 3:00 PM	23.0	50.0	14.8	11.5
MONDAY thru FRIDAY 3:00 PM - 6:00 PM	30.6	36.6	21.6	9.7

M. G. M. Radio Attractions. Local and National Sports. Only Albuquerque Station with morning, afternoon, and evening Spanish programs.

WM. T. KEMP, President
KEN PALMER, General Manager
KEITH TYE, Station Manager
PAUL KEHLE, Sales Manager
BERT LEBHAR, III, Ass't Mgr.

Represented by

FORJOE & CO.
NEW YORK CHICAGO
LOS ANGELES SAN FRANCISCO
ATLANTA

air-casters



RAY A. LIUZZA to newly-created post of sales promotion manager WNOE New Orleans.

EARL STEELE, WCCO Minneapolis, to WARC Rochester, N. Y., as program director.

FRANK BABCOCK to announcing staff WGN Chicago from chief announcer and assistant program director KXYZ Houston.

LOUIS FORD to staff announcer WBUR (FM) Boston U. outlet, while studying at university.

CATHERINE ROSS, WJR Detroit, becomes assistant to HARRY WISMER, recently resigned from WJR to resume full schedule of sports broadcasting. Mr. Wismer's offices are in ABC offices, N. Y.

GEORGE D. COWLE, new to radio, to promotion and merchandising manager WEBC Duluth, Minn. Was in motion picture and theatre promotion.

GEORGE T. CASE, general and commercial manager WNAO Raleigh, N. C., to program director WONE-WTWO (FM) Dayton, Ohio.

DICK STEDMAN, sports director WTXL W. Springfield, Mass., to staff announcer WJIM-AM-TV Lansing, Mich.

HERB DEXTER, disc jockey and sports announcer WPEN Philadelphia, to evening production supervisor. Will continue sports announcing.

JOHN LINKER, WEOK Poughkeepsie, N. Y., to WPTR Albany, N. Y., as staff announcer.

JOHN PALLADINE to staff announcer WBUD Morrisville, Pa. Was with WIP Philadelphia. Succeeds BOB KENT, promoted to program director.

JAMES M. ORCHARD, WJAR-TV Providence, R. I., to program director KOTV (TV) Tulsa, Okla.

AL KNIGHT to KITO San Bernardino, Calif., to conduct 12 m.-6 a.m. *All Night With Al Knight* show.

ROD KLISE, staff announcer KHQ Spokane, Wash., appointed head of continuity. Will handle 3 p.m. and 5 p.m. newscasts. Succeeds PAUL LAW, resigned to freelance in Chicago.

ROGER CLARK, disc jockey WFGN Gaffney, S. C., to WNOR Norfolk, Va.

TONY BRYAN, graduate Northwest Broadcasting School, Portland, Ore., to KERG Eugene, Ore.

JACK LATHAM to NBC Hollywood announcing staff.

DR. CHARLES EARLE FUNK, editor emeritus Funk & Wagnalls since his retirement three years ago, to replace Prof. CABELL GREET as CBS speech consultant while latter is in Paris for next year, lecturing on American literature and civilization under Fulbright scholarship.

DARROW (Tex) CLARK, KRUN Ballinger, Tex., to KRRV Denison, Tex., as staff announcer.

PHIL RUSKIN to remote director WBKB (TV) Chicago, replacing BILL BALABAN, who was inducted into Army last week. JOHN PAVIS from boom mike man to sales promotion writer.

JACK WEBB, star of NBC *Dragnet*, signed for featured role in forthcoming 20th-Century-Fox production, "The U.S.S. Teakettle."

Lt. ROLAND J. SCHUMACHER, St. Louis policeman who airs *So It Can't Happen to You* on KXOK that city, father of girl, Martha Jane, Oct. 8.

BOB SWAN, disc jockey WPTR Albany, awarded Canadian and American Newspaperman's 1950 Achievement award "for outstanding radio entertainment."

LOWELL T. CHRISTISON, continuity director WRFW Eau Claire, Wis., and FLORENCE HELM, traffic manager, were married Oct. 7.

BILL TRACEY, promotion manager WSAZ Huntington, W. Va., now on active duty with Marines, father of girl, Kathleen.

BUDDY MENNETT, 14-year-old disc jockey, to *Best on Wax* show, WSTC-AM-FM Stamford, Conn.

ROBERT GREEN, commentator-critic, to *Top of the News* show, WTOP-TV Washington.

TEX DAVIS, disc jockey WLOW Norfolk, Va., sworn in as deputy sheriff of Norfolk County.

FRANK CASON, producer WSB-TV Atlanta, and Valerie Drake have announced their marriage, Oct. 7.

BUD STEFAN and VIRGINIA MYER, both KTLA(TV) Hollywood staff members, married Oct. 16.

TONY MOE, sales promotion manager WCCO Minneapolis-St. Paul, named radio chairman Hennepin County March of Dimes for 1951.

TOM BELCHER, director KNBH(TV) Hollywood, and Roberta Alderson were married Oct. 21.

JULIA (Nicky) CHASE to Don Lee Hollywood publicity staff as log editor, succeeding SALLIE MONTGOMERY, resigned.

TONY BOMBA, KPIX (TV) San Francisco, father of girl, Lizbeth Ann.

ROBERT REGAN, chief announcer KCBQ San Diego, father of boy, Jeffrey Robert.

CHARLES PAUL, music director CBS *Mr. and Mrs. North*, in Europe for three-week concert tour. Will direct Philharmonic Orchestra of London, Paris Conservatory Orchestra and Royal Danish Symphony, Copenhagen.

JACK HUSTON, WCCO Minneapolis-St. Paul announcing staff, father of boy, Brian, Oct. 15.

ALLAN JEFFERYS, staff announcer and disc jockey on *Dinner Bell* show, WFPG Atlantic City, N. J., and JUNE HOOPES, co-disc jockey *Dinner Bell*, have announced their marriage.

FRANK BARTON, writer on NBC's *Welcome Travelers*, father of girl, Amy, Oct. 5.

JOHNNY GRANT to host of all KECA-TV Hollywood weekday afternoon programming, given overall title *Afternoon With You.*

FRANK SWEENEY, WGN Chicago announcer, father of boy, Daniel Scott.

HEDDA HOPPER, columnist, starts half-hour weekly *Hedda Hopper Show* on NBC, Sat., 8:30-9 p.m., PST.

STANLEY NOONAN, tenor, replaces Bob Callahan on *Young Man With a Song*, KCBS San Francisco.

MARGARET WHITING, singer, mother of girl, Deborah Irene, Oct. 10.

TOMMY THOMPSON, floor manager ABC-TV *Mysteries of Chinatown*, and GLORIA SANDERS, star of show, have announced their marriage, Oct. 22.

JIMMY HUTCHINSON, of Sage Riders at WLS Chicago, father of boy, James S., Oct. 6.

MARY and HOWARD JONES, stars of *Mary Jones* show WFIL Philadelphia, awarded Blue Ribbon by New Jersey State Fair committee for "most outstanding public service and home entertainment . . . over the airways . . . during past year"

ED BRADY, announcer KNBC San Francisco, father of boy, Michael, Oct. 22.

News . . .

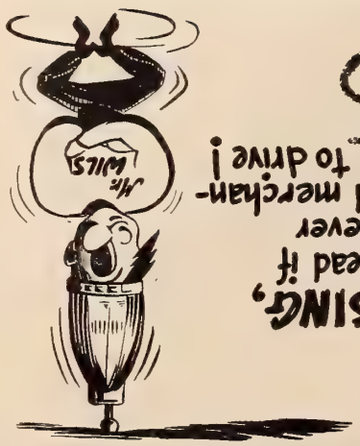
BILL CROWLEY, sports director WONE Dayton, Ohio, to sports director WARA Attleboro, Mass.

REX LORING, staff CFCF Montreal, appointed associate news editor-newscaster.

TOM McCARTHY, chief of news department WKRC Cincinnati, author of article on Milford Farm and Home Center in *Farm Quarterly.*

FRANK GOSS, CBS Hollywood newscaster, father of girl, Pamela Lynn, Oct. 14.

BLAIR MOODY, *Detroit News'* Washington correspondent and conductor



Meet Your Congress series WINX Washington, transcribing broadcasts with touring Senators while abroad.

JACK CHANCELLOR, NBC Chicago news writer, and Constance Herbert were married Oct. 14.

GRANT HOLCOMB, director of news KCBS San Francisco, named committee member for USS San Francisco Memorial dedication Nov.. 12.

HAL KOSUT, newsman WHLI-AM-FM Hempstead, L. I., father of girl Judith Ellen, Oct. 14.

JAMES A. BYRON Jr., news editor WBAP-AM-FM-TV Fort Worth, elected president Fort Worth chapter Sigma Delta Chi.

ROBERT BRUCE MOORE, news and music editor WLAW Lawrence, Mass., father of boy, Robert Bruce Jr., Oct. 6.

CIVILIAN NEEDS

Can Now Be Met, Hessler Says

DIMINUTION of Korean hostilities will enable the nation's vast electrical manufacturing and distribution industry to make firm commitments for future delivery on materials for civilian needs, G. F. Hessler, vice president of Graybar Electric Co., told the annual convention of the Pacific Div. of National Assn. of Electrical Distributors in Coronado, Calif., last Wednesday.

Asserting that the "rush and urgency" to complete civilian projects no longer exists, Mr. Hessler felt that "we are going to be able to carry along a more sizable portion of our civilian economy without seriously impairing either it or our preparedness program."

The Graybar executive said that raw materials supply and availability constitute the "most crucial problem" and that manufacturers still could expect a pattern of regulation, priority, and inventory control. He predicted controls on copper of which the electrical industry consumes approximately 50% of the total supply, much of it for radio, television and other electronics equipment.

STORIES on operation of WGAY Silver Spring, Md., appeared in recent foreign publications. *London Daily Telegraph and Morning Post* carried item written by Marsland Gander, who had followed BBC observers at station. Picture and short article appeared in *Grosse Osterreich Illustrierte,* Austrian weekly.

DEFENSE FUNDS

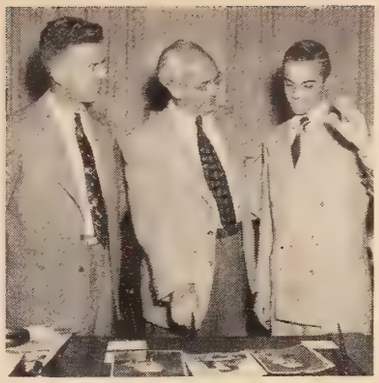
Request Expected Soon

CIVIL defense planning and the government's stockpiling program were discussed at length Oct. 13 in a conference between W. Stuart Symington, chairman of the National Security Resources Board, and Sen. Kenneth McKellar (D-Tenn.), chairman of the powerful Senate Appropriations Committee.

Sen. McKellar expressed belief the administration would soon ask for additional funds to set up a Civil Defense Administration envisioned in President Truman's report on civil defense and communications [BROADCASTING, Oct. 9, Sept. 25], and to further the Munition Board's stockpiling program.

License Suspended

FIRST CLASS radiotelephone operator license of A. J. Hoggins has been suspended for six months on ground he operated KICA Clovis, N. M., without such required license on several occasions between May 15 and May 29, FCC has announced. The suspension would be waived temporarily, FCC said, if a hearing were requested. The Commission contended Mr. Hoggins allegedly "represented to the management" of KICA on May 11 that he held the license "for the purpose of obtaining employment." The license was issued May 29, FCC said.



WHILE Farm Service Director Chuck Worcester (l) looks on, General Manager William B. Quarton points to past lucky winners of WMT Cedar Rapid's, Iowa's farm journalism scholarship award. Current winner, Leon Kline, gives the familiar finger sign pointing toward success gained by his predecessors. All were "tutored" in farm broadcasting by Mr. Worcester.

U.S.-Seoul Contact

RADIO contact and telegraph service between the United States and Seoul, Korea, was officially reestablished at 5:45 a.m. Oct. 18, by repairing transmitting and receiving facilities after recapture of the South Korean capital, according to H. C. Ingles, president of RCA Communications Inc., New York. RCA also has sent a complete mobile station to Korea, enabling men at the front to radiotelegraph their families directly.

KBA MEETING

Discuss Future BAB Head

AT its semi-annual meeting Oct. 18-19, the Kentucky Broadcasters Assn. unanimously adopted a resolution urging NAB President Justin Miller and William B. Ryan, general manager of NAB, to use their influence to see that the new director of BAB is experienced in radio time sales. The resolution went on to ask that he be familiar with the sales problems of all stations "but especially lower powered operations."

Charles Warren, WCMI Ashland, was elected president of KBA at the Hopkinsville meet. J. W. Betts, WFTM Maysville, was named first vice president and Joseph Eaton, WKLO Louisville, second vice president. Hugh Potter, WOMI Owensboro, was re-elected secretary-treasurer.

Retiring President J. Porter Smith of WGRC Louisville, Edward Paxton Jr., WKYB Paducah and Mike Layman, WSFC Somerset, were named to the executive committee.

A plaque was presented by KBA members to Bill Ladd, radio editor of the *Louisville Courier Journal,* for his "unselfish efforts on behalf of better radio."

CKLS La Sarre, Que., new 250 w station on 1240 kc, is now on the air, according to Radio Branch, Dept. of Transport, Ottawa.

WDRC

CONNECTICUT'S PIONEER BROADCASTER

NO MATTER HOW YOU BUY TIME . . .

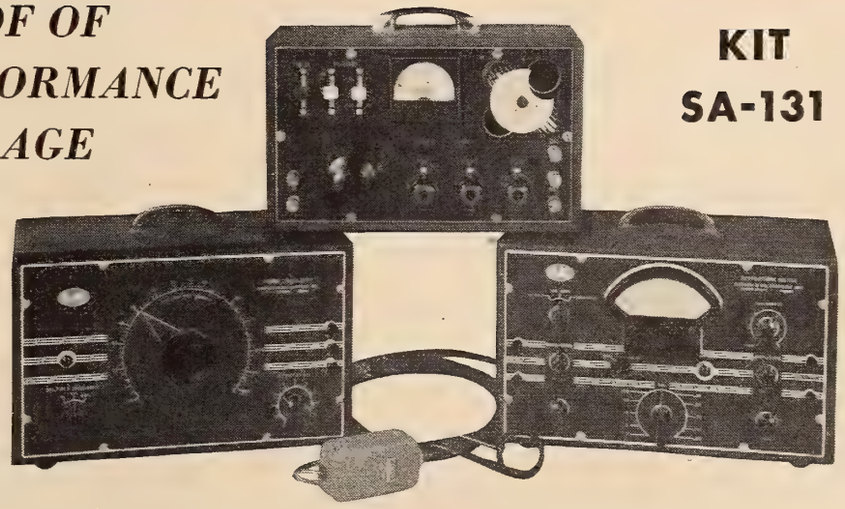
Whether you swear by Hooper . . . or compare rates and coverage . . . WDRC is the buy in Connecticut's Major Market! Get the facts! Write Wm. Malo. Commercial Manager, WDRC, 750 Main St., Hartford, Conn.

CBS

Quality PLUS makes GATES a MUST

PROOF OF PERFORMANCE PACKAGE

KIT SA-131



Audio oscillator; noise and distortion meter; variable gain set with reference meter; fixed and variable pads; diode rectifier with pickup coil and complete manual for taking proof of performance—all for $392.50. A well planned complete kit for measuring from microphone input to transmitter output. Better broadcasting stations will use this equipment regularly to assure top quality transmission. In stock for quick delivery.

GATES RADIO COMPANY QUINCY, ILL., U. S. A.

Warner Bldg., Washington, D. C.
2700 Polk Ave., Houston, Texas
Canadian Marconi Company, Montreal
Rocke International, New York City

REK-O-KUT'S
CONTINUOUSLY VARIABLE-SPEED TURNTABLE

The New and Needed Tool That Every Broadcast Engineer, Disc Jockey and Announcer Dreamed About!

Plays without "Wow" or flutter at any speed from 25 to 100 R.P.M.

Simple in design, simple to operate, requires no maintenance!

Speeds are regulated by fingertip movement of shift lever.

Operates at 50 or 60 cycles—the ONLY turntable to use in areas of varying voltage, frequency or with portable power plants.



MODEL-CVS 12
(Illustrated)
Chassis, Motor and Turntable Assembly Plays all records from 6 to 16 inches.
$84.95 net

MODEL-CVS 12P
In portable case with dual-stylus 16" Pickup.
$124.95 net

SOUND EFFECTS:
Patented Varikon Drive assures absolutely true running speeds for highest fidelity reproduction of all sound effects.

TRANSCRIPTIONS:
Permits speed-up or slow-down of recorded transcriptions to fit into allotted airtime . . . no more cut-off commercials!

REHEARSALS:
(A) Excellent check to determine whether overlong musical program can be used when squeezed into allotted time by speeding up in playback.
(B) For Disc Jockeys, Vocalists, Musicians, etc., permits singing and playing with any recording by matching the pitch of the record with voice or instrument. Reproduces the long sustained notes without warble or sourness.

SPECIFICATIONS
Speed Changes: Continuously Variable
(a) 110V—60 Cycles, Range: 25 to 100 R.P.M.
(b) 110V—50 Cycles, Range: 20 to 85 R.P.M.
Turntable—12" cast aluminum, hardened and ground shaft.
Motor—constant speed, 4 pole.
Drive—exclusive Rek-O-Kut VARI-CON* self-seating rim drive.
Noise Level—30db maximum below recording level.
Dimensions—16" L., 12" W., 5" below chassis.

Available At Your Regular Parts Distributor. Literature on Request . . . Write Direct to REK-O-KUT.

REK-O-KUT CO., Inc.
31-19 Queens Boulevard
Long Island City 1, New York

CAMPAIGN PROBE

To Eye Radio-TV Expenditures

A CONGRESSIONAL committee plans to turn its spotlight on money spent in radio and television during this year's Congressional election campaign, it was revealed last week.

Investigating for the House is its special Committee on Expenditures in Political Campaigns headed by Rep. Mike Mansfield (D-Mont.) who has sent notices to NAB's Justin Miller and to heads of the major radio-TV networks to appear at hearings tentatively scheduled for "shortly after the elections." If necessary, the committee will ask individual station officials to testify, it was explained.

Specifically, radio and television representatives will be asked to testify on the use of the media in political campaigns.

Rep. Mansfield's group was set up last July by the House to investigate and report by January 1950 on campaign expenditures by candidates for Congressional seats. The committee, composed of Democrats Mansfield, Frank L. Chelf (Ky.) and Charles B. Deane (N. C.) and Republicans John J. Jennings Jr. (Tenn.) and Frank Fellows (Me.), was voted $40,000 for the probe last summer.

Also asked to testify are political party heads, labor, corporation, bar associations, veterans groups, state councils on government, political action and other such groups on the amounts spent on behalf of individual candidates.

There is the possibility that President Truman will call Congress back to Washington before the Nov. 27 resumption date (see story this issue). In any event, a Congressional committee may conduct hearings in Washington at any time since the nation's legislature is technically in recess.

It was disclosed that the committee's staff is compiling statistics in a nationwide survey to show candidates' budgets for primary and national campaigns. This survey will be broken down into categories including that of radio and television advertising.

Purpose of the committee is to deem whether there is need for remedial legislation on the accounting of funds spent by Congressional candidates. It has been pointed out by interested observers that a law passed in 1923 on returns filed by House candidates on campaign expenses exempts billboard and newspaper advertising. Radio, as an advertising medium, was not referred to in the act.

Miller's Connection

W. B. MILLER terminated his connection with KEYL(TV) San Antonio, Tex., this past summer, according to W. D. Rogers Jr., vice president of KEYL. In the Oct. 16 issue of BROADCASTING, Mr. Miller was inadvertently identified as vice president and general manager.



DISCUSSING the Chevrolet-sponsored U. of Maryland football games, fed to a 10-station network from WITH Baltimore, are (l to r): Sportscaster Bob Wolff, Gov. Preston Lane of Maryland, Steve Douglas, sportscaster, and Dr. H. C. (Curly) Byrd, President of U. of Maryland. Ketchum, MacLeod & Grove, Pittsburgh, places the schedule.

LOCAL ADVERTISING TRENDS

Wenner Finds 38% of Budget Goes to Radio

LOCAL radio advertisers, considered the "most important" by stations in small Indiana communities, spend an average $5,260 on advertising yearly, of which 38% or $2,005 goes to radio. Most also use newspapers.

These figures were compiled through personal survey by Leonard Wenner in "Indiana AM stations in Communities Under 50,000 Population," a thesis for Master of Arts degree in Indiana U.'s Dept. of Speech. The survey was based on 40 usable returns (53% total response) from 85 prominent local advertisers in the state.

The survey showed 30 of the respondents found radio advertising resulted in "moderate success" while five said radio resulted in "much success" and one cited "no success." Mr. Wenner explained, however, that those having "much success" spend at least $1,000 a year in radio and have been advertising more than a year.

Newspapers are used as well as radio by 35 respondents, the survey disclosed, while 11 use billboards, seven use letters, five use postcards and five use handbills as well as radio and newspapers. Four respondents use radio exclusively.

FTC Report

LESS than 3% and 1% of all television and radio continuities, respectively, were set aside during the month of September by the Federal Trade Commission's Radio and Periodical Advertising Division as being "possibly false and misleading," according to FTC's monthly report. The division questioned 96 out of 2,676 TV continuities and 1,333 out of 54,402 radio advertisements examined during the month. Newspaper and magazine advertisements set aside amounted to over 5½% of all copy analyzed in each field.

KDKA
PITTSBURGH
Selling to Six Millions
WESTINGHOUSE RADIO STATIONS Inc

OPERA RIGHTS

Court Halts 'Off Air' Records

UNAUTHORIZED recording of broadcast Metropolitan Opera performances "off the air" and sale of the recordings so labeled was halted by order of the New York Supreme Court, in a precedent-making ruling of a fortnight ago. Judge Henry Clay granted a temporary injunction which, until trial is held, restrains the Wagner-Nichols Recorder Corp. from "recording, advertising, selling or distributing" such broadcast performances.

Complainants in the action, brought last July, were the Metropolitan Opera Assn.; the American Broadcasting Co., which had exclusive right to broadcast the performances; and Columbia Record Co. Inc., which had exclusive right to record them.

Court Rules Contract Rights

The court recognized the exclusive right of the Metropolitan to its name, reputation, and performances; ABC's exclusive contractual right to broadcast them; and Columbia Record's exclusive contractual right to record them. These rights were not abandoned by virtue of performances before a live audience, or on the air, the court said.

Although before Judge Clay's ruling, the law protected against unauthorized broadcasting of performances, unauthorized re-broadcasting of broadcasts, and unauthorized sale of recordings, the present ruling extends protection against "off the air" recordings for the first time in New York State, and possibly the nation.

The effect of the ruling is expected to be widespread in view of the extent to which "off the air" recording is practiced commercially. Suggestive in this respect is that part of Judge Clay's order which restrains Wagner - Nichols from using, recording, advertising, or selling records of any performances over the ABC network.

In 5 clinical surveys, KFMJ outsells Tulsa newspaper advertising 3 to 1 in dollar volume, actual sales. Ask us for details. KFMJ, the Fred Jones Station, Tulsa, Okla. One of America's top independents. Lawson Taylor, Mgr.

allied arts

SESAC Inc., N. Y., acquires music publishing affiliate, **CHORAL PRESS**, Evanston, Ill. **NOBLE CAIN**, producer and conductor of all Choral activities for Midwest division NBC, joins SESAC.



Mr. Cain

JANE W. KALMUS, director of women's activities, Carl Byoir & Assoc., N. Y., to Arthur H. Miller, public relations, N. Y., as associate to Mr. Miller. Mrs. Kalmus will handle publicity for radio-TV accounts.

JOHN LaCERDA, owner public relations and advertising agency of that name, Phila., author of article on Pinehurst, N. C., in Nov. issue *Nation's Business* magazine.

PHILIP HAMBURGER, TV writer *New Yorker* magazine, elected to board of George Foster Peabody radio-TV awards.

NAT V. DONATOR, sales manager C. P. MacGregor Transcriptions, father of boy, Peter Vincent, Oct. 18.

JOHN E. GIBBS & Co., N. Y., package agency, offers *Ding Howe and the Flying Tigers*, half-hour children's filmed TV series adaptable to radio. Produced by **LARRY C. MOORE** and written by **ROBERT T. SMITH**, program stars film actor, **RICHARD DENNING**. Syndicated comic strip tie-in planned.

JAY & GRAHAM RESEARCH Inc., Chicago, publisher of Videodex television rating reports, opens N. Y. office at 342 Madison Ave. as client service bureau for subscribers in N. Y. and other eastern cities. Chicago will continue as production point for Videodex materials.

WORLD BROADCASTING SYSTEM Inc. will move into its West Coast offices in former Administration Bldg. of California Studios, Hollywood, Nov. 1.

FRANK WRIGHT NATIONAL Corp., S. F., moves Southern Calif. office to 2404 W. 7th St., L. A. Firm opens radio-TV production office in Pantages Bldg., Hollywood.

Equipment . . .

DAVID S. RAU, assistant to vice president in charge of engineering, RCA, promoted to assistant vice president and chief engineer RCA Communications Inc.

JOHN WOOD and **WILLIAM NEWITT** to phono-pickup development and high fidelity loudspeaker design, respectively, at Electro-Voice Inc., Buchanan, Mich.

JACK CROSSIN, field sales manager Air King Products Co., promoted to manager defense products division.

WARREN E. ALBRIGHT, general plant manager RCA Victor recording department, appointed manager general materials division for home instrument department.

TRAD TELEVISION Corp., Asbury Park, N. J., acquires control of **Wil-Ray Products Co.**, Marlboro, N. J. Latter firm is TV cabinet manufacturer and changes name to Trad Cabinet Corp. Mr. Trad becomes its president.

MARK SIMPSON Mfg. Co., Long Island City, N. Y., announces six models of "Sound Reel," dual-speed, dual-track tape recorders.

Technical . . .

BOB BEATTY, graduate Northwest Broadcasting School, Portland, Ore., to KREW Sunnyside, Wash., as combination man.

GENE POTEET to TV engineering staff NBC Chicago from WOW-TV Omaha.

LARRY McARTHUR, engineer KECK Odessa, Tex., to KFMB San Diego in same capacity.

STANLEY STYDNICKI, communication and traffic division Midwest Airlines, to engineering staff KAUS Austin, Minn. Replaces **ROBERT ERICKSON**, resigned to join George A. Hormel & Co.

M. J. MINOR, chief engineer WBT-WBTV (TV) Charlotte, N. C., named senior member Institute of Radio Engineers by virtue of 27 years of radio-TV experience.

RAY KUBLY, KAVR Havre, Mont., to engineer-announcer KIST Santa Barbara, Calif.

PAUL VAN PELT, WBAP-TV Fort Worth; **CARL THOMPSON**, KEYL (TV) San Antonio; **BILL KEY**, WMCT (TV) Memphis, and **BILL KNIGHT**, WFAA-FM Dallas, to WFAA-TV technical and engineering staff.

ROBERT G. EHRHART, control engineer WTMA Charleston, S. C., resigns to attend Central Airlines School, Kansas City, Mo.

NAME TRENCHARD

Head of N. J. AP Radio Assn.

ROLAND TRENCHARD, public relations director for WAAT and WATV (TV) Newark, N. J., was elected president of the New Jersey Associated Press Radio Assn. at a meeting in New York last week.

Other officers elected were: Vice president, Kenneth A. Croy, secretary of WMTR Morristown; secretary-treasurer, Samuel G. Blackman, chief of bureau, AP New York.

NBC at Dedication

CEREMONIES at the dedication of Pacific Memorial Stadium of the College of the Pacific, Stockton, Calif., Oct. 21 were covered by NBC which carried a half-hour show on its western network and fed the program to four local stations in the city, KWG KSTN KXOB KGDM. Program featured Gov. Earl Warren of California and Dick Powell, who plays the role, "Richard Diamond" on NBC.

A Salesman Talks

"I dropped in to see the Advertising Manager of a school that offers an adult educational course, and he was in a pretty good mood. He's been using WINS—half an hour nightly—with consistently good results. WINS is the only New York station he's used for three years without a hiatus."

* * *

"A letter came in from an agency about an account of theirs which tested radio for the first time this summer, with the 15-minute Art Scanlon show on WINS across the board. It said, 'The results have far exceeded our expectations. Although the months of June, July and August are traditionally the slow months for reupholstery, Art Scanlon kept our client's sales at peak month levels. So satisfied has this client been with WINS results that we plan to increase our time on the Art Scanlon show, to the exclusion of other media.'"

* * *

"The other day I talked to a furrier who's used our station for nine years—the only radio advertising he's done. He's stayed on this station because his sales have been growing each year—directly traceable to WINS through tests he's made on his programs. I always say local advertisers are a good indication of a station's value, because they either get results, or they don't stay on."



* * *

Call your WINS representative . . . see him when he calls. Buy WINS . . . it *sells!* CROSLEY BROADCASTING CORPORATION, WINS 50 KW, New York.

Respects

(Continued from page 46)

number was 13. After going to work on the 13th, he received his first pay raise on the 13th. He was promoted to NBC news room on the 13th, and on a later 13th was appointed a sports writer.

During World War II, Tom McFadden reported to Kelly Field on the 13th, was graduated from flying school on the 13th, went overseas on the 13th and returned to the United States on the 13th.

By now so attached to the alledged jinx number, he purposely set his wedding date for Oct. 13, 1950, in Montclair, N. J. But he ran into an embarrassing snag. It turned out that his future parents-in-law had taken a fancy to that date many years before. It is the date of their wedding anniversary. So in order not to steal the spotlight from them, Mr. McFadden and his future wife, Marjorie Hutchison of Montclair and former business manager of WNBC and WNBT, were married on Oct. 7 instead.

A Native New Yorker

Tom McFadden is that rare individual—a native New Yorker. He was born on Feb. 11, 1917, in Manhattan, in an area which is now the New York end of the George Washington Bridge at 174th St. He is the son of John J. McFadden Jr. and his wife Bridget, both of whom were born in Ireland.

The future radio-TV executive was only 18 months old when his parents moved to Teaneck, N. J. It was there he spent his early childhood. The family moved again, however, to Bogota, N. J., where he attended public schools. He still regards Bogota as his permanent home.

Mr. McFadden's page-boy job at NBC Radio City was on a part-time basis while he was attending New York U. He received his B. A. degree in 1938, majoring in domestic marketing and radio advertising. Upon graduating he had his choice of two jobs—continuing with NBC or going to work as office boy for BBDO. Although he wanted to be in the advertising business and thus was tempted by the agency job, Mr. McFadden was more impressed by the magnificence of Radio City, which was then brand new. He chose NBC.

By 1938 he already had risen in the network's ranks,—from page to guide, then to guide instructor and finally to copy boy in the news room. Mr. McFadden is still proud of the fact that he was the first person to hold this exalted position. At that time NBC newsroom was made up of only Abe Schechter, now with Crowell-Collier Publishing Co., and Don Goddard, now an NBC commentator.

Six months after going into the newsroom, Mr. McFadden became a junior writer. As such, he was sent to various NBC stations as vacation relief man. In this capacity, he did his own broadcasting at such network stations as WRC Washington and WGY Schenectady.

Wrote for Stern

When Bill Stern joined NBC in 1938, Mr. McFadden was assigned to write for him. Later the same year, he was made sports editor of the network. He returned to a straight news assignment in 1940 when the international situation began to develop.

Mr. McFadden was on his way to play touch football near his home in Bogota on Dec. 7, 1941, when he heard the news of the Japanese attack on Pearl Harbor. He didn't wait to change his clothes, but headed for the NBC New York news room and was on the job all day and night as the crisis developed.

On returning home the next day, young McFadden was informed by the Navy that he had been on active duty since 4 p.m. the day before. So instead of returning to NBC, Ensign McFadden reported to the Press and Short Wave Censorship Unit of Naval Intelligence in New York.

He is extremely modest about his leaving the Navy. He explains it as: "I got tired of hanging around New York. I wanted to see a little action." As a result, he went into the Air Force as a private in February 1942 and was sent to Kelly Field, Tex., as an air cadet. Although he was trained as a fighter pilot, he eventually ended up in the Ferry Division of Air Transport Command.

There he flew almost every type of American aircraft. Commissioned a first lieutenant in early 1944, he was sent to Africa. He flew troops and supplies from the Dark Continent to Karachi, India. During a six months' tour of duty, he flew across the Hump.

Lt. McFadden received his captain's commission in late 1944 and was appointed operations officer for the air base at Acora, on the Gold Coast of West Africa.

He returned to the United States in 1945 where he was assigned briefly to Military Air Transportation Service before returning to civilian life.

Back on the job at NBC in New York, Mr. McFadden's rise continued from where it had left off four years before. In 1946 he was made director of news and special events of WEAF, now WNBC. He became assistant manager of the station in 1947. It was late the same year that he was elevated to manager. WNBT (TV) was added to his repsonsibilities in 1948.

Today, at 33, Mr. McFadden has come farther and done more than many men do in a lifetime. Hollywood, his new headquarters, is now learning the reasons why he has come so far, so fast. Tom McFadden combines the Black Irish charm and humor of his forebears with a practical, hard-headed American business sense. His ambition is to make KNBH a potential community force, as well as an important network outlet.

Uses a Tried Formula

In this, he follows a pattern set at WNBC and WNBT, which under leadership of Mr. McFadden and his predecessor, James M. Gaines, (now director of owned-and-operated NBC stations), were built into the position of leadership at the strictly local level they now hold.

Mr. McFadden realizes that he is now up against the toughest job he has ever tackled in his young career. "The Los Angeles television market, with seven outlets, is the most competitive in the country," he says. "And we've got our work cut out for us to put KNBH in front."

In his brief tenure at KNBH he has stepped up station operation to meet that keen competition. Besides surrounding himself with an able staff, he has extended operating schedule to include daytime telecasting. He also garnered one of the video "plums" of the West Coast with signing executive rights to telecasting football games of the professional Rams.

Like many of his colleagues at NBC, Mr. McFadden is a good golfer. He usually shoots in the 80's. His favorite hobby, however, is woodcarving, which he finds completely relaxing after a tough day at the office.

Although he has fitted himself perfectly into the scheme of NBC in Hollywood, Mr. McFadden still feels and looks like a transplanted Easterner. Instead of loud sport shirts and jackets, he wears business suits. His shoes are black and ties conservative. Instead of a convertible automobile, he drives a two-door sedan. His office walls are not decorated with autographed photos of Hollywood stars. Instead there are Tex and Jinx, Bill Stern and Mary Margaret McBride, his friends of New York days.

Mr. McFadden's habits are methodical and business-like, and he is known for an un-Hollywood like punctuality. In fact, the only thing about him which cries Hollywood is something he was born with—his looks.

CORRIGAN DIES

Was Veteran Agency Official

EMMETT CORRIGAN, 59, chairman of the board of Albert Frank-Guenther Law Inc., New York, died Oct. 21 as the result of a heart attack at the home of friends in Southampton, L. I.

Mr. Corrigan entered advertising with the firm of Rudolph Guenther Inc., New York, in 1915, following a two-year period as principal of Altona (N. Y.) Union School. He remained with the agency, which later changed its name to the present title, until his death. He specialized in bank, investment house and insurance company advertising, utilizing all media.

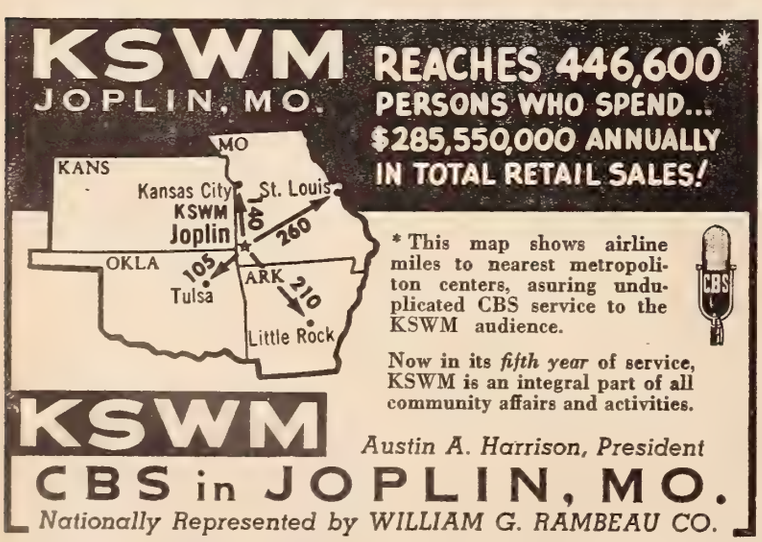
Surviving are his wife, the former Barbara Koehl; two daughters, Mrs. Floyd Carlisle Jr., of Locust Valley, L. I., and Mrs. Day Thorpe of Alexandria, Va., and four grandchildren. His son, First Lt. Emmett Thomas Corrigan was killed in action in Germany during World War II.

KIHR ON AIR

New Oregon Fulltime Outlet

KIHR Hood River, Ore., began broadcasting operations Oct. 17. The new station operates fulltime on 1340 kc with 250 w. KIHR licensee is Oregon-Washington Broadcasters, with C. H. Fisher and C. O. Fisher as partners.

C. H. Fisher also is general manager. Don McCutcheon is station manager and Robert Houglum, chief engineer. C. H. Fisher, who also is president of KUGN Eugene, Ore., has announced an increase in power for that station from 250 w on 1400 kc to 1 kw on 590 kc as of Oct. 8.





OCTOBER 30, 1950

TELECASTING

A Service of BROADCASTING Newsweekly

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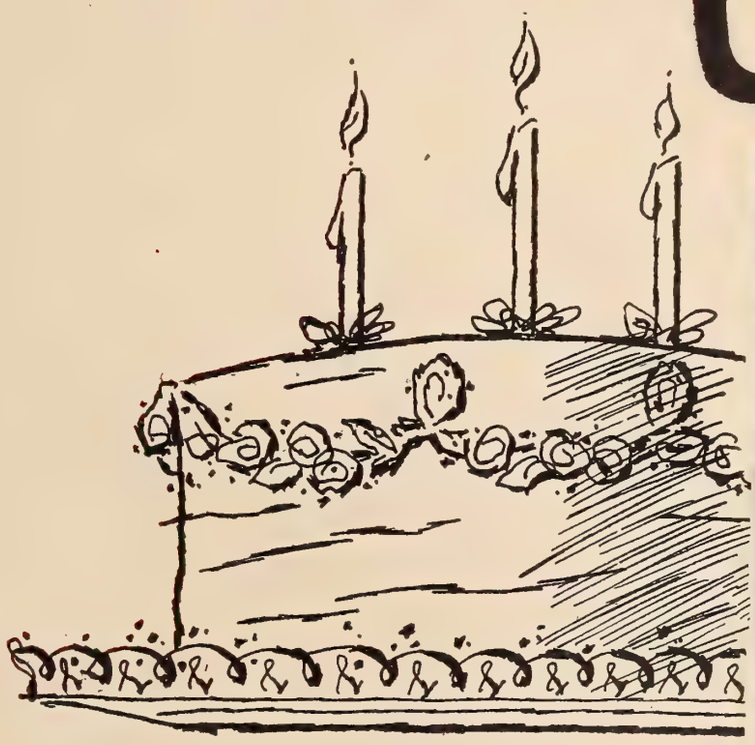
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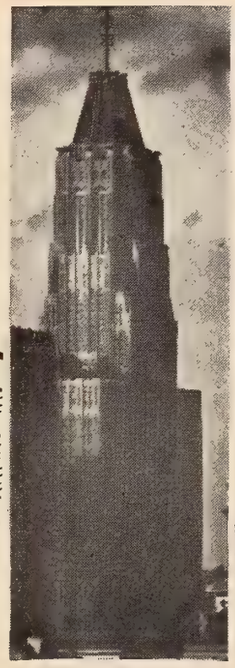
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Third Anniversary, October 27th, 1950

WMAR-TV
CHANNEL 2
BALTIMORE, MARYLAND





PROGRESS REPORT

1. Our two mobile units have made 832 on-the-spot remote pickups.
2. Our newsreel department has produced a daily newsreel every day without interruption. 220 miles of film.
3. Our three hour afternoon studio "Sports Parade" has been on the air six days a week the past 18 months. During that period it has been picked off the air and rebroadcast in Washington.
4. Currently we're carrying 53 C.B.S. network programs totaling 35 hours per week.
5. If you are a movie fan, you may view anything from mysteries and westerns to classic Korda films, an average of 9 hours a week.

Represented by **THE KATZ AGENCY, INC.** NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
CHICAGO • ATLANTA • DALLAS • LOS ANGELES

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM



330,000 TV SETS

...Now in Detroit!

And the most-tuned-to of the 3 stations in the multi-billion dollar Detroit market is WWJ-TV, Michigan's first television station . . . now in its fourth year of undisputed leadership in pioneering, programming, public service and pulling power.

WWJ-TV not only gives your product story the effectiveness of visual selling; it also lends to your product community acceptance which no other TV station in this market can approach.

To sell Detroit, you need WWJ-TV. It is the dominant television voice in a market that is the outstanding sales opportunity in the nation!

FIRST IN MICHIGAN

WWJ-TV *Owned and Operated by* THE DETROIT NEWS

NBC Television Network

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY
ASSOCIATE AM-FM STATION WWJ

A Service of Broadcasting Newsweekly

National Press Bldg.
Washington 4, D. C.

OCTOBER 30, 1950

BROADCASTING, Telecasting
$7 annually, 25c weekly

TELECASTING

BRIDGEPORT UHF

RCA-NBC Report Stirs FCC Hearing

"BASED on the facts and not any loose conclusions, it will be most unfortunate if the television expansion has to go into the UHF band."

These words, spoken softly, reservedly, by an RCA-NBC engineering executive, were virtually the only comment FCC could obtain last week as to how the industry pioneer possibly views the UHF as a practical medium for commercial TV at the present time.

RCA submitted—without interpretation of any kind—a voluminous, factual report on its UHF experiment at Bridgeport. This report, FCC was told, was the complete RCA presentation at the Commission's comprehensive TV allocation proceeding which commenced only a fortnight ago on multiple issues relating to opening of the UHF band, revised VHF-UHF allocations throughout the U.S., as well as general allocation principles, rules and technical standards [TELECASTING, Oct. 23].

FCC Disappointed

FCC officials expressed obvious disappointment. But RCA's sole witness preferred to make no recommendation on the usability of the UHF band.

Representing three years' work, the Bridgeport report offered only limited conclusions on certain phases of the KC2XAK operation on 530 mc with effective radiated power of 13.9 kw. Highlights are:

● Grade A service area distance was found to be three miles and Grade B distance seven miles.

● Comparing local KC2XAK reception with VHF reception from NBC's WNBT (TV) New York, 55 miles away, 26.9% of receiving locations reported "excellent" UHF picture while 9% cited same grade VHF picture; 14.9% cited "fair" UHF picture while 46.2% reported same grade VHF.

● 90% of the test homes received signals less than theoretical—to extent that 4,000 times the power would be required to bring these up to theory strength.

● While this smooth-earth theory of Dr. K. A. Norton, National Bureau of Standards radio propagation authority, is considered correct, the signal differences are attributed to terrain effect.

● Other factors also appearing to have greater effect on determining picture quality in UHF than in VHF are foliage, location of receiving antenna (termed "critical"), heavy rain and snow storms.

● Multipath reflections were found less troublesome than on VHF; little or no interference was noticed from auto ignition or diathermy.

Other developments during last week's hearing, held Tuesday through Friday with Acting Chairman Paul A. Walker presiding:

● Suggestion by RCA-NBC that FCC engineers actively participate in forthcoming comparative tests between KC2XAK and NBC's developmental VHF Channel 4 (66-72 mc) station there, granted power boost to 250-w ERP by FCC Thursday.

● Agreement by both RCA-NBC and ABC to cooperate in gaining added VHF data from the new Empire State Bldg. transmitting site of all New York TV outlets, as suggested by Comr. George E. Sterling.

● View of John H. Poole, based on his West Coast UHF work, that an "excellent calibre of technical service" in possible via UHF in such communities as Long Beach, Calif., but successful UHF development depends upon big city VHF-UHF intermixture and other allocation policies which will assure fair competition.

● Earlier opinion of DuMont and Philco that practical UHF development is possible was bolstered by CBS while ABC expressed regret added channels for TV expansion haven't been found near existing VHF service.

● Belief of several witnesses that satellite operation will find its place in future TV picture, but prospects appear dim for Stratovision since tests were considered "discouraging."

The detailed report on the Bridgeport tests was presented to FCC by Raymond F. Guy, NBC manager of radio and allocations engineering. He assured the Commission the developmental work "will continue for some time."

Comr. Frieda B. Hennock was concerned over the limited coverage area for high grades of service as disclosed by charts in the report.

"This proves you are going to have great difficulty giving excellent TV service in the UHF," Mr. Guy explained.

He emphasized, however, he did not wish to give "opinions," since it was RCA's purpose to give FCC the factual data "and let you draw your own conclusions." He specifically declined to make any recommendations as to the usability of the UHF for commercial service.

Cites DuMont Report

When reminded that DuMont earlier had reported good pictures from the Bridgeport station at considerable distances, Mr. Guy explained he thought these may have been over water paths. He cited reports of VHF reception up to 1,200 miles due to troposphere and said NBC has also obtained good pictures at the Empire State Bldg. from Bridgeport but this was because of antenna height.

Mr. Guy contended conclusions of other UHF investigators such as Frank J. Bingley, in charge of TV research for Philco Corp., have supported findings in the RCA-NBC report.

The NBC engineer contended he did not wish to leave any impression the UHF is a completely bad part of the spectrum since he "wouldn't say it's not good for anything." Usability depends upon terrain and location, he explained.

Mr. Guy told FCC 5 kw UHF transmitters will be required to give "good service" in smaller communities. He said 1 kw transmitters have been built for 500 mc and 5 kw models would be developed "in due course." He could give no time estimates on higher power transmitters above 500 mc.

When the RCA-NBC counsel, Ray B. Houston, explained no other witnesses or evidence would be presented, the Commission indicated disappointment.

Harry Plotkin, FCC counsel, explained this was RCA's privilege, but he was disconcerted because

(Continued on page 58)

COLOR FURORE

Nov. 8 Seen for RCA-NBC Hearing

WHILE the color television furore raged unabated, an early November (probably Nov. 8) hearing on RCA-NBC's request for a stay order against FCC's adoption of CBS color standards was expected to be set in Federal Court in Chicago today (Monday).

RCA and FCC agreed on the Nov. 8 hearing date, subject to confirmation by the court today.

The temporary or interlocutory injunction sought by RCA, NBC and RCA Victor Distributing Corp. in their joint suit would stay the Nov. 20 effective date of CBS color standards pending trial and decision on their request for a permanent injunction [TELECASTING, Oct. 23].

But FCC was preparing to file, over the weekend, motions for dismissal of the suit and for summary judgment upholding its decision. FCC was expected to contend NBC and RCA Victor Distributing Corp. should be eliminated as plaintiffs on grounds that they have no reasonably close relationship to the color controversy; that RCA has failed to show a sufficient cause of action, and that in any event the Commission is entitled to summary judgment supporting its decision.

FCC was expected to push for argument on these motions in the hearing tentatively set for Nov. 8.

Through the Chicago law firm of Kirkland, Fleming, Green, Martin & Ellis, RCA filed a motion last Tuesday asking for a temporary injunction and also requesting that a three-judge court be convened to hear the case. The motion was filed in the court of Judge Philip L. Sullivan, who will be one of the three judges in the case and who is expected to reveal the names of the other judges at today's session.

Pilot Radio Corp. was expected momentarily to file a petition to intervene on the side of RCA, in a follow-up to its Oct. 20 decision to drop its own suit in New York.

CBS To Intervene

CBS meanwhile was reported Thursday to have decided—as anticipated—to intervene in support of FCC's decision.

Other developments on the color front included:

● Black-and-white TV set manufacturers stepped up the drive to convince set owners and prospective buyers that present-day sets are not obsoleted by the FCC color decision.

● Westinghouse reiterated that black-and-white sets are far from obsolete, and said it will make CBS adapter-converter packages available "if and when color broadcasting reaches your market."

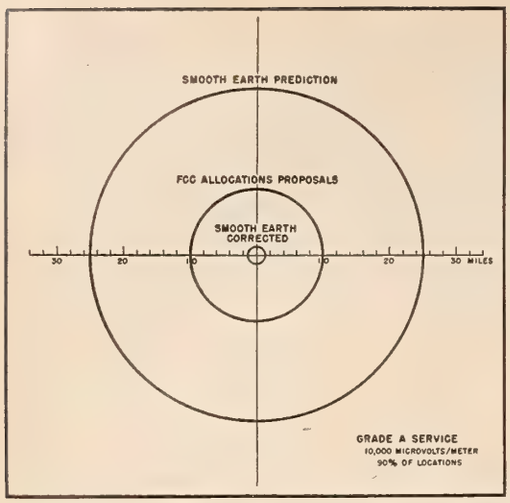
● Sightmaster Corp. sued CBS and President Frank Stanton for $750,000 for allegedly discouraging purchases of black-and-white receivers (see story page 68).

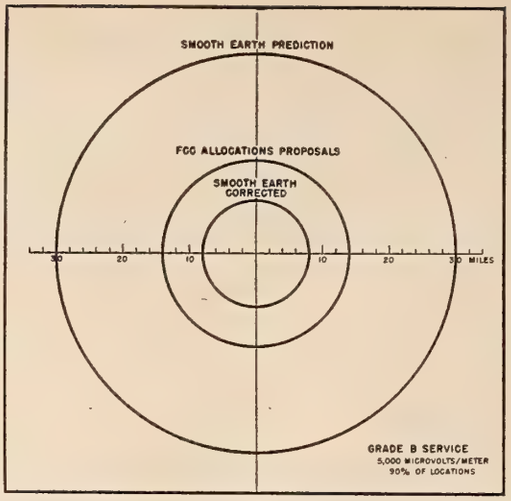
● KLZ Denver, a TV applicant, notified FCC it would include colorcasts in the program schedule of its proposed station (story page 70).

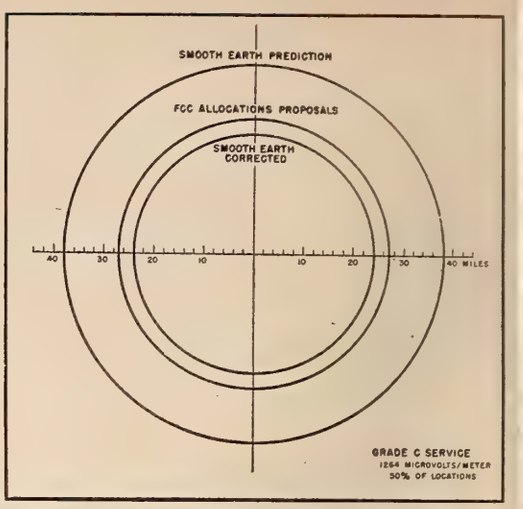
● R. C. Sprague, president of Radio-Television Mfrs. Assn., went on the CBS radio network to answer an earlier speech by CBS President Stanton, who came back with a counter-charge.

● Raytheon Mfg. Co. reported an unexpected deluge of returns from a questionnaire directed to both set-owners and non-owners in a "Straight Facts" color TV advertisement published in 59 cities.

(Continued on page 66)







THIS IS HOW RCA-NBC compared practical UHF reception with theoretical calculations as to what service should be at 600 mc. The basic data on actual experience is a composite of the Bridgeport UHF tests and similar surveys made earlier by RCA-NBC, Philco, Westinghouse and CBS. The comparison uses transmitting antenna height of 500 ft. with effective radiated power of 10 kw and receiving antenna height of 30 ft. The outer circle in each figure represents the prediction of service area distance according to the "smooth-earth (billiard ball) theory" developed by Dr. K. A. Norton, National Bureau of Standard radio propagation authority. The second circle, "FCC allocations proposals," is the coverage predicted in FCC's proposed allocation plan. This is the modification of the Norton smooth-earth theory made by the FCC-industry Ad Hoc Committee. The center circle, "Smooth Earth Corrected," represents the smooth earth theory as corrected by the "average experience factor" computed by RCA-NBC from the surveys.

Bridgeport UHF

(Continued from page 57)

RCA was giving "propagation data, period."

Comr. Hennock said she was "baffled" by RCA's attitude.

"You don't want this hearing to go by default, do you," she questioned, noting that if RCA was putting in data it "must have views."

Mr. Guy stated RCA was willing to do everything to "help the cause." Asked to define the "cause," he described it as the "accumulation of data to assist in a wise decision in the expansion of television."

In his introduction to the Bridgeport report, Mr. Guy related the need for UHF experience and RCA's efforts through the years to gain factual data. He indicated in the 1945 general allocation proceeding one brief was submitted which claimed a 5 kw UHF transmitter would give service comparable to that of a 500 kw transmitter at VHF. Asked to identify the party he declined because he "wouldn't want to embarrass anybody."

FCC records disclosed the citation quoted was in a brief filed by CBS in February 1945 and which was based upon theoretical calculations by Dr. Norton. The citation also referred to testimony by Dr. Peter C. Goldmark, then chief TV engineer for CBS.

Dr. Thomas T. Goldsmith, DuMont director of research, on Tuesday completed explanation of the extensive, revised DuMont allocation plan for the VHF and UHF [TELECASTING, Oct. 23]. The proposal incorporates both technical and economic factors in making suggested assignments for 1,400 communities throughout the U.S.

Chief objectives of the DuMont plan are to: Minimize co-channel, adjacent-channel and other interference in both the VHF and UHF, especially the "questionable" cases cited in FCC's proposed allocation; avoid where possible any intermixture of VHF and UHF channels in the same primary area; provide multiple choice of programs in larger communities, and provide a minimum of four VHF channels in each major market to assure healthy network competition.

The DuMont proposal is based on the assumption the Bell Telephone bid for 470-500 mc for mobile common carrier operations will be denied, leaving the full 470-890 mc band assignable to TV. DuMont would allocate 69 six-megacycle UHF channels throughout the upper band to "supplement" its proposed revision of the present national allocation of 12 VHF channels. Mexican and Canadian VHF allocations also are suggested. The revision is intended to aid long-term TV progress.

Dr. Goldsmith explained this would mean switching a few existing VHF stations to new VHF channels, and in some cases, to UHF assignments. A three-year "orderly" conversion would be employed in the latter case.

The DuMont brief showed the following VHF stations would be moved to new assignments in the UHF:

WOI-TV Ames, Iowa; WNBF-TV Binghamton, N. Y.; WTTV Bloomington, Ind.; WLWC, WTVN and WBNS-TV Columbus, Ohio; WHBF-TV (Rock Island, Ill.) and WOC-TV Davenport, Iowa; WLWD and WHIO-TV Dayton, Ohio; WICU Erie, Pa.; WLAV-TV Grand Rapids, Mich.; WSAZ-TV Huntington, W. Va.; WJAC-TV Johnstown, Pa.; WKZO-TV Kalamazoo, Mich.; WGAL-TV Lancaster, Pa.; WJIM-TV Lansing, Mich.; WNHC-TV New Haven, Conn.; WJAR-TV Providence, R. I.; WTVR Richmond, Va.; WSYR-TV and WHEN Syracuse, N. Y.; WSPD-TV Toledo, Ohio; WKTV Utica-Rome, N. Y.; WDEL-TV Wilmington, Del.

Following VHF stations would be required to switch to another VHF channel under the DuMont plan:

WNBK Cleveland; KRLD-TV and WFAA-TV Dallas, Tex.; WSM-TV Nashville, Tenn.; WRGB Schenectady, N. Y.

The DuMont brief supports FCC's proposal to specify minimum VHF co-channel separations of 220 miles and UHF 200 miles. However, DuMont proposes only 75-mile minimum adjacent channel spacing for VHF stations.

Dr. Goldsmith explained FCC's proposal allocates only 493 VHF stations in 204 communities throughout the U.S. while the DuMont plan allocates 621 VHF stations in 247 communities. The FCC total includes the 107 VHF stations in operation while the DuMont total includes all but a few of these existing outlets.

The DuMont official said that his firm's plan provides 190,000-sq. mi. more VHF coverage than does the FCC plan and hence better meets the requirements of FCC allocation Priority 1 than does the Commission proposal. This is based on Grade C service radii of 57 miles for VHF stations and 43 miles for UHF stations.

FCC's Priority 1 is "to provide at least one television service to all parts of the United States." Requirements proposed by FCC for Grade C service are that 50% of the receiving locations in the area 90% of the time must obtain 220 microvolts per meter (47 db) for VHF Channels 2-6, 632 uv/m (56 db) for VHF Channels 7-13 and 1,264 uv/m (62 db) for UHF Channels 14-55.

Goldsmith Contention

Dr. Goldsmith contended the DuMont plan satisfied the other four FCC allocation priorities better than did the Commission proposal, using the Grade C service comparison.

To inquiry by Comr. Robert F. Jones on how many of the 9,000,000 existing VHF receivers would have to be adapted to provide full service in intermixed VHF-UHF cities, Dr. Goldsmith pointed out only 898,500

DISTRIBUTION OF 178 METROPOLITAN COUNTY AREAS BY NUMBER OF TV CHANNELS ALLOCATED
(Comparison of FCC Proposal and DuMont Proposal)

Number of Communities Having:											
1 or 2 Channels		3 or More Channels		4 or More Channels							
FCC	DuMont	FCC	DuMont	FCC	DuMont						
VHF SERVICE						VHF AND/OR UHF SERVICE (Intermixture Included)					
47	3	63	79	34	74	70	28	108	146	61	131
						VHF OR UHF SERVICE (No Intermixture)					
						61	28	59	145	25	130
UHF SERVICE											
102	28	23	72	1	61	Note: In DuMont proposal, five areas are combined for TV coverage and one (Lowell-Lawrence-Haverhill) is added.					

DISTRIBUTION OF COMMUNITIES BY POPULATION AND NUMBER OF CHANNELS ALLOCATED

Population Group	Number of Communities Having: 1 or 2 Channels FCC	1 or 2 Channels DuMont	3 or More Channels FCC	3 or More Channels DuMont	4 or More Channels FCC	4 or More Channels DuMont
VHF SERVICE						
50,000-100,000	31	3	9	22	4	18
100,000-250,000	24	..	18	25	6	23
250,000-500,000	10	1	16	17	10	17
500,000-and over	4	..	26	28	16	27
TOTAL	69	4	69	92	36	85
UHF SERVICE						
50,000-100,000	122	92	11	32	3	19
100,000-250,000	48	16	12	35	..	30
250,000-500,000	15	2	6	15	..	15
500,000-and over	19	1	3	7	1	5
TOTAL	204	111	32	89	4	69

Population Group	1 or 2 Channels FCC	1 or 2 Channels DuMont	3 or More Channels FCC	3 or More Channels DuMont	4 or More Channels FCC	4 or More Channels DuMont
VHF AND/OR UHF (Intermixture Included)						
50,000-100,000	115	95	30	54	19	37
100,000-250,000	41	16	39	60	12	53
250,000-500,000	6	3	29	32	17	32
500,000-and over	3	..	32	35	27	33
TOTAL	165	114	130	181	75	155
VHF OR UHF (No Intermixture)						
50,000-100,000	107	95	10	54	5	37
100,000-250,000	33	16	24	60	4	53
250,000-500,000	5	3	18	32	9	32
500,000-and over	4	..	14	34	10	32
TOTAL	149	114	66	180	28	154

sets would be affected under the DuMont plan while 3,298,000 sets would be affected under FCC's plan.

Dr. Goldsmith explained DuMont favors least possible intermixture.

Explaining the receiving set factor, Dr. Goldsmith said it would take about a year to get universal receivers on the market, DuMont is planning all-channel continuous tuning VHF-UHF sets, he indicated, pointing out DuMont now makes continuous tuning VHF sets while nearly all others on the market are snap tuning.

The witness said manufacturers who did not use continuous tuning for VHF-UHF would penalize themselves saleswise. Televiewers with such sets would have to call for adjustment of their receivers whenever they moved to another town, he explained.

Asked his views respecting Polycasting, whereby a group of low-power stations would be assigned an area in lieu of one higher-power outlet, Dr. Goldsmith said FCC would be forced to use more total frequencies to get the same grade of service as presently proposed.

He considered the problems of Stratovision "so severe as to preclude its use" as a practical TV service. "I won't say it can never be done," he added.

Pressed by Comr. Hennock on the fairness of only UHF channels for educators since it appears UHF renders less coverage than VHF, Dr. Goldsmith noted that DuMont got "excellent" pictures 30 to 35 miles from the RCA-NBC Bridgeport UHF station on 535 mc. He considered the UHF pictures better than any VHF pictures available there.

Considerable concern was expressed over the DuMont proposal for stripping New England of all VHF channels except at Boston. Dr. Goldsmith explained, however, that with additional UHF channels the DuMont plan supplies more total channels than the FCC allocation "and thus provides for better and more competitive service." He also explained the DuMont plan for the seven major markets in New York provided a more suitable distribution. (See tables page 65).

On Tuesday and part of Wednesday, John H. Poole, West Coast broadcaster and investor, related details of his Long Beach, Calif., UHF experiments. Mr. Poole operates KSMA Santa Maria and KALI Pasadena, Calif.

Test UHF Claim

Conducting his UHF work since May 1948 under the name of Pacific Video Pioneers at Long Beach, Mr. Poole told the Commission his chief interest in operating KM2XAZ on 530 mc was to develop equipment and determine whether a usable UHF service could be provided in Long Beach. He stated he wanted to test claims that the UHF would never be practical.

Mr. Poole pointed out the UHF represents roughly five-sixths of the TV spectrum and VHF but one-sixth, with the VHF fraction already proven inadequate. Hence, to make effective use of the UHF, avoid monopoly and "paucity of service to the public," Mr. Poole urged every effort must be made to "place UHF on an equal competitive level with VHF."

Some of the measures which will help UHF "catch up" with VHF and then become well established, Mr. Poole said, are:

A planned mixing of VHF and UHF channels in communities throughout the nation with special emphasis on admixture in the great metropolitan areas. An exception might be made to this rule in the interest of reducing the competitive inequalities that will exist in established VHF areas of populations under 1,000,000 persons. In these cases intermixing should be avoided if possible when it appears that undue hardship would result for the new telecaster if forced to operate at UHF. Even with this exception all the top 14 markets and the large majority of the first 178 markets would be VHF-UHF areas.

I believe that this arrangement would provide the necessary impetus to all manufacturers to standardize on all channel television receivers and, at the same time, would solve in great part the competitive problem feared by new UHF telecasters, since intermixing would be limited almost entirely to markets of 1,000,000 or over and to those smaller markets which are not now served by a VHF station.

If adequate propagation data is not now available for allocations purposes, an immediate partial opening of the UHF band for commercial use, using VHF transmission standards with channels available on a demand (non-allocation) basis.

Cooperation by receiver manufacturers who should plan now for converting to production of all channel television receivers exclusively as soon as the allocation plan is announced.

Unique feature of the Long Beach transmitter is that it employs phase-to-amplitude modulation, heretofore not used in television. Mr. Poole explained the advantage of such a method permits great in-

(Continued on page 61)

RCA CAMPAIGN

Byoir in Preliminary Study

CARL BYOIR ASSOCIATES, public relations firm retained by RCA [CLOSED CIRCUIT, Oct. 23], last week was starting preliminary work on a campaign to get RCA's attitudes on color television across to the public.

The nature of the campaign will hinge to a large extent, it was believed, on the outcome of the federal court hearing on RCA's injunction suit against the FCC's decision adopting CBS color standards (see story this issue).

At week's end a Byoir executive said his firm had so far been engaged only in informing itself on the general problem of color TV and RCA's position. He did not expect that a campaign could be designed before considerably more preparatory work was done.

A report that RCA had earmarked $500,000 a year as a fee for the Byoir company was described as "ridiculous" by the Byoir executive.



AT ABC's *Billy Rose Show* opener (l to r): Seated, N. R. Van Derzee, v.p. sales, and A. E. Bareit, pres.-gen. mgr., Hudson Motor Car; Willard S. French, pres., Brooke, Smith & Dorrance; standing, George R. Browder, Hudson adv.-merchandising dir.; John H. Norton, ABC v.p.

PHILO FARNSWORTH (r), noted television and radio inventor, is the featured guest on KPIX (TV) San Francisco's *Del Courtney Show*. Conducting the interview is Philip G. Lasky, KPIX's vice president and general manager.





INDIAN MAID, singer Gloria Van on the *Wayne King Show* via NBC-TV, explains the history of "Injun Summer," the theme of a recent program, to Wesley I. Nunn, advertising manager of Standard Oil of Indiana, sponsor of show.

PRE-TELECAST debut of ABC's *Life With Linkletter* Oct. 6 finds parley by (l to r) James Stirton, sales mgr., ABC Central Div.; Ward H. Patton, sales v. p., Green Giant Co., sponsor; William Weddell, radio-TV v.p., Leo Burnett agency, Chicago.

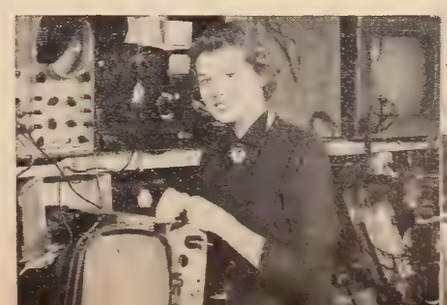




CBS-TV's *Star of the Family* premiere celebrated at Stork Club luncheon by Morton Downey, star, at the piano. Harmonizing are (l to r) H. W. Newell, partner, Geyer, Newell & Ganger, and J. C. Bonning, Kelvinator (sponsor) advertising sales promotion mgr.

KLAUS LANDSBERG, KTLA (TV) Hollywood gen. mgr., assists on marquee of new KTLA Studio Theatre, formerly Melvan Theatre in Los Angeles. House, leased by station, seats 1,000, located at Melrose and Van Ness Aves.

VYING for Miss Television of 1950, Shelia Jackson, bones up TV facts with aid of Raytheon whom she represents in contest. Award to be made at Chicago's Coliseum. Miss Jackson started new TV show Oct. 1.





STATION LOSSES

$25.1 Million in '49

THE 97 TV stations on the air last year showed an aggregated loss of $25.1 million, 45.2% of their combined capital investment of $55.9 million, J. R. Poppele, president of Television Broadcasters Assn., stated Thursday. These figures, which came from an analysis of data on file with the FCC, were made public together with the announcement of a special committee of television broadcasters to study the probable effects of an excess profits tax on TV broadcasters, should Congress vote such a measure at its forthcoming session.

Committee Members

Representing broadcasters from all sections of the country and including non-members as well as members of TBA, the committee comprises:

John A. Kennedy, WSAZ-TV Huntington, W. Va., acting chairman; Richard A. Borel, WBNS-TV Columbus, Ohio; George B. Storer, WSPD-TV Toledo; Jack A. Gross, KFMB-TV San Diego; Herbert Levy, WAAM (TV) Baltimore.

Noting that from 1946 to 1949 the number of commercial TV stations in the country grew from 8 to 97, including 13 stations owned by the four networks, Mr. Poppele stated:

"During these four years, television broadcasting was in the pioneer or experimental stage. In recognition of this fact, the FCC, as a condition of securing a television license, required the applicant to demonstrate that it had made provision, and was financially able and willing to invest, not only the amount of capital required to build and operate the station, but also to take care of the inevitable deficits that the station would suffer for an extended period, which was estimated by the FCC to be for as long as five years after the station began operations.

"That the policy of the Commission was correct and sound," Mr. Poppele observed, "is demonstrated by the fact that in 1949 (when, as of Dec. 31, the average period during which the 97 stations then doing business were in commercial operation for only 15.48 months) a staggering proportion of the capital invested by them was lost in operation."

Analysis of FCC figures as of Dec. 31, 1949, the TBA president said, show: "The four networks with their 13 stations had an aggregate loss of $11.7 million, 61.3% of their aggregate capital investment of $19.1 million at cost; the 84 independent stations had a combined loss of $13.6 million, 36.9% of their combined capital investment of $36.8 million; all 97 stations had a combined loss of $25.1 million, 45.2% of their aggregate capital investment of $55.9 million."

"It can be seen," Mr. Poppele concluded, "that for some years, or at least for a lengthy period, an excess profits tax would wipe out any possibility of getting back losses that the pioneer television stations have encountered, and of getting any earnings for those stations at all."



NETWORK GROSS

Billings Still Surge PIB Figures Show

GROSS TV network billings for the cumulative months, January-August, continued to show a tremendous gain over the same period in 1949, with the 1950 totals as $20,880,815 compared to last year's cumulative, $6,495,346. September network sales of $3,516,897 showed the same jump over September 1949's $989,054 worth of gross network time sales.

NBC led all other networks (DuMont figures not available) with total billings of $2,145,554 for September and the first nine months of $11,830,309. Second place CBS sold $888,431 worth of gross time in September and $6,164,692 during the January-August period.

* * *

	Sept. 50	Sept. 49	9 months 50	9 months 49
ABC	$482,912	$155,480	$ 2,885,814	$ 740,795
CBS	888,431	271,938	6,164,692	1,609,718
DuMont TV	(not available)	91,556	(not available)	644,197
NBC	2,145,554	470,080	11,830,309	3,500,636
Total	$3,516,897	$989,054	$20,880,815	$6,495,346

KMBC TV PLANS

Would Operate With 50 kw

KMBC Kansas City is ready to begin building "one of the most powerful television stations in America" as soon as FCC "is in a position to approve our application," Arthur B. Church, president, Midland Broadcasting Co., which operates KMBC and KFRM Concordia, Mo., said last Wednesday.

On Oct. 23, Mr. Church pointed out, Kansas City's City Council approved a rezoning ordinance to permit the station to erect a 1,000-ft. tower and other TV facilities at 23d and Topping Sts.

Mr. Church revealed a modified TV application will be filed with the FCC requesting an effective radiating power of 50 kw for the proposed TV station. Meanwhile, he said, Midland will move its operations into a new radio and television center at 11th and Central Sts. "early in 1951." Renovation of the building underway for several months, is nearly completed, and delivery of modern broadcast studio equipment is expected by December, he said.

L&M TOP BUYER

In PIB Aug. Network Report

LIGGETT & MYERS Tobacco Co. gained leadership over all network TV advertisers during August by spending $187,750 in gross billing, according to report by Publishers Information Bureau released to BROADCASTING last week. (DuMont figures not available.)

The tobacco firm replaced July's leader, Anchor-Hocking Glass Corp., which dropped to second place with expenditures of $131,545. Third top TV advertiser was another cigarette manufacturer, R. J. Reynolds Tobacco Co. who spent $103,940 while National Dairy Products purchased $100,583 worth of network time to run fourth. Ford Motor Co. spent $95,578 to buy time over the TV networks and ranked fifth.

The food producers jumped to first place in listing by product group advertisers by spending $392,437 for network time, replacing for the first time the tobacco manufacturers who fell to second rank in purchases of $383,160. The toilet goods group retained their third ranking position and bought $248,260, while fourth and fifth respectively were the automotive and industrial materials groups.

* * *

GROSS TV NETWORK* BILLINGS BY PRODUCT GROUPS FOR AUG. AND JAN.-AUG. 1950

Product Group	August	Jan.-Aug. 1950
Apparel, Footwear & Access.	$56,148	$ 408,891
Automotive, Automotive Equip. & Supplies	226,473	2,600,386
Beer, Wine & Liquor	47,170	732,353
Confectionery & Soft Drinks	86,206	700,487
Consumer Services	41,975	152,630
Food & Food Products	392,437	2,593,304
Gasoline, Oil & Other Fuels	33,960	638,190
Horticulture	.....	1,140
Household Equip. & Supplies	25,290	934,808
Household Furnishings	59,857	1,051,376
Industrial Materials	131,545	345,037
Jewelry, Optical Goods & Cameras	.....	43,296
Publishing & Media	7,454	152,401
Radios, TV Sets, Phonographs, Musical Instruments & Access.	71,786	1,625,968
Retail & Mail Order	3,390	5,021
Smoking Materials	383,160	3,309,833
Soaps, Cleansers & Polishes	11,580	210,870
Toiletries & Toilet Goods	248,620	1,600,633
Miscellaneous	.....	99,724
Total	$1,853,911	$17,355,608

* DuMont figures not available.

Smoking Materials Lead

The cumulative period, Jan.-Aug., 1950, saw a different product leader since smoking materials ranked first by buying $3,309,833 in gross TV network time. The automobile manufacturers invested $2,600,386 to place second, and third position was taken by the food producers who spent $2,593,304. The radio and TV set companies were fourth, and toiletries and toilet goods group, fifth.

* * *

TOP TEN LEADING TV NETWORK ADVERTISERS IN AUGUST 1950

1. Liggett & Myers Tobacco Co.	$187,750
2. Anchor-Hocking Glass Corp.	131,545
3. R. J. Reynolds Tobacco Co.	103,940
4. National Dairy Products	100,583
5. Ford Motor Co.	95,578
6. Bristol-Myers	68,525
7. Stokely Van-Camp Inc.	65,840
8. Mohawk Carpet Mills Inc.	59,857
9. General Foods	56,210
10. Mars Inc.	54,886

Bridgeport UHF

(Continued from page 59)

creases in power to be incorporated, as new amplification stages are developed, without altering the modulator.

Mr. Poole stated he recently inspected a high-power Klystron tube, developed by a western manufacturer for the National Bureau of Standards, which will deliver 5 kw at 1000 mc. He indicated if a pair of such Klystrons were used in his transmitter he believed he could obtain 200 kw ERP on UHF at the present time.

William B. Lodge, vice president in charge of general engineering for CBS, on Wednesday outlined brief comments supplementing the network's September 1949 presentation respecting the FCC proposals. He stated CBS "supports the policy of establishing a master allocation plan" because the network believes "it will lead to a more orderly allocation," it will make "more efficient use of the limited number of channels" and it will "leave the door open to later construction" of TV stations in smaller communities.

Although generally supporting FCC's 220 mile co-channel separation proposal, Mr. Lodge strongly urged the Commission to "reconsider" this policy and encourage closer spacing in some specific "tight" areas such as Pittsburgh-Columbus (170 miles) and Philadelphia-Albany (200 miles) as it has in the New York-Boston case (190 miles).

In stating CBS "endorses the opening of the UHF band for assignment to commercial television stations," Mr. Lodge recalled the network in 1946-47 "pioneered the use of UHF frequencies" through extensive tests in the New York area. He stated CBS' equipment and field tests in UHF have cost in excess of $400,000, totally aside from all color TV experimentation.

'Real Public Service'

"The CBS field tests in New York City and the results of other more recent experiments indicate that UHF television stations are capable of rendering a real public service," Mr. Lodge stated, "but our present limited experience" indicates that stations assigned to these frequencies:

1. Should be expected to compete most effectively with other UHF stations in the same area. 2. Should utilize transmitter power of 5 kw or more (ERP in excess of 50 kw). 3. Should be located in the smaller metropolitan areas which will not require that reliable service be given to distant concentrations of population.

On the question of VHF-UHF intermixing, Mr. Lodge said CBS believes for best TV growth such mixing in individual communities should be avoided wherever possible. "In cases where three or more VHF assignments cannot be made," he stated, the Commission may find that UHF channels should be used exclusively." In the long run he considered this would produce a "sounder foundation for competitive nationwide television."

CBS generally supports the FCC priority system of allocation, Mr. Lodge asserted, but suggested the priorities be applied "in a flexible manner."

Mr. Lodge noted TV has made rapid progress with relatively low transmitter powers despite the fact such low power shifts much of the burden of getting good reception to the TV receiver. This in part initiated his recommendation that metropolitan stations use peak visual ERP up to 100 kw for any antenna height up to 2,000 ft. above average terrain.

He observed the Ad Hoc Committee report showed a transmitting antenna may be increased from 500 ft. to 1,000 ft. without increasing the interfering signal (troposphere) at distances greater than 130 miles. Similarly, increasing the height to 2,000 ft. produces no increase in interference beyond 180 miles.

However, Mr. Lodge pointed out the effect on service signal is quite different, pushing the station's useful coverage area out to more than 60 miles in the case of boosting the antenna to 2,000 ft. He said this illustration raised the service signal by about 9 db, being equivalent to an 8-to-1 power increase if the antenna were kept at 500 ft. Unlike such a power increase, he explained, long-range tropospheric transmission is not increased beyond 180 miles.

Modify Adjacent Spacing

Although the increased antenna height would not require any change in co-channel spacing, recommendation for 75-mile adjacent-channel separation in lieu of FCC's proposed 110-mile separation was made by Mr. Lodge. Hence no adjacent-channel interference ratio would need to be included in FCC rules and standards and no provisions would have to be made for computation of adjacent-channel interference areas. The reasons he cited for so treating adjacent-channel separation are:

1. Practical reception conditions show 75-mile adjacent-channel separation is workable and "satisfactory reception conditions" exist. Fringe area set owners usually have directive arrays and can pick either station. 2. It avoids danger that theoretically-calculated adjacent-channel interference could be used to justify destruction of service by a change in co-channel assignments. 3. It would avoid inequitable treatment of stations in the same city in cases where Priority 1 or 3 might prevent a power increase by one station after a competitor had been allowed to boost power. 4. It would permit expansion of service into areas which could be deprived of service under the proposed standards relating to adjacent-channel interference.

Mr. Lodge saw no encouragement to universal set manufacture through VHF-UHF intermixture policy.

He considered tests to date on Stratovision have been "discouraging," recounting personal experience he had had viewing airborne transmitter signals on his own set.

ABC's comments on the FCC proposals were presented Thursday by Frank G. Kear, consulting engineer. He stated ABC supports the principle in FCC's proposed standards "wherein the spacing of co-channel stations is increased to the point where service is provided by stations more nearly to distances limited only by terrain and noise factors."

"The use of this principle of allocation will permit at a later date, when it is possible to produce sufficiently high radiated fields, the establishment of a service field in-

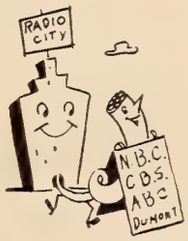
(Continued on page 65)





Television Set Ownership Reaches New High

According to the latest distributors' figures, there are now more than 54,000 television sets in Memphis and the WMCT exclusive coverage area. This, coupled with the fact that WMCT is the *first* and *only* television station in Memphis, assures a television audience of more than 200,000 people!



Top Network Shows from NBC, CBS, ABC and Dumont

Since last March, WMCT has been serving this extensive Memphis and the Mid-South audience with top NBC network shows, *direct over the cable* from Radio City and other metropolitan centers . . . plus select CBS, ABC and Dumont shows.



Top Market – Memphis Now 26th City in the Nation

According to the preliminary 1950 Census, Memphis population today is 394,025 . . . an increase in the last ten years of 101,783. This represents a growth of 34.8% over the 1940 Census figures. Today, Memphis is larger than Atlanta, Georgia, than Louisville, Kentucky, than Portland, Oregon, than Columbus, Ohio.

A top market, a top station, a top advertising buy for your dollar . . . that's WMCT, Memphis.

WMCT television

WMC • WMCF • WMCT National Representatives
The Branham Company

Owned and operated by the Commercial Appeal

CHANNEL 4 • MEMPHIS

AFFILIATED WITH NBC

Also affiliated with CBS, ABC and DUMONT

Take a CLOSE Look
at the
"SET STORY"
in INDIANAPOLIS!

Everybody is Looking
at
WFBM-TV
"First in Indiana"

•

Look . . . .

On May 30, 1949 there were 2500 Sets in WFBM-TV's coverage area.

Look again . . . .

TODAY there are
80,000
Sets in use
in WFBM-TV's
coverage area

In planning your TV coverage remember to TAKE A CLOSE LOOK at the Central Indiana Market—COMPLETELY COVERED by WFBM-TV.

Represented nationally by
The Katz Agency Inc.

WFBM-TV
Channel
6
"First in Indiana"

telestatus



Nationwide Viewing Survey Conducted by ARB

(Report 135)

A VIEWING audience of 16,310,000 watched *Texaco Star Theatre* on NBC-TV Oct. 5, topping all television programs for the week, according to the first analysis of nationwide video viewing in terms of popularity, number of homes tuned and viewers-per-set, conducted by American Research Bureau.

Second TV program in terms of size-of-audience is *Toast of the Town* on CBS, according to the ARB survey, with 12,236,000 viewers. Third place in size-of-audience goes to *Philco Playhouse* on NBC, with 7,890,000 viewers. *Arthur Godfrey's Talent Scouts* on CBS has an audience of 7,492,000 and is followed closely by *Your Show of Shows* on NBC, with a peak audience of 7,440,000.

This nationwide survey shows comparative data for the 1950 autumn season. It reflects Sept. 30 extension of AT&T relay facilities into a number of television cities, being based on the Oct. 1-7 week.

The ARB breakdown shows composition of the audience in terms of men, women and children on a percentage basis. This percentage can be applied to total audience figures to show the number of men, women and children listening to each program, according to James W. Seiler, ARB director.

Busiest of all television periods is 8-9 p.m. Sunday when the *Toast of the Town* audience of 12,236,000 is augmented by another 7,252,000 viewers who watch the NBC *Comedy Hour*, according to the Oct. 1 compilation, adding up to a total 8-9 p.m. Sunday evening audience of 19,488,000 persons for the two programs.

The number of viewers-per-set on Saturday and Sunday is higher, on the average, by nearly a whole person, according to ARB.

Four programs top the list in terms of viewers-per-set, three of them coming on Sunday. Highest viewing level goes to *The Aldrich Family* on NBC, Sunday, 7:30-8 p.m., with 3.9 viewers-per-set. Right behind with 3.8 viewers-per-set are three programs tied for second place. They are *Toast of the Town*, on CBS; *Country Style*, on DuMont, Saturday 7:30-8:30 p.m., and *Gene Autry*, CBS, Sunday, 7-7:30 p.m.

Adults Like Kid Shows

The ARB formula shows that a number of television programs of interest to children are also popular with adults. *Kukla, Fran & Ollie*, on NBC five-weekly, 7-7:30 p.m., has an average audience of 56% adults and 44% children.

Hopalong Cassidy, ranking second in popularity with a 47 rating, has an audience of 64% adults and 36% children. It is heard on NBC Sunday, 6-7 p.m. *Super Circus*, on ABC Sunday, 5-6 p.m., has a 63% adult audience. On the other hand *Howdy Doody* on NBC, 5:30-6 p.m. five evenings a week, has only an 18% adult audience and *Lucky Pup* on CBS five-weekly 5-5:15 p.m., has only 26% adults.

Popularity ratings of ARB, based only on cities in which the program is seen, show *Texaco Star Theatre* in first place with 57.1 and 57.8 ratings for the first and second half-hours. List of first 15 programs, in terms of popularity rather than size of audience, follows:

Texaco Star Theatre	NBC	57.5
Hopalong Cassidy	NBC	47.
Toast of the Town	CBS	44.2
Godfrey's Talent Scouts	CBS	45.
Fireside Theatre	NBC	39.
Philco TV Playhouse	NBC	31.9
Your Show of Shows	NBC	31.0
Stop the Music	ABC	29.0
This Is Show Business	CBS	29.5
Studio One	CBS	28.8
Big Town	CBS	27.8
Jack Carter Show	NBC	27.5
Kraft TV Theatre	NBC	27.3
Original Amateur Hour	NBC	26.9
Shubert Musical Comedy	NBC	24.

Heretofore ARB operated television surveys only in New York, Chicago, Philadelphia, Cleveland, Baltimore and Washington. The studies are conducted on a monthly basis. In addition, ARB conducts aural surveys in Baltimore and Washington.

The TV figures apply only to TV homes, each diary home having a TV set. All networks but DuMont are subscribers to the ARB service.

An element in the October figures is unusual TV interest in cities connected to the AT&T network for the first time just prior to the survey. This was not be-

(Continued on page 69)

Weekly Television Summary— October 30, 1950, TELECASTING Survey

City	Outlets On Air	Number Sets
Albuquerque	KOB-TV	5,000
Ames	WOI-TV	19,380
Atlanta	WAGA-TV, WSB-TV	57,600
Baltimore	WAAM, WBAL-TV, WMAR-TV	22,,186
Binghamton	WNBF-TV	24,650
Birmingham	WAFM-TV, WBRC-TV	23,500
Bloomington	WTTV	10,600
Boston	WBZ-TV, WNAC-TV	525,130
Buffalo	WBEN-TV	134,667
Charlotte	WBTV	32,358
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	627,881
Cincinnati	WCPO-TV, WKRC-TV, WLWT	178,000
Cleveland	WEWS, WNBK, WXEL	315,024
Columbus	WBNS-TV, WLWC, WTVN	95,000
Dallas, Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	76,839
Davenport	WOC-TV	23,529
Quad Cities	Include Davenport, Moline, Rock Island, East Moline	
Dayton	WHIO-TV, WLWD	106,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	330,539
Erie	WICU	41,350
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	76,839
Grand Rapids	WLAV-TV	56,211
Greensboro	WFMY-TV	25,000
Houston	KPRC-TV	45,541
Huntington-Charleston	WSAZ-TV	26,383
Indianapolis	WFBM-TV	80,000
Jacksonville	WMBR-TV	20,000
Johnstown	WJAC-TV	37,800
Kalamazoo-Battle Creek	WKZO-TV	40,570
Kansas City	WDAF-TV	61,613
Lancaster*	WGAL-TV	63,743
Lansing	WJIM-TV	31,000
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH, KTLA, KTSL, KTTV	747,867
Louisville	WAVE-TV, WHAS-TV	52,399
Memphis	WMCT	54,593
Miami	WTVJ	40,000
Milwaukee	WTMJ-TV	160,665
Minn.-St. Paul	KSTP-TV, WTCN-TV	141,100
Nashville	WSM-TV	8,500
New Haven	WNHC-TV	102,300
New Orleans	WDSU-TV	37,371
New York	WABD, WCBS-TV, WJZ-TV, WNBT, WOR-TV, WPIX	1,635,000
Newark	WATV	Inc. in N. Y. estimate
Norfolk	WTAR-TV	34,939
Oklahoma City	WKY-TV	48,203
Omaha	KMTV, WOW-TV	41,154
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	600,000
Phoenix	KPHO-TV	16,900
Pittsburgh	WDTV	152,000
Portland, Ore.	.....	978
Providence	WJAR-TV	42,534
Richmond	WTVR	86,880
Rochester	WHAM-TV	51,088
Rock Island	WHBF-TV	23,529
Quad Cities	Include Davenport, Moline, Rock Island, East Moline	
Salt Lake City	KDYL-TV, KSL-TV	27,409
San Antonio	KEYL, WOAI-TV	30,675
San Diego	KFMB-TV	58,000
San Francisco	KGO-TV, KPIX, KRON-TV	99,022
Schenectady Albany-Troy	WRGB	106,800
Seattle	KING-TV	43,200
St. Louis	KSD-TV	184,500
Syracuse	WHEN, WSYR-TV	71,295
Toledo	WSPD-TV	55,000
Tulsa	KOTV	40,160
Utica-Rome	WKTV	24,875
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	174,485
Wilmington	WDEL-TV	46,749

* Lancaster and contiguous areas. Total Markets on Air 63 Stations on Air 107 Sets in Use 8,333,726

Editor's Note: Source of set estimates are based on data available from dealers, distributors, TV Circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate. Sets in Use 8,333,726

Teevy's got glammer-...Dammer!



What looks! Whatta line! Teevy's a better draw than free licker! Ties up traffic every time she shows!

Teevy is so terrific that many of her admirers overlook the sordid fact that she is supposed to do more than please people. Unless the gal starts moving merchandise over the counter for cash—she'll lose her job!

WPIX is proving that TV sells . . . the hard way—at retail. Low cost programs are making sales for everything from stockings to second hand Chevrolets, at low cost. We know—because many of the orders come direct to us, by mail and phone.

WPIX in its two years of operation has built and held regular audiences with news, sports, movies, public service and information features as well as entertainment . . . has proven low cost programs which acquaint prospects with the advantages of advertised items, and vice versa—and are making sales at lower cost than other media.

This station commands the world's richest metropolitan market with the highest set coverage—more than 1,500,000 TV receivers among four million families. And WPIX is the best place for the national advertiser to learn how to use TV economically and profitably.

Ask any WPIX representative to show you the record of sales results . . . WPIX, the New York News station, 220 East 42nd St., New York City . . . MU 2-1234.

WPIX – metropolitan showcase

BETWEEN COMMERCIALS

BY KAY MULVILHILL



• **President Truman was seen on Northern California television screens for the first time last week, via a pool telecast from the War Memorial Opera House in San Francisco. The President's speech, which was microwaved to Los Angeles stations by KPIX, followed his Pacific parley with General Douglas MacArthur.**

KPIX director, Forrester Mashbir, is receiving added acclaim for his superb work on the Truman telecast and recent Cal-Penn game—relayed to Southern California.

Marjorie Trumbull's Celebrity Sessions from the world famed Top of the Mark, which goes into its 10th year on KSFO, continues to attract the top-flight personalities-about-town for informative and entertaining interviews.

Wrestling fans now have a ringside seat, Tuesdays at 8:00 PM, when KPIX brings the local grunt and groan artists to the screens direct from Winterland Auditorium. Holds and falls are called by Bill Guyman.

Vice president and general manager, Phil Lasky has added to his active schedule the post of President for the S.F. Chapter of the Academy of Television Arts and Sciences.

IN THE AIR: New addition to KSFO disc shows is "Sophisticated Jazz" with Jimmy Wyatt, now being aired five days a week . . . Still surpassing all others on TV with his up-to-the-minute news commentaries and analysis is KPIX's William Winter . . . with KSFO newscasters Bob Colvig and Herb Kennedy doing likewise on AM . . .

STATISTICS: TV set sales in the Bay Area have now passed the 100,000 mark.

KPIX CHANNEL 5
Represented by The Katz Agency, Inc.
560 KC KSFO
Represented by Wm. G. Rambeau Co.
SAN FRANCISCO

HAVANA TV DAY

URT Is Cuba's First Outlet

TUESDAY was TV Day in Havana when Union Radio Television S. A. officially opened Cuba's first video station at 1 p.m., with a remote telecast from the Presidential Palace, where Cuban President Carlos Prio Socarras made his television debut in a speech welcoming television to the island.

The Havana populace, in a less official but possibly more significant welcome to visual broadcasting, blocked traffic in front of the radio dealers' stores with working TV sets in their windows and jammed by the hundreds into URT headquarters and the adjoining courtyard where sets had been installed, to get a glimpse of this new radio art.

Distributors reported more than 2,000 sets sold before the inaugural and estimated that at least 5,000 will be installed in Cuban homes by the end of the year.

Showing no traces of the traditional Latin languor but exerting an effort that would be remarkable even in the U. S., the URT management had a test pattern on the air Oct. 14, two months to the day after the first shipment of RCA transmitting equipment had arrived in Havana. Program transmissions were begun on Oct. 24, utilizing a temporary antenna pending delivery of a Blaw-Knox tower and an RCA three-bay turnstile antenna, both specially designed to withstand winds of better than 200 miles per hour.

Jose A. Mestre Jr., president of Union Radio Television, estimated the cost of getting the station on the air at about $500,000, including some $350,000 for transmitting equipment. Studios are located presently in a reconverted mansion, former home of Gaspar Pumarejo, general director of URT and head of the station's news and announcing staff. Work will start next month on a modern TV studio building to adjoin the present one. The new TV building will be a six-story structure, with two large two-story audience studios plus a number of smaller studios, shops and storage space, offices, etc., topped with the permanent 200-ft. transmitting antenna structure.

Sports and News Accent

Programming of CMUR-TV (official call but rarely used, the station identifying itself as Union Radio Television in the Cuban fashion) will major in sports and news, which experience has shown to be most popular with the Cuban public, Mr. Mestre said. URT has just negotiated for exclusive TV rights to the baseball games played nightly in Havana, spending $30,000 for these rights in addition to the $175,000 Union Radio pays for radio rights to baseball for its AM network of 14 stations across the island.

TV programming will be concentrated in the evening hours for the present, Mr. Mestre said. URT is fortunate, he said, in having as its chief commentator, Pardo Llada, one of Cuba's foremost radio personalities who is now a member of the republic's Congress.

Using its mobile TV unit, the station will present sports the year round. For its local news coverage CMUR-TV has installed a Houston developer which can process the films made by its news film crew in a matter of minutes. Foreign news is provided by Tele-News Film Service.

A full commercial operation in the U. S. pattern, CMUR-TV had commercials for two products, Cristal beer and Competitora cigarettes, on the air its opening day, and anticipates many more sponsors in the near future.

Board of Union Radio Television, in addition to Mr. Mestre and Mr. Pumarejo, comprises:

Jose A. Mestre Sr., secretary; Alvarao Mendenez, treasurer; Benjamin Mendenez, vice president; Jose Lopez, vice treasurer. Station's executive staff also includes Alberto Mestre and Larry Barquin, chief engineers; Meiss Cuqui Ponce de Leon, program director; Francois Baquer, advertising and public relations director; Antonio Joffre, sales manager.

Negotiations with U. S. advertisers and agencies are handled by Irving Later, who has offices at 65 W. 54th St., New York.

Second Station Plans

With CMUR-TV barely under way, URT already is planning a second TV station in Santa Clara, some 300 miles from Havana, the two cities to be connected with a microwave relay which URT also will construct.

In Havana, CMUR-TV soon will have competition from CMQ, key station of another Cuban radio network, which has its studio-transmitter building under construction adjoining the CMQ headquarters in Havana's Radio Centre, and hopes to begin TV programming about the first of the year. CMQ is headed by Goare Mestre (no relation to the CMUR-TV Mestres), who plans an elaborate schedule of studio dramatic and variety programs in competition with the sports-news programming of CMUR-TV.

Avando Trinidad, operator of a third Cuban radio network, RHC, last week introduced the color-versus-black-and-white TV argument to Cuba in a broadcast warning listeners not to become too deeply infatuated with monochrome pictorial broadcasts as RHC is planning to introduce color telecasting to the island within the coming year.

Installation of the CMUR-TV equipment has been supervised by William Cothron, RCA engineer, who will stay at the station for several weeks more to instruct the technical staff in operation and maintenance of the equipment.

TV SCHOOL

WWJ-TV-Michigan U. Project Starts Nov. 5

OFFICIAL start of the joint U. of Michigan and WWJ-TV Detroit entrance into adult education via television [TELECASTING, Aug. 7] is set for Nov. 5, the university announced last Tuesday.

The home study by video project will offer a 14-week science course, "Man in His World—Human Biology," and a seven-week course in "Living in the Later Years," each course to run for 20 minutes on the *U. of Michigan Television Hour*, telecast 1-2 p.m.

A third section of the telecast, completing the scheduled hour-long program, will be devoted to a "teletour," interpreting the function and scope of activities at the university, it was explained.

Supplementary written material and reading lists will be sent students registering for the course through Michigan's Extension Service. Fee for the 14-week study is $2, for the 7-week course, $1. Examinations will be sent students at the end of each course with certificates awarded those completing the work. However, any viewer may participate without registration.

Alexander G. Ruthven, president of the university, will introduce the first program. At the end of the "Living in the Later Years" course (dealing with need and ability of older people to assume responsibilities in society and emphasizing hobbies and crafts) a study of photography will be offered on Jan. 7, it was announced.

Program's first "teletour" will take viewers on campus to see the use researchers make of rare original historical documents. Later tours are planned to visit a painting exhibit, speech clinic, cyclotron and synchroton atom-smashers and other laboratories and museums on campus.

Visual approach will be stressed and lecturing kept to a minimum, according to Garnet R. Garrison, professor of speech and director of television at the university. Prof. Garrison will arrange and direct all of the work on campus.

Courses will be telecast to an estimated 3 million televiewers in the area from WWJ-TV studios under the direction of Walter Koste, with the initial "teletour" handled by remote, it was noted.

Assisting Prof. Garrison are Hazen Schumacker, production assistant; Robert Newman, script editor, and Leo Teholiz, art assistant, all graduate students.

Bridgeport UHF

(Continued from page 61)

tensity of magnitude which will tend to eliminate the location factor," Mr. Kear stated. He noted if service at the present time were to be limited by co-channel interference, "an improvement of this nature would not be possible."

He said ABC also supports FCC's proposal to permit use of higher values of field intensities (higher power) immediately, "thereby facilitating the delivery of more adequate technical service."

ABC also supports the proposal of FCC to utilize offset carrier operation and directional antennas for improving service, Mr. Kear stated. He explained, however, that because of poor offset carrier stability over extended periods at the present stage of the art, such a method should not be used as a means to decrease co-channel separation between stations. Similarly he considered directional arrays should not be used to reduce separations.

Need for additional VHF propagation data was realized by Mr. Kear. He stated ABC proposes to cooperate in taking data from the new Empire State Bldg. location.

Questioned about intermixing VHF and UHF channels, Mr. Kear stated ABC has noted both good and bad effects could result and has not yet reached any final conclusion. He contended, however, that if UHF ever wants to stay in a competitive field, it will have to offer programs as good as its competitors.

Following the ABC testimony were presentations by James C. McNary, Washington consulting engineer, and Dana A. Griffin, president of Communication Measurements Lab Inc., New York. Mr. McNary exhibited charts of studies made of UHF coverage in Pennsylvania. He represented WEST Easton and experimental station KG2XAZ, WKBO Harrisburg and KG2XAX, and WRAW Reading and KG2XAY.

Mr. Griffin, who stated his firm still is in opposition to the FCC allocation plan, reaffirmed the company's petition filed a year ago. He was scheduled to continue on Friday.

COLOR METER

RCA Develops Instrument

DEVELOPMENT of a "tristimulus photometer" to measure color coming from a direct light source was announced last week by George C. Sziklai, RCA Labs physicist.

The new instrument was designed to "provide a laboratory and studio check on the faithfulness of color reproduction in color television," RCA announced.

Mr. Sziklai described the instrument at the annual meeting of the American Optical Society at Cleveland Oct. 26. He said the instrument simultaneously determines the relative strength of the three basic color components in a light source and gives a quick reading.

NEW YORK STATE

Number of Channels Proposed

City	VHF FCC	VHF DuM	UHF FCC	UHF DuM	Total FCC	Total DuM
New York	7	7	..	..	7	7
Buffalo-Niagara Falls	3	4	1	..	4	4
Albany-Schenectady-Troy	1	5	2	..	3	5
Rochester	1	4	3	..	4	4
Syracuse	3	..	..	4	3	4
Utica-Rome	1	..	1	4	2	4
Binghamton	1	..	2	4	3	4

NEW ENGLAND

Number of Channels Proposed

City & State	VHF FCC	VHF DuM	UHF FCC	UHF DuM	Total FCC	Total DuM
Boston, Mass	4	7	..	..	4	7
Providence, R. I.	1	..	2	4	3	4

NEW ENGLAND (Cont.)

Number of Channels Proposed

City & State	VHF FCC	VHF DuM	UHF FCC	UHF DuM	Total FCC	Total DuM
Hartford-New Britain, Conn.	..	..	3	4	3	4
New Haven, Conn.	1		2		3	
		..*		3*		3*
Waterbury, Conn.	..		2		2	
Worcester, Mass.	..	..	2	4	2	4
Bridgeport, Conn.	..	..	2	3	2	3
Springfield-Holyoke, Mass.	..	..	2	4	2	4
Fall River-New Bedford, Mass.	..	..	3	4	3	4
Lowell-Lawrence-Haverhill, Mass.	..	..	2	4	2	4
Portland, Maine	2	..	..	4	2	4
Manchester, N. H.	1	..	1	2	2	2

* DuMont proposal combines areas of New Haven and Waterbury for coverage purposes.

TVA STRIKE POWER

Chicago Group Backs Board

CHICAGO members of Television Authority Tuesday unanimously passed a resolution empowering the TVA board "to use its own discretion in the calling of a strike" against the networks. Move followed a similar resolution passed by some 1,000 TVA members in New York the preceding Friday. Western zone members were scheduled to vote on the same matter in a meeting at Los Angeles Friday afternoon.

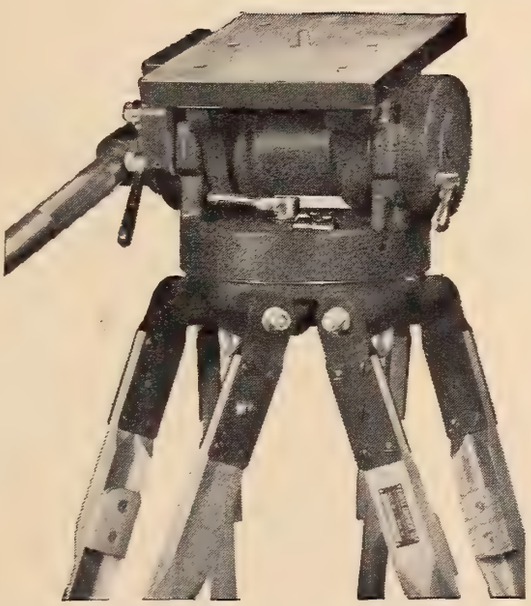
Network negotiations have concerned live and kinescope originations of network shows from New York, Chicago and Los Angeles. Screen Actors Guild and Television Authority have been involved in a jurisdictional dispute over film shows on TV, which is expected to be resolved by the National Labor Relations Board some time in the future.

Resolution was passed by all but four of 1,000 members attending the New York meeting. TVA membership is comprised of cardholders in American Federation of Radio Artists (AFRA), American Guild of Variety Artists (AGVA), American Guild of Music Artists (AGMA), Actors Equity and Chorus Equity.

Floating Action! **for all TV Cameras**

'BALANCED" TV TRIPOD

(Pat. Pending)



This tripod was engineered and designed expressly to meet all video camera requirements.

Previous concepts of gyro and friction type design have been discarded to achieve absolute balance, effortless operation, super-smooth tilt and pan action, dependability, ruggedness and efficiency.

Below:

3 wheel portable dolly with balanced TV Tripod mounted.



Complete 360° pan without ragged or jerky movement is accomplished with effortless control. It is impossible to get anything but perfectly smooth pan and tilt action with the "BALANCED" TV Tripod.

Quick-release pan handle adjustment locks into position desired by operator with no "play" between pan handle and tripod head. Tripod head mechanism is rustproof, completely enclosed, never requires adjustments, cleaning or lubrication. Built-in spirit level. Telescoping extension pan handle.

Write for further particulars

FRANK C. ZUCKER
CAMERA EQUIPMENT CO.
1600 BROADWAY NEW YORK CITY

Color Furore

(Continued from page 57)

with early returns indicating 70% "can take or leave" color TV (story page 68).

● CBS made plans to start colorcasting in New York perhaps as early as Nov. 7.

● Television Equipment Corp., New York, announced its color television adapter, permitting reception of color telecasts in black-and-white, will go on the market Nov. 10 at a retail price of $12.95, and that it would market a converter later, probably before the end of the year.

Speaking Sunday evening (Oct. 22) in answer to CBS President Stanton's speech a week earlier, RTMA President Sprague assured CBS network listeners that "present black-and-white television sets are a better investment today than ever before," and that the only "clear answer" on color is "a fully electronic, compatible color system" [BROADCASTING, Oct. 23].

As a representative of manufacturers—which, he noted, include neither CBS nor FCC—Mr. Sprague said it is "a fair assumption that only a very small percentage of present TV set owners will buy adapters and converters — even when they are freely available—and then only when the popular programs are broadcast in color during the more favorable viewing hours."

"Such scheduling of color broadcasts in unlikely," he continued, "until a substantial viewing audience, equipped with color converters-adapters, is available."

He denied that manufacturers are trying to make the public believe its investment in black-and-white sets is about to be wiped out, but conceded "that the manufacturers could not believe—until it actually happened—that the FCC would approve a non-compatible color system."

"They believed—and still believe—that the action was unwise," Mr. Sprague asserted.

Reasons for Delay

"But that isn't the only reason equipment isn't ready," he said, noting that "even minor changes" in TV sets take six months to make and that "basic changes take much longer," aside from "the increasing load which national defense requirements are placing upon the industry's engineering and production talent."

"The right kind of color television system simply isn't here yet," he declared, pointing out that "many of the industry's leading engineers and scientists" have been working on a compatible system for many months and "are entirely confident [it] can be commercially developed in the relatively near future."

He said the CBS system "produces a picture in satisfactory color" but has "these definite limitations":

(1) Picture size is limited by the color wheel to 12½ inches; (2) the color wheel "in my opinion will never be acceptable to the majority of set owners"; (3) the system's incompatibility will restrict programs, "for some time to come," to "off hours and the less popular entertainment"; (4) litigation has been started "and it will probably be some time before we definitely know when or whether the CBS color system will actually be broadcast commercially."

He assured his audience that they "can buy black-and-white sets now, with confidence that they will continue to receive these programs for many years to come."

In New York, commenting on Mr. Sprague's speech, CBS President Stanton accused RTMA of "bad faith . . . in violating its sworn commitment before the FCC."

He said a former RTMA president—R. C. Cosgrove—in testifying before the FCC on May 5, 1950, had said ". . . the association would certainly go along with any decision of the Commission, obviously."

Mr. Stanton asserted that the "RTMA has created a million dollar slush fund to attack the Commission decision, and Mr. Sprague's broadcast is part of that attack."

He said the RTMA attack hinged on the theory that a compatible color system can be developed soon. "This argument," said Mr. Stanton, "has been refuted by repeated failures to fulfill similar promises in the past."

Mr. Stanton said CBS questioned "whether the RTMA really wants compatibility."

"We suggest that what it really wants is to hold back color," he said, "and that it is preserving the issue of compatibility only to achieve that delay. For if the members of RTMA really want compatibility, they have had, and now have, it in their power to give compatibilty to the public under the CBS system . . . To provide compatibility under the CBS system is easy, quick and inexpensive. The former president of RTMA—Mr. Sprague's predecessor — admitted this under oath a year ago.

"He testified that built-in compatibility for the CBS system is 'a very minor change.' He said that, 'the added time to include those parts in the set during production . . . would be a matter of minutes.' . . . RCA stated under oath that this built-in compatibility would add only seven to ten dollars to the retail price of its receivers."

Meanwhile, as the argument raged, CBS prepared to begin color telecasts possibly as early as Nov. 7 in New York.

The telecasts will be sustaining at least until Nov. 20, date the FCC set for the beginning of commercial color TV.

CBS was known to be arranging sites in which to present demonstrations of color for the public. At least one large public hall will be equipped with receivers for public showing of CBS color programs in New York.

Whether any of the color telecasts would be networked to other cities had not been decided last week.

After Nov. 20, barring a stay order from the courts—CBS will undertake fuller schedules of color telecasts, reaching 20 hours a week by Dec. 15. Under tentative assignment to color television is a half-hour strip between 6 and 8 p.m., another half-hour at 11:15 p.m. and an hour strip in the morning.

One of the first top-rate black-and-white shows to go on color television will be *Toast of the Town.* Some parts of that program will appear in colorcasts following the regularly scheduled black-and-white presentation of the program. The exact time at which the color repeat would be presented was not known, since the network has commercial commitments immediately following *Toast of the Town* on black-and-white.

Seek Color Sponsors

The network was known to be negotiating with several prospective sponsors for commercial colorcasts after Nov. 20. The sponsors were interested in capitalizing on the publicity values of underwriting pioneer color television, it was said.

Time rates that CBS was quoting for color commercials were said to be considerably under those for black-and-white.

Meanwhile it was announced that the last two films in the current production schedule of the *Gene Autry Show,* on CBS-TV Sunday, 7-7:30 p.m., would be made in color. These color programs will be telecast during the special CBS colorcast periods, with the regularly scheduled black-and-white presentations of the show unchanged.

Set manufacturers and merchandisers continued to take sides on the color issue.

Westinghouse, in a letter sent to distributors by Sales Manager J. F. Walsh of the Television-Radio



MAKING PLANS for a new hour-long program *Afternoon at Titche's* for Titche-Goettinger department store over WFAA-TV Dallas are (l to r): Bert Mitchell, WFAA-TV production man; Bill Mather, assistant advertising manager for the store, and Alex Keese, station's regional sales manager. Program will use store personnel in pointing out merchandise on shopping trips through the store.



Division, said Westinghouse black-and-white set buyers will get many times their money's worth in pleasure and entertainment "before any commercially acceptable system of color television is generally available."

"If and when color broadcasting reaches your market," Mr. Walsh continued, "Westinghouse will make available an adapter-converter package for installation on Westinghouse black-and-white television receivers enabling you to receive color broadcasts, using the FCC approved Columbia system.

"This adapter-converter package for Westinghouse black-and-white receivers will be announced as soon as possible, taking into consideration the availability of needed material."

Mr. Walsh emphasized that present Westinghouse sets are not obsolete but "will continue to render service on the present black-and-white standards and by using the adapter-converter referred to above, will offer all of the TV services currently available and authorized." He told distributors:

The important thing to emphasize to your dealers and their customers is that today television is the biggest bargain in entertainment history and to do without it because of something new that may come along later is like the man who for 25 years has waited for the latest model automobile—he's still walking!

Dynamic's Guarantee

Dynamic, operating 15 stores in Washington, D. C., New York, New Jersey, and Connecticut, placed advertisements announcing that "Dynamic guarantees to furnish you with a color converter and/or adapter as required, when they are available, at a price of $49.50 or less. This guarantee . . . applies to all the leading brands of television which we sell in our 15 stores."

Hallicrafters Co. attacked FCC and its color decision in full-page advertisements over the signature of President William J. Halligan. The ads bore the labels, "The Color Television Blunder" and "Five Men Against the American Way," and charged that "five members of the FCC have disregarded the unanimous opinion of the engineers of every major television manufacturer in ruling that the television industry must adopt a mechanical color system."

"The five who voted for color were led by a man of non-technical qualifications including relief administration and public office-holding, and three of the others have records far removed from the industry they are attempting to regulate," Hallicrafters continued.

The company said it "could not be more solidly opposed to the decision of the FCC," and that it feels, "along with the majority of television manufacturers, that a completely electronic color system, compatible with present black-and-white sets, will be developed in the future."

"For those who wish to experiment," the advertisement said, "Hallicrafters will make available a color attachment that will make color reception possible." All Hallicrafters sets now being produced, it was pointed out, "are equipped with a connector in the back making unnecessary any changes in the set in order to utilize any future anticipated developments in either mechanical or electronic color systems."

Motorola carried advertisements assuring the public that "now is the right time to buy television," and that "the sets you buy today can be converted . . . when you think there are enough color programs telecast in your community."

General Electric Co., in a letter from Vice President W. R. G. Baker to GE dealers, reiterated that "color television has not arrived and will not replace black-and-white broadcasting as a national service in the predictable future. We are continuing production of our present television sets. . . ."

Dr. Baker asserted that "statements have been made that certain make sets are readily convertible to color and that this can be done at nominal cost. We wish to announce that every General Electric set that has been manufactured to date, including those we are building today, also can be converted, but our electronics engineers, considered top-flight in the industry, are not ready to state that any set can be converted simply and at nominal cost.

"We firmly believe that few set owners will wish to convert until the quality and scope of color programs will, in entertainment value, justify the cost of conversion."

RCA reiterated its position in a letter sent to RCA distributors by Walter A. Buck, vice president and general manager of the RCA Victor Division.

Mr. Buck said "black-and-white television will remain the backbone of the industry for some years to come, with continued expansion and improvement of black-and-white program service.

"Regardless of outcome of current controversy and type of television broadcasting finally adopted, substantial color broadcasting is at least two years away for following reasons:

"First, public will be hesitant to install cumbersome, gadgety converters and adapters, because of expense involved, limited number of programs broadcast, and limited size and degraded quality of picture received. . . . Second, sponsors will be slow to incur heavy expense of color broadcasts for limited audience."

Mr. Buck reminded distributors that RCA is "working intensively" toward perfection of its all-electronic, compatible color system, with progress demonstrations scheduled in December.

Stromberg-Carlson Co. took full page newspaper ads in television markets to advise prospective set buyers they could buy present sets with confidence.

Stromberg-Carlson said that "for years to come" the "great programs on television will be in black-and-white," and that color at best would be a supplementary service.

"Some day color may also have a place in television programming, just as you now see some movies in color," Stromberg-Carlson's ads read. "If and when color telecasting becomes a factor in your community, this supplementary broadcasting service can be received in color by adding a suitable converter to current Stromberg-Carlson television models."

Elmer Roessner, in his syndicated "Business Today" newspaper column, said that "if the advent of color television has caused any family to postpone buying a receiver until the industry stops changing, it better give up hope of ever seeing television on its own set. . . . There are going to be changes, changes, and more changes. . . ."

upcoming



NAB District Meetings

Nov. 2-3: Dist. 4, Williamsburg Inn and Lodge, Williamsburg, Va.

Nov. 9-10: Dist. 5, Ansley Hotel, Atlanta.

Oct. 30-Nov. 2: Theatre Owners of America Convention, Shamrock Hotel, Houston.

Nov. 3-4: Institute of Radio Engineers Kansas City Section, second annual Regional Papers Conference, President Hotel, Kansas City, Mo.

Nov. 9: Annual fall meeting Chesapeake AP Radio Assn., Emerson Hotel, Baltimore.

Nov. 9-10: Ohio Assn. of Broadcasters annual sales clinic, Neil House, Columbus.

Nov. 9-10: Sigma Delta Chi National Convention, Sans Souci Hotel, Miami Beach, Fla.

Nov. 10: Michigan AP Broadcasters Assn. meeting, Lansing.

Nov. 10-11: Michigan Assn. of Broadcasters, Hotel Olds, Lansing.

Nov. 15: House Ways & Means Committee Hearing on Excess Profits Tax, New House Office Bldg., Washington.

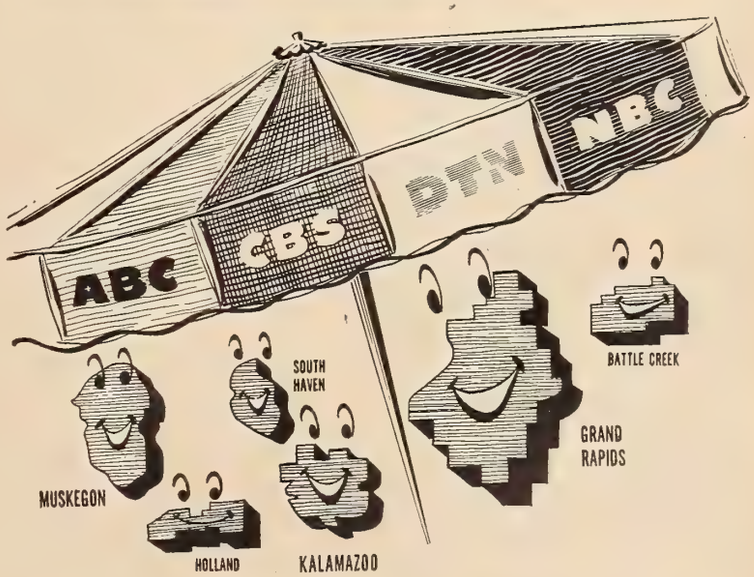
Nov. 15-17: NAB Board, NAB Hdqrs., Washington.

Nov. 15-25: Inter-American Assn. of Broadcasters Second General Assembly, Sao Paulo, Brazil.

ARNA Names Group

ASSN. of Radio News Analysts has appointed H. V. Kaltenborn, Cecil Brown and Ned Calmer as a committee to determine the place of public service programs in television. Robert Trout, president of the association, in making the appointments explained, "the news commentators of the broadcasting industry are concerned that in the present wildfire development of television, programs telecast primarily in the public interest may be pushed into unfavorable time spots or even squeezed out of the television schedule entirely."

nothing but smiles under our umbrella!





WLAV-TV

CHANNEL 7 — GRAND RAPIDS

ONE YEAR OF SOLID SERVICE

Represented by John Pearson

SIGHTMASTER

Sues CBS, Stanton On Color Issue

SIGHTMASTER Corp., television set manufacturer, last week sought an injunction and $750,000 damages in a suit charging CBS and Frank Stanton, CBS president, with issuing "false and fraudulent and disparaging" statements that present black-and-white sets are obsolete.

The suit was based on a speech made by Dr. Stanton over the CBS radio network a fortnight ago [TELECASTING, Oct. 23]. The effect of his speech, the complaint asserted, was to "cause the public, including particularly customers and potential customers of the plaintiff and other manufacturers so situated, to believe that the television sets . . . sold and distributed by the plaintiff were about to become obsolete unless equipped with (CBS) adapters and converters, and that to avoid this the public could safely purchase and only should purchase the television sets and component parts manufactured and sold with such adapters and converters, and in any event, should not make any purchases whatsoever for six months."

The result of CBS statements has been that "large numbers" of potential customers of Sightmaster have withheld purchases they had intended to make, the suit charged. Sightmaster sets have become such a drug on the market that the company has discontinued production, it reported.

The Sightmaster suit said that the FCC decision of Oct. 11 "specifically advised" that although FCC authorized CBS color standards, "if a demonstrable, practicable, compatible, electronic set-up were perfected it (FCC) would approve that also."

Sightmaster also pointed out that FCC "had no power" to interfere with the rights of manufacturers of television sets to continue to build black-and-white receivers.

The company seeks a permanent injunction prohibiting CBS from issuing "the false and fraudulent and disparaging statements . . . against the plaintiff's goods and from warning or advising the public not to buy plaintiff's goods."

Sightmaster also asked $750,000 damages. The suit, brought in New York Supreme Court, was served on the defendants last Tuesday.





Gov. Dewey is welcomed by Comdr. Loewi (r) as Mr. Witting looks on.

Louisville on Cable

SECOND AT&T coaxial circuit, linking Indianapolis with Louisville and making fulltime network service available to the latter city's two TV stations, WHAS-TV and WAVE-TV, went into operation Oct. 21.

'TAKE IT OR LEAVE IT'

Raytheon Taps Public Opinion on Color TV

FLOOD of questionnaires on color television was received by Raytheon Mfg., Chicago, late last week as consumers all over the country responded to full-page advertisements appearing in 59 major cities. When the ad, which reported the "straight facts" about color TV, was planned, vice president in charge of sales and engineering, W. L. Dunn, anticipated that only 1,000 readers would fill out the 60-second questionnaire and return it to the Chicago plant. Instead, he predicted Wednesday that replies would total from 5,000 to 10,000. Results were expected to be tabulated by an independent firm late Friday.

Raytheon, owned by Belmont Radio Corp., started spotting ads Oct. 22. More than 1,500 letters had been received by the following Wednesday morning. Respondents were divided equally among those with and without TV sets in their homes. Early returns indicated that 70% "can take or leave" color TV, and about 50% of that 70% are ready to buy black-and-white sets now, Mr. Dunn said.

The questionnaire-coupon was addressed to owners and non-owners. Owners were asked how they feel about color TV, their reaction to installation of an adapter, whether they planned to install an adapter or converter and would they buy a regular black-and-white set, a regular set equipped to adapt to color or wait until color is perfected and standardized. Non-owners were asked their reaction to color TV and what their reaction to color TV.

The ad answered 20 questions of interest to consumers. It was written in pointed and meticulous style. The 20th question asked "What is Raytheon going to do?" The answer:

(1) Continue manufacture of black-and-white sets, to be provided "in the near future" with a plug connection for an adapter or converter; (2) produce "during the first half of next year" an adapter; (3) issue a "field kit, with connection plug and other parts"; (4) market a converter "as soon as programming and public acceptance makes such a course feasible"; (5) produce a full color set when and if the public demands it.

"It boils down to this. If you want to enjoy top flight TV programs in black-and-white for the next year or two, buy your TV set now. If you want to enjoy good TV programs now, and want color later, buy a set that can be easily adapted to color. If you want the final permanent color system—wait several years before you buy" the ad said. Other questions and partial answers:

Is there a good chance that an all-electronic color system will come fairly soon?—Frankly, while we don't know for sure, we believe it will . . . Almost all electronic engineers believe that CBS color will be followed by an improved all-electronic system—an all-electronic system could and certainly should be compatible.

Will I still be able to see the top shows on . . . my regular set?—Yes, for at least several years.

How good will black-and-white pictures be from a CBS color telecast?—Frankly, not so hot. They will have only about one-fourth the detail of regular black-and-white pictures.

Are today's sets about to become useless and obsolete?—Heavens, no. Black-and-white pictures will continue to be predominant for years and years.

Is the present CBS method final and permanent or is it temporary?—Nobody knows for sure. The FCC decision . . . does not stop other and better methods from being developed and eventually being put into common use. . . . As a matter of fact, the FCC made this point very clear.

DEWEY ON TV

Initiates New Technique

"TELEVISION allows me more freedom, lets me be myself . . . As a campaign weapon it has no equal . . . In radio I was always chained to a script . . ."

This reflection was attributed to Gov. Thomas E. Dewey of New York, a recent convert to the television medium, after a tour of the WABD (TV) New York studios with Comdr. Mortimer W. Loewi, director of DuMont Television Network, and Chris Witting, network's general manager. They briefed the governor on basic TV techniques, methods and equipment, while technicians instructed him in various control procedures.

The occasion marked the completion of one in a series of telecasts on WABD and other stations comprising sidewalk interviews with street corner audiences in Manhattan. The impromptu, unrehearsed sessions are aired from various sites in mid-town New York.

Gov. Dewey, who appeared eager to absorb as much video "know-how" as possible, felt that TV's future as a political weapon is limitless. He intends to visit a number of studios during his statewide tour to "learn as much as possible about this fascinating medium," he added.

'Blackie' in Color

ZIV TELEVISION Programs Inc. has set aside $750,000 to start production on 52-week film series of *Boston Blackie.* Series will be shot in color to be shown either in black-and-white or in color and will be sold to local and regional TV sponsors as well as national sponsors for spot advertising.

'Tele-Tech' Cover

COVER of the November issue of *Tele-Tech* magazine is devoted to pictures and a diagram showing how five television stations and three FM stations in New York have stacked their antennas on the new Empire State mast. The television antennas (in downward order from the top) will be WNBT, WPIX, WJZ-TV, WABD and WCBS. The probable locations of the WCBS-FM, WJZ-FM and WNBC-FM will be at the same levels as their sister stations.

Need Service Men

SHORTAGE of television service technicians was pointed up by E. C. Cahill, president of RCA Service Co., in a speech Oct. 19 before 200 technical men at the Electric Institute of Boston. Mr. Cahill estimated an additional 10,000 service technicians would be needed to install and service 2 million video sets which the industry is expected to produce and sell between now and the end of the year.

Film Report

SERIES of films showing Marshall Plan in action will be released by A. F. Films Inc., 1600 Broadway, New York. Films were produced abroad by outstanding film documentarians, according to **Rosalind Kossoff**, director of A. F. Films. ECA films are obtainable without charge except for transportation, by writing company direct.

* * *

Jerry Fairbanks Inc., Hollywood, producing series of four animated commercials plus special one-reel musical TV film featurette to introduce 1951 car models. Latter film being done in 35mm Ansco color and narrated entirely in song. Agency, **D. P. Brother**, Detroit. Firm also doing series of five two-minute spot announcements plus special five-minute film for **Pat Brown**, California candidate for attorney general. **Verne Smith**, radio announcer, has been signed as narrator on new series for **Adam Scheidt Brewing Co.**, Norristown, Pa., by Fairbanks. Firm also plans to start production soon on new TV series, *The Buckskin Rangers*. Western Star Ray "Crash" Corrigan is featured. Series of 26 shows will be filmed at Corriganville ranch, Santa Susana Pass, near Hollywood. National sponsor sought.

National Assn. of Mfrs. offering 15-minute TV newsreel *Industry on Parade*, filmed by NBC-TV news department, to stations without charge. . . . **First National Bank of Minneapolis** sponsoring INS-Telenews *This Week in Sports* for 13 weeks over WTCN-TV Minneapolis-St. Paul.

D.C. BASKETBALL

Unable To Clear TV Time

ARRANGEMENTS for telecast rights to Washington Capitals' professional basketball games failed to materialize, not for lack of sponsorship but because local stations were unable to clear time for the games, it was confirmed last week [BROADCASTING, Oct. 9].

WWDC Washington will broadcast 33 home games of the Caps for the third consecutive year beginning Nov. 1 under sponsorship of Gunther Brewing Co., which also holds AM-TV rights to Baltimore Bullets contests over WITH and WMAR-TV Baltimore. Ruthrauff & Ryan, same city, is the agency. Steve Douglas will handle WWDC broadcasts.

WEWS Expands

DUE TO an expanded program schedule, WEWS (TV) Cleveland has begun construction of a new studio in the WEWS Bldg. The new studio is being installed by The Austin Co., builders and engineers, and will be located on the north side on the ground floor. It will be used primarily for intimate and regular daily feature programs and will be equipped for appliance and home demonstrations. The station's film library is being moved to the second floor to make room for the new studio. The second floor studios are being rebuilt to accommodate the station's program staff and all offices are being enlarged. Also a new film screening room is being installed.

HEARING DELAYED

On SAG Bargaining Petition

NLRB hearing in Los Angeles on Screen Actors Guild petition seeking certification as bargaining agent for actors in films in Southern California, scheduled for Oct. 25 [BROADCASTING, Oct. 23], has been delayed until Nov. 13 at the request of Television Authority, other talent union seeking jurisdiction over TV players.

Postponement was granted by the regional NLRB director, Howard Le Baron, when TVA stated that important witnesses from New York could not be on hand before that date. TVA originally sought a 60- or 30-day delay on the hearing, with SAG opposing any postponement.

Telestatus

(Continued from page 62)

lieved to carry much weight on the nationwide figures, however.

Nine Sunday programs were found to have a popularity rating of 20 or more. They are: *Hopalong Cassidy*, NBC, 47; *Toast of the Town*, CBS, 44.2; *Philco TV Playhouse*, NBC, 31.9; *Gene Autry*, CBS, 31.5; *This Is Show Business*, CBS, 29.5; *Comedy Hour*, NBC, 25.9; *Fred Waring Show*, CBS, 23.9; *Leave It to the Girls*, NBC, 23.6; *Aldrich Family*, NBC, 20.2.

ARB ratings are based on country-wide, county-by-county urban and rural sampling covering all 63 television centers. Information is obtained from viewer diaries placed for the week in 2,200 television homes, with a 60-70% recovery factor.

The popularity rating is based only on the part of the sample in areas where the program can be seen. The total U. S. audience shows, in actual numbers, how many homes in the entire nation were tuned to a specific program. For most programs the report shows percentage of men, women and children under 16 and average number of viewers per set. In the case of sponsored programs the cities in which the program is telecast are listed. Ratings reflect total audience for each period covered, not average coincidental audience.

Home audience for the World Series baseball telecasts was found to be as follows: Oct. 4, 1,600,000; Oct. 5, 1,570,000; Oct. 6, 1,500,000; Oct. 7, 2,335,000.

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THEATRE TV HERE

Progress Reported to SMPTE

THEATRE television is no longer an "engineer's dream" but a reality, RCA TV Engineer Ralph V. Little told members of the Society of Motion Picture and Television Engineers, at its 68th semi-annual convention in Lake Placid, N. Y., a fortnight ago [TELECASTING, Oct. 23].

Nine RCA PT-100 theatre television installations have been completed, he said, with another in process of installation, and two more on order.

He said theatre TV projection "to equal or excel the industry standards for 35mm motion picture projection" is now possible under controlled conditions of pick-up and transmission. PT-100 equipment was designed after surveys of representative theatres, and it takes into consideration such factors as customer requirements of performance, theatre structure limitations, and cost of various elements, he said. It is able to utilize a full 8 mc video channel, providing "balanced resolution when using 735 lines instead of the present 525 lines," although present TV broadcast channels limit the practical band-width, via air transmission, to approximately 4 mc.

Hear Consultants

The convention also heard assurances by two New York theatre architecture and engineering consultants, Benjamin Schlanger and William Hoffberg, that "there will always be a motion picture and theatre television audience." It will be composed of those wishing to see entertainment not otherwise available, wishing to avoid advertising intrusions, to have a change from home entertainment, or satisfy gregarious instincts, and those who "prefer the dramatic impact of the large theatre screen cinematography," they said.

SMPTE spring 1951 convention will be held at the Hotel Statler, New York, April 30 to May 4.



This camera, CBS says, will be used to operate its color system as approved by FCC. Pointing out highlights to Mr. Terry (l) is Frank Stanton, CBS president. Camera is standard black-and-white modified for CBS standards by RCA.

* * *

KLZ COLOR PLAN

Asks FCC To Amend Its Application

A STATION in a non-television area, KLZ Denver, CBS affiliate, notified FCC last Wednesday it is prepared to telecast both in color and black-and-white if and when the Commission should approve its pending application for a TV license.

In a telegram to FCC Chairman Wayne Coy, Hugh Terry, KLZ general manager, said:

Now that the FCC has authorized commercial color television standards KLZ wishes to amend its application and state that it is its intention promptly to include color TV programs in its regular schedule should the Commission grant KLZ a television permit.

Pointing out that its application for a TV CP was filed early in 1948, KLZ informed the Commission that its executives have had "numerous occasions to observe color television in actual operation and to appraise public reaction in Washington (D. C.) and Denver." Mr. Terry said the station had cooperated with Smith, Kline & French Labs in color demonstrations held last year at the Colorado State Medical Convention.

At that time, Mr. Terry said, "the importance and desirability of color in television broadcasting became more than ever apparent to us" and since that time KLZ has voiced confidence in the future of color TV.

Since there are no TV stations within 500 miles of Denver, Mr. Terry stated, there is no problem of set obsolescence. The station, he said, feels that color transmission is "economically feasibly." He said he based that opinion on talks and visits to CBS in New York where he examined the network's new color TV camera which had been modified by RCA (see picture).

Although he had no estimates as to the time it would take to put a TV station on the air with telecasts in color, Mr. Terry thought it "wouldn't take longer to put color on the air than it would for black-and-white." He also pointed to telephone company plans to have radio relay microwave facilities in Denver next year.

KLZ is one of seven applicants for a TV station in Denver, where five TV channels are allocated, but applications are frozen pending final determination on allocations by the FCC. Mr. Terry said UHF is not a current consideration as the station has not conducted studies into the question.

Of other CBS affiliates, WCAU-TV Philadelphia has promised to begin color transmission as soon as it is available to the station and as soon as the station can obtain receivers for demonstration purposes. WHUM Reading, Pa., has stated it is prepared to advise the FCC of its desire for a VHF color telecasting grant instead of black-and-white [TELECASTING, Oct. 23].

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AIMS AT MOVIES

L. A. Group Starts Drive

CONVINCED that television helps the motion picture box-office, the seven Los Angeles television stations, recently officially organized as Television Broadcasters of Southern California, have started a promotion campaign directed toward movie film producers.

Campaign is based on the recent successful joint effort of the stations on behalf of a TV advertising campaign for the Columbia Pictures Corp. release, "711 Ocean Drive." In surveys made before and during the two-week engagement of the movie at two Los Angeles theatres, it was found that the TV campaign was highly effective in drawing people to theatres, increasing attendance 25%. It also was shown that there was sharp increase in attendance by TV set owners who had been infrequent movie goers. And 24% of those interviewed said TV in particular prompted them to see the movie—a figure 200% over any other media.

Experiment had the cooperation of Harry Cohn, president, and Nate Spingold, vice president of Columbia Pictures Corp., which set up a special research budget to determine the effectiveness of the campaign.

Theme of the new promotion campaign is "The best buy in Los Angeles is television," suggested by Haan J. Tyler, general manager, KFI-TV and secretary treasurer of the new group. Don Fedderson, vice president and general manager, KLAC-TV, is president.

MOVIE THREAT

Industry Inroads Flayed

A MICHIGAN state senator last Thursday reared up at the practice of state-supported institutions banning telecasts for home pickup, but on the other hand allowing the games in theatres which charge paid admissions.

Sen. Harold M. Ryan bitterly flayed the practice of the U. of Michigan, which is following the Big Ten ruling in this respect. Sen. Ryan threatened to introduce legislation that would ban the theatre telecasts if home sets can't pick up games free.

Along a similar line, Murphy McHenry, public relations counsel for Hallmark Productions, told an Oct. 20 meeting of Kentucky theatre owners in Louisville that the movie industry is laying plans to buy exclusive television rights for such sports events as the World Series.

He added that if such plans go through, TV set owners won't be able to see topflight sporting events on their home sets. World Series rights can't be obtained before 1952, declared Mr. McHenry, however, other events could be tied up sooner than that.

Woolley Honored

NBC AFFILIATE station operators at White Sulphur Springs, W. Va., raised funds to buy an auto and silver service for Easton C. Woolley, NBC director of station relations, who has joined KDYL-AM-FM-TV Salt Lake City as executive vice president and board member. Presentation was made by Harold Wheelahan, WSMB New Orleans, and Howard Pill, WSFA Montgomery, Ala., on behalf of the affiliates.

KTER OPENING

Zapffe Announces Plans

KTER Terrill, Tex., granted a construction permit by FCC for operation on 1570 kc with 250 w daytime, is mapping plans for its inauguration ceremonies pending Commission approval of the station's request for license, John Zapffe, KTER commercial manager, has announced.

In the planning stages are programs from the Kaufman County courthouse, including band music, farm programs, and selected interviews. Programs aimed at the teen-age and children's groups, as well as sports and women's fare, also are being slated. CP was issued April 21 to Terrill Broadcast Corp., of which Frederick Massengill Jr. is president.

Voice Conference

ALL-DAY conference on ways and means of strengthening the State Dept's Voice of America and other information programs was held Oct. 19 by Edward W. Barrett, Assistant Secretary of State for Public Affairs. A group of leading American trade union officers conferred with Secretary Barrett and other department officials to exchange ideas on increasing the effectiveness of State Dept.'s overseas information activities. Meeting was another in a current series with private groups.

DEDICATES MARS

ABC's Kintner Officiates

ROBERT E. KINTNER, ABC president, dedicated MARS (Military Amateur Radio System), the Pentagon's world-spanning emergency radio network, on *Time for Defense* over ABC last Tuesday. The program, conducted jointly by ABC and the U. S. Dept. of Defense, celebrated its first anniversary at that time.

Also heard were messages from Defense Secretary George C. Marshall, Gen. Omar Bradley, and Gen. Douglas MacArthur, together with a recording of the ceremonies of the return of recaptured Seoul to Korean President Syngman Rhee.

Demonstrations of MARS' value in supplying emergency communications in event of a disaster highlighted a noon-day dedication Tuesday at the Pentagon. Over 3,000 radio amateurs have joined the system since it was reorganized two years ago.

MARS has been assigned to military frequencies and is established so that, should FCC close down all amateur radio station frequencies, amateur facilities still may be made available to local and state authorities for civil defense and disaster relief. Originally it was limited to amateur band operation.

IAAB Assembly Meet

SECOND General Assembly of the Inter-American Assn. of Broadcasters will be held in Sao Paulo, Brazil, Nov. 15-25, following a preliminary session of the IAAB Directive Council, whose members include Goar Mestre, president; Emilio Azcarraga, vice president; Gilmore Nunn, WLAP Lexington, Ky., and Lorenzo Balerio Sicco. Special invitations also were sent to Campbell Arnoux, WTAR Norfolk, Va. (for NAB); Jose Luis Fernandez, Chamber of Broadcasting of Mexico; Ramon Bonachea, CMQ Havanna, and others. Delegates from all national associations of the Americas, with the exception of Argentina, are expected to attend the General Assembly. Agenda will be announced shortly.

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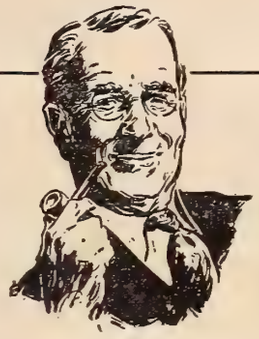
BONAPARTE'S RETREAT

On Records: **Kay Starr—Cap. 936; Gene Krupa—Vic. 20-3766; Pee Wee King—Vic. 21-0111; Buzz Butler—Dec. 46209; Leon McAuliffe—Col. 20706; Phil Napoleon—Col. 38891; Eddie Grant—Cap. 1158; T. Jackson—Mercury 6280.**

On Transcriptions: **Jack Rivers — Standard; Bob Eberly—World.**

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From where I sit *by* Joe Marsh

You Can't Build A Better Mousetrap!

"They're not the best-looking boarders a man ever had," Hack Turner said one day, "and they've got awful tempers. But I've found it pays to have 'em around."

Hack was talking about a family of barn owls, nesting in his silo this year. Some folks believe those little screechers kill chickens—and should be shot on sight. But Hack disagrees.

"Up at State University they've studied barn owls for years—and never known one to eat a chicken. In fact, a daddy owl will clean up around 300 mice a month. Farmers that kill barn owls are throwing away the best mousetraps known to man!"

From where I sit, when someone shows a prejudice against any group of animals or humans—it's usually just based on misunderstanding. For instance, some folks are plumb intolerant about those of us who enjoy an occasional quiet glass of beer. Get to really know us and you're liable to find we're pretty good birds at that!

Joe Marsh

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Rhymaline Time, featuring emcee David Andrews, pianist Harry Jenks and KMBC-KFRM's celebrated Tune Chasers, is one of the Heart of America's favorite



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SCHOOL QUIZ ● ● ●

WNBH-WFMR (FM) New Bedford, Mass., *Wonder Quiz*, Sat., 10 a.m., Continental Baking Co. Contest is aired from auditorium of local school and features panel of students from two different schools in quiz contest. Each participant is awarded pen and pencil set, and winning team receives radio. Show is wire recorded for rebroadcast.

'CHILDREN'S PARTY' ● ●

WAAM (TV) Baltimore, *Fred Astaire's Children's Party*, Mon., 6:40-6:55 p.m. Talented children from Fred Astaire Dance Studios of Baltimore are featured on show. Production is staged in manner of revue, with chorus line, variety acts and children in studio audience seated around cafe-type tables. Show is Corona Productions package, produced and directed for WAAM by Ed Sarrow.

FACT SPOTS ● ● ●

WLAW Lawrence, Mass. Station inaugurates factual spots, with bits of information preceding facts concerning station or network programs. Sample: "Here's a fact—one day in 1883, Mary Sawyer entered the village school at Sterling, Mass., and was followed by her pet lamb. Here's another fact—the *Fat Man* program on WLAW (ABC) . . . stars J. Scott Smart . . ."

FIRE BADGES ● ● ●

WWJ-TV Detroit. As feature of *Shop, Look & Listen* show, Detroit Fire Department Inspector presented merit badges in Firemanship to 22 Boy Scouts.

COMMUNITY LIFE ● ● ●

WCCC Hartford, Conn., Sun., *Italian Life*. Show is programmed in cooperation with Italian-American Home organization, and features news and events of Italian churches and clubs. News is supplied by Italian newspaper, *The Hartford Bulletin*, and Jim Pansullo, director, transcribes events of interest during week for Sunday rebroadcast.

SKY PROMOTION ● ● ●

WBZ-TV Boston. *Good Life Club* promotion literally "took to the air." Over 20,000 leaflets calling attention to telecasts were dropped from plane over city. Show is sponsored by Hathaway Bakeries' Life Bread, and is children's feature.

SERVICE SERIES ● ● ●

WMAL Washington. Thurs., 10-10:15 p.m. Series of broadcasts by Gunnar Back, newsman, concerning services of Community Chest. Tape recordings of interviews with Chest personnel and persons who have benefited from various agencies make up programs. Child hit by car and recovering in local hospital, society for adoption of children, and other aspects will be utilized in series.

FIRE CHASERS ● ● ●

WSAZ-AM-TV Huntington, W. Va. Stations were alerted Oct. 21 to fire which broke out in downtown store and spread to destroy nearby theatre. Five special newscast were carried besides bulletins phoned into station by News Editor Ron Miller, who shuttled between fire and studios. TV Program Director Jim Ferguson produced films of fire at its height for use on 15-minute telecast. Interviews with fire chief and narrations for film were also carried. Estimated $1.5 million in damage was reported. This was third major fire in last six months covered by WSAZ.

★ ★ ★ ★ ★ ★ ★ ★ ★

WITH FLOWERS

KBON Omaha, *Hello Beautiful*, afternoon record show. Wives of 100 potential clients were sent gardenia corsages. Each box contained card signed by Lee Barron, show's m.c. It read, "Hello Beautiful! My new radio show . . . is dedicated to you. . . ."

★ ★ ★ ★ ★ ★ ★ ★ ★

NEW MANAGER ● ● ●

WPTZ (TV) Philadelphia. Jimmy Dykes, manager, and Arthur Ehlers, general manager of Philadelphia Athletics, were interviewed on *Open House* show few hours after their respective appointments. Both told of their hopes for team in 1951 in their initial public appearance in new capacities.

'WESTERN WEEK' ● ● ●

WWOD Lynchburg, Va. Station staged special movie of "Cisco Kid" as part of promotion for Western Week. Programs carried by WWOD tying-in with week are *Mark Trail, Challenge of the Yukon, Sky King, Bobby Benson, Roy Rogers* and *Cisco Kid.* Children who attended movie were given free doughnuts, popsicles, Dr. Peppers, gum and Cisco Kid masks and guns.

TV QUIZ ● ● ●

WXYZ-TV Detroit, *Prizes and Presents.* Children in audience are invited to send in questions which are used on show and answered by boys and girls in studio audience. Winners are awarded prizes. Station reports over 2,500 letters with questions were received in first four days of program.

HALLOWEEN ● ● ●

WXGI Richmond, Va., tied-in with Raylass Department Stores, one of its sponsors, to present Halloween masquerade contest for all local children between 3 and 13. Contest was held on second floor of store with station disc jockey, Frank Porter, as m.c.

GEMS SHOWN ● ● ●

KSTP-TV Minneapolis - St. Paul. While armed guard stood by, televiewers saw quarter of million dollars worth of jewels exhibited on *For You—Ladies* show. Stones were set in conventional and futuristic settings and were modeled before cameras.

WEAVING SALES ● ● ●

MBS sends trade over-sized booklet titled, "Air-loom: 1950." Included in illustrated booklet are two success stories — one concerning an evening show, and other a daytimer. Covers are of deep blue, suggestive of evening sky.

GOOD DEEDS ● ● ●

KLZ Denver, *The Biggest Heart*, Fri., half-hour, sponsored by Fred Ward, Hudson distributor. Good deeds and unselfish acts by people with big hearts are subject of locally produced shows. Winner of "biggest heart" award each week receives week-end of entertainment in Denver. Series is written by Pete Smythe.

CANADIAN BROADCASTING Corp.'s International Service will start shortly to beam programs into Russia in Russian. Programs will start as soon as Russian language staff has been trained, with two half-hour broadcasts daily. Studios are at Montreal, transmitters at Sackville, N. B.









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By faithfully serving the important requirements of AM broadcasting, RCA tubes have won an unqualified reputation for engineering excellence, dependability, and true operating economy.

In the future, as in the past, AM broadcasters can look to RCA for the finest in power tubes. RCA consistently follows a program of developing new AM tube types and of improving earlier AM types. *For example:*

RCA 892-R—The forerunner of a group of RCA-designed air-cooled power amplifier tubes that simplified transmitter construction and introduced new operating and maintenance economies. Today, hundreds of these tubes are demonstrating their long life and dependability in the nation's leading 5- and 50-kw AM transmitters.

RCA 833-A—Originally designed by RCA engineers, this power triode features a giant zirconium-coated anode for greater dissipation, shielding that eliminates bulb bombardment, and a husky filament that has tremendous emission reserve for peak loads. These features have contributed to more dependable operation, longer service life, and greater operating economy.

RCA 5671—A recent addition to the RCA line, this power triode with its *thoriated-tungsten filament draws 60 per cent less filament power* than the previous pure-tungsten-filament type . . . making possible a saving of $1200 or more a year in filament power in standard 50-kw AM transmitters. *Performance-proved* in the field.

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October 20 Applications . . .

ACCEPTED FOR FILING

License for CP

License for CP new AM station: KAHU Waipahu, Oahu, Hawaii; WORL Boston, Mass.; WNCC Barnesboro, Pa.; KRKO Everett, Wash.; WCSI Columbus, Ind.; KIHR Hood River, Ore.; KRXL Roseburg, Ore.

WLAP-FM Lexington, Ky.—License for CP new FM station.

License Renewal

Request for license renewal FM station: WTWO Dayton, Ohio; WHBL-FM Sheboygan, Wis.; KOKX-FM Keokuk, Ia.; WCAO-FM Baltimore, Md.; WSTP-FM Salisbury, N. C.

Modification of CP

Mod. CP new FM station for extension of completion date: WLOK-FM Lima, Ohio; WALK New York; WFMD-FM Frederick, Md.; KSL-FM Salt Lake City, Utah; WKNA-FM Charleston, W. Va.

TENDERED FOR FILING

AM—1600 kc

WSFL Springfield, Mass.—CP AM station to change from 1600 kc 5 kw D to 1600 kc 5 kw-D 1 kw-N DA-2.

APPLICATION RETURNED

License Renewal

WHIT New Bern, N. C.—RETURNED Oct. 20 request for license renewal AM station.

October 23 Decisions . . .

BY COMMISSION EN BANC

License Renewals

Following stations granted renewal of licenses for period ending Nov. 1, 1953: KBRC Mt. Vernon, Wash.; KJAY Topeka, Kan.; KSTB Breckenridge, Tex.; KTXN Austin, Tex.; KULP El Campo, Tex.; KXIT Dalhart, Tex.; KWBG Boone, Ia.; WBEL Beloit, Wis.; WLAQ Rome, Ga.; WTTH Port Huron, Mich.; WSPC Anniston, Ala.; KIDO Boise, Ida.; KMAE McKinney, Tex.; KPRS Olathe, Kan.; WBCM Bay City, Mich.; WCLT Newark, Ohio; WLNA Peekskill, N. Y.; WFRC Reidsville, N. C.; KBWD Brownwood, Tex.; WLAM Lewiston, Me.; WONS & aux. Hartford, Conn.; WRAC Racine, Wis.; KTUL Tulsa, Okla.; WVOT Wilson, N. C.; KARM Fresno, Calif.; KCLO Topeka, Kan.; KDON Santa Cruz, Calif.; KFYN Bonham, Tex.; KGCX Sidney, Mont.; WLXW Carlisle, Pa.; WQBC Vicksburg, Miss.; WSAN Allentown; WWSR St. Albans, Vt.; KCNY San Marcos, Tex.; KCOH Houston; KCOL Fort Collins, Col.; KCRC Enid, Okla.; KCRG Cedar Rapids, Ia.; KDTH Dubuque; KOGT Orange, Tex.; KEIO Pocatello, Ida.; KERN Bakersfield, Calif.; KEYD Minneapolis; KGLU Safford, Ariz.; KGNB New Braunfels, Tex.; KINY Juneau, Alaska; KLVL Pasadena, Tex.; KMED, Medford, Ore.; KNED McAlester, Okla.; WAKR Akron; WCBC Anderson, Ind.; KATL Houston; KGER Long Beach; KTUR Turlock, Calif.; WHLL Wheeling, W. Va.; WVOM Brookline, Mass.; KGST Fresno, Calif.; KLFY Lafayette, La.

Granted temporary extensions of licenses to March 1, 1951, to following: WJJL Niagara Falls; WALB Albany, Ga.; KUJ Walla Walla, Wash.; KSIJ Gladewater, Tex.; WJOC Jamestown, N. Y.; KQV & aux. Pittsburgh, Pa.; WSYB Rutland, Vt.; WLOS Gladwater, Fla.; WSAR Fall River, Mass.; WVAM Altoona, Pa.; WBIG Greensboro, N. C.; WGES Chicago; KEYS Corpus Christi, Tex.; WBNX New York; WJCD Seymour, Ind.; KVOE Santa Ana, Calif.; WMMW Meridian, Conn.; KTIL Tillamook, Ore.; WEAM Arlington, Va. (Comrs. Sterling and Hennock for regular grant); KVVC Ventura, Calif.; WATL Atlanta; KNAL Victoria, Tex.; WWRL Woodside, L. I.; KASH Eugene, Ore.; WRXO Roxboro, N. C.; KBOR Brownsville, Tex.; KBUC Corona, Calif.; KCBC Des Moines; KEEN San Jose, Calif.; KHON Honolulu; KLMS Lincoln, Neb.; KMUS Muskogee, Okla.; KPBX Beaumont, Tex.; KPRO Riverside, Calif.; KSTN Stockton, Calif.

KXLF Butte, Mont.—Granted renewal of license for regular period.

Atlanta Newspapers Inc.—Granted petition to substitute Atlanta Newspapers Inc., for The Constitution Pub. Co. as party in pending TV proceedings and for leave to participate in hearing on general issues.

FCC actions



OCTOBER 20 TO OCTOBER 26

CP-construction permit	**ant.-antenna**	**cond.-conditional**
DA-directional antenna	**D-day**	**LS-local sunset**
ERP-effective radiated power	**N-night**	**mod.-modification**
STL-studio-transmitter link	**aur.-aural**	**trans.-transmitter**
synch. amp.-synchronous amplifier	**vis.-visual**	**unl.-unlimited hours**
STA-special temporary authorization		**CG-conditional grant**

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

October 24 Decisions . . .

Petition Denied

WOBS Jacksonville, Fla. — Denied petition and supplements for reconsideration and grant without hearing of application to change hours of operation from D to unl., install DA-DN and change trans. location, on 1360 kc, and scheduled hearing to commence Nov. 17 at Washington.

Request Denied

WCRI Scottsboro, Ala.—Denied request for waiver of rules, to permit WCRI to begin operation with authorized daytime facilities at 5 a.m. throughout year.

WOTP - AM - FM Oswego, N. Y. — Denied request to remain silent for period of 60 days.

Hearing Designated

WKEY Covington, Va.—Designated for hearing in Washington on Jan. 5, 1951, application to change trans. location and make changes in ground system; made WRAD Radford, Va., party to proceeding.

Application Denied

WWSC Glens Falls, N. Y.—Denied application requesting extension of completion date from Oct. 11 to March 1, 1951, on application to change facilities from 1450 kc 250 w unl., to 1410 kc 1 kw-D, 500 w N, install new trans., change trans. location and install DA-N. If a request for hearing is made by applicant within 20 days, the denial will be set aside and application designated for hearing.

BY THE SECRETARY

WELS Kinston, N. C.—Granted license new AM station; 1010 kc 1 kw D.

The Midwest Bcstg. Co. Inc., Coffeyville, Kan.—Granted CP for new STL KAB-95.

WRAY Princeton, Ind.—Granted mod. CP for approval of ant., trans. and specify studio location.

KFST Ft. Stockton, Tex.—Granted mod. CP for approval of ant., trans. and studio locations.

WVMI Biloxi, Miss.—Granted mod. license to change main studio location.

Following were granted mod. CPs for extension of completion dates as shown: WOI-TV Ames, Ia. to 5-15-51; WWBZ Vineland, N. J. to 1-8-51 Cond.; KLIX Twin Falls, Ida. to 2-13-51 Cond.; KSOX Harlingen, Tex. to 5-1-51 Cond.; WJBW-FM New Orleans, La. to 4-3-51 Cond.; KA-5136 Arecibo, P. R. to 1-15-51; KAKC-FM Tulsa, Okla. to 4-1-51; WFMB Mayodan, N. C. to 12-13-50. KWKH-FM Shreveport, La. to 12-15-50; WKBN-FM Youngstown, Ohio to 1-15-51; KOWN Conway, Ark. to 4-22-51; WBCC-FM Bethesda, Md. to 1-6-51; KMAR Bakersfield, Calif. to 11-10-50; WBGE-FM Atlanta, Ga. to 4-1-51; WELI-FM New Haven, Conn. to 4-10-51; WARM-FM Scranton, Pa. to 4-15-51.

KMFM Monroe, La.—Granted license for CP which authorized reinstatement of CP for new FM station Chan. 281, (104.1 mc) ERP 17 kw, ant. 220 ft. mc) ERP 17 kw, ant. 220 ft.

KGER Long Beach, Calif.—Granted extension of authority to operate from aux. studio located at 541 S. Spring Street, Los Angeles from 10-19-50 thru 11-7-50.

KBKH Pullman, Wash.—Granted license new AM and specify studio location, 1150 kc 1 kw D.

KBPS Portland, Ore.—Granted extension of authority to remain silent beginning Oct. 19 and ending no later than Nov. 1950, in order to make changes in trans.

KASI-AM-FM Ames, Ia.—Granted cancellation of CP to install new vertical ant. and mount FM ant. on AM tower and request to cancel CP and delete FM station in Ames.

KFEL-FM Denver, Col. — Granted mod. CP for extension of completion date to 2-15-51..

Midwestern Bcstg. Co., Traverse City, Mich.—Granted renewals to KQB-399, KA-3671 on regular basis to Aug. 1, 1953.

Jefferson Standard Bcstg. Co., Area, Charlotte, N. C.—Granted CP and license new experimental TV relay KA-7803.

WAAA Winston-Salem, N. C.—Granted mod. CP for approval ant. and trans. location and specify studio location.

KSB-79 Van Beuren Township, Ind.—Granted mod. CP to change trans. location KSB-79.

Zenith Radio Corp., Chicago—Granted license for changes in facilities KS2XBS.

KSDS San Diego, Calif. — Granted mod. CP for extension of completion date to 4-15-51.

James A. Hardman, North Adams, Mass.—Granted request to cancel license and delete STL KCA-36.

WFMJ Youngstown, Ohio—Granted license install old main trans. to be used for aux. purposes with power of 250 w effective Nov. 1, 1950.

WERH Hamilton, Ala.—Granted license for new AM station; 970 kc 1 kw D.

WOAI-AM-TV San Antonio, Tex.—Granted request for involuntary transfer of control of licensee corporations from G. A. C. Halff, deceased to Hugh A. L. Halff, executor of estate of G. A. C. Halff, deceased.

Edwin H. Armstrong, New York—Granted CP new STL KEA-46 to be used with WFMN.

WJLK Asbury Park, N. J.—Granted CP to use present FM supporting tower as AM radiator and make changes in ground system.

KTOK Inc., Oklahoma City, Okla.—Granted mod. CP to change KKA-79 from FM STL KTOK-FM to standard STL KTOK changing frequency from 945.0 mc. to 931.5 mc; granted license for same.

KIHR Hood River, Ore.—Granted mod. CP to change type trans.

KNBR North Platte, Neb.—Granted mod. CP for approval ant., trans. and studio locations and to ch. type trans.

KGVL Greenville, Tex.—Granted mod. license to change main studio location.

KGEM Boise, Ida.—Granted mod. CP for extension of completion date to 2-3-51 (Cond.).

ACTION ON MOTIONS

By Commissioner Frieda B. Hennock

Southern Bcstg. Co. Inc., Nashville, Tenn.—Granted continuance of hearing proceeding re application and that of H. C. Young, Jr., Nashville, Tenn. from Nov. 22, to Jan. 3, 1951, at Washington, D. C.

Boston Radio Co. Inc. Boston, Mass.—Granted dismissal without prejudice of application for FM CP.

The Protestant Radio Commission—Granted request to accept late appearance in oral argument, presently scheduled for Oct. 30, in re Joint Petition of the Radio Commission of the Southern Baptist Convention and the Executive Board of the Baptist and General Convention of Tex.

Rock City Bcstrs., Little Falls, N. Y.—Granted petition to take depositions in proceeding re application and that of Robert Harvard Dye, Herkimer, N. Y.

Pottstown Bcstg. Co., Pottstown, Pa.—Granted petition to take depositions in proceeding re application and that of East Penn Bcstg. Co. Pottstown, Pa.

Pottstown Bcstg. Co., Pottstown, Pa.—Granted leave to amend application so as to delete all reference to Charles Kinzer Bentz and to submit new partnership agreement.

WMMB Melbourne, Fla. — Granted change of place of hearing to Melbourne, Fla.; date of hearing advanced from Dec. 13 to Dec. 6.

FCC General Counsel—Granted extension to Nov. 20, in which to file Exceptions to Initial Decision issued in proceeding re applications of Crescent Bay Bcstg. Co., Santa Monica, Calif.

McLean County Bcstg. Co., Bloomington, Ill.—Granted dismissal without prejudice of application.

By Hearing Examiner Jack P. Blume

El Dia Bcstg. Co., Avalon, Calif.—Granted request that transcript of testimony in proceeding re application be corrected in various respects.

South Saint Paul Bcstg. Co., South Saint Paul, Minn.—Granted petition in so far as it requests leave to amend application so as to increase power of the proposed station from 1 kw to 5 kw and for indefinite continuance of hearing now scheduled to begin on Nov. 7; referred to full Commission for consideration so much of petition as requests reconsideration of action in designating application for hearing and for grant without hearing.

By Examiner J. D. Bond

WELS Kinston, N. C.—Granted leave to amend application to change name of the corporate applicant to Farmers Bcstg. Service Inc.

By Examiner Basil P. Cooper

The Monroe Bcstg. Co., Monroe, Wis.—Granted continuance of hearing in

(Continued on page 79)

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Managerial

Sales manager 250 watt local station AM & FM with proven ability in sales and sales management. Attractive proposition for man who can prove he can sell small market radio. Box 795G, BROADCASTING.

Substantial ownership participation available in New England independent AM for outstanding commercial manager. Box 846G, BROADCASTING.

Salesmen

Salesman, Transit Radio affiliate north central area. Salary plus commission. Advancement opportunity right man. Box 751G, BROADCASTING.

1000 watt NBC station in excellent market; 15% commission against substantial draw. Box 780G, BROADCASTING.

New England one station city needs experienced salesman. Commercial manager possibility. Guaranteed good salary plus commission. Daytime independent. Box 793G, BROADCASTING.

Salesman, $300 minimum guarantee. Conscientious, producing salesman can make considerably over minimum figure. Full details, snapshot, references. Box 804G, BROADCASTING.

Imaginative independent New England station needs same type salesman. Market is very large; if the ability is too, an aggressive man will prosper. Box 806G, BROADCASTING.

Indie in southern metropolitan market needs local sales man or woman. Want someone who will make regular calls, spend time working in honest effort to sell. Drawing account, good commission. Write details Box 835G, BROADCASTING.

Wanted: Salesman who knows small market and wants permanent radio selling job with newspaper-radio. Combo fulltime AM-FM operation, independent organization, anticipation and planning are requisites. Good salary to start if you have what it takes. Box 839G, BROADCASTING.

Successful salesman looking for opportunity to increase earnings. Prefer one experienced in south. Include particulars first letter. KENT, Shreveport, Louisiana.

If you have proven sales record and desire to make California your home, send complete information, photo, etc., to KSBW, Salinas, California. State remuneration desired. Good future for right man.

Salesman who can write copy. Salary and override. Interview necessary. Radio Station KSYC, Yreka, California.

Wanted: Experienced time salesman to work local accounts. Three-year-old newspaper affiliated station going fulltime shortly. Want permanent man who will have chance at commercial manager job. Good salary, plus incentive. Give complete details. Radio Station KTBB, Tyler, Texas.

Announcers

Wanted, three engineer-announcers with emphasis on announcing for North Carolina Mutual affiliate 1000 watt AM station 10,000 watt FM station. Positions will be open for these men on or about December First 1950. Ideal working conditions, base salary plus time and one half overtime and talent fees. Send all information and disc to Box 582G, BROADCASTING.

Experienced, versatile, announcer for northeastern Ohio 5,000 watt network affiliate. Interested also combination copywriter-announcer. Send complete information. Draft status. Box 798G, BROADCASTING.

Help Wanted (Cont'd)

Combination man, ABC Rky. Mt. affiliate. Application, disc, photo, pertinent data and draft status first letter. Box 792G, BROADCASTING.

Combination announcer, engineer. First class license. State experience, marital status and draft position. Box 802G, BROADCASTING.

Experienced announcer, send disc, photo, references. Box 812G, BROADCASTING.

Louisiana station needs experienced combination man. Send details, audition, salary required. Box 814G, BROADCASTING.

Southeastern community station losing combo operator to service. Start replacement fifty-five dollars a week, average day under seven hours. Require capable, experienced announcer with license, no plant maintenance except logging. Salary increases to right man. Box 816G, BROADCASTING.

Wanted announcer with first class ticket for Minnesota station. Must be good. Experienced. Good pay. Box 820G, BROADCASTING.

Experienced announcer wanted who can pitch and sell on the air for top-flight eastern independent station. Box 831G, BROADCASTING.

Minnesota station needs newscaster able to gather and write news. Must be able to sell. Car necessary. Good man will earn good money. Send disc and details to Box 821G, BROADCASTING.

Announcer-writer wanted for new station. Send disc, picture and sample copy with first letter. KBOE, Oskaloosa, Iowa.

California 1000 watt MBS affiliate has opening for good experienced combo man. Full details and audition, plus photo, please. Send to KSBW, Salinas, California. Rush.

Permanent position for good announcer capable handling discs, news, remotes, etc. Progressive network affiliate established 1936. Prefer Texan or someone now residing in Texas. Contact Burton Bishop, KTEM, Temple, Texas.

Announcer and announcer-engineer. Emphasis on announcing. WBUY, Lexington, N. C.

Morning DJ personality. Permanent. Send data and disc. NBC in Palm Beach County. WEAT, Lake Worth, Florida.

All-round announcer, at least two years experience. Must be good DJ who knows how to sell with his voice and build audience. Good opportunity in 1 kw daytime independent, WOKZ, Alton, Illinois. Position open now, send all details, disc, photo and when you can come for personal interview to Harold Fitzgerald, Manager, WOKZ, Alton, Illinois. In Chicago area interview may be arranged through Edward A. Wheeler, WEAW, Evanston, Illinois.

Announcer: Network affiliate. Experienced only, board operation, local news, man on the street, general staff work, prefer morning man. Send references and draft status also disc or tape. WGEM, Quincy, IHinois.

Announcer with first class ticket. Send disc and full details to WGNI, Wilmington, N. C.

Morning man wanted, some experience, interview preferred. WNAE, Warren, Pa.

Announcer, engineer, need two reliable combos with first class tickets, prefer married men. Send full particulars and photo, WRCO, Richland Center, Wisconsin.

Help Wanted (Cont'd)

Experienced engineer-announcer wanted for 250 watter in metropolitan market. LBS affiliate. Accent on announcing. Send disc, photo and full information. Car essential. Write Peter Edman, WVEC, Hampton, Virgina.

Technical

First phone man immediately. Announcing preferred but not required. Start $52.00 per week for 48 hours. Car not required. Box 834G, BROADCASTING.

Engineer with 1st phone, to operate console and tape recorders. No announcing. State complete background in first letter, including salary. Box 838G, BROADCASTING.

Wanted: First class engineer-announcer for combination job at KCOW, Alliance, Nebraska. Send audition.

First phone engineer, single, with car, no experience necessary. Contact Chief Engineer, WASA, Havre de Grace, Maryland.

Wanted: Transmitter engineer for 5 kw station. Must have car. Advise experience and salary expected in first letter. WGAC, Augusta, Ga.

Engineer wanted: Write giving experience, training, salary required and model automobile. Include snapshot and character reference. William Atkinson, WGBA, Columbus, Georgia.

1st class phone license; young, looking for experience. $135 per month start. Transmitter and remotes. Contact George Waggoner, Chief Engineer, WHAW, Weston, West Virginia. Phone 1564, or 1555.

Production-Programming, others

Program director-announcer for new 250 watt daytimer in Pennsylvania small market. Send full details including disc, photo and salary required in first reply. Box 769G, BROADCASTING.

Traffic continuity combination. Girl preferred. Some mike work. Full details, snapshot, disc. Box 805G, BROADCASTING.

Copywriter, highly successful independent in Michigan has fine opportunity for man with wide experience in writing sincere, sensible selling commercials for personality announcers. $90.00 to start. Prove yourself and we'll gladly pay all you're worth. Please send complete details to Box 822G, BROADCASTING.

Situations Wanted

Managerial

Manager over 18 years experience net and independent stations. Box 560G, BROADCASTING.

Manager—Sales, programming. 25 years with metropolitan network stations every phase operations. Desire locate east or midwest metropolitan areas. Excellent industry references. College. Box 713G, BROADCASTING.

Sales manager who in the past 17 years has personally sold millions of dollars in local time, seeks job as commercial manager of substantial southern station, or as manager of smaller outlet. 45 years of age. Married, two children. Florida or Gulf Coast preferred. Will go anywhere. Complete references available. Box 779G, BROADCASTING.

Made a million for my last employer. Can do it for you as your general manager. Available in month. Box 790G, BROADCASTING.

Experienced, competent radio and TV manager, with $150,000 to invest, desires to purchase interest in NBC or CBS affiliate and manage station, can furnish highest references. Box 800G, BROADCASTING.

General or commercial manager desires move to larger market. Wish opportunity to let my references speak for me. Box 817G, BROADCASTING.

Situations Wanted (Cont'd)

Manager-commercial manager with a proven successful record in radio for the past 15 years. Completely experienced in all phases of radio. Strong sales and good programming main objects. 38 years old, married, 1 child and draft exempt. Finest references. Remember, I am not a product from the war years. I know good radio from away back. Box 794G, BROADCASTING.

Manager or commercial manager, draft exempt. Emphasis on sales. Can make your station a profitable operation, large or small markets. Family man. Can start anytime. Box 801G, BROADCASTING.

Manager: Ten years in radio, background in sales, programming and personnel supervision; all in highly competitive market. Best references from agency and broadcast officials. Box 807G, BROADCASTING.

Sales manager. Producing salesman with topnotch experience in all phases of radio. Excellent references. Box 824G, BROADCASTING.

Manager, extensive independent and network experience, young, college graduate, now heading 1 kw net affiliate; unexcelled record; background and record will stand closest scrutiny, highest industry references. Heavy on sales and low cost operation. Solid, radio business man. Excellent record of employee and public relations. Seeking challenging market. Box 828G, BROADCASTING.

Manager-sales manager, currently sales manager and executive assistant to owner one of south's top sports stations. Eleven years experience, 36 years of age, married, college educated, hard worker. Can sell as well as direct others. Prefer southwest. References. Box 829G, BROADCASTING.

Salesmen

Salesman, experienced large and small markets. Network and independent stations. Present billing high. College education. Draft exempt. Box 843G, BROADCASTING.

Salesman, conscientious, aggressive, ambitious, 25, local outlet experience. Excellent references. Box 844G, BROADCASTING.

Salesman, draft free, mature, experienced in small and large markets, television training, wants position with progressive station. Prefer west, midwest or southwest. Box 849G, BROADCASTING.

Announcers

Need a top newsman? Bright disc jockey? Ace sportscaster? All-round staff experience. I'm your man! 12 years proving it. Draft exempt. Transcription available. Box 726G, BROADCASTING.

Top sports announcer. Available start basketball season. 5 years experience college football, basketball, class A baseball. University graduate. Married. Favorable draft status. Air check discs available. Would like to learn sales. Box 744G, BROADCASTING.

Disc jockey, 33, friendly yet mature in voice and ideas. Proven ability to sell commercials and build audiences. Authoritative news delivery, Box 748G, BROADCASTING.

Basketball, play-by-play. One of nation's best. $150 weekly. Box 755G, BROADCASTING.

Sports announcer presently employed desires change. Experience major sports. $65. Best references. Available end football season. 4 years staff experience. Box 783G, BROADCASTING.

Has the draft caught your sports newsman? Believer in hard work wants to tell you his qualifications in detail. Five years all sports, national sponsors, Washington state, San Francisco areas. Glutton for work. Desire permanency. References. Box 797G, BROADCASTING.

Announcer 3½ years. Married, 27, veteran. Experienced: sports, news, DJ. Prefer sports. Upper midwest. Appreciate shot at station over ¼ kw. Indie or net affiliate. Box 799G, BROADCASTING.

Announcer-engineer. Three years commercial broadcasting experience. First phone. Available immediately. Married. Will travel. References. Box 803G, BROADCASTING.

Early bird, 4 years, deep voice, available now. $50.00 minimum. Box 815G, BROADCASTING.

Situations Wanted (Cont'd)

Announcer. Can write topnotch scripts, commercials, MC, special events. 8 years radio. Currently chief announcer. Steady. Established stations only. Box 818G, BROADCASTING.

Announcer. Top morning man, 3 years experience, 27, married, draft exempt veteran, newscasting, console operation, special events, usual notice, $70.00 minimum. Box 819G, BROADCASTING.

Announcer, married, 27. Radio, TV training. Specialize in news, commercials and disc shows. Write own shows, commercials. Box 825G, BROADCASTING.

Announcer of incomprehensible quality! Two years operating, copywriting. Single. 26. Box 832G, BROADCASTING.

Announcer, control board operator, moderate experience N. Y. station. Pleasing personality, reliable, two years college. Details, disc available. Will travel. Box 833G, BROADCASTING.

Announcer, experienced news, commercials and some DJ. 28 years old, 3 years college, NBC trained, married. Photo, disc, resume on request. Box 837G, BROADCASTING.

Florida and North Carolina: Staff announcer, 4 years radio, married, college graduate, draft exempt. Now employed 5000 watt CBS affiliate. $65 minimum. Staff announcing and/or program director. Box 841G, BROADCASTING.

Announcer-disc jockey, one year experience; Emerson College graduate; operate Gates, Raytheon, RCA boards, ideas. Box 845G, BROADCASTING.

Announcer, 2 years experience, presently employed as program director, sports play-by-play seeking new position. Operates board. Does sales work. Personable character, resonant, commercial voice. Present employer best reference. Can start immediately at $55 weekly if advancement commensurate with ability. Disc and photo available. Write Indiana, Pa., Box 730 or phone Indiana 1780.

Announcer, newscaster, experienced boardman. Anywhere but south. $45.00 weekly. Elliott, 1222-A Oak Street, Kansas City, Missouri.

First phone and Orson Welles voice (nearly). Eight months announcer school. Start me please! Ross Nicoletti, 3481 Lincoln, Detroit, Michigan.

Announcers, writers, all board trained and capable. Pathfinder School of Radio. Kansas City, Mo. Phone Harrison 0473.

Program manager, staff and topflight college football and basketball, double AA baseball announcer seeks same position in metropolitan sports area. Married, family, 27, college. George Taylor, 200 S. 2nd, Effingham, Ill. Phone 1098.

Combination man, 2½ years experience, excellent references, desires change to midwest from 1 kw ABC affiliate. Married, draft free, no floater. Si Willing, 515 North 8th Street, Las Vegas, Nevada.

Technical

Engineer, 32 months transmitter, remotes, tape recordings. Army radar experience. Graduate RCA Institute, N. Y. C. Presently employed. Box 473G, BROADCASTING.

18 years 1st telegraph, 1st phone license, last five years 1 kw broadcast, looking for something better, anywhere U. S. Box 702G, BROADCASTING.

Engineer now located in Virginia desires change to progressive station, preferably one with plans for TV. 18 years experience covering: design-development with large eastern manufacturer. Radio inspector FCC, field engineer with Washington consultant, supervising construction of new stations with directional antennas. Best references, family, available approximately 30 days. Box 811G, BROADCASTING.

Engineer, experience includes 5 years consulting engineering, highly skilled in directional antenna design and performance. Previous experience includes several years as chief engineer. Draft exempt. Box 813G, BROADCASTING.

Engineer, ten years experience 250 watt to 10 kw AM all phases including chief. Sober, capable, industrious, age 44. Best character and technical references. Box 823G, BROADCASTING.

Situations Wanted (Cont'd)

Chief engineer looking for permanency. Not afraid of hard work. Engineering and executive ability backed by top references. Box 830G, BROADCASTING.

First phone, married, vet, low draft status, presently on one kw. Desires progressive organization with opportunity to learn, earn. Prefer northeast. Box 840G, BROADCASTING.

Chief engineer, 17 years experience. Seeks change to progressive station. Salary secondary to opportunity. Best references. Box 842G, BROADCASTING.

Engineer, working now, want change, have done combo work, not the best but the hardest and most willing worker. Draft exempt, car, one child. Box 848G, BROADCASTING.

First phone. Graduate leading school, veteran, family, age 32. Desire studio or transmitter work, southwest preferred but all offers considered. No experience. Disc on request. R. E. Bryan, 317 W. 99th St., New York 25, N. Y.

Veteran, first phone license, leading school graduate, experience wanted. Robert Gori, 2158 Crotona Avenue, Bronx, N. Y.

Wanted: Position as engineer with reliable, established station. One year experience in 500 watt AM station in the Chicago area. Young, single, car and free to travel. Wire or phone Elmore Haney, 317 S. 5th Street, DeKalb, Illinois. Phone 1104. Available for immediate duty.

Engineer, experienced, wants temporary job of 30 days. Salary $40 per 7 day week, 50 hrs. Available now Texas or suburban state. Walter Hoffman, General Delivery, Del Rio, Texas.

Vet, 1st phone. Graduate 2 leading schools desires experience. William Rogal, 1275 Grant Ave., New York, N. Y.

Technician. Ex Navy radio man, radio and TV school grad., married, hold 1st phone, 2nd telegraph and amateur license. Experienced television serviceman. Write Rocco Roritame, 28 Southgate Court, Bklyn 23, N. Y.

First phone license, age 24, TV school grad, 2 years NYU, will relocate. Write Daniel Steingold, 2339 East 17th St., Bklyn 29, N. Y.

Production-Programming, others

Newscaster-editor — Experienced in writing news and commercial copy; journalism training; MA Degree. 24. Single, draft exempt. Presently employed, but seeking betterment, preferably with conservative eastern metropolitan station; references, copy, audition disc furnished. Box 669G, BROADCASTING.

PD, newsman, A.P. experience, 27, married, military exempt. Got rebuilding job? Box 689G, BROADCASTING.

Program director, announcer, 3½ years experience. Desire permanent position only. Prefer full announcing schedule. Married, conscientious, draft exempt. Box 791G, BROADCASTING.

Country music personality. Have major recording contract, national publicity as singer, composer, and rural personality. Have several original ideas for this type of combination live and country disc shows. Good rating in southern town where I am now operating. Would like to locate in Houston, Miami or Cincinnati, but will consider any offer. Have sold radio time successfully. Must move because of climate. No drifter. Home owner with family. Box 796G, BROADCASTING.

News director: Seven years in top newsroom in competitive market. Good airman, reporter and editor. Experience with best accounts. Revenue-producing news ideas. Box 808G, BROADCASTING.

Newscaster, 3 years experience, 24, single, draft exempt, show business background, usual notice, $75.00 minimum for 40 hours. Box 809G, BROADCASTING.

News editor-announcer. Eight years news experience in small and metropolitan stations. Capable of taking complete charge comprehensive news operation. Desire adequate compensation, good climate and congenial surroundings. Draft exempt. Box 836G, BROADCASTING.

News editor, seven years experience, presently employed. Active member of NARND, family man, age 29. Seek permanency with good station. Box 850G, BROADCASTING.

Situations Wanted (Cont'd)

Television

Managerial

Television executive, experienced in all phases of production, programming and commercial operation. Experienced in organizing and developing TV operations. Box 810G, BROADCASTING • *TELECASTING.*

For Sale

Stations

Long established AM station located in major market with 5 low band TV channels is for sale at less than four times current earnings. Long successful record, top network affiliation, owns TV site, heavy industrial and agricultural region, off TV circuits now, making enough money to build its own TV when it comes. The $185,000 cash now will put you in TV three to five years from now without much if any additional capital. Best personal reasons for selling. Write Box 826G, BROADCASTING.

AM station for sale in one of top fifty markets in America, $185,000 cash is net price. Top network in leading industrial region, owners selling for sound reasons, not connected with radio operations. Box 827G, BROADCASTING.

Equipment, etc.

For sale, 5 kw composite AM transmitter, Doherty circuit, originally Western Electric linear, operating, available January 1. Two 343A, two 212E, four 321A tubes new. Best offer. Box 760G, BROADCASTING.

RCA 1050-B transmitter 50 kw modified with factory built overall feedback and A.C. on all tube filaments. $18,000 will buy it FOB Des Moines, which includes $7200 worth of tubes and spare parts. Also Blaw-Knox diamond 530 foot guyed tower at $10,000 FOB transmitter site including lighting fixtures. This is a proven structure and a buy. WHO, Des Moines 7, Iowa.

Make offer FM WE 506B-2 complete, spares, 10 kw transmitter. New, never uncrated. H. Edwin Kennedy, WILM, Wilmington, Delaware.

For sale: Gates 46-A antenna tuning unit complete with 3 section tower lighting filter, diode rectifier unit and remote meter. Rated at 1 kw modulated. Used three years, station now fulltime. Make offer, write or call Chief Engineer, WNAM, Neenah, Wis. 2-1062.

For sale, like new Federal 10 kw FM broadcast transmitter 193-A with modulator 109-B: General Electric frequency and modulation meter BM-1-A; also C-100 FM antenna, consists of eight shunt-fed radiating loops with heaters for de-icing, elbows, expansion joints, air intake and mounting brackets. Overall antenna power gain 8.3, VSWR obtained during factory tuning, 0.95/1 at 100.7 megacycles. All this equipment used only two years, like new in every respect. Included are new spare parts for transmitter as recommended by manufacturer, operating instruction books and 340 feet of 3 ⅛ inch co-ax (Andrew Company). Make offer to Kankakee Daily Journal Company, Kankakee, Illinois.

For Sale (Cont'd)

For sale, RCA 1 kw FM transmitter, 2 section Pylon and 106 ft. Truscon tower with 200 feet ⅞ inch Andrew co-ax. Make offer to Charles Hoeffer, Aurora Beacon News, Aurora, Illinois.

Have several used guyed Wincharger towers will sell erected. Tower Construction Co., 107 Fourth St., Sioux City, Iowa. Phone 5-6761.

Wanted to Buy

Equipment, etc.

Wanted: Used 150 foot tower, console remote, studio equipment for 250 w installation. Quote lowest price and condition first letter. Box 1916, University, Alabama.

Miscellaneous

Note: New or replacement broadcast crystals for Western Electric, RCA, Bliley and other holders; fastest service. Also monitor and frequency measuring service. Eidson Electronic Co., Temple, Texas, phone 3901.

Situations Wanted

Salesmen

BROADCAST EQUIPMENT

SALES ENGINEER

Experienced graduate AM and TV equipment salesman desires position with manufacturer as sales representative.

BOX 847G, BROADCASTING

For Sale

Equipment, etc.

MARIONETTE SHOW
Sacrifice Offer

Complete Marionette Show for sale. Puppets, sets, electrical equipment, aluminum structure. Practically a give-away. Ideal for television or theatrical use. A complete Marionette Show with eleven puppets: 1 female, 8 males, 1 dog, 1 snake. Two complete sets: a bar and dining room, and a liquor store. Easily adaptable for many uses. Original cost $22,000. Appraised for $6,000. Any reasonable offer accepted. Communicate with Melvin Singer at Plaza 9-1717 for appointment. Or write for full details and complete list of items to Room 474, 640 Fifth Avenue, New York 19, N. Y.

EXPERIENCED ... Manager available

if you need a manager with a proven sales record, my 10 years experience in management will warrant your consideration. I have had two station managerial jobs in ten years, both with the same organization. One with a network-affiliated station; the other building a 50 kw independent in a major market. I can submit industry-wide references including major national agencies and advertisers. Write in complete confidence to

Mel Drake, 612 S. Amherst, Albuquerque, New Mexico or call 5-6861

GILLIN AWARD

CAB To Give Annual Plaque

AN AWARD honoring the late John J. Gillin Jr., WOW Omaha, was established at a meeting of the board of directors of the Canadian Assn. of Broadcasters in Montreal, Oct. 19. The John J. Gillin Jr. plaque will go annually to the CAB member station outstanding in public service. Mr. Gillin had attended CAB meetings as an NAB director.

On the award committee are Harry Sedgewick, CFRB Toronto; Ted Campeau, CKLW Windsor; William Cranston, CKOC Hamilton, and Guy Herbert, All Canada Radio Facilities.

Other matters taken up at the meeting included a decision by the directors that American advertising agencies doing business with Canadian stations must apply for CAB enfranchisement on the same basis as Canadian agencies. The board also heard a report on NARBA and audience survey.

Other committees established along with the Gillin award committee were Music Library Committee, Public Relations Committee and the French Station Bureau.



CELEBRATING "Ray Locke Day" at a luncheon honoring Raymond P. Locke, retired president and founder of Tracy-Locke Co. Inc., Dallas, presented by the Dallas Advertising League Oct. 13, is this group of advertising men (l to r): Front row, J. B. O'Hare, Dr. Pepper Co. board chairman; Ward Mayborn, publisher of the *Sherman* (Tex.) *Democrat;* Rowland Broiles, president, Rowland Broiles Advertising, Fort Worth; W. S. Dorset, vice president, Mrs. Tucker's Food Inc.; Ray Haun, *This Week* magazine, New York; Mr. Locke; Wilson W. Crook Sr., president, Crook Advertising, Dallas; Morris Hite, new president, Tracy-Locke, and Tom McHale, Dallas Ad League president. Back row, Carl McWade, Skilsaw Inc., Chicago, advertising manager; C. C. Welhausen, president, TexTan, Yoakum, Tex.; Harry Guy, advertising director, *Dallas News*, and Otto Bruck, former Dallas agency executive.

DENIES WITT CORP.

FCC Rejects Facsimile Plan

FACSIMILE programming via facilities of WEHS (FM) Chicago has been denied to the Witt Corp. by FCC on grounds the Communications Act requires WEHS to maintain positive control of programs.

Witt Corp. planned to install facsimile equipment at WEHS as well as receivers in various locations likely to attract public attention, FCC explained. Witt Corp. would solicit advertising and prepare the facsimile programs which would be subject to WEHS approval, the Commission stated, with all revenue accruing to Witt until such time as the operation becomes profitable and new negotiations were arranged. FCC termed this "negative control" of programs by WEHS and hence contrary to the Act.

On the Alert

ANNOUNCER Ed Maxwell of WMAM Marinette, Wis., had a news beat at his fingertips—but is just as glad it didn't materialize. When WMAM received a call on a plane circling the airport without landing strip lights, Mr. Maxwell, alone at the station with Chief Engineer Leo Stewart, promptly tied up the airport's only telephone line for 30 minutes while Mr. Stewart stood by with tape recorder. Plane's safe landing didn't detract from the story proudly submitted by Mr. Maxwell, a radio newcomer, to the station's news editor upon the latter's return to city.

VOCM St. John's, Nfld., has started operating with 1 kw on 590 kc.

PHILA. BASKETBALL

WPEN Feeds to Sports Group

"ROUND-ROBIN" coverage of basketball play in the Philadelphia area will be used again this year, according to WPEN Philadelphia, originating station for the Sports Broadcast Network.

For the third straight year, WPEN will be the key outlet for all basketball games (professional and college) in Philadelphia, the station said. Temple, Villanova, St. Joseph, U. of Pennsylvania and LaSalle schedules will be covered in addition to the professional Philadelphia Warriors games. WPEN has set up announcer-engineer teams permitting the airing of two games at the same time. A sports supervisor at WPEN will monitor the games and shift from one to another as play progresses. Broadcasts, scheduled for December, January, February and March, will be fed by WPEN to the SBN which has 116 stations affiliated.

'Controls Letter'

PUBLICATION of a *Government Controls Letter*, weekly Washington report on business controls and procurement, was launched Oct. 18 by Vincent F. Callahan, editor and publisher, on leave of absence from WQQW Washington and former NSRB public relations director. Newsletter reports on plans, policies, regulations and procedures in connection with allocations, priorities, etc., and supplements a Personal Service Bureau to furnish information requested by subscribers. Rates for letter and bureau facilities are $75 a year and $40 for six months. Headquarters are in the Evans Bldg., Washington 5, D. C.

WNYC SEEKS

Election Night Extension

REVERSAL of FCC decisions of 1948 and 1949 which refused additional air time on election nights to municipally-operated WNYC New York has been requested by Acting Mayor Vincent R. Impellitteri in a letter to the Commission.

He said it was impossible to assemble complete election returns by 10 p.m., the currently authorized limit; and that prior to the refusal of additional time in October 1948, and again in 1949, such time had been granted for approximately 24 years.

FCC Comr. Frieda B. Hennock's dissent to the 1949 decision was quoted to the effect that while New York commercial stations "must of necessity spend less time on local . . . returns," WNYC "utilizes the complete facilities of the police department and the board of elections throughout the city" and could report local results exclusively.

NRDGA CONTEST

Entries Deadline Dec. 11

NATIONAL RETAIL Dry Goods Assn. has announced its 1950 contest for successful retail radio programs. Deadline for entries is Dec. 11.

Transcriptions and scripts should be sent to Howard P. Abrahams, NRDGA, 100 W. 31st St., New York, covering retail program series broadcast up to Dec. 1 of this year, and entered under the classification of audience to which broadcasts are primarily beamed: General family, women, men, children, teen-age, farm or saturation spot campaign. Awards are given in each category and stores with three or more entries are eligible for an additional award for group beamed programs. Entry blanks are obtainable from Mr. Abrahams.

KOA'S NIMROD

Hunts Ducks, Bags Warden

IT WAS like so many duckpins for KOA Denver's early morning announcer, Starr Yelland, when he ventured forth Oct. 3 with microphone, hunting garb and a blunderbuss to explain the sport of duck hunting to his 6:30 a.m. fans.

Coincident with Denver's opening of the duck hunting season, Mr. Yelland turned up at the City Park where a peaceful pond is haven to flocks of the waddlers. For benefit of the radio audience, Mr. Yelland imitated calls (sent out by experts) beckoning the birds. In addition to shaking off a warden, the KOA announcer found his best luck when casting bread on the waters.

Incidentally, the escapade earned him the title of "Denver's No. 1 Nimrod" and a three-column feature spread in the Denver *Rocky Mountain News.*

Southwest

$28,000.00

Profitable 250 watt station which went on the air this year and is completely new from equipment to the building.

Station started making money right from the start and the reason for selling is due entirely to a partnership disagreement and the inability of either partner to buy out the other.

Located in excellent market in one of the fastest growing areas in the southwest. Network contract has been offered but delayed signing pending sale.

Station making in excess $1500.00 per month. Priced to sell immediately for cash—$28,000.00.

Midwest

$55,000.00

An excellent facility located in one of the most stable and desirable single station markets in the middlewest.

Retail sales in the city are in excess of $20,000,000.00.

Area covered includes a large portion of one of the richest states in the midwest.

Station is operating quite profitably under non-resident ownership. Financing arranged.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
Washington Bldg.
Sterling 4341-2

CHICAGO
Harold R. Murphy
360 N. Mich. Ave.
Randolph 6-4550

SAN FRANCISCO
Ray V. Hamilton
235 Montgomery St.
Exbrook 2-5672

FCC Actions

(Continued from page 74)

Decisions Cont'd:

proceeding re application from Oct. 24, to Dec. 6, at Washington, D. C.

Paris Bcstg. Corp., Paris, Ill.—Granted leave to amend application so as to change facilities requested from 1420 kc 250 w D to 1440 kc 500 w D, specify another trans., and make other changes in proposal, and for removal of application, as amended from hearing calendar; dismissed as moot petition for continuance of hearing.

By Examiner Fanney N. Litvin

KENE Belen, N. M.—Granted request for change in location of hearing, scheduled to be held on Nov. 14, from Belen, N. M. to Albuquerque, N. M.

By Examiner H. B. Hutchison

WCAW Charleston, W. Va.—By memorandum opinion and order, granted motion to amend answers to certain questions in application.

October 24 Applications . . .

ACCEPTED FOR FILING

License for CP

License to cover CP new AM station: WMAY Springfield, Ill.; WTSL Hanover, N. H.; WGNR New Rochelle, N. Y.; WGNC Gastonia, N. C.; KALT Atlanta, Tex.

Modification of CP

WIVI Christiansted, St. Croix, V. I.—Mod. CP new AM station for extension of completion date.

WDAE-FM Tampa, Fla.—Mod. CP FM station to change frequency, ERP, studio location etc.

License Renewal

Request for license renewal FM station: WICA-FM Ashtabula, Ohio; WLOS-FM Asheville, N. C.

TENDERED FOR FILING

AM—1600 kc

WAPX Montgomery, Ala.—CP AM station to change from 1600 kc 1 kw unl. DA-N to 1600 kc 5 kw-D 1 kw-N DA-N.

AM—1460 kc

WOL Washington, D. C.—CP AM station to change from 1450 kc 250 w unl. to 1460 kc 5 kw unl. DA-2.

October 25 Decisions . . .

By Commissioners Walker, Jones, Sterling and Hennock

Hearing Designated

WKXY Sarasota, Fla. and Robert Hecksher, Ft. Myers, Fla.—Upon petition of WKXY designated for hearing in consolidated proceeding with application of Robert Hecksher application of WKXY to change facilities from 1540 kc 1 kw D to 1400 kc 250 w unl.; hearing to be held in Washington Oct. 31 and made WTSP St. Petersburg, Fla., a party to proceeding with respect to WKXY.

October 25 Applications . . .

ACCEPTED FOR FILING

License for CP

WOPA Oak Park, Ill.—License for CP new AM station.

AM—600 kc

KGEZ Kalispell, Mont.—CP AM station to change from 1340 kc 250 w unl. to 600 kc 1 kw unl. DA-2.

AM—1150 kc

KNED McAlester, Okla.—CP AM station to change from 1460 kc 1 kw D to 1150 kc 1 kw D.

Modification of CP

WVOW Logan, W. Va.—Mod. CP new AM station for extension of completion date.

WWVA-FM Wheeling, W. Va.—Mod. CP new FM station for extension of completion date.

License Renewal

WAFB-FM Baton Rouge, La.—Request for license renewal FM station.

License for CP

WMFD-FM Wilmington, N. C.—License for CP new FM station.

WAJC Indianapolis, Ind.—License for CP noncommercial educational FM station.

CP to Replace CP

KTEC Oretech, Ore.—CP to replace expired CP for noncommercial educational FM station.

Modification of CP

WSM-TV Nashville, Tenn.—Mod. CP new commercial TV station for extension of completion date to 5-6-51.

TENDERED FOR FILING

AM—1150 kc

WGBR Goldsboro, N. C.—CP AM station to change from 1450 kc 250 w unl. to 1150 kc 1 kw unl. DA-2.

October 26 Decisions . . .

BY COMMISSION EN BANC

Request Denied

WNYC New York City—Denied request for waiver of Sec. 1.324 of rules and acceptance of application for STA to operate station WNYC from 10 p.m. EST, Nov. 7, to conclusion of broadcast of election returns on Nov. 8.

FCC roundup

New Grants, Transfers, Changes, Applications



Box Score

SUMMARY TO OCTOBER 26

Summary of Authorizations, Stations On the Air, Applications

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,213	2,170	176		276	141
FM Stations	672	509	205	1*	7	6
TV Stations	107	52	57		360	171

* On the air.

* * *

Docket Actions . . .

FINAL DECISION

WBUD Morrisville, Pa. — Announced final decision to grant application of WBUD to change from 1490 kc, 250 w fulltime to 1260 kc, 1 kw fulltime, directional and to move main studio from Morrisville, Pa. to Trenton, N. J., eng. cond. Decision Oct. 25.

Non-Docket Actions . . .

AM GRANTS

Floydada, Tex.—West Texas Bcstrs. Inc., granted new station 900 kc, 250 w fulltime. Estimated construction cost $25,050. Principals include: Ed Holmes, farming and insurance 40%; Byron A. Robertson, farming 20%; Robin Baker, 55% owner Baker-Fleming Flasho-Gas Co., and 30% owner Baker Hardware, 40%. Granted Oct. 24.

West Frankfort, Ill.—Pyramid Radio Bcstg. & Television Co. Inc., granted new station on 1300 kc, 1 kw day. Estimated construction cost $38,730. Principals in corporation include: George R. Lockard, cashier and president Bank of W. Frankfort, 2%; Eddie Griffin, owner retail grocery business, 10%; G. W. Lambert, dentist, 10%; L. Goebel Patton, superintendent of schools W. Frankfort 10%; Leonard J. Dunn, general law practice, 3%; Sam Martin, general manager Lane Chevrolet Co., 10%; I. A. Palmer, 5%; William Glodick, 50% owner Glodick Motors & Sales, 10%; J. R. Minton, real estate and appliance business, 20%; E. J. Paxton, manager WKYB Paducah and vice president Paducah Newspapers Inc., 20%. Paducah Newspapers Inc., is licensee of WKYB. Granted Oct. 24.

Beaver Dam, Wis. — Beaver Dam Bcstg. Co., granted new station 1430 kc, 1 kw day. Estimated construction cost: $15,060. Principals include: William E. Walker, 50% owner WMAM Marinette, Wis., president 40%; Howard L. Emich, sales manager WMAM and 6.67% interest, vice president 20%; Joseph D. Mackin, 20% owner WMAM and general manager, secty-treas. 40%. Granted Oct. 24.

Clinton, Mo.—Lee E. and Jeanne F. Baker d/b as Clinton Bcstg. Co., granted new station on 1280 kc, 1 kw day. Estimated construction cost $8,000. Lee E. Baker is consulting engineer KICK Springfield, Mo., as well as mathematics and physics instructor Southwest Missouri State College, Springfield. Granted Oct. 24.

Easley, S. C.—Pickens County Bcstg. Co. granted new station on 1360 kc, 1 kw day. Estimated construction cost $13,950. Principals: J. Lake Williams, secretary Alice Manufacturing Co., (textiles), president 97%; Elizabeth W. Williams, secretary 1%; B. M. Williams, Gulf Oil Distributor, 1%; Julien D. Wyatt, lawyer, 1%. Granted Oct. 24.

KREW Sunnyside, Wash.—Granted switch in facilities from 1059 kc 250 w day to 1230 kc 250 fulltime. Conditions. Granted Oct. 24.

KUBC Montrose, Col. — Granted switch in facilities from 1240 kc 250 w fulltime to 1260 kc 1 kw day, 500 w night, directional. Granted Oct. 24.

WLYN Lynn, Mass.—Granted modification of license to increase power from 500 w to 1 kw day on 1360 kc. Granted Oct. 24.

KSGM Ste. Genevieve, Mo.—Granted switch in facilities from 1450 kc 250 w fulltime to 980 kc 500 w fulltime, DA-DN. Granted Oct. 24.

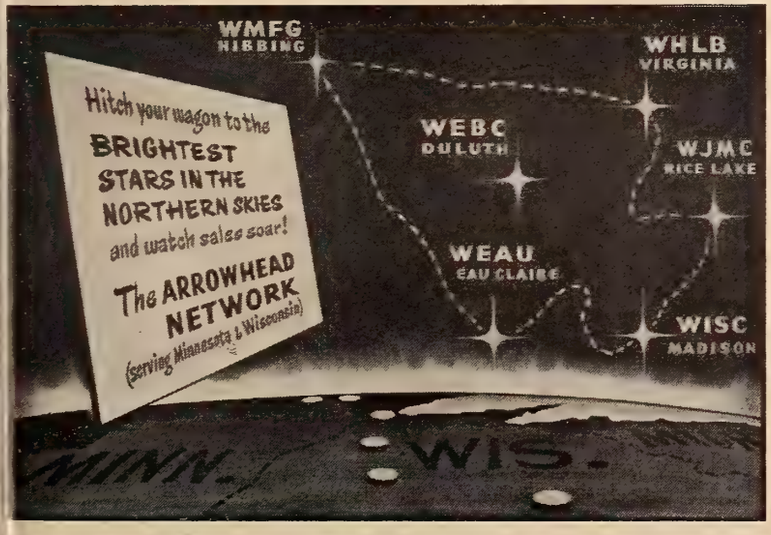
FM GRANT

Panama City, Fla. — Panama City Bcstg. Co. Inc., granted new Class B FM station Chan. 255 (98.9 mc), ERP 8.21 kw. Panama City Bcstg. is licensee WDLP AM outlet that city. Estimated construction $3,500 for engineering and miscellaneous, with plans to utilize equipment of WCOA-FM Pensacola. Granted Oct. 23.

AMENDED ALLOCATION PLAN

Commission adopted order to amend tentative allocation plan for Class B FM stations to assign Chan. 255 to Panama City in lieu of Chan. 283 and to allocate Chan. 283 to Pensacola, Fla., in lieu of Chan. 255.

(Continued on page 80)



SOLD

PRODUCT:
Chevrolet Automobiles

AGENCY:
Campbell-Ewald

CAMPAIGN:
One Announcement Daily

BUYING NORFOLK?
ADD WLOW THRU
A FORJOE MAN!

WLOW
NORFOLK
VIRGINIA

MORE PEOPLE!
MORE MONEY!
MORE SALES!

San Antonio
Population Increases
60%
Now Nation's
25th City

The 1950 Census figures just released show San Antonio with a population of 406,811, a whopping increase of 152,957 over the 1940 totals. This represents an increase of 60%, the largest gain of any major city in the nation. San Antonio is now the nation's 25th city.

There is no substitute in the Southwest for

CLEAR CHANNEL-50,000 WATTS
WOAI
SAN ANTONIO

Represented Nationally by
Edward Petry & Company, Inc.
New York Chicago Detroit St. Louis Atlanta Dallas Los Angeles San Francisco

Time Buyers, NOTE!

NO TV

Stations within

60 miles of

YOUNGSTOWN, O.

Ohio's 3rd

Largest Trade Area

Buy

WFMJ

The Only ABC

Station Serving

This Market

5000

WATTS

All programs duplicated on

WFMJ-FM

50,000 Watts on 105.1 Meg.

CALL

Headley-Reed Co.,

National Representatives

Mr. Graham Black
Prater Advertising Corp.
St. Louis, Mo.

Dear Graham:

Hit shore is nice ter know thet th' FALLS CITY programs is still gonna be on West Virginny's Number One Station WCHS! Yessir, Graham, hit shows thet you fellers knows a real bargain when yuh sees one! Yuh gits more lisseners by usin' WCHS then effen yud bought all th' other four stations in town, an' at oney half th' cost! Folks sure gits their money's worth on WCHS—an' in more ways then one! I overheerd th' boys plannin' some more high powered permoshun fer th' FALLS CITY programs—stuff thet'll shore let folks know yer still with us! We're glad yer a satisfied customer, Graham, and we know you'll allus hev WCHS in mind when yer lookin' fer a bargain!



Yrs.
Algy

WCHS

Charleston, W. Va.

FCC Roundup

(Continued from page 79)

Deletions . . .

SEVEN FM authorizations reported deleted by FCC. Total to date since Jan. 1: AM 32; FM 99; TV 3. Deletions and reason for withdrawal where given follow:

WJPF-FM Herrin, Ill. — Orville W. Lyerla. CP Oct. 10. Economic.

WCBM-FM Baltimore, Md.—Baltimore Bcstg. Co. CP Oct. 10. Real estate on which station located sold. May refile.

KIMV(FM) Hutchinson, Kan.—Hutchinson Pub. Co. License Oct. 4. Circumstances beyond control of applicant.

WMBS-FM Uniontown, Pa.—Fayette Bcstg. Corp. License Oct. 13. Lack of FM audience.

KRPO(FM) San Jose, Calif.—FM Radio and Television Corp. License Oct. 1. FCC denied request of station to remain silent until June 1, 1951.

KASI (FM) Ames, Ia.—Ames Bcstg. Co. CP Oct. 24. Economic.

WFMF (FM) North Adams, Mass.—James A. Hardman. License Oct. 24. Outlook for FM unfavorable.

New Applications . . .

AM APPLICATIONS

Augusta, Ga. — Garden City Bcstg. Co., 1050 kc, 250 w day. Estimated construction cost $23,400. Principals include: Melvin Purvis, part owner WOLS Florence, S. C., president 50%; George C. Nicholson, attorney, vice president 25%; Chester H. Jones, owner controlling interest in Family Laundry (laundry and dry-cleaning). Filed Oct. 18.

El Reno, Okla.—Leonard R. Lyon, 1490 kc, 100 w day. Estimated construction cost $8,800. Mr. Lyon's radio interests include 20% stock Fort Stockton Bcstg. Co. and 33⅓% Big State Bcstg. Co., licensee KTXN Big Spring, Tex. Filed Oct. 18.

Portland, Ore.—Bcstrs. Oregon Ltd., 580 kc, 1 kw day. Estimated construction cost $9,500. Applicant is licensee KPFM (FM) Portland and found that less than 25% of radio homes had FM, feel better service can be given the area with duplication on AM of FM programs "although our faith in FM is greater than ever." Filed Oct. 16.

Two Rivers, Wis.—Two Rivers Bcstg. Co., 1590 kc, 500 w day. Estimated construction cost $25,000. Principals include William F. Johns Jr., who has 55% interest in WOSH Oshkosh, is general manager WSHB Stillwater, Minn. and has an interest in KOBK Owatonna, Minn.; Jack A. Embs, 60%; Allen H. Embury, station manager WOSH Oshkosh, 20%. Filed Oct. 16.

Washington Court House, Ohio — Fayette Bcstg. Co., 1250 kc, 500 w day. Estimated construction cost $4,300. Principals include: Frederick Eckardt, chief engineer WVKO, plus stock interest; Beatrice B. Eckardt, nurse Mt. Carmel Hospital Columbus, Ohio; Woodrow C. Eckardt truck gardener and school bus driver. Filed Oct. 16.

Central City, Ky. — Central City-Greenville Bcstg. Co., 1380 kc, 500 w day. Estimated construction cost $14,275. Principals include: L. L. Stone, ⅓ owner Messenger & Times Argus; A. E. Stone, employed Army Public Relations Office, Fort Knox and ⅓ owner Messenger & Times Argus and R. G. Utley, ⅓ owner Messenger & Times Argus. Filed Oct. 13.

Las Vegas, Nev.—Vegas Valley Bcstg. Co. Inc., 1340 kc, 250 w unlimited. Estimated construction cost $15,800. Applicant is licensee KOLO Reno, Nev. Filed Oct. 13.

Clarksdale, Miss.—Delta Bcstg. Co., 1230 kc, 250 w fulltime. Estimated construction cost $16,183. Principals include: C. W. Capps, engaged in buying and selling cotton and ownership interest in WCED Dubois, Pa.; Lowry Tims, 98% owner Lowry Tims Co. Inc., (retailer butane gas and appliances); Melvin C. Lee, radio announcer, have equal interests. Filed Oct. 12.

Monroe, Mich.—Floral City Bcstg. Co., 1430 kc, 500 w day. Estimated construction cost $39,645. Boyd Phelps sole owner is also owner Phelps Precision Lab (frequency measuring service). Filed Oct. 25.

Rapid City, S. D.—The Heart of the Black Hills Station, 1340 kc, 250 w unlimited. Estimated construction cost: $17,500. Applicant is licensee KDSJ Deadwood, S. D. Filed Oct. 25.

TV APPLICATION

St. Petersburg, Fla.—City of St. Petersburg, application for commercial TV station Chan. 7 (174-180 mc), ERP 48.8 kw vis., 24.4 kw aur., antenna 468 ft. Estimated construction cost $200,000. Estimated first year revenue not available. Applicant is licensee AM station WSUN St. Petersburg. Filed Oct. 24.

TRANSFER REQUESTS

WBOK New Orleans—Assignment of CP from Jules J. Paglin to WBOK Inc. Mr. Paglin feels a corporate form of operation more desirable. In new corporation Pauline B. Paglin has 1% interest as does Mrs. Bertha P. Ferman. WBOK is assigned 800 kc, 1 kw day. Filed Oct. 24.

KOCY-AM-FM Oklahoma City—Acquisition of control of Plaza Court Bcstg. Co., through purchase of 100% of stock by M. H. Bonebrake for consideration of $150,000. Mr. Bonebrake has been general manager of the station since 1938. KOCY is assigned 250 w fulltime on 1340 kc.

KNAF Fredericksburg, Tex.—Transfer of 50% of stock in Gillespie Bcstg. Co., from Arthur Stehling to Merle Moore for a consideration of $26,000. Mr. Stehling desires to sell to secure funds to purchase additional stock in bank of which he is president. Miss Moore is a housewife owning oil properties. KNAF is assigned 1340 kc, 250 w fulltime. Filed Oct. 25.

KHUB Watsonville, Calif. — Assignment of license from Luther E. Gibson to Patrick H. Peabody for consideration of $35,000. Mr. Gibson believes station can render better service by local ownership. Mr. Peabody is 55% owner KSJO San Jose, Calif. KHUB is assigned 250 w fulltime on 1340 kc. Filed Oct. 25.

WCBA Corning, N. Y.—Acquisition of Wellsboro Corning Bcstg. Advertisers Inc., licensee, by Paul L. Carpenter from Lawrence A. Woodin. Mr. Woodin retires to devote his time to his theatre enterprises and sells to Mr. Carpenter for $45,000. Mr. Carpenter presently owns 50% of stock of WCBA. WCBA is assigned 1 kw day on 1350 kc. Filed Oct. 25.

WICY Malone, N. Y. — Transfer of control through sale by Ralph M. Cardinal of 50% interest for $25,000 to Mitchell C. Tackley, now 49.5% owner. WICY assigned 250 w on 1490 kc. Filed Sept. 13.

On All Accounts

(Continued from page 14)

ecutive.

The Henrys, she is the former Patricia Foley, have been married since July 1945. They have three children, John Jr., 4, Susan 3, and Blaise, 8 months. The family lives in Floral Park, L. I.

Mr. Henry's hobbies are golf and skiing.

Series Audience

A RADIO audience of more than 65 million heard one or more MBS broadcasts of the World Series, Richard Puff, MBS research director, estimated last week. Mr. Puff based his estimate on a special telephone survey conducted by Crossley Inc.

SPINGARN TO FTC

Takes Oath of Office

STEPHEN J. SPINGARN, who has served as President Truman's administrative assistant since January 1949 and previously was connected with the Treasury Dept., last Wednesday took the oath of office as the fifth member of the Federal Trade Commission. Ceremonies were attended by FTC Chairman James Mead and other commissioners.

Comr. Spingarn, in government service since 1934, was nominated for the FTC post Sept. 22 before Congress recessed and subsequently received an interim appointment. A New York Democrat, he will serve the unexpired term of the late Comr. Ewen L. Davis, extending until September 1953. While at the White House he was concerned with special legislative duties.

At Treasury Dept.

Comr. Spingarn was assistant general counsel of the Treasury Dept. before he transferred to the Executive Office of the President. His other Treasury assignments included duties as legal counsel to the Secret Service, and as a member of the department's Loyalty Board and Enforcement Coordination Committee. During World War II he served with the Counter-Intelligence Corps, and was discharged as a lieutenant colonel. He holds membership in the American Bar Assn.

Truman Accepts

PRESIDENT TRUMAN will be guest of the Radio Correspondents Assn. at the annual dinner to be held Feb. 3 in Washington. The President formally accepted an invitation tendered by the association's executive committee, headed by President William R. McAndrew, NBC. Accompanying Mr. McAndrew in extending the invitation were Elmer Davis, ABC; Petel Tully, Yankee Network; Bill Shadel, CBS; Hollis Seavey, MBS. John Edwards, ABC, is general chairman of the dinner committee.

FRIENDS

"To make a friend, you must be one."

Twenty years of service to farmers in Kansas and adjoining states have made us their friend.

WIBW The Voice of Kansas in TOPEKA

Wis. Giveaways

(Continued from page 19)

the format of the show is "already flexible, I do not expect the change will in any way injure the effectiveness of the program," Mr. Schwimmer said. He will still pyramid the prizes. Modifications also were effected in *Tello-Test* for release to Don Lee stations, he said. Gaston Grignon, general manager of WISN, also removed two other shows cited in the opinion, *Bread Quiz No. 1* and *No. 2*. They were taken off the air immediately after the opinion was rendered. He reported several hundred telephone calls were received at WISN within two days after the opinion was given.

Seventy-one county district attorneys in the state received copies of the 14-page opinion, which was sought by several complainants after *Lucky Social Security Numbers* was removed from WMAW last June because of alleged violation of lottery laws. County district attorneys are expected to comply with regulation on giveaway shows, although most Wisconsin stations will probably keep a questionable show off the air until it has been declared not in violation, Mr. Platz said.

ABC To Decide

Walter Emerson, ABC Central Division attorney, who conferred with principals in Wisconsin last week, reported the network "is still in the process of deciding what means it will employ to combat the opinion. We do not believe the show is a lottery."

The opinion of Mr. Fairchild and Mr. Platz is in no way a court action or order. Stations, however, reportedly were warned by Milwaukee County District Attorney William J. McCauley that they will be liable to prosecution if shows termed lotteries are permitted to remain on the air. Mr. McCauley sought the opinion from Mr. Fairchild.

Initial question of the legality of *Stop the Music* was filed in June with the Milwuakee Better Business Bureau by H. Ellis Saxton, of the Milwaukee agency of the same name, on behalf of a client, Toth Appliance Distributors. Toth's sponsorship of *Lucky Social Security Numbers* on WMAW was questioned by several parties, and the show was later ordered off the air.

Mr. Saxton, who asserted Thursday that the opinion "is arbitrary and contrary to the intent of the law," will appear before the next session of the state legislature in January to seek an amendment to Sec. 348.01, which covers lotteries. He wants to get "exemption from prosecution for any ordinarily accepted forms of advertising and sales promotion involving prize awards or samples."

WTMJ-TV also removed *Jackpot Quiz*, mentioned in the opinion specifically, and two other shows also cited, which had been aired by WTMJ-TV and WMIL, were cancelled before the opinion was given.

RCA INSTITUTES, INC.

One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.

Address inquiries to Placement Director
RCA INSTITUTES, INC.
A Service of Radio Corporation of America
350 W. 4th St., New York 14, N. Y.

open mike



Hurricane Service

EDITOR, BROADCASTING:

On your story on the hurricane . . . WFTL-WGOR-FM, the key Liberty Network stations for South Florida . . . were on the air without interruption for 42 consecutive hours. We were the first stations in the area to broadcast telephone conversations with Miami, West Palm Beach, Jacksonville, and Belle Glade. We were the only stations to broadcast direct reports at intervals by the manager of the telephone company and the Florida Power & Light Co., and, in addition, frequent reports from disaster headquarters of the Red Cross and also reports from the City Manager.

Two days after the hurricane, Announcer Harry Burge broadcast an hour and fifteen minutes on behalf of the Salvation Army and received $500 in cash plus a large quantity of clothes and furniture, which were dispatched to disaster victims at once.

R. L. Bowles
General Manager
WFTL-WGOR-FM
Fort Lauderdale, Fla.

* * *

Timing Off

EDITOR, BROADCASTING:

. . . In the Oct. 16 issue . . . you report one thing which fails to jibe with either the time element or my own recollections on the event: Namely, the first station to broadcast a report on the Lindbergh kidnapping of 1932.

You credit WOR [New York] with this accomplishment at the hour of 11:35 a.m. If you meant to say p.m. instead of a.m., then I withdraw this comment. But if a.m. is correct, then WOR was certainly many hours behind the event itself and was more than five hours behind the first radio announcement I heard on the kidnapping.

I recall quite vividly that Old Man Henderson of KWKH Shreveport, signed on at 5 a.m. (CST), March 2, with one of his no-holds-barred blasts at the perpetrators of the kidnapping This was the first I had heard of it. . . .

Gene Martin
Sohio News Editor
Sohio Reporter
WTAM-NBC Bldg.
Cleveland

[EDITOR'S NOTE: Our apologies. WOR reported the kidnapping at 11:35 p.m. (not a.m.) March 1, according to BROADCASTING's records.]

* * *

Two Schools of Readers

EDITOR, BROADCASTING:

. . . . One or two students in every class grab BROADCASTING and hurriedly shuffle pages for your "Help Wanted" section.

Others (a majority) read BROADCASTING from cover to cover. These make our best students—and best representatives in the industry upon graduation.

Elbert Haling
Instructor
Institute of Radio Broadcasting
Dallas

Ford to WOR

MILTON Q. FORD, WWDC Washington disc jockey, and his famous talking parrot, "Richard," on Nov. 14, start a one-hour a week record show on WOR New York under sponsorship of Olympic Television Corp. and Dynamic Stores Inc., retail radio and television dealers in New York. In its announcement yesterday (Oct. 29) WWDC stated that Mr. Ford would be on loan to WOR and would continue to air his daily two-hour morning show in Washington.



Mr. Ford

'SILENT' BIDS

FCC Stiffens Policy

FCC'S stiffening policy toward requests from stations wanting to cease operations "for prolonged periods" was evidenced again last week in a letter telling WOPT-AM-FM Oswego, N. Y., to return to the air within 30 days or give up its licenses.

The Commission said WOPT-AM-FM, owned by the *Palladium Times*, "has been silent since Sept. 17, 1950, without authorization and in violation of the Commission's Rules and Regulations. This matter is not being further pursued at this time but will be considered in connection with any future applications for licenses or for renewal of licenses filed by the Palladium Times Inc."

Three other requests for authorized silence were appproved. KPHC Walsenburg, Col., was granted "additional time to remain silent to Dec. 1, 1950"; KIND Independence, Kan., received "authority to remain silent for a period of 30 days, in order to effect a financial reorganization"; and KSTV Stephenville, Tex., was "granted extension of authority to remain silent for a period of 45 days from Sept. 20, subject to continued lighting of the antenna in accordance with Sec. 3.45(d) of the Rules."

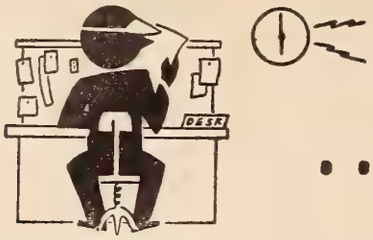
FCC's letter to WOPT-AM-FM, authorized Monday, was in answer to a Sept. 5 request for authority to keep the stations silent on grounds that "it is 'financially impractical' to resume regular operations and in order to effect a 'reorganization or sale' of these stations," the Commission explained.

WHBU to CBS

WHBU Anderson, Ind., joined CBS yesterday, Oct. 29, bringing the total number of CBS affiliates to 194. WHBU, a former ABC affiliate, operates with 250 w on 1240 kc and is owned by the Anderson Broadcasting Corp. John R. Atkinson is general manager of the station.

WWDC Washington presented Treasury Dept.'s "Award of Merit" for cooperation with Bonds program.





...at deadline

NAB DISTRICT 6 URGES INDUSTRY SALES DRIVE

NAB DISTRICT 6, at New Orleans meeting, adopted resolution Friday calling on NAB board to take immediate steps to collect facts on radio's dominance as advertising medium (see AM Committee story page 22).

District pointed to tremendous increase in set ownership in last decade and said nobody in radio has ever told medium's story adequately. Proposed study would show rapid growth of radio and expansion of its influence. Then NAB would acquaint public and advertisers with facts about medium.

District 6 urged NAB board to place strongest possible emphasis on radio's dominance as advertising medium in connection with programming of 1951 industry convention, to be held in Chicago in mid-April.

Separation of Broadcast Advertising Bureau from NAB, as provided by board action last summer, was endorsed. District 6 adopted resolution endorsing regime of President Justin Miller and NAB management; advised united support of government projects; approved plans for association membership drive; praised work of Director Harold Whelahan, WSMB New Orleans, on behalf of district.

Don Petty, NAB general counsel, reported on gross receipts tax in states, terming them "constant threat." He suggested stations keep legislatures and city councils advised on subject and reviewed Hawaiian, New Mexico and Little Rock tax cases.

Other speakers at two-day meeting included Robert Burton, BMI; Ralph W. Hardy, Judge Miller, Richard P. Doherty of NAB staff. Robert D. Swezey, WDSU New Orleans, chairman of NAB board BAB Committee, discussed plans for expanded BAB and radio sales promotion.

Members of resolutions committee were F. C. Sowell, WLAC Nashville, chairman; Wylie Harris, WJDX Jackson, Miss., and Mr. Swezey.

Hoyt B. Wooten, WREC Memphis, told meeting Voice of America is taking beating in Europe, citing engineering difficulties. Lee Hart, assistant director of BAB, and Charles A. Batson, NAB TV director, on Friday agenda. Record registration of 101 reported by Director Whelahan.

COTTONE DENIES CHARGES

FCC General Counsel Benedict P. Cottone late Friday issued strongly worded statement denying charges that he and other FCC personnel destroyed or suppressed "primary evidence" in FCC case involving news policies of G. A. (Dick) Richards. Charges had been made by Hugh Fulton, counsel for Mr. Richards [BROADCASTING, Oct. 23]. Mr. Cottone noted FCC Examiner James D. Cunningham denied motion made by Mr. Fulton on basis of his charges, and also "struck Mr. Fulton's accusations from the record." Mr. Cottone concluded:

Mr. Fulton has ignored the demands which I have heretofore made upon him for retraction. In view of the pendency of these proceedings, whatever further action is called for in this matter, must await the conclusion of the case.

TV SET PRODUCTION OVER 200,000 WEEKLY

PRODUCTION of TV sets passed 200,000-per-week mark for first time during second week in October, according to industrywide estimate by Radio-Television Mfrs. Assn. Output for first week in October was 183,031 TV sets.

Radio set output totaled 352,651 for second week in October compared to 353,171 for first week.

In monthly compilation of RTMA member-company production for August, association found TV production totaled 557,828 sets. Total radio production of RTMA members was 911,398 sets in August, of which 208,902 were auto radios.

August member production included 112,805 FM and FM-AM radio sets with another 54,306 TV sets containing FM reception, a total of 167,111 FM tuning circuits for the month.

For second consecutive month sales of radio receiving tubes set new alltime record in September, RTMA reported, totaling 37,031,373 compared to 36,269,435 in August, previous record. Tube sales for first nine months of 1950 totaled 264,804,746 units.

CHARLES HOLBROOK

CHARLES HOLBROOK, 49, president and general manager of WMOU Berlin, N. H., died early Oct. 27 of heart attack after long illness in St. Louis Hospital, Berlin. Graduate of Dartmouth, Mr. Holbrook was former member of ABC sales department and had been with McGraw-Hill. In 1946 he founded WMOU. Mr. Holbrook lived in Shelburne, N. H. Surviving are his wife, former Helen Finch, and one son, John. Services being held today (Monday) at Woodlawn Cemetery Chapel, Pelham, N. Y.

TAX BENEFIT PROCEDURE

ELECTRONICS manufacturers who seek federal tax benefits when expanding facilities for defense production may obtain application forms and procedures from Dept. of Commerce., Room 5803, Washington 25, D. C. or department field offices, W. Stuart Symington, chairman, National Security Resources Board, announced Friday. Requests for authority to amortize "emergency" facilities over five-year period (such as during World War II) must be filed with board. Forms to be assigned appropriate agency and returned to NSRB for review and decision by Mr. Symington, who is "certifying authority" (see story page 19).

SARNOFF HEADS DRIVE

BRIG. GEN. David Sarnoff, chairman of board, RCA, has accepted post of 1951 Red Cross Fund Campaign chairman, it was announced Friday by Gen. George C. Marshall, Red Cross president. Gen. Marshall acted as chairman of the campaign last year but said he needed help this year because of press of other duties. He said Gen. Sarnoff was "right man" for job. In accepting Gen. Sarnoff stated he felt it was "privilege" to serve.

Closed Circuit

(Continued from page 4)

ards. Black-and-white print also made of each film so it can be used either in color or monochrome.

ABE SCHECHTER, who last week joined executive staff of Crowell-Collier, was offered positions by two major networks, as well as with several agencies and public relations organizations.

ROOM FOR 6,000 TV STATIONS IN UHF BAND CLAIMED

SUPERIOR interference-free UHF television service—with as many as 6,000 stations of all classes possible through use of new "fold-in" allocation technique—seen as eventual reality by Dana A. Griffin, president of Communications Measurements Lab., New York, at Friday session of FCC's TV allocation hearing (see early story page 57).

He urged newer non-compatible techniques be embodied in UHF standards to get most effective use of 6 mc channels, including better definition CBS color. Non-compatible UHF standards would cut oscillator radiation and other interference; eliminate present FM sound transmission method and reduce adjacent channel problem; reduce costs by relaxing stability tolerances at both transmitter and receiver.

Highly technical "fold-in principle" involves effecting proper intermediate frequency so unwanted signals occur in suppressed sidebands of desired signal. Mr. Griffin generally opposed VHF-UHF intermixture to reduce need for expensive "hybrid two-band" sets. He indicated "VHF system contains the seeds of self destruction in our largest cities" because of its interference and other weaknesses.

Donald Fink, chairman, Joint Technical Advisory Committee, summarized allocation portion of JTAC Report 4 first introduced at color hearing last fall. Report generally calls for UHF allocation according to VHF standards with alternate channels 12 mc apart. John V. L. Hogan, chairman of Panel 3 on Allocation, National Television System committee of RTMA, offered detailed summary concluding that in order to provide minimum of four stations in each community of 100,000 population or more, and additional stations in large cities, "sound allocation" demands a minimum number of UHF and VHF channels "considerably in excess" of that proposed by FCC. NTSC opposed intermixture.

Andrew F. Inglis, Washington consulting engineer appearing for Home News Pub. Co., operator of UHF station KE2XEL New Brunswick, N. J., said at first glance experiments appear "very discouraging" as far as UHF there is concerned. To get same signal as VHF, transmitter power of 10 to 100 times would be needed. Possibility of service seen if set owners are willing to invest in careful antenna installations.

Meanwhile, National Assn. of Educational Broadcasters and associated groups Friday asked FCC to set specific date of Jan. 15 for hearing on proposal for reservation of UHF TV channels for educational stations. Time is needed to prepare case, it said.

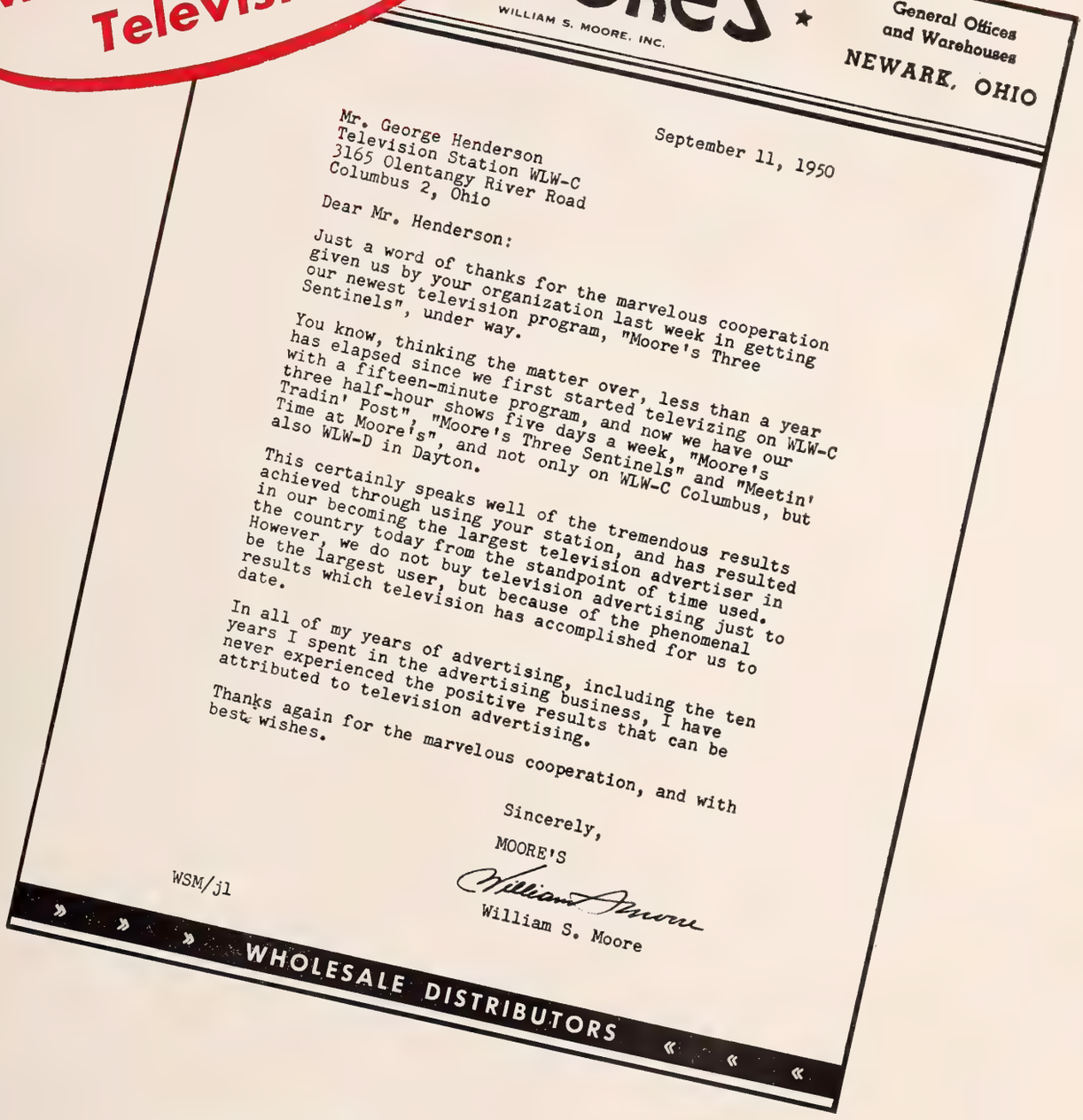
RCA EARNINGS INCREASED

NET profit of RCA in third quarter of 1950 amounted to $12,422,994, increase of $8,449,856 over same period in 1949. Earnings, after taxes, were equivalent to 84¢ per share of common stock as compared with 23¢ in 1949. Gross income for third quarter amounted to $146,957,033 as compared with $88,415,679 for same quarter of 1949. Nine-month gross was $395,741,391 compared to $275,673,666 in 1949. Net profit after all charges and taxes was $33,384,637 as against $14,095,186 for 1949, increase of $19,289,451. Earnings applicable to common stock for nine months amounted to $2.24 compared to 85¢ for 1949.

WDAR SAVANNAH SOLD

SALE of WDAR Savannah (1400 kc, 250 w, ABC affiliate) by A. C. Neff and M. K. Clark for $56,250 to H. Blair Minick, New York air transportation company owner, was announced Friday, subject to customary FCC approval. Mr. Minick owns Skytrade Inc., cargo carrier line. His wife is Savannah native. Messrs. Neff and Clark, Savannah business men, owned WDAR in equal shares. Transaction handled through Blackburn-Hamilton Co.

15 half-hours weekly on WLW Television



MOORE'S ★
WILLIAM S. MOORE, INC.
General Offices and Warehouses
NEWARK, OHIO

September 11, 1950

Mr. George Henderson
Television Station WLW-C
3165 Olentangy River Road
Columbus 2, Ohio

Dear Mr. Henderson:

Just a word of thanks for the marvelous cooperation given us by your organization last week in getting our newest television program, "Moore's Three Sentinels", under way.

You know, thinking the matter over, less than a year has elapsed since we first started televizing on WLW-C with a fifteen-minute program, and now we have our three half-hour shows five days a week, "Moore's Tradin' Post", "Moore's Three Sentinels" and "Meetin' Time at Moore's", and not only on WLW-C Columbus, but also WLW-D in Dayton.

This certainly speaks well of the tremendous results achieved through using your station, and has resulted in our becoming the largest television advertiser in the country today from the standpoint of time used. However, we do not buy television advertising just to be the largest user, but because of the phenomenal results which television has accomplished for us to date.

In all of my years of advertising, including the ten years I spent in the advertising business, I have never experienced the positive results that can be attributed to television advertising.

Thanks again for the marvelous cooperation, and with best wishes.

Sincerely,
MOORE'S
William S. Moore

WSM/jl

» » » WHOLESALE DISTRIBUTORS « « «

WLW-TELEVISION

WLW-D
18 West Monument
Dayton 2, Ohio

WLW-T
140 West Ninth St.
Cincinnati 2, Ohio

WLW-C
Seneca Hotel
Columbus 15, Ohio

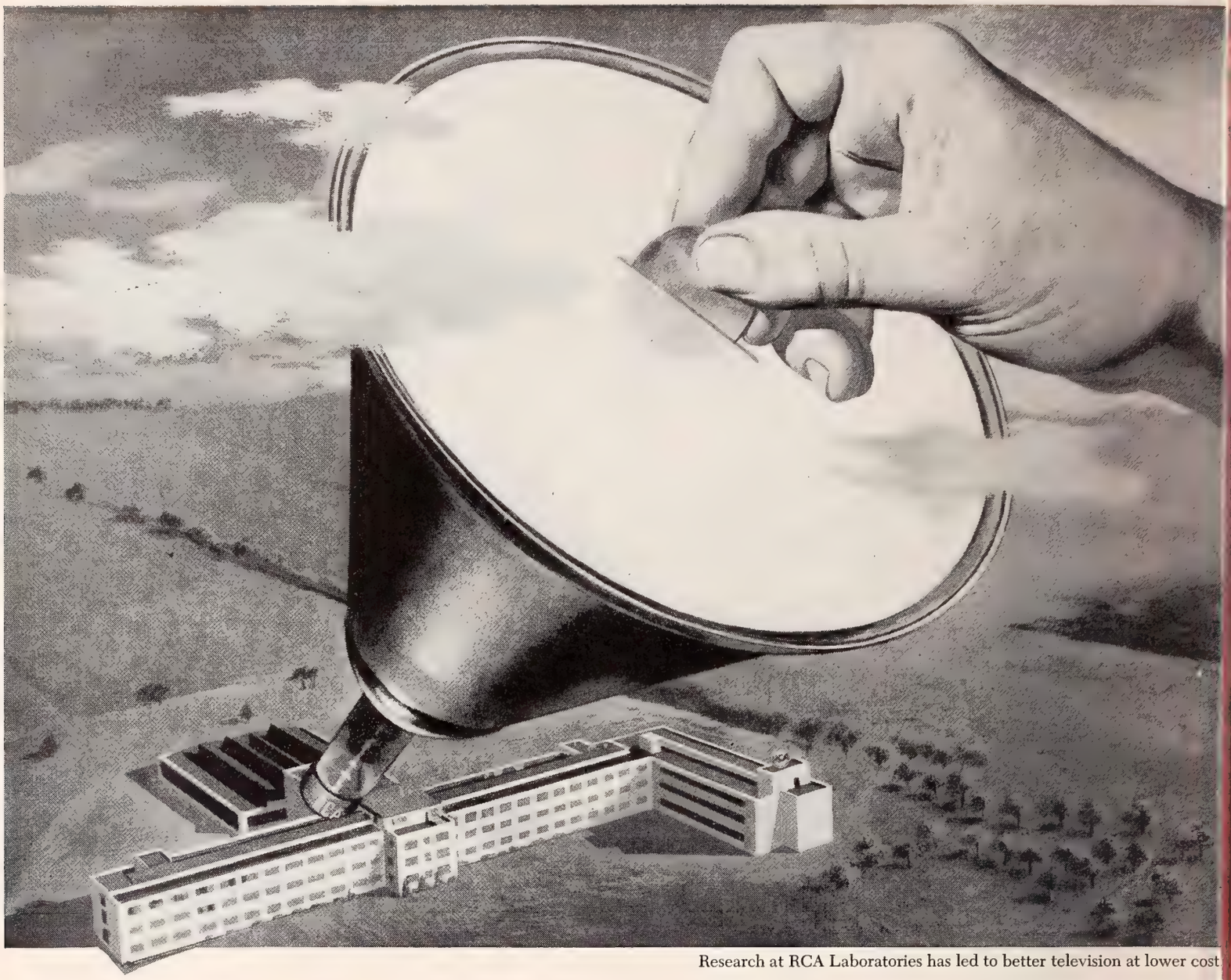
For further information, contact any of these sales offices:

630 Fifth Avenue
New York 20, N. Y.

360 North Michigan
Chicago 1, Illinois

6381 Hollywood Blvd.
Hollywood 28, Calif.

CROSLEY BROADCASTING CORPORATION



Research at RCA Laboratories has led to better television at lower cost

Do you know this Television "Savings Plan"?

For your most effective "television savings plan" look to scientists at RCA Laboratories, whose long-range program of *planned research* has helped bring the finest home receivers within the reach of millions of families.

For example: by research into simplified circuits and electron tubes—where one tube may do the work of 3—these scientists pointed the way to simplified assembly of better receivers . . . and the savings were passed on to you! Their research led to the Filterglass faceplates used on all RCA Victor home receivers at no extra cost. Their pioneering showed how to cut the cost of *phosphors* —by adoption of modern mass production methods —from about $300 a pound to less than $30!

Through their long-range program of *planned research*, RCA scientists and engineers have helped television grow from an infant industry to one of our ten largest consumer goods industries, and in barely 4 years have helped it become part of the daily lives of over 25 million people.

* * *

To see the latest wonders of radio, television, and electronic science, visit RCA Exhibition Hall, 36 West 49th St., N. Y. Admission is free. Radio Corporation of America, RCA Building, Radio City, New York 20.



Benefit by RCA's *planned research*. See the 1950 RCA Victor home television receivers—now better than ever . . . and selling at lower cost.

RADIO CORPORATION of AMERICA

World Leader in Radio — First in Television

NOVEMBER 6, 1950

BROADCASTING TELECASTING

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Page 23

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Radio & Video Ready For Elections
Page 25

TELECASTING
Begins on Page 51

20TH year

The Newsweekly of Radio and Television.

$7.00 Annually
15 cents weekly

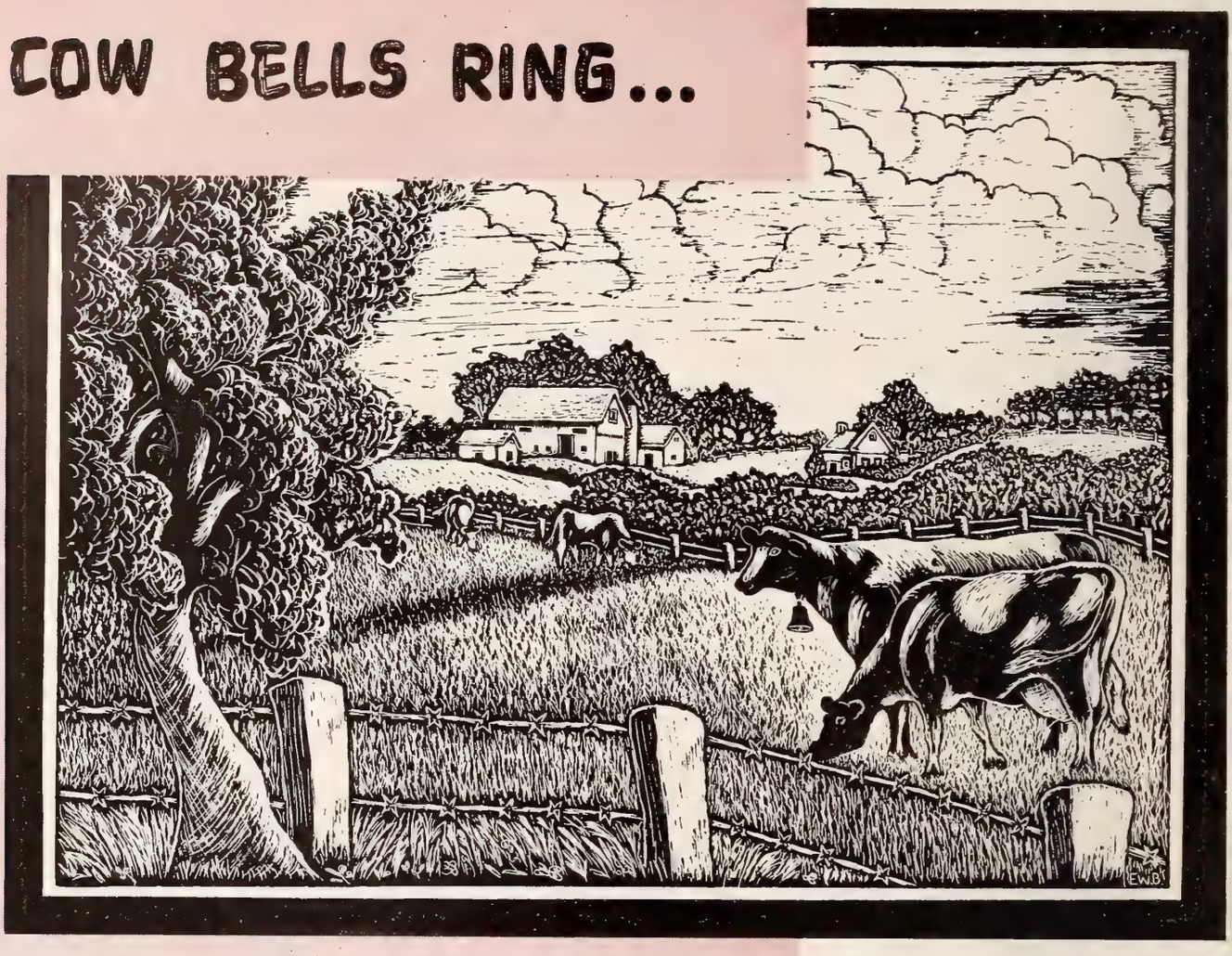


You get a lot for a little*

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY

*MORE LISTENERS-PER-DOLLAR THAN ANY OTHER RADIO OR TV STATION IN BALTIMORE

COW BELLS RING...



COW BELLS ring . . . and thousands of Midwest families sit back every Saturday night to relax and listen to the WLS NATIONAL BARN DANCE. From groups of all ages and walks of life come the huge family of listeners to whom the cow bell is symbolic of this program.

For twenty-six years WLS has been broadcasting the regular Saturday night NATIONAL BARN DANCE. Nearly two million people have *paid* to see the program aired from Chicago's Eighth Street Theatre. It's a revue—a presentation of all popular station acts on one program built around the barn dance theme—old fashioned entertainment, friendliness and informality. NATIONAL BARN DANCE listeners feel the entertainers are their friends, and in this friendliness and informality lies the secret of the outstanding success of this show.

Commercially successful, too. Present WLS NATIONAL BARN DANCE advertisers have sponsored portions of the five-hour program for an average of 14 years. There are additional availabilities—and there are Nielsen figures to prove extensiveness of popularity. Call your John Blair man or write WLS direct for details on how the symbol of the cow bell can be put to work for you.

CLEAR CHANNEL Home of the NATIONAL Barn Dance

WLS The PRAIRIE FARMER STATION CHICAGO 7

890 KILOCYCLES, 50,000 WATTS, ABC NETWORK—REPRESENTED BY JOHN BLAIR & COMPANY



It takes local selling at the receiving end—

YANKEE does that for you in 29 local markets....

Turning wheels of fast freights and trailer trucks move hundreds of thousands of tons of merchandise into New England markets daily. Wheels of consumer cars, millions of them, roll this never ending flow of merchandise to its final destination — New England homes.

In this continuous flow of merchandise, Yankee home-town stations are an important daily sales factor.

They make up the vital local links in the media list which are most important to the local dealer. For there is nothing like local advertising to drive home the final sales message — and nothing like the dealer's own home-town station to carry the message to his customers.

When you multiply this local selling by 29 you have a powerful influence to keep goods moving throughout New England.

For the most complete coverage of 29 markets in these six states, with local effectiveness everywhere, the only choice is Yankee's 29 home-town stations. They blanket the New England market.

Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS. Represented Nationally by EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING TELECASTING ...at deadline



Closed Circuit

FCC LAWYERS ARE working on proposed sweeping revision of network regulations, looking toward equitable allocation of both radio and TV programming. Presumably plan would be geared in direction of preventing duplication of network programs so that listeners will not get same national shows several places on dial. It's doubtful, however, whether anything will be done until color smoke clears.

MEDIA RATE POT continues to boil. One important newspaper group, which invoked 10% increase last spring, has another across-the-board increase running about 25% upcoming. Protection will not exceed 30 days.

FINAL figures on minor league baseball attendance will show that teams allowing telecasts had better attendance records than non-TV clubs.

STRONG GROUP of NBC affiliates threatened Friday to turn down Operation Tandem series on ground failure to land six sponsors had caused network to offer them only one-half of hourly rate instead of regular half-hour rate. They termed this rate-cutting.

NEW TYPE formula may replace old "relief" provision for firms seeking refunds on excess profits tax because of investments, expansion, etc. during "base period." Government experts, now laboring on report for Congress which will decide the issue, feel last war provision too cumbersome and said to be searching for mechanical way to cover all firms seeking relief. Some cases dating back to World War II, when hearings given on each case's merits, still outstanding.

WHILE no formal complaint has been made, it's understood Nielsen executives are concerned at Hooper expansion of TV Popularity Ratings to 12 cities and watching closely whether this will become permanent service. Whether or not Hooper-Nielsen contract signed last March precludes such expansion would be point at issue. Since new Hooper index has been distributed free some observers believe it is trial balloon which may not be continued.

ZENITH RADIO CORP. may postpone Chicago test of Phonevision third time (story page 58) beyond Dec. 1 date. Although reported to have 90 full-length movies on hand, enough for the three-month test, it is understood only about eight or nine are considered top-quality film fare.

VICK CHEMICAL CO. (Vicks Cough Drops) starts third part of its radio spot announcement campaign on Nov. 13 in about 25 markets following cold weather in South. Morse International is placing 15-week contract.

IF FERDINAND PECORA, Democratic nominee for New York mayor, wins in this week's elections—as is confidently predicted—it's even money Madam Commissioner Frieda B. Hennock will be offered important portfolio. Native New Yorker, Miss Hennock has been closely

(Continued on page 90)

Upcoming

Nov. 9-10: NAB District 5, Ansley Hotel, Atlanta.
Nov. 9-10: Ohio Assn. of Broadcasters Sales Clinic, Neil House, Columbus.
Nov. 10-11: Michigan Assn. of Broadcasters, Hotel Olds, Lansing.
Nov. 15-17: NAB Board, NAB Hdqrs., Washington.

(Other Upcomings on Page 38)

Bulletins

RATE INCREASE for NBC-TV network scheduled for announcement Nov. 15, effective Jan. 1.

NBC SPLITS SPOT SALES INTO RADIO AND TV

NBC's Spot Sales department split into separate radio and television staffs, with James V. McConnell remaining as director in charge of both. Richard Close, former manager of Spot Sales, becomes eastern sales manager for radio, and Charles Philips, former account executive, becomes eastern sales manager for television. Sales development, promotion and research department, with Jacob Evans as manager, remains integrated operation serving both radio and television, as does sales service department, with Caroline Herbert Maxwell in charge.

Radio salesmen reporting to Mr. Close are William B. Buschgen, Jacques Biraben, Robert Z. Morrison Jr., Robert J. Leder, Charles McAbee and Edward Dudley, the latter having joined NBC after serving as account executive with *New York Times*. Television salesmen are Robert E. Button, Bernard H. Pelzer Jr., Edwin F. England, Schuyler Chapin, former publicity director of WNBC and WNBT (TV) New York, and Martin Harrison, former DuMont salesman.

SARNOFF AT COLOR MEET

BRIG. GEN. David Sarnoff, RCA board chairman, attended color TV conference Thursday in Washington, where RCA has slated demonstrations of its compatible color system starting Dec. 5.

BUCK TO RCA BOARD

WALTER A. BUCK, vice president and general manager, RCA Victor Division, elected to RCA board Friday, succeeding Edward J. Nally, director since RCA formation in 1919 who retired because of age. Mr. Nally was first RCA president, from 1919 to 1923.

WEISS RESIGNATION ACCEPTED

RESIGNATION of Lewis Allen Weiss as board chairman of Thomas S. Lee Enterprises, after 20 years in top executive positions with company's Don Lee Broadcasting System, was formally accepted Friday by board of directors and Ben H. Brown, public administrator of Lee Estate. He submitted resignation July 19, and asked again that it be activated following $12,320,000 acquisition of Don Lee properties by General Tire & Rubber Co. [BROADCASTING, Oct. 23, 30]. He plans extended vacation before deciding on future plans.

Business Briefly

GILLETTE GAME ● Gillette Safety Razor Co., Boston, sponsors Army-Navy football game broadcast on MBS Dec. 2, 1:15 p.m. Agency, Maxon Inc., New York.

DAIRY SPOTS ● Pevely Dairy Co., St. Louis, begins 26-week radio and TV spot schedule in 12 markets today (Monday) in Nebraska, Kansas and Missouri for Reddi-Wip, for which it has area franchise. Agency, Olian Adv., St. Louis.

TWO SIGN FOR 'TANDEM PLAN'

FIVE half-hours weekly of NBC's Tandem Plan have been sold to Whitehall Phamacal Co. and RCA Victor. Sponsors will share each of five periods which are 6:30-7 p.m. part of *The Big Show*, Sunday, 6-7:30 p.m.; first half of *NBC Symphony*, Monday, 10-11 p.m.; first half of *Screen Directors' Playhouse*, Thursday, 10-11 p.m., and *Duffy's Tavern*, Friday, 9:30-10 p.m., and *The Man Called X*, Saturday at period not yet set. Tandem sponsorship began yesterday on premiere broadcast of *The Big Show*. Agency for Whitehall is John F. Murray Agency; for RCA Victor, J. Walter Thompson.

'AMERICAN ALBUM' TO ABC

THE *American Album of Familiar Music* moves from NBC to ABC Sun., Nov. 26, 9:30-10 p.m., with Evelyn MacGregor, contralto, added to show. Bayer Aspirin and Phillips' Milk of Magnesia are sponsors. Agency is Dancer-Fitzgerald-Sample, New York.

TV FOR GENERAL MILLS

GENERAL MILLS, Minneapolis, begins sponsorship of its first daytime TV program, *Betty Crocker Television Show*, Thursday on CBS-TV, 2:30-3 p.m. (CST). Video Varities, New York, will film production under supervision of BBDO, same city. Program will be telecast twice weekly, Tuesday as well as Thursday, starting Jan. 2. Products are flour, Biquick and home appliances.

AMOS 'N' ANDY SPONSORSHIP

REXALL Drug Co., Los Angeles, expected to accept CBS offer on *Amos 'n' Andy*, CBS package, to replace *Richard Diamond* NBC series, starting Jan. 7, reports said Friday. *Amos 'n' Andy*, now sponsored by Lever Bros. under Oct. 1 contract running to end of year, understood to be budgeted at about $20,000. Last Rexall-sponsored *Diamond* show to be Dec. 6. Its budget is $4,500. Under new sponsorship *Amos 'n' Andy* will continue in Sunday, 7:30-8 p.m. (EST) time slot. Rexall Agency, BBDO, Los Angeles.

COCA-COLA SETS TV SHOW

COCA-COLA Co. will sponsor *One Hour In Wonderland*, special Walt Disney production, his first for television, on Christmas Day, 4-5 p.m. on NBC-TV. Included in show, in addition to Disney animated characters, will be Edgar Bergen and Charlie McCarthy. Program will be on 62 NBC-TV stations. Agency for Coca-Cola is D'Arcy Advertising.

JOHN HANSEN, research director and assistant sales promotion manager, ABC, Hollywood, Friday promoted to sales promotion manager, ABC Hollywood. Will also be in charge of research and audience promotion.

34.4% MORE

'SPOT' ADVERTISERS BOUGHT TIME ON KSD IN SEPTEMBER, 1950 THAN IN SEPTEMBER, 1949

•

KSD's Spot Announcement and Studio Program Periods Are Valuable Advertising Properties!

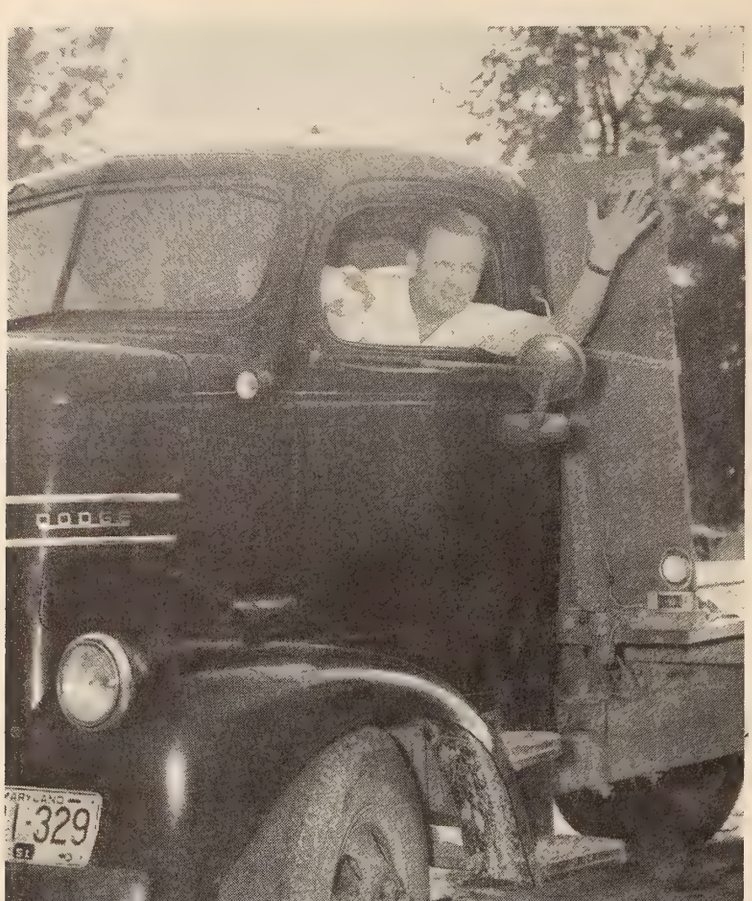
For rates and availabilities, call or write

KSD

THE ST. LOUIS POST-DISPATCH RADIO STATION

5000 WATTS ON 550 KC DAY AND NIGHT

National Advertising Representative: FREE & PETERS, INC.



He hauled a lumberman out of the woods

The woods included pine, oak, fir, and redwood—and the board feet went into a lot of Sioux City tepees. While truck-driving is one of his less significant talents, emptying trucks for sponsors is an important corollary of his salesmanship.

As Mr. E. S. Gaynor, president of the E. S. Gaynor Lumber Co., wrote to KTRI, both of Sioux City, Iowa:

> "It is with pleasure that we renew our contract for the Fulton Lewis, Jr. program. When we first signed for the program (Feb., 1950) we had just completed the largest year in our 39 years. Increases in 1950 (over '49): Feb. 17%, March 9½%, April 40%, May 12%, June 52%, July 134%. January, the month before our sponsorship, showed a 22% loss. "We were told that the program would do this very thing, but the results are far greater than expected. Besides, we feel that Mr. Lewis is doing a wonderful job of selling America to Americans."

The Fulton Lewis, Jr. program, currently sponsored on more than 300 stations, offers local advertisers a ready-made audience at local time cost. Since there are more than 500 MBS stations, there may be an opening in your locality. Check your Mutual outlet—or the Co-operative Program Department, **Mutual Broadcasting System,** 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices:
870 National Press Bldg.
Washington 4, D. C. **Telephone ME 1022**

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WASHINGTON HEADQUARTERS

SOL TAISHOFF, *Editor and Publisher*

EDITORIAL: ART KING, *Managing Editor;* J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Tyler Nourse, Jo Halley, *Assistants to the News Editor.* **STAFF:** David Berlyn, Lawrence Christopher, Mary Cross, Wilson D. McCarthy, John Osbon, Ardinelle Williamson. EDITORIAL ASSISTANTS: Estelle Dobschultz, Kathryn Ann Jones, Pat Kowalczyk, Doris Lord, Jean D. Statz, Keith Trantow; Gladys L. Hall, *Secretary to the Publisher.*

BUSINESS: MAURY LONG, *Business Manager;* Winfield R. Levi, *Assistant Advertising Manager;* George L. Dant, *Adv. Production Manager;* Harry Stevens, *Classified Advertising Manager;* Eleanor Schadi, Doris Orme, Judy Martin; B. T. Taishoff, *Treasurer;* Irving C. Miller, *Auditor and Office Manager;* Eunice Weston.

CIRCULATION AND READERS' SERVICE: JOHN P. COSGROVE, *Manager:* Elaine Haskell, Grace Motta, Lillian Oliver, Allen Riley, Warren Sheets.

NEW YORK BUREAU 488 Madison Ave., Zone 22, *PLaza 5-8355;* EDITORIAL: Edwin H. James, *New York Editor;* Florence Small, *Agency Editor;* Pete Dickerson, *Assistant to New York Editor;* Gretchen Groff, Martha Koppel.

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, *ELgin 0775;* James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

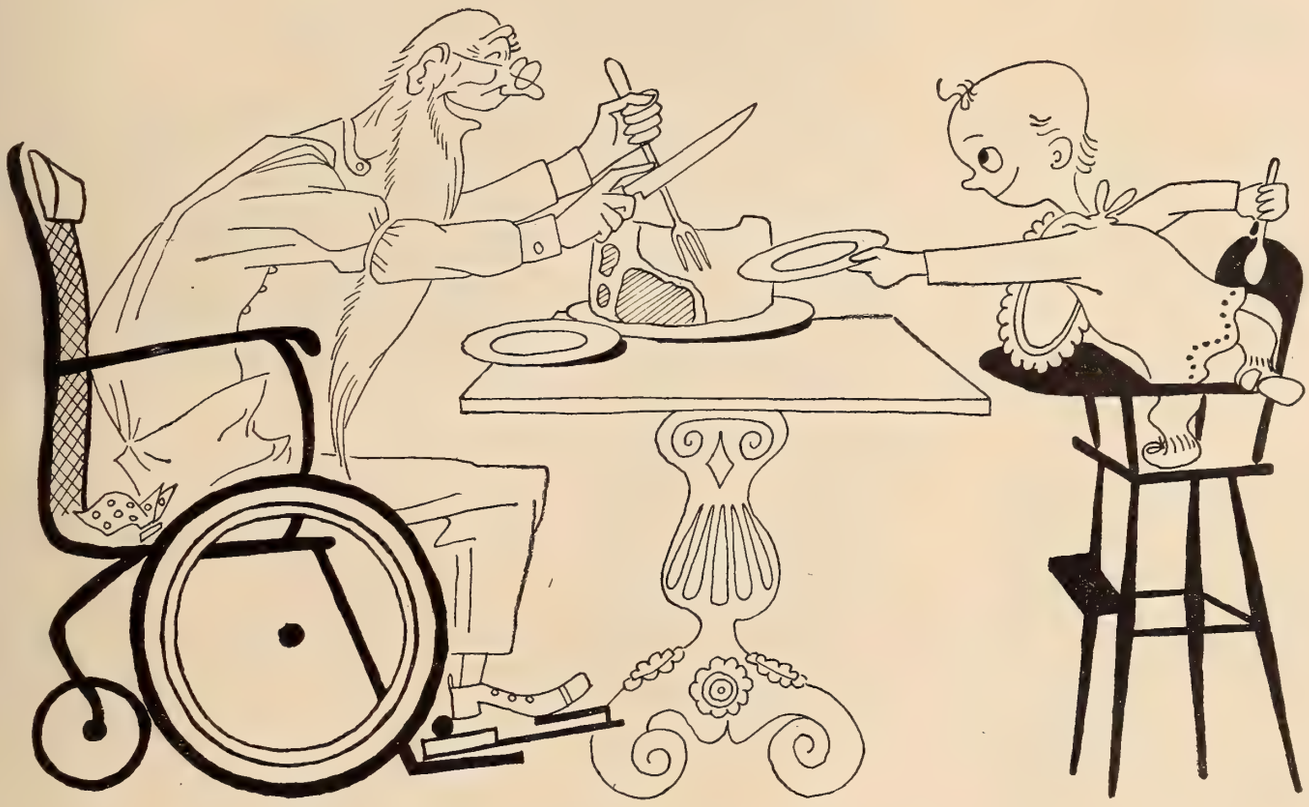
*Reg. U. S. Patent Office

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Subscription Price: $7.00 Per Year, 25c Per Copy

A side light on the American meat industry

They're no longer too young or too old!



Some time ago, when Grandpa passed middle age, he reluctantly yielded to the doctrine of the day that it was "time to start cutting down on meat."

Nowadays, Gramp's doctor, enlightened by the recent findings about protein, tells him to get a new set of uppers so he can tie into those roasts and chops.

On the other end of the age scale, very young babies are now being given healthy servings of suitably prepared meats along with their strained spinach and other foods. Although meat for babies was once unthought of, it's the accepted thing today. Babies go for it, thrive on it.

Result—millions of youngsters and millions of oldsters, once excluded from the market for meat by fallacious dietary theories, are now in there pitching with their table tools.

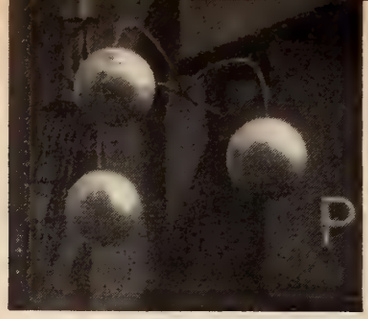
So, when you see the statistics that show meat packing companies to be processing enough meat to allow every person several pounds more than they got back in the nineteen twenties and thirties, please remember this: There are a lot more people these days who are *eating* it instead of standing on the sidelines drooling at it.

AMERICAN MEAT INSTITUTE

Headquarters, Chicago • Members throughout the U. S.







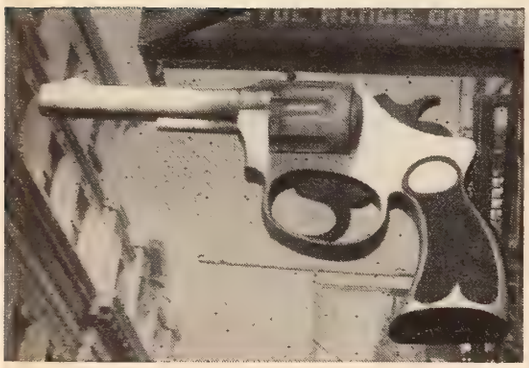












Of all the

to tell people

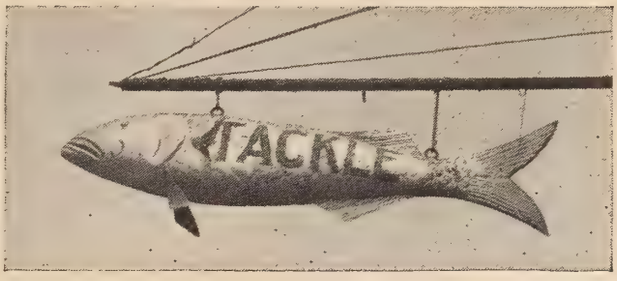
the most effective













devices men have used what they have to sell, is the microphone...



And this one reaches them today
at lower cost than any other advertising medium,
or any other microphone.

Oklahoma City's Only 50,000 Watt Station

KOMA

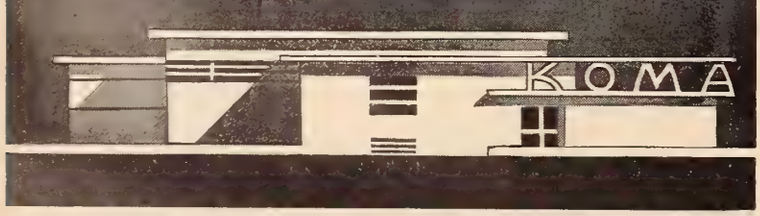
Outlet for The Columbia Broadcasting System

TRAINED WATTS

We have a tremendous company of trained watts here at KOMA, ready to perform for you! Every member of the troupe (50,000 of them) is painstakingly trained by our expert imaginative production department to do all sorts of entertaining things. They sing, report news, narrate stories, direct disasters, campaign for politicians, discuss public affairs, enact dramas and amuse young and old 19 hours a day. Best of all . . . they are all TRAINED SALESMEN . . . welcomed in 338,346 homes every day. If these 50,000 trained watts are not now performing for you, write, wire or phone your nearest Avery-Knodel man or J. J. Bernard, General Manager, for current booking availabilities. (Have tux, will travel.)

J. J. Bernard
V-P and General Manager

Avery-Knodel, Inc.
RADIO STATION REPRESENTATIVE



agency

SIDNEY W. DEAN Jr., former vice president J. Walter Thompson Co., to McCann-Erickson, N. Y., as vice president in charge of marketing services, coordinating agency services in research, media, sales promotion and merchandising.



Mr. Dean

ROBERT SELBY Jr., KYA San Francisco sales department, to Harry W. Morris Adv., S. F., as account executive.

WALTER S. NORTH, national advertising manager *Oakland Post-Enquirer*, to Maloney, Regan & Schmitt, S. F.

WALLACE X. ARON, Beaumont & Hohman, S. F., to Richard N. Meltzer Adv. Inc., S. F.

BRYAN HOUSTON, executive vice president Lennen & Mitchell Inc., N. Y., to manager Sherman & Marquette, N. Y.

LT. COL. WESLEY E. FARMER, onetime L.A. manager Botsford, Constantine & Gardner, named provost marshal, Heidelberg (Germany) Military Post.

R. L. RANDALL, owner of agency in Whittier, Calif., to Jordan Co., L. A., as account executive.

on all accounts

KOREA is more than a distant fighting area to Gerald Angier Vernon, network television sales manager at ABC's Central Division. Jerry was born there in a mud hut at Unsan Kinko, 100 miles from the Manchurian border.

The hut was the best housing to be had, even by his father, a mining engineer, and his mother, a French concert pianist. She had imported a piano, but it was continually out of tune because of the dampness. His parents, both exhaustive travelers, continued to take advantage of their mutual wanderlust and journeyed from Korea to Switzerland and Mexico via Wyoming.



JERRY

Jerry didn't speak English until he was 10 years old, when the family moved to Newport, R. I. He entered school there for the first time, as he had learned from tutors in Lausanne, Switzerland, and Mexico City. After six months in Newport, the Vernons moved to Allendale, N. J., and a staid insurance job for father. The reason: Heavy personal investments in oil, resulting in his "going the way of all oil investors."

Young Jerry whipped through elementary and high school in Allendale, sunning through the summers as a beach lifeguard. In high school, even though he didn't know exactly what career he wanted, he knew it had to involve contacts with people. A partial path to this basic requirement was found at college—Colgate U., Hamilton, N. Y.,—where he majored in psychology.

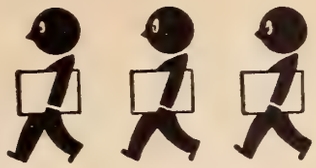
He chose Colgate because it was small ("I could get to know a lot of people well"), was in an area which had cold winters ("I still like to ski"), had a good football team and a fine psychology department. As a psych major, Jerry worked as a guinea pig for Dr. Donald A. Laird, author of many articles and books on the effects of food and emotional disturbances on sleep, and was soon writing academic papers on the subject himself.

In his experiments, Jerry was called on to live his regular campus life except for (1) a rigidly controlled diet and (2) sleep in a laboratory bed for observation. He discovered one thing for sure—"I'm a Type B sleeper; that's the kind that hates to get up in the morning."

Before he was graduated in 1937,

(Continued on page 73)

beat



WILLIAM BONYUN, Daggett & Ramsdell president 1946 to 1949, who joined Dorrance-Waddell Inc., N. Y., as director of marketing [BROADCASTING, Oct. 30], will continue to serve number of cosmetic and drug concerns for which he has been acting as sales consultant.

DON E. JORDAN, Grant Advertising, N. Y., to Kenyon & Eckhardt, N. Y., in copy department.

DONALD BILLSTONE, Benton & Bowles, N. Y., to McCann-Erickson, N. Y., as account executive. Will be in charge of Wamsutta Mills account and will supervise other accounts in textile field.

LEE EISLER and JOSEPH SACCO, Grey Adv. and L. C. Gumbinner, respectively, to Geyer, Newell & Ganger, N. Y., in copy department.

EDGAR SHERICK, recent Harvard graduate, to Dancer-Fitzgerald-Sample, N. Y., as assistant timebuyer on P&G, American Chicle and Campbell soup accounts.

GEORGE H. PATTON, national sales promotion manager Day & Night Corp., L. A., rejoins Roche-Eckhoff & Assoc., L. A., as head of media sales.

GENE W. DENNIS, general manager KWHN Fort Smith, Ark., to R. J Potts-Calkins & Holden Adv., Kansas City, Mo.

PETER LYMAN, radio-TV director and account executive Frederick E. Baker & Assoc., Seattle, named chairman Seattle Advertising and Sales Club's advisory committee on public information for civil defense. Others named to committee are: ARTHUR E. GERBEL Jr., KJR Seattle commercial manager; A. F. MOITORET, Seattle manager Braun & Co.; WALLACE MACKAY Jr., Wallace Mackay agency, and BOB WARREN, *Seattle Times*.

JAMES T. KELLEY named account executive Griswold-Eshleman Co., Cleveland. Was with Knox Reeves Adv. Inc., Minneapolis.



Mr. Kelley

AXELSEN Adv. Agency Inc., Denver, to membership in Affiliated Advertising Agencies Network. Firm will represent network in Denver market area.

TED SLADE, NBC New York, to Umland & Co., S. F., as account executive.

FRANK TAUBES to radio-TV department Fletcher D. Richards Inc., N. Y.

MARSHALL SMITH, associate farm director KVOO Tulsa, to Gardner Adv. Co., St. Louis. Will handle Ralston-Purina account.

ROBERT P. CLARK, J. N. Hickerson Inc., N. Y., to Robert W. Orr Assoc., N. Y., succeeding CHAUNCEY C. SEEDORF, retired, as secretary-treasurer and member of board of directors.

KAY OSTRANDER, Western Adv., L. A., to Dan B. Miner Co., L. A., as timebuyer, replacing TERRY BRADY, resigned to join Walter McCreery Inc., Beverly Hills, in similar capacity.

JACK PACKARD, account executive Larry Pendleton &. Assoc., L. A., to Coleman-Jones Adv., L. A., in similar capacity.

TED ROBERTSON, producer MBS *Straight Arrow*, to McCann-Erickson Inc., Hollywood, as assistant to manager, replacing VIRGINIA HARVEY, resigned.

KENNETH W. KEAR and PAUL MARTIN, with Active Television Film and Dancer-Fitzgerald-Sample, respectively, to Geyer, Newell & Ganger, N. Y., as copy editor on TV film and TV art director, respectively.

ALBERT HAYS BUSCH, advertising manager Craig Movie Supply Co. and Craig Mfg. Co., L. A., to West-Marquis Inc., Seattle, as account executive.

WILLIAM P. WALKLEY, account executive Newsom & Co., Boston public relations firm, opens new agency in Boston.

STANDARD NATIONAL ADV. AGENCY INC., Seattle, moves to 1100 Westlake Ave. North. Telephone: Alder 8515.

RICHARD C. KNOX, Tide Water Associated Oil Co., S. F., to Wank & Wank Adv., S. F., as production manager.

A Natural For Your Next SPOT Campaign

Western New York's number 1 station has a limited number of top availabilities in participations on three tried-and-true programs. They offer sales-wise coverage of

Rochester, N. Y.

which is not just a city, but a WHAM market area of over 1,000,000—top-wage urban dwellers and a highly prosperous farming country of 15 primary counties. Available now for spots on:

Tello-Test

Syndicate telephone quiz that has taken Rochester by storm, as it has every market where it's heard. Twice daily: 1:00 to 1:15 P.M. and 6:30 to 6:45 P.M., Monday through Friday.

Answer Man

The "Ripley" of the air waves, with consistently high and loyal listenership. 12:30 to 12:40 P.M., Monday through Saturday; 6:20 to 6:30 P.M., Monday through Friday.

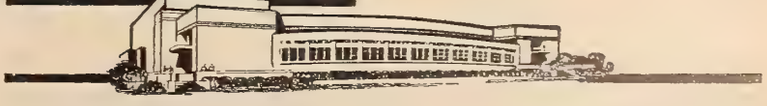
Cinderella WEEKEND

Women's audience-participation quiz show at Rochester Radio City, with a week-end in New York to the weekly winner and a companion. 1:30 to 2:00 P.M., Monday through Friday. Over 100,000 women have come to see it. Now in its third year on WHAM.

Ask your nearest HOLLINGBERY representative.

WHAM

The Stromberg-Carlson Station



Basic NBC—50,000 watts—clear channel—1180 kc



TAKE A TIP
FROM THE NATIVES...

They Know Where
to Bag the Limit!

You bag your limit in short order when you call your shot on WGST. Atlanta's sharp-shooting businessmen buy more time on WGST than any other Atlanta station. There's many a covey of BUYERS in this neck of the woods and the quickest way to get them in your sights is with WGST.

WGST
ABC IN ATLANTA
5000 WATTS AT 920 K.C.

Studios and Offices
FORSYTH BUILDING • ATLANTA, GEORGIA

REPRESENTED NATIONALLY BY JOHN BLAIR,
IN THE SOUTHEAST BY CHARLES C. COLEMAN

new business



VILA ROSA & SONS, Brooklyn, renewed for third consecutive year its half-hour, five-times-weekly show, *Hollywood Theatre of Stars*, C. P. MacGregor transcribed program on more than 14 stations on eastern Seaboard. C. P. MacGregor is show's m.c. Agency: Kiesewetter, Wetterau & Baker, N. Y.

BURNHAM & MORRILL Co. (processed baked beans, brown bread, sea foods, vegetables and special foods), Portland, Me., appoints BBDO, N. Y. Radio-TV will be used.

BUNTE BROS., Chicago, will sponsor one-minute spots in every TV market during pre-holiday season. Agency: Schoenfeld, Huber & Green, Chicago.

LEVER BROS. Ltd., Toronto (Surf), starts audience participation show *Let's Start An Argument* on number of Canadian stations five times weekly. Agency: J. Walter Thompson Co., Toronto.

CHEMICALS Inc., Oakland (packager Vano products), through Sidney Garfield & Assoc., S. F., launches extensive campaign in Northern California. Radio and TV will be used.

JOHN A. HUSTON Co., Toronto (Dolcin tablets), starts spot announcements on 17 Canadian stations. Agency: Victor van der Linde Co., N. Y.

ESSO STANDARD OIL Co. using special commercials on Red Barber's football telecasts and on *Esso Reporter* newscasts on radio for new anti-stalling gasoline.

KOTCHER OLDSMOBILE Co., Detroit, names Broadcast Productions Inc., same city, to direct advertising and promotion. **Pat Howe**, account executive, to handle buying radio-TV spots.

McALPIN Co., Cincinnati (department store), names Robert Acomb Inc., Cincinnati, to handle production and promotion of new television show *Express to Five*. Show will be filmed in store's tea room on Mon. and shown following Sun. over WKRC-TV Cincinnati.

BILLY GRAHAM Evangelistic Foundation Inc. sponsors *Hour of Decision* with Billy Graham, over ABC Sunday, 2-2:30 p.m., beginning Nov. 5 Agency: Walter F. Bennett & Co., Chicago.

MILES CALIFORNIA Co., L.A. (Alka-Seltzer), renews *Alka-Seltzer Newspaper of the Air* on full Don Lee network twice daily, Sun.-Fri. (10-10:15 a.m. PST; 9-9:15 p.m. PST) effective Jan. 1 for two years. Agency: Wade Adv., L.A.

BEST FOODS Ltd., Hamilton, Ont., starts *Who's Talking* on six Canadian stations five-weekly. Syndicated show of Hal Tate Productions, Chicago, aired on CFRB Toronto, CKWS Kingston, CKOY Ottawa, CHEX Peterborough, CFPL London and CHML Hamilton. Station in Vancouver, B. C., will be added in December. Agency: F. H. Hayhurst, Toronto.

MICHIGAN BULB Co., Grand Rapids, Mich. (Holland bulbs), starts spot announcements on 45 Canadian stations. Agency: O'Neil, Larson & McMahon, Toronto.

GOWNS BY VENERA Inc., N. Y., appoints I. R. Stempel Adv., same city, to direct advertising. Seasonal TV spots planned.

EMEROL Mfg. Co., N. Y., appoints Williams & Saylor Inc., same city, for Marvel lubricating oils and Inverse Oiler for automobiles. TV will be used. **Joseph P. Quin Jr.** is account executive.

INGERSOLL STEEL, division Borg-Warner Corp., Chicago, names Fuller & Smith & Ross, Chicago, to direct national advertising on Kool-shade storm shade. Media plans now being made.

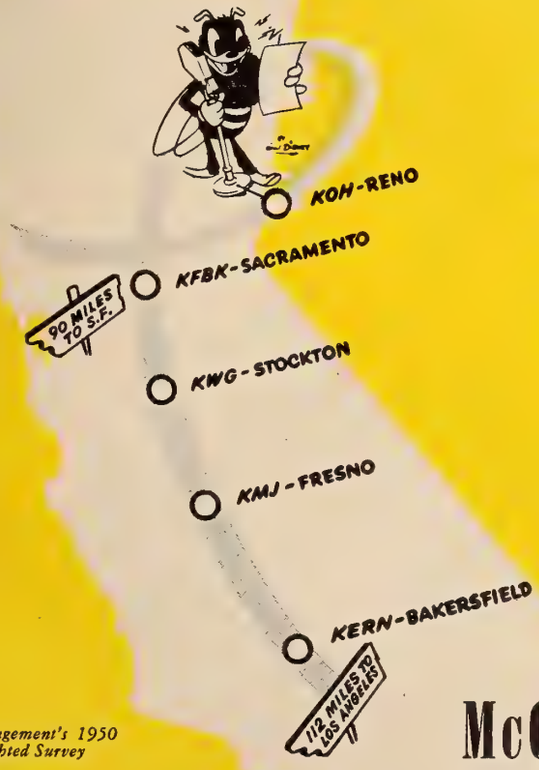
ZIPPO LIGHTERS launches series of 20-second TV film spots in six markets aimed at Christmas gift market. Films made by Pathescope Productions. Is Zippo's first television venture. Agency: Geyer, Newell & Ganger, N. Y.

SYLVANIA ELECTRIC PRODUCTS Inc., Buffalo, (radio and television division) names Roy S. Durstine Inc., N. Y., to direct advertising. Account resigned by Kenyon & Eckhardt [CLOSED CIRCUIT, Oct. 30]. **Roy S. Durstine** is account executive.

(Continued on page 50)



...you can't cover California's Bonanza Beeline without on-the-spot radio



Covering a market—like fighting a fire—calls for adequate equipment. Especially if it's the big Beeline market—all of *inland* California plus western Nevada—with more people and higher total retail sales than Philadelphia.*

For that job you must have *on-the-spot* stations . . . the five BEELINE stations. Because Beeline people are independent inlanders who naturally prefer their *own* stations to outside stations.

Use all five BEELINE stations to blanket the entire 3-billion-dollar market. Individually, each covers a major Beeline trading area. No line costs or clearance problems. Combination rates.

Here's what you should know about KWG and STOCKTON

Oldest and best-known station in Stockton — the trading center for nation's 4th wealthiest farm county. BMB home-city weekly audience totals 69% daytime, 67% at night. Serves 69,000 radio families in 2-county radius — an area where population has increased 46.9% since 1940!

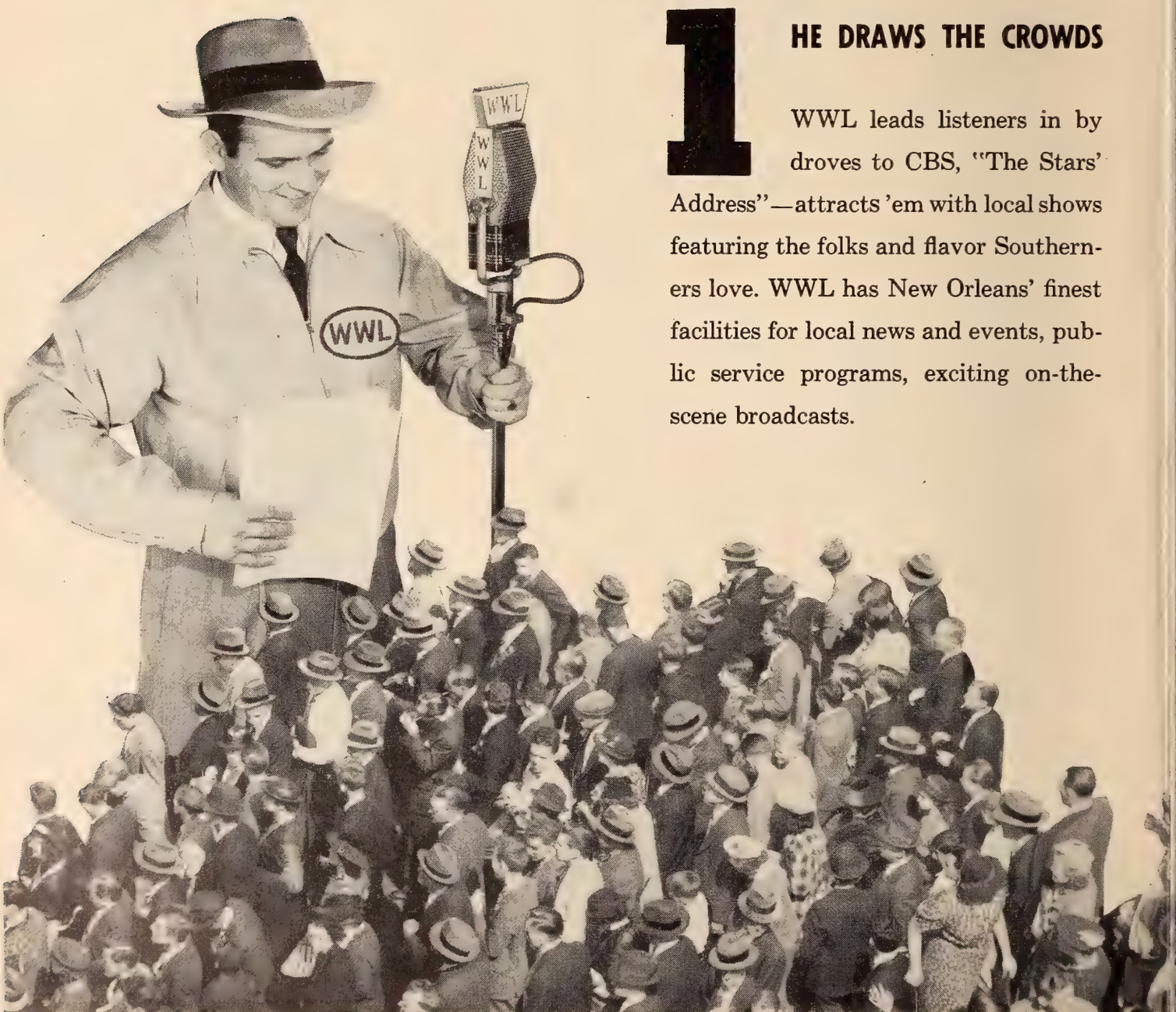
Sales Management's 1950 Copyrighted Survey

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA • PAUL H. RAYMER CO., National Representative

KFBK	KOH	KERN	KWG	KMJ
Sacramento (ABC)	Reno (NBC)	Bakersfield (CBS)	Stockton (ABC)	Fresno (NBC)
50,000 watts 1530 kc.	5000 watts, day; 1000 watts, night 630 kc.	1000 watts 1410 kc.	250 watts 1230 kc.	5000 watts 580 kc.

South's Greatest Salesman Leads 'Em Right to Your Dealers



HE DRAWS THE CROWDS

WWL leads listeners in by droves to CBS, "The Stars' Address"—attracts 'em with local shows featuring the folks and flavor Southerners love. WWL has New Orleans' finest facilities for local news and events, public service programs, exciting on-the-scene broadcasts.



2 HIS DISPLAYS BLAZE THE TRAIL TO PRODUCTS

WWL's dominant promotion keeps selling listeners all the time—through every medium—everywhere. He flags 'em down on the streets, in the home, at the store with colorful 24-sheets, streetcar and bus dash signs, big newspaper ads, store displays. And to spark dealer cooperation, WWL makes personal calls on jobbers and key retailers.

WWL Wins Biggest Share of Audience

Latest Hooper shows WWL with liberal lead in share of audience both day and night. WWL leads in coverage, too, with a great multi-state audience embracing the rich Deep-South market.



South's Greatest Salesman

WWL

NEW ORLEANS



50,000 WATTS • CLEAR CHANNEL • CBS AFFILIATE

DEPARTMENT OF LOYOLA UNIVERSITY • REPRESENTED NATIONALLY BY THE KATZ AGENCY



Man about Town

John Connolly gets around Washington. He's a busy man in our busy nation's capital. Each Saturday evening at 6:30 Connolly airs a thirty minute digest of interviews and on-the-spot tape reports for his growing WRC audience. It's known as "District Digest." This program has home town appeal for your product.

The graphic style used by Connolly, his constant leg work to cover the big and little stories—his flair for warm human interest side glances—is all assembled into a weekly magazine of the air.

"DISTRICT DIGEST" is up to the minute—and on the spot. It's big town news in a home town manner.

IN THE NATION'S CAPITAL YOUR BEST BUY IS

FIRST in WASHINGTON

WRC NBC

5,000 Watts • 980 KC

Represented by NBC SPOT SALES

feature of the week

WLS CHICAGO'S International Square Dance Festival the night of Oct. 28 in the huge Chicago Stadium broke all past records of the station's promotion department. The idea for a mass square dance with hundreds of dancers from all parts of the country participating was conceived about eight months ago, and an executive planning committee headed by John Drake, WLS promotion director, began serious work on the project six months ago.

The results far exceeded the most optimistic expectations. More than 600 dancers from 15 states and Canada appeared before a crowd of 11,000 in the stadium. Of these, almost 10,000 wer paid admissions. Square dance leaders and callers from 22 states attended a morning institute to discuss "New Dancitis" (a tendency to invent new square dances and calls), the place of the round dance as part of a square dance party, the difference between folk dance groups and square dance groups, and the possibility of a national square dance association.

WLS, in addition to gaining its goal of fostering square dancing as a wholesome and healthful activity which benefits the community



WLS General Manager Glenn Snyder (l) beams about public response to the station's sponsorship of the first International Square Dance Festival. With him are Walter Roy, recreation director of the Chicago Park District and festival chairman, and James E. Edwards (r), president of Prairie Farmer *and WLS.*

* * *

(Continued on page 81)



—and you'll discover you *don't have to pay the High Dollar* to cover Detroit. On WEXL you hit 99.6% of Motor City listeners—at a low suburban rate. Plus . . .

- √ WEXL reaches over ½ the population of the State of Michigan
- √ WEXL is Michigan's First Independent Station (26 years)
- √ WEXL programs Music - News - Sports *when you want them*

Better "look on the other side" for High-Class Low-Cost Sell . . . on

WEXL AM-FM

Phone Jordan 4-6523
National Representatives

HIL F. BEST

DETROIT
MICHIGAN

strictly business

ONE of the most important sales that Bill Weldon, president of Blair-TV Inc., ever made, early in his radio career, was also probably the least profitable for himself.

Back in the middle '30s, when radio was just beginning to come into its own, as a local salesman for WOR New York, Bill sold American Tobacco a test run of the Kay Kyser program on WOR for Pall Mall. An alert Mutual salesman saw the order come through, ran quickly to the agency and had a station in Binghamton added, which converted the deal into a Mutual sale, and Bill lost all the commission. To a nature as competitive as Bill Weldon's, the incident rankled and still does, although he has brought off many a similar coup himself.

Shortly before his defection from radio and complete conversion to television, Bill sold a quarter-million-dollar package on an important regional network, and had the business on the air and running before the competitive networks even knew the account was contemplating an expenditure in the area. This remains one of his favorite recollections.



WILLIAM H. WELDON

William H. Weldon (the meaning of the "H" could not be elicited) has a penchant for starting early with tough deals and carrying them through to success. He was graduated from Lafayette College, Easton, Pa., in the depression year of 1931 and spent several fruitful years learning merchandising by

(Continued on page 50)



HURRICANE

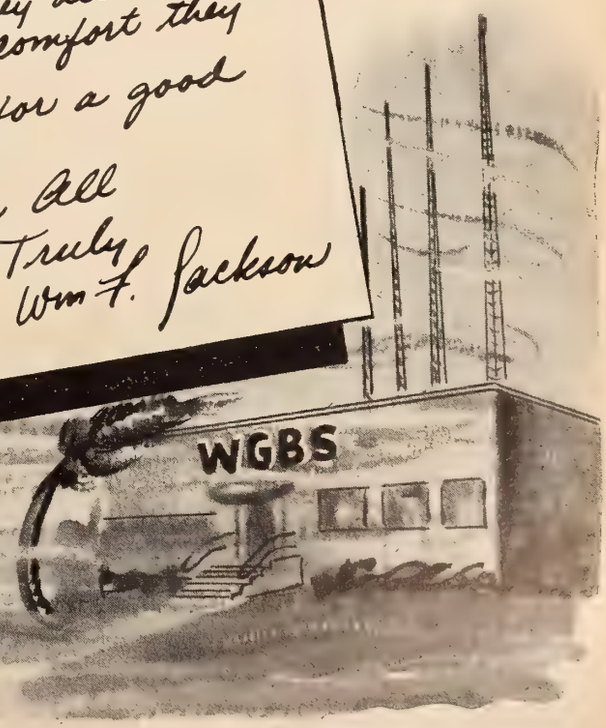
. . . and out of the storm-tossed dark comes the comforting voice of an old friend bringing human companionship . . . to banish terror . restore calm to frightened hearts . . . the voice of . . . **WGBS.**

Mrs. William F. Jackson,
167 N. E. 158 St.
Route 1. North Miami
FLORIDA

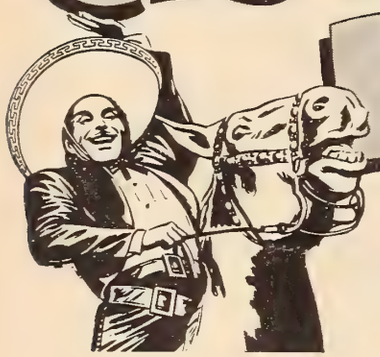
Oct 19th 1950

WGBS,
Miami 7 Fla.

Dear Sirs
I want to thank your station and all the fine people who kept on the air all night during the hurricane. Our lights went out at mid night - our phone at 12:40 but by means of our battery portable radio and WGBS, we were in constant touch with weather conditions. Just the fact of the human companionship helped us a lot and during the very worst I am sure your broadcast really kept me from terror and I was able to keep calm all through the storm. I'm sure I wouldn't, had we been completely isolated as our house is an old frame one and this - the worst storm we have experienced. I want to extend my sincere thanks to everyone participating in this broadcast and I hope they all realize just how much help and comfort they brought to us.
I am sure I speak for a good many other people.
May God Bless You All
Very Truly
Mrs. Wm F. Jackson



A FORT INDUSTRY STATION

Here's the Sensational
LOW-PRICED WESTERN
That Should Be On Your Station!
PROVED FOR 3 YEARS!...
RENEWED FOR 6 YEARS!
"THE CISCO KID"

AMERICA'S GREATEST SALESMAN!
Pays off with the very first broadcast!
Most Sensational Success Story Ever Offered for Local Sponsorship!
Interstate Bakeries (Annual Gross Sales: Over $58,000,000) say: "The CISCO KID has certainly sold a lot of bread for us. We have never seen our sales force more enthusiastic. This applies to our grocers also. Enclosed find our renewal for 6 additional years."—Roy L. Nafziger, Pres.
Sensational Promotion Campaign—from buttons to guns—is breaking traffic records!
This **low-priced** ½-Hour Western Adventure Program is available: 1-2-3 times per week. Transcribed for local and regional sponsorship. Write, wire or phone for details.
FREDERIC W. ZIV COMPANY
Radio Productions
1520 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK HOLLYWOOD

open mike



Still at Toni

EDITOR, BROADCASTING:

Don't change my subscription to BROADCASTING. I am still at Toni —and intend to stay. Please retract statement in Oct. 30 issue, page 4.

PS—Toni has Godfrey.

Don P. Nathanson
Director of Advertising &
Toni Co.
Chicago, Ill.

[EDITOR'S NOTE: Our apologies for identifying Mr. Nathanson with Tintair in the CLOSED CIRCUIT. While Tintair does have a Mr. Nathanson in its sales department he is not Mr. Don P.]

* * *

Likes 'Help Wanted'

EDITOR, BROADCASTING:

Congratulations on your entire editorial page in current issue and particular thanks for "Help Wanted." Would like very much to have comments and recommendations. . . .

Robert D. Swezey
General Manager
WDSU New Orleans, La.

[EDITOR'S NOTE: Any nominations?]

* * *

Answers Sherlock

EDITOR, BROADCASTING:

The letter of Mr. Lewis Sherlock of Plainview, Tex., in the Oct. 23 . . . OPEN MIKE did not state what connection Mr. Sherlock has with a radio station.

It is very evident that Mr. Sherlock thinks first class licensed engineers are hanging from trees. He should come up here in the Midwest.

Regarding Mr. Sherlock's "baby sitters," we did very well with them during the last war—I was one of the "baby sitters" myself.

William R. Tedrick
General Manager
KNEM Nevada, Mo.

* * *

Example of 'Bungling'

EDITOR, BROADCASTING:

Relative to the editorial, "ANA Post-Mortem" [BROADCASTING, Oct. 23], . . . here is a typical example of bungling by the self-centered top brass supposedly being paid to represent radio. . . .

G. Norman Penwell
Manager
KBMN Bozeman, Mont.

Eyes TV Summary

EDITOR, BROADCASTING:

. . . Send . . . us . . . a subscription form . . . We are particularly interested in your weekly television summary of the number of television receivers in each of the 62 televising cities. . . .

George J. Dorman
U. S. Steel Corp. of Delaware
Pittsburgh

* * *

Need More News

EDITOR, BROADCASTING:

Let me make a plea for more news in radio stations. . . .

Station WRUN Utica, N. Y., has an organized and active news department. . . .

WRUN is newspaper owned, with the *Rome Daily Sentinel* as parent, but it has its own news department. . . . While the newspaper was on the scene [of a recent local train wreck] with photographers and reporters, WRUN joined them in the early hours, 3 a.m., with a tape recorder, complete with crew.

The station went on the air with the news, . . . its programming included not only the story. . . . but also tape-recorded interviews with eight of the passengers and rescuers. . . .

. . . Another, more tragic example . . . was the crack-up of a Robinson Airlines plane just after take-off from the Oneida County Airport in Upstate New York.

The WRUN tape-recorder, manned by Announcer Ralph Allinger and Engineer Charles Fuchs, was on the scene before the crowds of curious had choked the highways. . . . Program Manager Nick Stemmler latched onto airline officials at the airport and had the passenger list before any of the opposition. . . .

In short, if radio is to take news seriously, and to ignore local and regional news is to cut off a portion of radio's life blood, the ideal goal is a news department for every radio station. . . .

Kenn Thorpe
News Editor
WRUN Utica, N. Y.

OUR SINCERE THANKS

to the many, many subscribers who took time out to congratulate us on the beginning of our 20th year. Space limitations preclude the publication of all these thoughtful letters, so abundant in their praise. We take this means of thanking those who sent messages to us, and of expressing appreciation to all of our subscribers for making these past two decades so exciting, and successful.



The Blushing Fox

(with Aesopologies)

Once upon a time a Fox (one of the New England Foxes) approached a Rooster perched in a tree.

"Come on down," said the Fox.
"There has been a proclamation of peace and harmony among all Birds and Beasts. Let's talk it over."

But the Rooster, a skeptic from comb to spur, demurred.
"Let's wait," he clucked, "until we're joined by that pack of Hounds I see on the horizon."

"Hounds!" hissed the Fox. "Zounds, but I just remembered a previous appointment. I must leave."

"But," replied the Rooster, "surely you re not afraid of Dogs in these new days of peace and harmony.

"No, no," said the Fox, "but it's ten to one they haven't heard of the proclamation yet."

"You should have spread the word," chortled the Rooster, "on WBZ." And the Fox blushed at his ineptness in forgetting that on WBZ he could have reached practically every creature in New England, including 7,736,700 Human Beings who will have spent $9,711,367,000 in 1950.



WBZ BOSTON
NBC AFFILIATE
50,000 Watts

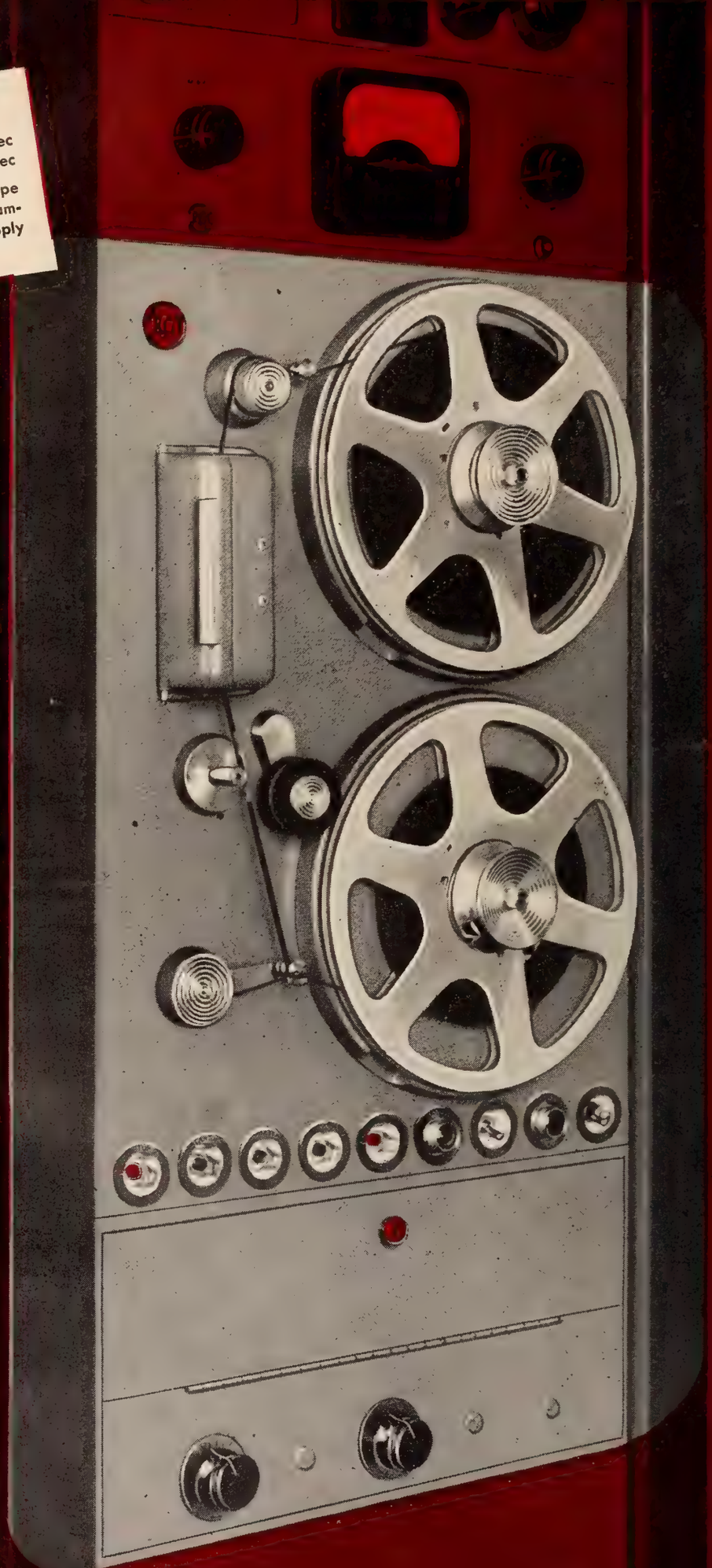
WESTINGHOUSE RADIO STATIONS Inc
KDKA • WOWO • KEX • KYW • WBZ • WBZA • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

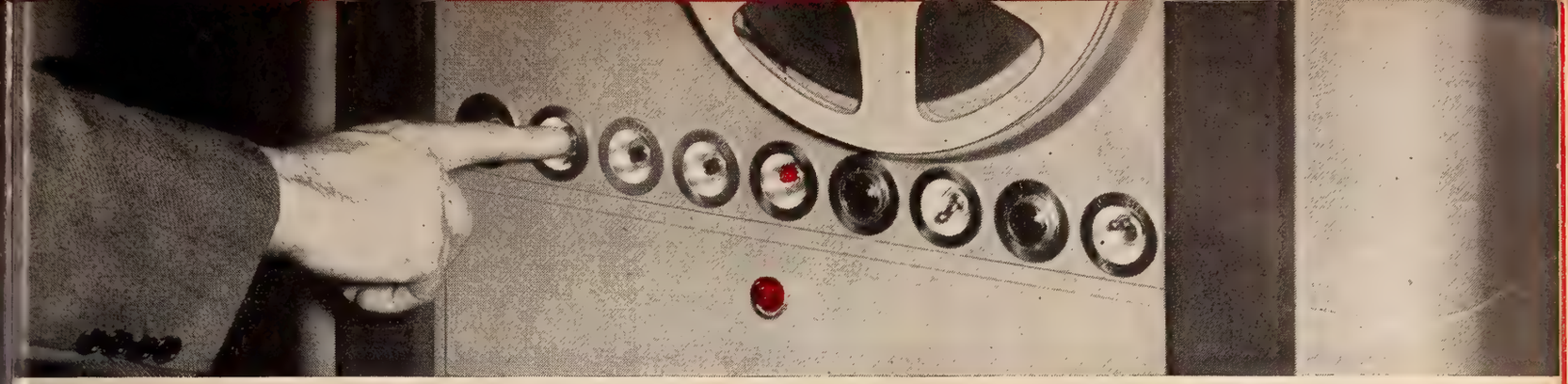
RCA TAPE RECORDER Type RT-11A

50 to 15,000 c.p.s. (±2 db) at 15 in/sec
50 to 7,500 c.p.s. (±2 db) at 7½ in/sec

COMPLETE—with motor board, plug-in type recording amplifier, plug-in playback amplifier, two standard NAB reels, power supply and panel and shelf.

- Split-second start and stop
- Push-button operation
- Extremely accurate timing—with synchronous capstan
- Smooth tape runs—via sapphire guides
- Automatic tape lift for fast "forwards" and rewinds
- Microswitch "tape-break" control—no tape spills, snarls
- Remote control of all operations
- Rack or console mounting
- Plug-in amplifiers
- Interlock system for vital controls
- 3 heads—Erase—Record—Playback



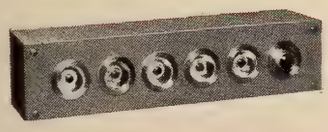


PUSH-BUTTON CONTROL puts tape recording facilities at your fingertips.

NEW—

High-Fidelity Tape Recorder

—the finest money can buy!



Remote Control Unit, MI-11948. Available extra.

This is the world's foremost professional tape recorder, the one recorder that has *everything*—accurate timing, low wow and flutter, plus quick starting. All operations are push-button controlled. All functions—including cueing—can be extended to remote positions.

Designed for applications where operating TIME and RELIABILITY are prime factors, the new Type RT-11A Recorder offers a number of exclusive features. For example, you can start or stop the tape in 0.1 second. You can jockey the tape back and forth for cueing without stopping. You can rewind a standard 10½-inch reel in one minute!

A synchronous capstan makes it practical to hold recording time to ±2½ seconds in a 30-minute run. And with synchronizing equipment . . . for which provision is made . . . *timing can be held to 0.3 second on any length program!*

Many more important features, too.

Self-centering "snap-on" hub adaptors assure perfect reel alignment with either RMA or NAB reels. A complete system of control interlocking virtually eliminates the possibility of accidentally erasing a program—makes it impossible to snarl or "spill" the tape. "Microswitch" control stops the machine if the tape is severed—applies reel brakes instantaneously. The tape automatically lifts *free and clear* of heads during fast forward runs or rewinds. Tape alignment over the heads is held precisely by a floating casting. Starting wow is reduced to the vanishing point.

BY ALL MEANS, *call your RCA Broadcast Sales Engineer for complete details. Or mail the coupon.*

RCA

AUDIO BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

RCA Engineering Products,
Department 19KA,
Camden, New Jersey

Send me more information (including price and delivery) on your new De Luxe Tape Recorder, Type RT-11A.

NAME_____

ADDRESS_____

STATION OR FIRM_____

CITY_____ STATE_____

FIVE MEN with a SINGLE thought



SELLING—and selling better and more station business than anyone else in the rep field—is the single thought of these *five owner-salesmen* who head up the *new*, expanded H-R Representatives, Inc. All are successful radio-TV sales experts of nationwide reputation, backed by a competent sales staff operating from completely equipped offices in all major time-buying centers.

Combined, they make H-R Representatives, Inc., the most aggressive station representative group ever assembled. Throughout the field of advertising agencies and advertisers, the names of Frank Headley, Dwight Reed and Paul Weeks have been known and respected for many years. Now, teaming up with them, are the equally well-known names of Frank Pellegrin and Carlin French, also long-standing radio-TV veterans.

The new H-R Representatives, Inc., is unique. Every one of its owners is a *working* salesman . . . anxious to get out and visit, talk with—*and sell* the prospects of stations his firm represents. The result is the most powerful combination of executive sales talent geared together today in a single station representation group.

If you'd like to be represented by an organization that believes *in sending out a man to do a man's work*—then you are cordially invited to contact our nearest office.

H-R REPRESENTATIVES, INC.

RADIO, TELEVISION AND TRANSIT RADIO

NEW YORK • Chrysler Building • MUrray Hill 3-9324 **CHICAGO** • 35 East Wacker Drive • RAndolph 6-0113

SAN FRANCISCO • 814 California St. • EXbrook 2-3407 **LOS ANGELES** • (to be announced) **ATLANTA** • (to be announced)

BROADCASTING
TELECASTING

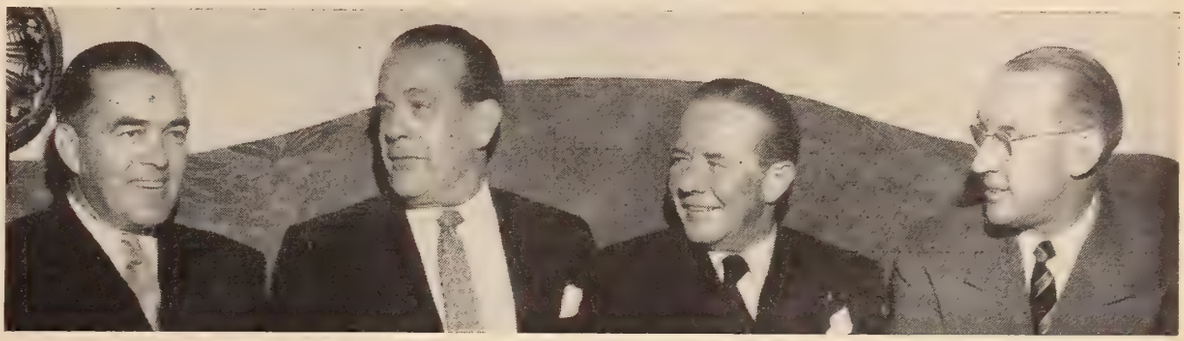
Vol. 39, No. 19 WASHINGTON, D. C., NOVEMBER 6, 1950 $7.00 A YEAR—25c A COPY

ROAD AHEAD FOR SPONSORS?

TV Tops at AAAA Meet

TELEVISION was the top headliner at the eastern annual conference of the American Assn. of Advertising Agencies, held Tuesday and Wednesday at New York's Roosevelt Hotel. J. Davis Danforth, executive vice president of BBDO, was chairman of the two-day conference, built around the general theme of what lies ahead for advertising and for advertising people in this emergency period.

Just as television has invaded and pervaded the 1950 advertising scene, so this dynamic new medium stole the spotlight not only at the radio and TV production session on Tuesday afternoon and the timebuying session the following morning but at most of the other sessions as well. Fletcher D. Richards of Fletcher D. Richards Inc., chairman of the closed management session, reported that even this meeting of top agency management devoted most of its time to a discussion of TV costs, reaching general agreement that unless some way is found to reduce the extra costs involved in video advertising, the agencies will have to ask for extra fees from their clients using this medium. And at the final conference session fully half of the questions submitted dealt with some phase of television.



CENTER of attention at last week's AAAA Eastern annual conference sessions as well as during this moment of relaxation was J. Davis Danforth (l), BBDO executive vice president and conference chairman, seen here with (l to r) Myron P. Kirk, vice president, Kudner Agency, chairman of the radio and TV production session; Mark Woods, ABC vice chairman, and Frederic R. Gamble, AAAA president.

* * *

Radio Not Forgotten

While overshadowed by its glamorous new relative, radio was far from forgotten at the conference and ABC Vice Chairman Mark Woods received enthusiastic approval from the agency group when he said: "I am firmly convinced that radio has a place—and an important one—in the world of tomorrow, despite the reiterated announcements of its demise at the hands of television."

This view also was expressed by the panel on timebuying, whose chairman, Linnea Nelson, J. Walter Thompson Co., stated that "radio is here to stay as long as it pays off for the advertisers." Frank Silvernail, BBDO, added: "No new medium, however powerful, has ever put any other advertising medium out of business." The other panel members and the audience indicated complete approval.

A plea for standardization of chain breaks was made by R. H. Crooker Jr., Campbell-Ewald Co., who noted that some stations allow 15 seconds for them, some 20 seconds and some 25 seconds, trebling the job of producing chain break announcements for a national campaign. He also asked broadcasters to adopt a standard discount system, including the 2% cash discount, but quickly added that standardization for ease in handling radio advertising should not be carried to the point where flexibility would be lost. Miss Nelson said timebuyers should constantly press their demands for standardization of radio practices, reporting that years of agency pressure had reduced the number of different station rate cards from about 20 to only five today and noting that television has started with only five different types of cards.

Asked how timebuyers can improve their positions not only with the industry as a whole but within their own agencies, George C. Castleman, of Bermingham, Castleman & Pierce, replied that the timebuyer's chief concern should not be with rates and time schedules but with making the most effective use of radio in selling the products of his agency's clients. George Kern, Benton & Bowles,

(Continued on page 32)

BASEBALL OUTLOOK

Leagues Hit Radio-TV

APPARENT drop in 1950 baseball receipts may become the 1951 summer specter for broadcasters, who received an estimated record outlay of $20 million-plus from sponsors last season.

Reports from the baseball world show a revival of anti-television sentiment in the major leagues and resounding radio antagonism in the minors.

Top developments are the following:

● Lead in the minor leagues by the National Assn. to pare the number of major league broadcasts where they enter areas in which minor league clubs operate.

● Rebuttal by Gordon McLendon, president of Liberty Broadcasting System, cited by the association as a contributor to declining attendance.

● Decision by the Boston Braves, National League club, to cut telecasts of night home games next season from 39 to 14, asserting TV has hurt the club's box office at night when weather is adverse.

Two top executives of the National Assn. are carrying the fight against nationwide major league broadcasting—President George M. Trautman and Bob Finch, director of public relations. Mr. Finch claims, as a result of his survey made of minor league club owners, that such broadcasts were to blame for an estimated 8 million drop in minor league attendance in the 1950 season.

Cites LBS and MBS

Specifically named by Mr. Finch were LBS (for its widespread recreated major league broadcasts) and Mutual (for extensive coverage throughout the country of major league play).

Last Wednesday, Mr. Trautman carried this message to baseball's inner high council, meeting behind closed doors at the Cincinnati office of A. B. Chandler, baseball commissioner. Mr. Trautman complained of the major league broadcast problem to the major-minor leagues' Executive Council. He added that as yet, it couldn't be determined just how much of the attendance slump could be attributed to television. Mr. Finch significantly left TV out of his blast.

The council, after hearing the assertions, failed to come to any conclusion, tabling further action. When the subject will come up again is moot. However, a joint meeting of the 16 major league club officials is set for Nov. 16 in Cincinnati. At that time, the clubs probably will also confer on disposition of the $800,000 received for this fall's World Series TV rights.

Members of the council, which

(Continued on page 36)

CASSIDY NAMED

To Succeed Bill Brooks

HENRY C. CASSIDY, NBC director of European news, was appointed last week to succeed William F. Brooks as director of the network's radio news and special events department.



Mr. Cassidy

Mr. Brooks was recently elevated to the post of vice president in charge of public relations. News chiefs of radio and television will report to him.

Mr. Cassidy became director of European news in March 1946. He joined the network as a staff correspondent in August 1945.

He had been a stringer for the network out of Moscow, where he was an Associated Press staffer, before joining NBC as a full time correspondent.

Mr. Cassidy is a graduate of Harvard. He worked for the *Boston Traveler* from 1931 to 1933 and then joined AP in Boston. He subsequently served AP in New Haven, New York, Paris and Moscow.

In 1942, as an AM correspondent, he achieved two news beats by obtaining written interviews with Josef Stalin, the first just before the Normandy invasion and the second just after it.

FAB Meet Dec. 1-2

KEYED to a "better understanding between the press and radio," the mid-year meeting of the Florida Assn. of Broadcasters Dec. 1-2 will center on the theme of "Press and Radio," according to Garland Powell, president of FAB and director of WRUF Gainesville, Fla. Meeting will be held at the Mayflower Hotel, Jacksonville, Fla.



Drawn for BROADCASTING by Sid Hix

"I've just found out why she gives so many people wrong numbers . . . She used to be a telephone operator!"

LOTTERY LAW

Wisconsin League To Seek Revision

LEAGUE of Wisconsin Radio Stations will meet this afternoon (Monday) in the state capital, Madison, to discuss the giveaway opinion recently given by the Attorney General's office [BROADCASTING, Oct. 30, 23] and to take some kind of positive action. Meeting, called by President Ben Laird, manager of WDUZ Green Bay, follows an emergency session held in Madison Oct. 28.

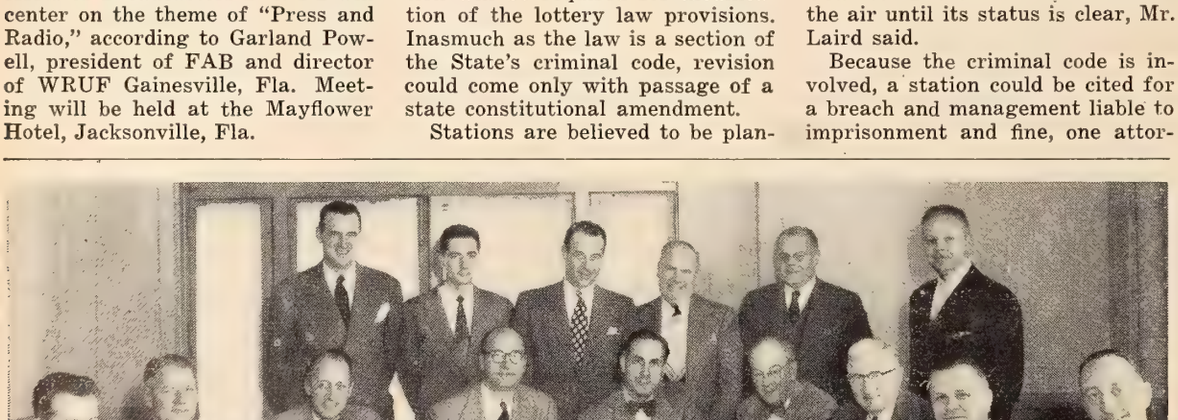
At that time, seven board members and more than 40 league members from 22 stations discussed the effect of the giveaway opinion by Attorney General Thomas Fairchild and his assistant, William Platz, and speculated as to the possible future application of the opinion.

Because it was charged that radio giveaways are in violation of Wisconsin's tight anti-lottery laws, station men agreed that legal action will be required for modification of the lottery law provisions. Inasmuch as the law is a section of the State's criminal code, revision could come only with passage of a state constitutional amendment.

Stations are believed to be planning some kind of definite action, and will meet today with Don Petty, general counsel of NAB. It was tentatively planned late last week that the group would also see Mr. Fairchild and Mr. Platz.

Although stations are reportedly "unhappy" about the opinion, they are going along with the Attorney General's definition of a lottery until the law is clarified. WDUZ, for example, voluntarily removed *Stop The Music* (one of the shows questioned originally) on Oct. 29. The show will remain off the air until its status is clear, Mr. Laird said.

Because the criminal code is involved, a station could be cited for a breach and management liable to imprisonment and fine, one attorney explained. Any infringement of the code might also bring repercussions from FCC when it came time for a station's license renewal, one station man said.



ONE of radio's greater spot campaigns for a single market goes down in history as details are set for the Indianapolis Ford dealers' "Operation Saturation." Contract calls for 800 spot announcements on the five Indianapolis radio outlets over a 10-day period, beginning Nov. 15, to introduce the new 1951 Ford. Standing (l to r), Broadcasters Gene Vaughn, WFBM-TV; Berry Smith and Dan Park, WIRE; George Higgins, WISH; Kenneth Church, WIBC; Robert Enoch, WXLW. Seated, Ford Dealers George Ferguson, Indianapolis District; Walter Hiser, Walter Hiser Inc.; J. L. Richardson, Hatfield Motors Inc.; Virgil E. LaMarre, Indianapolis District; George Hoster, George Hoster Inc.; C. T. Foxworthy, C. T. Foxworthy Co.; Homer L. Archer, Harry A. Sharp Co.; J. M. Puzder, Central Region, Detroit; H. O. Talbert, Downtown Ford Sales Inc. Dealers also bought a Thanksgiving TV show.

ADMIRAL SWITCH

Names Erwin, Wasey Agency

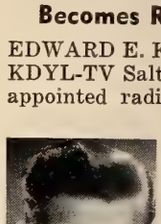
ADMIRAL Corp., Chicago, which has been considering a transfer of the radio and television portion of its account from Kudner Agency, New York, for some time, last week named Erwin, Wasey & Co., also New York, to handle that business. Advertising Manager Seymour Mintz said the transfer will not be effective "for several weeks," until the new agency has its plans made and ready for execution.

Admiral spends an estimated $1 million yearly on radio and TV advertising. It is currently sponsoring *Lights Out* on NBC-TV and *Stop The Music* on ABC-TV. One of the main reasons for the Kudner cancellation is believed to be Admiral executives' dissatisfaction with *Lights Out* commercials.

KASH NAMED

Becomes R & S Media Head

EDWARD E. KASH, formerly with KDYL-TV Salt Lake City, has been appointed radio and television director of Rogers & Smith, advertising agency with offices in Chicago, Dallas and Kansas City. Mr. Kash headquarters in Dallas, although he is handling accounts on a consulting basis for the three offices.



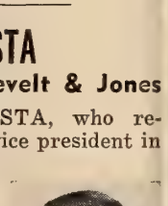
Mr. Kash

First account already signed and slated to begin today is the Sanger Bros. (Dallas department store) venture in a shop by television show. Sanger's entire TV budget is slated to be handled by Rogers & Smith, according to Mr. Kash.

NORAN E. KERSTA

Joins Roosevelt & Jones

NORAN E. KERSTA, who recently resigned as vice president in charge of radio and TV for the William Weintraub Advertising Agency, New York, has been appointed consultant on sales for Roosevelt & Jones Inc., New York.



Mr. Kersta

Mr. Kersta, who is a former director of the NBC television department, will handle syndication of the Eleanor Roosevelt program, now on WNBC New York five days a week. He also will direct sales activities on other Roosevelt & Jones Inc. properties.



MRS. HAROLD KRELSTEIN, WMPS Memphis, is the center of attraction in this group at the NAB District 6 meet in New Orleans. In front row (l to r) are: Mr. Krelstein; Howard Summerville, WWL New Orleans; Mrs. Krelstein, Harold Wheelahan, WSMB New Orleans and Dist. 6 director; Aubrey Williams, Fitzgerald Agency, New Orleans. Back row, Harvard (Red) Mason, AP, Montgomery; Robert Dumm, KNOE Monroe; James Wade, Free & Peters, Atlanta; Paul Goldman, KSYL Alexandria; Cliff Marshall, UP, Atlanta.



ALL NAB District 6 states are represented in this group in New Orleans (l to r): Front row, Jack Hardesty, NAB; Frank Conwell, KCIL Houma, La.; Sam Townsend, KFFA Helena, Ark.; Hugh Jones, WGCM Gulfport, Miss.; Hoyt Wooten, WREC Memphis; L. M. Sepaugh, WSLI Jackson. Back row, Bill Stubblefield, Capitol Records, Atlanta; Wiley Harris, WJDX Jackson; Don Pettey, NAB; Jack Wolever, KTHS Hot Springs; George Swearingen, Weed & Co. Atlanta (Other District 6 photo, page 76).

FIGHT ANTI-RADIO BILLS

Dist. 4 Urges at Williamsburg

FRONTAL attack on pending federal legislation discriminating against broadcasters was demanded by NAB District 4 at its Thursday-Friday meeting, held at Williamsburg, Va.

Faced with proposals to levy a franchise tax on stations along with discriminatory excess profits taxes, District 4 members were told that NAB is laying plans to expand its government relations activity.

The perennial franchise tax idea has been stirred up once more and NAB officials indicated they will take steps to meet this legislation.

With excess profits taxes pending in Congress, NAB will act to prevent hardship because of the industry's special post-war situation. Proposed excess tax legislation, it was pointed out, would be based on post-war experience. During this period broadcasters have faced unusually heavy expenditures because of AM plant expansion as well as FM and TV. Furthermore, AM stations that have taken the air since the war would suffer similar hardships.

Over 125 Attend

The District 4 sessions were opened Thursday morning by Harold Essex, WSJS Winston-Salem, N. C., NAB District 4 director. Attendance exceeded 125.

NAB's plan to enlarge its legislative activity was divulged by William B. Ryan, NAB general manager, at the Thursday afternoon session where he made his first district meeting appearance since assuming office last spring. Mr. Ryan added that NAB is keeping down many of its departmental activities to hold the line on membership dues but at the same time is expanding such major services as Broadcast Advertising Bureau. Special fees will be charged for such services, he added, "and you can take or leave special things like BAB."

A proposed resolution involving apportionment of the membership dollar aroused considerable talk. The proposed separation of TV operations in NAB was submitted by Gilbert M. Hutchison, WBIG Greensboro, N. C., who felt AM stations should not be required to pay for activities designed to assist TV stations.

Tribute to Lucy

Tribute was paid by E. S. Whitlock, WRNL Richmond, Va., to his colleague, C. T. Lucy, general manager of WRVA Richmond, on WRVA's 25th anniversary. The convention joined in paying respect to Mr. Lucy who put WRVA on the air Nov. 2, 1925. He has been with Larus & Bros., station owner, 38 years.

The convention also paid respects to John W. New, WTAR Norfolk, who is in Norfolk General Hospital taking treatment for a heart ailment.

Director Essex named a Resolutions Committee consisting of Jim Moore, WSLS Roanoke, Va., chairman; Earl J. Gluck, WSOC Charlotte, N. C.; John Schultz, WMVA Martinsville, Va.; Joe Martin, WDSC Dillon, S. C., and Mr. Lucy.

Campbell Arnoux, WTAR Norfolk, retired District 4 director, introduced NAB President Miller who outlined the association's role in the national emergency. Judge Miller recalled NAB's aggressive approach to the defense problem last summer, when the White House leaders accepted its offer of cooperation. He described defense activities following the board's August action in approving the program.

Membership has definitely started upward, Robert K. Richards, NAB public affairs director, declared in presenting the slide-film depicting association services.

He reviewed activities of each department, relating them to the actual savings they bring in station operation and the practical assistance they give management. In addition, he outlined the less publicized services such as government contacts and legislative activities.

BMI alone, Mr. Richards said, has saved stations more than enough money to operate the association for 75 years. He told stations NAB was influential in restoring the right to editorialize and reminded them it is their duty to help interpret events of the day for their listeners.

Robert Burton, BMI vice president, in discussing the copyright group's work, said that just before he took the platform he learned that an important group of ASCAP members in Canada had broken off and were demanding separate fees. It's good to have an industry-operated group for just such emergencies, he suggested.

Defense Effect

Richard P. Doherty, NAB employe-employer relations director, said the flow of cash from defense orders will start soon and continue upward into the middle of 1951. Real effect of rearmament has not yet been felt, he said, but added that business in general is good in the United States. He urged stations to take a long-range look at cost control and constantly analyze budgets rather than merely clip expenses occasionally.

Ways of increasing the income of FM stations were taken up at a Thursday afternoon FM clinic con-

(Continued on page 38)

ELECTION FEVER

Mounts on Radio, TV

THE EYES of radio officialdom will be focused on election returns tomorrow (Tuesday) with keen interest as several broadcast-conscious legislators seek to retain their seats on Capitol Hill.

And Congressional incumbents and aspirants were expected to take to the radio-TV airlanes today in 11th-hour attempts to sway the voting populace.

The cause of Democratic and GOP politicians was aided on the national level last Saturday evening by frankly partisan appeals scheduled by President Truman and Harold Stassen, respectively. Mr. Truman was scheduled to address an estimated AM-TV audience of 66½ million, including 5½ million televiewers.

Earlier, William Boyle Jr., chairman of the Democratic National Committee, and various cabinet and Senatorial members threw their radio-active support behind administration lines, while their less fortunate GOP brethren were scraping the financial barrel at city levels to raise radio-TV funds [BROADCASTING, Oct. 30, 23].

Key senatorial contests involving broadcast-minded legislators are those touching on the political fates of Sen. Charles Tobey (R-N. H.), acid-tongued critic of FCC and anti-monopoly crusader; Sen. Homer Capehart (R-Ind.), former owner of a radio manufacturing firm bearing his name and now active in a commercial phonograph-producing firm, and Sen. Warren Magnuson (D-Wash.). All are members of the Senate Interstate & Foreign Commerce Committee.

Doubtless all eyes will be focused on the Ohio race where Sen. Robert

(Continued on page 30)

IN REVIEW . . .

PROGRAM FACTS

Elmer Davis: Sponsor—cooperative
Stations—about 200 ABC stations
Fulton Lewis jr.: Sponsor—cooperative
Stations—about 365 MBS
Gabriel Heatter: Sponsor (Wed.): Bell-Tone Hearing Aid Co.
Agency: Olian Adv. Co., Chicago
Stations: 144 MBS stations
Lowell Thomas: Sponsor—Procter & Gamble.
Agency: Compton Adv. Agency
Stations: 83 CBS stations
Edward R. Murrow: Sponsors (and agencies)—American Oil (Joseph Katz Co.)
Hamm Brewing Co. (Campbell-Mithun Inc.), Pan-Am Southern Corp. (Fitzgerald Adv. Agency), Procter & Gamble (Benton & Bowles), Peter Paul Inc.; and Planters Nut & Chocolate Co. (Raymond R. Morgan).
Stations: 160 CBS Stations

WITH A couple of deviations, leading news commentators last Wednesday treated the shooting at Blair House as a straight news story, without attempting cosmic interpretations.

Three of five commentators heard for this review that evening—Lowell Thomas, Elmer Davis and Gabriel Heatter—based their reports on wire service stories which, by the time the commentators went on the air, had the main facts of the shooting in hand.

Fulton Lewis jr. augmented the wire news with an interview of a witness to the affair. Edward R. Murrow turned over part of his program to Charles Collingwood, CBS Washington correspondent, who personally covered the shooting and whose report was easily the most complete and best organized of the lot.

Among all the reports on the five programs only Mr. Collingwood's included the homey but interesting information that the President had been napping in his underwear.

Messrs. Heatter and Lewis supplemented their descriptions of the shooting with allusions to other presidential attacks and assassinations. A minor discrepancy arose between these two historians, Mr. Lewis saying that Theodore Roosevelt's life was saved when an assailant's bullet was deflected by his eyeglasses and Mr. Heatter reporting that the bullet struck a speech manuscript in Mr. Roosevelt's pocket. History was on neither Mr. Lewis' nor Mr. Heatter's side. The fact is that the bullet struck a speech manuscript and an eyeglass case in the onetime President's pocket.

Mr. Heatter's High Praises

Mr. Heatter, of all the commentators, strayed farthest from the main story. The fact that the President continued with his schedule after one attacker was in the morgue and the other under guard in a hospital struck Mr. Heatter as an act of incomparable bravery. While lauding Mr. Truman's courage, Mr. Heatter also pointed out that Mr. Truman was a man who loved his mother, a devotion which, although commendable, seemed somewhat remote from the Puerto Ricans on the Blair House steps.

None of the commentators occupied his entire air time with the attempted assassination. Mr. Thomas also mentioned the UN's re-election of Trygve Lie, the Korean military developments, the Pope's pronouncement of the dogma of the Virgin Mary's Assumption, and the Chinese Reds' attack on Tibet. Mr. Thomas dealt in greater detail on the latter story than did other commentators last Wednesday, owing to the fact that he is the only one among them to have traveled in that country, as he has made clear on numerous occasions.

Mr. Thomas also used an item that escaped the attention of his colleagues, a plea by Herbert Hoover for world disarmament.

Mr. Davis, among other things, reported that the GOP had appointed Harold Stassen to answer the President's political address on radio scheduled for last Saturday. "It can be hoped," said Mr. Davis in his dry way, "that these speeches will raise the intellectual level of a campaign that has been the dirtiest I can remember."

Things looked pretty black to Mr. Heatter Wednesday night. He reported that Chinese Communists had entered the Korean war, without specifying how many, and said, in his most ominous way: "Here's the latest, just in. It's grim news."

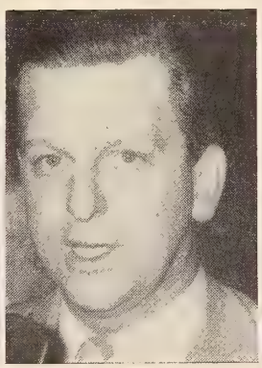
Growing more depressed by the moment, Mr. Heatter added that it "may become a new war."

"The latest indications are,

(Continued on page 36)



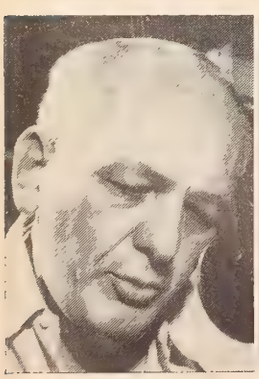
Mr. Collingwood



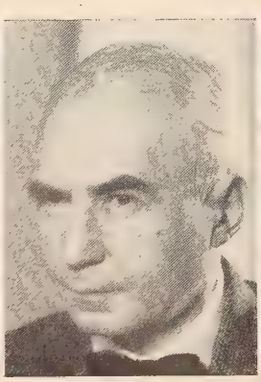
Mr. Lewis



Mr. Murrow



Mr. Heatter



Mr. Davis



Mr. Thomas

PROGRAM FACTS

Jimmy Durante Show, on NBC-TV (23 interconnected and 24 non-interconnected)
Sponsor: Motorola
Agency: Ruthrauff & Ryan; Account Executive: Dave Mahoney
Prod. Cost: Approx. $50,000
Cast: Jimmy Durante, Donald O'Connor, Joyce Holden, Gwen Carter, Eddie Jackson
Super. of Prod.; Pete Branum
Producer-Dir.: Joseph Santley
TV Dir.: Doug. Rodgers
Technical Dir.: Jack Irving



EXCEPT for a few bothersome lapses, including a lusterless exhibition by a troupe of wandering acrobats who may have been in search of an old Milton Berle show, the Jimmy Durante program last Wednesday, the Schnozzle's first unveiling on television, was a success.

Mr. Durante spent a large part of the program assaulting a piano, the language and whatever showgirls were within reach, which was as it should be. His style of amiable raffishness is all his own and probably should be enshrined as an example of high comedy.

It would be hard to imagine a more visual comedian than Mr. Durante, save possibly one with multiple heads, and since television needs performers who are as much fun to see as to hear, Mr. Durante ought to be a fixture in the medium.

One bit in which he participated could have been funnier if he had not forgotten his lines. This involved Mr. Durante and an "NBC executive" who wanted the comedian to deliver a commercial about Motorola television sets, a request to which Mr. Durante objected with his special brand of violence.

The "NBC executive" is a character that has been appearing recently as fall guy for television comedians on the network. The character may have been conceived as a means of showing that NBC, which used to resent disparaging references, is not such a bad old gaffer after all.

The Twist Becomes Worn

The "NBC executive" on last Wednesday's show was not up to the humorous standings of his predecessors on other programs, and the probability is that the character is wearing pretty thin. Another foil is needed; perhaps someone below executive level, if any such people exist there.

The acrobats, a group consisting of one man and between four and ten muscular girls who did not stay still long enough to be counted, did cartwheels, a gymnastic accomplishment observable on the nearest playground. Acrobats did their share to kill vaudeville, and are doubtless ready, unless restrained, to do no less for television.

A technical problem that cropped up occasionally during the program was the inability of the manipulator of the microphone to follow Mr. Durante's erratic ways. Too often Mr. Durante's voice disappeared as he scuttled beyond range of the microphone.

Aside from these few and perhaps carping criticisms, there is nothing but satisfaction to be recorded. For all we care Mr. Durante can go on losing and finding the lost chord indefinitely.

TRUMAN PLOT

Blanket Coverage by Radio-TV

ATTEMPTED Blair House assassination of the nation's Chief Executive last Wednesday was accorded fully comprehensive coverage by network affiliates and independent stations, all of which rose dramatically to the occasion on short notice.

Radio and television, totally as unsuspecting of the imminent plot on President Truman's life as the three White House policemen who were shot, marshalled their forces with dispatch and carried the dramatic story home to American listeners and televiewers on the national and local levels.

Independent outlets, short-staffed in comparison with their network brethren, acquitted themselves brilliantly with the help of fortuitous circumstances and some accurate "tips."

The major networks received the wire story and issued bulletins between 2:40-3 p.m. Thereafter, as more details became available, bulletins were broadcast throughout the afternoon and evening.

CBS at 3:30 aired an account by its White House correspondent, Charles Collingwood, who had been on the way to Blair House to accompany the President to Arlington, and had stepped from a taxi a moment after the firing had ceased. At the same time, Joe Wershba, of its Washington staff, interviewed an Executive Offices guard who had been stationed across from the shooting. Apart from subsequent coverage on scheduled news programs, CBS carried a special broadcast over its full network at 11:15 p.m., with nine eyewitness interviews, followed by a story wrap-up.

ABC Coverage

ABC broke the story on its network when John Kennedy received the bulletin during his scheduled 2:30 newscast, which was followed by an account from Washington by Bryson Rash, its White House correspondent, who arrived on the scene just after the shooting stopped, and broadcast at 3:25. At 4:30, Martin Agronsky went on with taped interviews of eyewitnesses. Scheduled news programs throughout the evening followed through. The scheduled *News of Tomorrow* at 11 p.m. was devoted to a round-up story, plus an interview by Harwood Hull with Puerto Rican Governor Luis Munoz Marion. The latter sketched the splinter-party background to the attempt upon the President's life.

MBS at 3:30 aired Joseph McCaffrey's on-the-spot description from Blair House, and a bystander interview taped by Hollis Seavey, chief of its Washington office. An ex-newsman, Alan Wagner, who saw the shooting, recorded his experience for the Fulton Lewis jr. program at 7 p.m. Other eyewitness reports were broadcast on the *Mutual Newsreel* at 7:45 p.m. and at 10:30 p.m. Special wrap-up program at 10:30 included the recorded comment of Treasury Secretary John Snyder, boss of the Secret Service guarding the President. While the Secretary was expressing his admiration and appreciation for the conduct of the guards at Blair House, he received word of the death of Pvt. Leslie Coffelt from wounds of that afternoon. At his request, the Secretary made a second recording in which he expressed his sympathy for the Coffelt family.

The Wagner story was uncovered by WASH-FM Washington, new MBS affiliate.

NBC Coverage

NBC flashed the story at 3 p.m. and followed at 3:30 with a broadcast account by Rollie Shepherd, who saw it, as taped and commented upon by Frank Bourgholtzer of the NBC Washington office. Interviews with White House Secretary Charles Ross and U. E. Baughman, head of the the secret Service, were recorded and aired at 7:15 p.m. on *News of the World*, together with an on-the-spot description of the arrest of the family of one of the would-be assassins, Oscar Collazo.

For television coverage, WTOP-TV, CBS' Washington outlet, presented still shots and films which it fed to the network, with Doug Edwards handling commentary. Telenews films were used, showing the Blair House and also the Arlington ceremonies. Later, on a local basis, WTOP-TV repeated films and stills on Correspondent Walter Cronkite's program, and its other local news shows. Interviews by Bill Downs also were offered.

WTOP, *Washington Post* AM station, also aired numerous bulletins and programs giving eye-witness accounts and commentary by Griffing Bancroft.

WMAL-TV, ABC Washington outlet, took motion picture film which it showed on its *Telenews Daily* broadcast at 7 p.m. and repeated at 11:15. Additionally, the station presented a film of the Puerto Rican revolution tying in with the Blair House incident. WMAL radio coverage began at 2:35 with a local flash and continued through the afternoon hours, with network feeds. Eye-witness accounts were featured.

MBS commentators who took part in network coverage included Bill Henry, William Hillman and Everett Holles, in addition to Mr. Seavey. WEAM, MBS' Washington

(Continued on page 36)

Puerto Rican Loyalty

ATTEMPT on the life of President Truman last Wednesday immediately evoked sentiments of regrets and a firm pledge of loyalty to our government by the Puerto Rican Assn. of Broadcasters. In a cable to the Chief Executive Thursday, Tomas Muniz, PRAB president, termed the attack as the work of fanatics of a small group and declared "Puerto Rico is proud to be part of government under your intelligent leadership. . . ."

NARBA WINDUP

Accord Seen in 10 Days

NEGOTIATIONS for a new NARBA to govern AM allocations among North American nations appeared in the "fine detail" stage last week, with delegates generally hopeful that accord may be reached within about 10 days at the latest.

FCC Comr. Rosel H. Hyde, head of the U. S. delegation, reviewed the basic provisions of the proposed treaty in a lengthy session with his Commission colleagues Thursday afternoon. They were also outlined to the State Dept., whose Capt. John S. Cross, assistant chief of the Telecommunications Policy Staff, is delegation vice chairman.

Minor Changes

With a few adjustments, the fundamental terms followed the lines indicated a week earlier [BROADCASTING, Oct. 30].

In one change, 780 kc, U. S. 1-A clear channel on which WBBM Chicago is the dominant station, was substituted for 770 kc (WJZ New York) as one of the six U. S. 1-A's which Cuba would be permitted to use on condition that the U. S. dominants are protected along the lines provided in the expired NARBA. The substitution reportedly came at Cuba's request when her delegates indicated inability to give WJZ the required protection on 770 kc.

The 770 kc channel, it appeared, would be assigned to WKAQ San Juan, P. R., with WKAQ's present 620 kc regional frequency going to the Dominican Republic, which has insisted that its one assignment be operated with 10 kw non-directionally in order to serve the entire island. WKAQ would protect both WJZ and KOB Albuquerque on 770 kc.

Authorities said the agreement as it now stands would require frequency changes for only four U. S. stations, and that these changes in some cases will improve the stations' service and in no case cause "serious" degradation of service.

WVCG Coral Gables, a daytimer on 1070 kc, would move to 1080 kc. WIBS Santurce, P. R., would move from 740 to 730 kc. WNEL San Juan would go from 860 to 850, and WKAQ would take 770 instead of 620 kc.

WSUN St. Petersburg, Fla., 5 kw on 620 kc, would receive additional interference as result of Dominican Republic use of that frequency, but authorities said the increase would be no greater than that received from a Cuban station which is to be deleted.

Cuban Assent

Cuba was reported to have agreed to the granting of 1-B classification to WQXR New York and KPMC Bakersfield, Calif., both on 1560 kc, and also to KXEL Waterloo, Iowa, on 1540 kc.

Except for the substitution of 780 for 770 kc, the U. S. 1-A's which Cuba would be permitted to use were the same as those indicated earlier in the negotiations: 640 kc (KFI Los Angles is dominant); 660 kc (WNBC New York); 670 kc (WMAQ Chicago); 760 kc (WJR Detroit); and 830 kc (WCCO Minneapolis).

The 11 channels on which Cuba would be given "special protection" by future U. S. assignments were said to be the following:

On 550, 640, 690, and 860 kc Cuba proposes "1-C" stations, which future U. S. assignments would protect to the 10 microvolt daytime and 25 microvolt nighttime contours at the Cuban border. On 570, 590, 630, 730, 740, 920, and 980 kc Cuba would operate "1-D" stations, which future U. S. assignments would protect to the 25 microvolt daytime and 50 microvolt nighttime contours at the Cuban border.

No Effect Seen

Authorities said present assignments on these channels would not be affected, and reported that most of them already are near the saturation point insofar as assignments in southeastern United States are concerned.

It was considered likely that the Bahamas-Jamaica, seeking the use of one and possibly two U. S. 1-A clears—WCBS New York's 880 kc appeared the probable choice—and the Dominican Republic (620 kc) would also seek "1-C" or "1-D" protection by future assignments.

The agreement, if finally reached, would include all NARBA nations except Mexico, which withdrew from the conference three weeks ago but which presumably would be given an opportunity to subscribe to any treaty concluded by the remaining nations. Before they left the Washington sessions, the Mexican delegates reported that Mexico could not ratify any agreement until 1951 unless it were reached before the end of last month.

POPULATION UP 14.5%

Final Census Count Shows

FINAL COUNT in the 17th decennial census showed the population of the U. S. to be 150,697,361 on April 1, 1950, Secretary of Commerce Charles Sawyer reported to President Truman last Thursday.

The figure represents an increase of 19,028,086 from 1940, the largest gain for any decade in American history. Percentage-wise the population jumped 14.5%, over twice the 7.2% gain recorded between 1930 and 1940.

During the opening week of the 82d Congress in January President Truman will transmit the figures to that body as required by the Congressional Apportionment Act. At that time the President will report the number of Representatives to which each state is entitled under the new count.

Secretary Sawyer made public a Census Bureau table which shows the new apportionment on the basis of the final population figures. Seven states will gain Representatives while nine states will lose House seats.

California's population increased by over 3.5 million between 1940 and 1950, the largest gain for any state. New York was second with a 1.4 million increase while the population of Texas was reported up 1.3 million. Michigan and Ohio also gained over a million people during the decade.

The Census Bureau released preliminary figures yesterday (Sunday) on the population of each congressional district. By states and districts the table shows 1950 and 1940 population plus numerical and percentage changes between the two periods.

Population figures for the various states and regions along with the 1940 population count and the ten-year variations were reported by the Census Bureau as follows:

Region, Division, and State	Population 1950	Population 1940	Change, 1940 to 1950
United States	150,697,361	131,669,275	+19,028,086
Regions:			
Northeast	39,477,986	35,976,777	+ 3,501,209
North Central	44,460,762	40,143,332	+ 4,317,430
South	47,197,088	41,665,901	+ 5,531,187
West	19,561,525	13,883,265	+ 5,678,260
Northeast:			
New England	9,314,453	8,437,290	+ 877,163
Middle Atlantic	30,163,533	27,539,487	+ 2,624,046
North Central:			
East North Central	30,399,368	26,626,342	+ 3,773,026
West North Central	14,061,394	13,516,990	+ 544,404
South:			
South Atlantic	21,182,335	17,823,151	+ 3,359,184
East South Central	11,477,181	10,778,225	+ 698,956
West South Central	14,537,572	13,064,525	+ 1,473,047
West:			
Mountain	5,074,998	4,150,003	+ 924,995
Pacific	14,486,527	9,733,262	+ 4,753,265
By States Within Regions			
New England:			
Maine	913,774	847,226	+ 66,548
New Hampshire	533,242	491,524	+ 41,718
Vermont	377,747	359,231	+ 18,516
Massachusetts	4,690,514	4,316,721	+ 373,793
Rhode Island	791,896	713,346	+ 78,550
Connecticut	2,007,280	1,709,242	+ 298,038
Middle Atlantic:			
New York	14,830,192	13,479,142	+ 1,351,050
New Jersey	4,835, 329	4,160,165	+ 675,164
Pennsylvania	10,498,012	9,900,180	+ 597,832
East North Central:			
Ohio	7,946,627	6,907,612	+ 1,039,015
Indiana	3,934,224	3,427,796	+ 506,428
Illinois	8,712,176	7,897,241	+ 814,935
Michigan	6,371,766	5,256,106	+ 1,115,660
Wisconsin	3,434,575	3,137,587	+ 296,988
West North Central:			
Minnesota	2,982,483	2,792,300	+ 190,183
Iowa	2,621,073	2,538,268	+ 82,805
Missouri	3,954,653	3,784,664	+ 169,989
North Dakota	619,636	641,935	— 22,299
South Dakota	652,740	642,961	+ 9,779
Nebraska	1,325,510	1,315,834	+ 9,676
Kansas	1,905,299	1,801,028	+ 104,271
South Atlantic:			
Delaware	318,085	266,505	+ 51,580
Maryland	2,343,001	1,821,244	+ 521,757
Dist. of Columbia	802,178	663,091	+ 139,087
Virginia	3,318,680	2,677,773	+ 640,907
West Virginia	2,005,552	1,901,974	+ 103,578
North Carolina	4,061,929	3,571,623	+ 490,306
South Carolina	2,117,027	1,899,804	+ 217,223
Georgia	3,444,578	3,123,723	+ 320,855
Florida	2,771,305	1,897,414	+ 873,891
East South Central:			
Kentucky	2,944,806	2,845,627	+ 99,179
Tennessee	3,291,718	2,915,841	+ 375,877
Alabama	3,061,743	2,832,961	+ 228,782
Mississippi	2,178,914	2,183,796	— 4,882
West South Central:			
Arkansas	1,909,511	1,949,387	— 39,876
Louisiana	2,683,516	2,363,880	+ 319,636
Oklahoma	2,233,351	2,336,434	— 103,083
Texas	7,711,194	6,414,824	+ 1,296,370
Mountain:			
Montana	591,024	559,456	+ 31,568
Idaho	588,637	524,873	+ 63,764
Wyoming	290,529	250,742	+ 39,787
Colorado	1,325,089	1,123,296	+ 201,793
New Mexico	681,187	531,818	+ 149,369
Arizona	749,587	499,261	+ 250,326
Utah	688,862	550,310	+ 138,552
Nevada	160,083	110,247	+ 49,836
Pacific:			
Washington	2,378,963	1,736,191	+ 642,772
Oregon	1,521,341	1,089,684	+ 431,657
California	10,586,223	6,907,387	+ 3,678,836

COPYRIGHT MEET

UNESCO Sessions Concluded

UNESCO's Committee of International Copyright Experts last Saturday concluded sessions looking toward the establishment of a new universal copyright convention. Embassy delegates and representatives of the U. S. government, UNESCO and such organizations as American Federation of Musicians, ASCAP and BMI attended. Meetings were held in the Old House Office Bldg., on Capitol Hill.

The committee reported that it had examined answers received from member governments of UNESCO on the convention proposal. Duration of copyrights, translation rights and other matters were discussed by the group. Governments will receive additional questionnaires involving other topics to be explored. Target date for the convention is 1952. Committee has held two previous meetings.

RCA-NBC officials presided over a television demonstration and buffet supper Thursday afternoon at the Wardman Park Hotel. Frank M. Russell, vice president in charge of NBC Washington operations — WRC-AM-FM and WNBW(TV)—was host.

Dinners also were held under the auspices of BMI and ASCAP during the 12-day meeting. Other broadcasters attending the BMI dinner, in addition to Mr. Russell, included Earl Gammons, vice president in charge of CBS Washington operations, and Robert Hinckley, ABC vice president.

TEST SURVEY GROUP

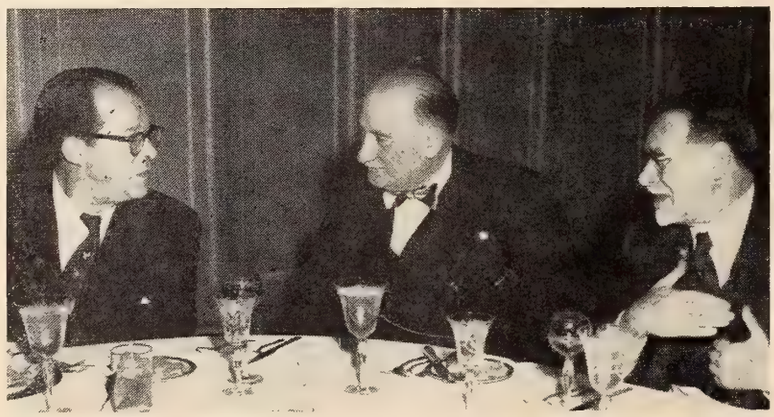
Continues Work on Plans

THE SPECIAL test survey committee formed by Stanley G. Breyer, commercial manager, KJBS San Francisco, to find out why Hooper and Pulse ratings differ in that city and which, if either, is correct, held its sixth meeting Thursday in New York, but after a six-hour session reported that its initial draft of recommendations is not yet complete.

The nature of the project has changed appreciably since it was first proposed by Mr. Breyer in an advertisement in the July 3 issue of BROADCASTING. At that time he conceived of a test to be made early in August in the San Francisco-Oakland area. Today his committee is considering details of test surveys that will check not only Hooper and Pulse rating but all audience-size measurements obtained by all methods, with results applicable generally and not only in the San Francisco region.

The committee also has reconstituted itself. The six members named by Mr. Breyer—Kenneth H. Baker, NAB Director of research; Fred Manchee, executive vice president, BBDO; A. Wells Wilbor, director of marketing research, General Mills; Lewis H. Avery, president, Avery-Knodel Inc., and also president of the National Assn. of Radio Station Representatives; C. E. Hooper, president, C. E. Hooper Inc., and Sydney Roslow, director, The Pulse Inc.—added four new members and relegated Messrs. Hooper and Roslow to observer status. The added members are: Matthew W. Chappell, chairman of the psychology department, Hof-

(Continued on page 38)



BMI President Carl Haverlin (l) sat in on copyright sessions of UNESCO's Committee of International Copyright Experts, which concluded meetings in Washington, D. C., last Saturday (Nov. 4). Highlight of conference was supper at Shoreham Hotel Oct. 27. At table with Mr. Haverlin are W. P. J. O'Meara, Assistant Under Secretary of State, Dept. of State, Ottawa, Canada, and rapporteur, and Francois E. Hepp (r), head, copyright division, UNESCO. Embassy and U. S. government officials from State Dept. and other branches attended sessions, which got underway Oct. 23. American Federation of Musicians, American Bar Assn. and other groups also participated. BMI also was represented by Jean Geiringer, vice president, and Sydney Kaye, attorney.

REBROADCASTS

Brown Asks FCC To Re-define

GORDON P. BROWN, owner of WSAY Rochester, took his restraint-of-trade charges against the networks to FCC last week with a request that they be linked with the Commission's pending proposal to re-define "rebroadcasting" [BROADCASTING, Oct. 9].

A perennial campaigner for stricter controls over the networks, he reiterated his claim that they "are using their facilities to stifle competition within the radio broadcasting industry by using and interpreting" the law on rebroadcasting [Sec. 325(a) of the Communications Act] "to mean exactly the opposite to what Congress intended it to mean."

In line with similar testimony he presented at House hearings on the McFarland Bill last August [BROADCASTING, Aug. 14], Mr. Brown claimed sponsors would spend "millions of additional dollars" in radio if they could deal directly with stations for rebroadcasts of their network programs.

"Both the sponsor and the radio station are prevented from negotiating for the rebroadcast of the sponsor's program because the network originating station (which is invariably owned by the networks) refuses to allow the radio stations to rebroadcast the sponsor's program if the sponsor hires the network's facilities to broadcast his original program," Mr. Brown asserted.

Cites Rule 325 (a)

"The broadcast is prevented because of Rule 325(a) which states: 'Nor shall any broadcasting station rebroadcast the program or any part thereof of another broadcasting station without the express authority of the originating station,'" he said, continuing:

The above rule was intended to prevent one radio station from raiding the programs bought and paid for by another radio station or network. (It) was not intended to allow any radio station or network to tie up or restrain the further broadcasting of a program bought and paid for by the sponsor if the sponsor chose to hire the network to distribute his program rather than distributing his program by transcriptions to each station.

Mr. Brown said that in Sec. 506(b) of the Communications Act "Congress saw fit to stop the labor unions from preventing sponsors from recording and rebroadcasting their programs as much as they desired, providing the sponsor paid for the talent on the original broadcast. . . .

"I, myself, and many other broadcasters fail to see why, if this rule applies to the labor unions, why it does not apply to the networks which are preventing the sponsors from using their programs for which they paid."

He requested FCC to broaden, if necessary, its pending proceeding looking toward a re-definition of "rebroadcasting," so that the questions he raised may be included.

The Commission, he said, should interpret the rebroadcasting law "from all angles, including as it relates to the violation of other sections of the act, as it relates to the practice of restraint of trade, as it relates to the depriving of owners of programs of their property rights, and as to the intent of Congress in formulating the rule and how this Congressional intent relates to the present interpretation and use of the rule, as well as how this interpretation relates to the directive of Congress that radio stations shall operate in the public interest, convenience and necessity."

FCC's pending proposal to redefine "rebroadcasting" deals with the meaning of "originating station" and whether the law on rebroadcasting [Sec. 325(a)] "was intended to endow network affiliates with power to prevent rebroadcasting of any network program in a substantially different area from that served by the affiliate." Nov. 13 is deadline for comments.

STATION TESTING

FCC Proposes Rule Changes

PROPOSED rules changes to reduce paperwork and simplify procedure relating to equipment and program testing for AM, FM and TV stations were made final last week by FCC [BROADCASTING, June 13, 1949]. Changes are effective Dec. 11.

Informal request may now be made of FCC for either equipment or program test authority with both remaining valid for the life of the construction permit, or until determination is made on the license application. Frequent requests for extension of these authorities have been required in the past. Request for equipment test authority must be made two days in advance, program test request 10 days in advance.

TAFT ANSWERS

Buys Own Time in Ohio

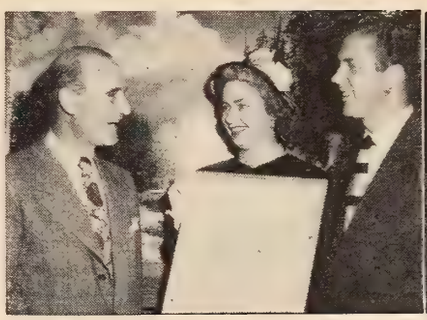
NOT to be denied as "Mr. Republican" himself, Sen. Robert Taft (R-Ohio) projected himself into the pre-election picture (see story page 25) with a scheduled broadcast of his own for yesterday (Sunday) evening.

Sen. Taft said he bought radio time on eight Ohio radio stations to answer President Truman's political "simulcast" of the previous evening. Broadcast was scheduled to originate in the studios of WLW Cincinnati. Sen. Taft had been mentioned earlier, along with Sen. Arthur Vandenberg (R-Mich.), as possible GOP standard-bearer to reply to the Chief Executive.



BUFFET supper and sales meeting for Shell Oil Co. service station operators at WFBR Baltimore included these executives (l to r): John E. Surrick, v. p.-gen. mgr., WFBR; James A. Lowry, district mgr., Charles M. Meand, div. retail mgr., and E. Ross Wagner, local merchandiser, Shell Oil; Richard T. Kelland, acct. exec., and William S. Pirie, sales, WFBR.

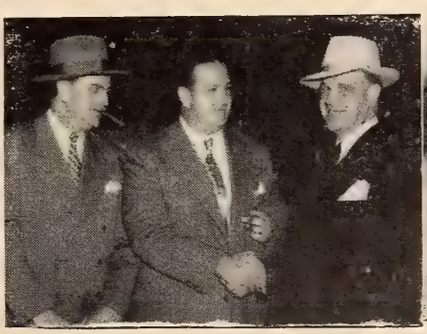
ADIEU to John Akerman (l), who becomes KMOX St. Louis mgr., and welcome to Ernie Shomo (r), new assistant general manager WBBM Chicago, were given by CBS Chicago. Executives switched positions in change. Ken Craig, exec. asst. to CBS Central Div. v. p., H. Leslie Atlass, makes up trio.





SCROLL honors William J. Beaton (l), KWKW Pasadena, Calif., for third year as president of S. Calif. Broadcasters' Assn. Holding up signatures are Claire Hughes, station's traffic manager, and Cliff Gill (r), manager, Pacific Regional Network, KFMV (FM) Hollywood and also SCBA sec.-treas.

LOOKING over agreement linking KMPC Hollywood with Liberty Broadcasting System [BROADCASTING, Oct. 23] are Robert O. Reynolds (l), v. p.-gen. mgr., KMPC, and Benton Paschall, v. p. in charge of LBS' western division operations. New network's affiliates on West Coast now total 40.





GIVING Denver welcome to Alex Dreier (center), NBC's "early bird" news analyst, in city Oct. 6 to address Chamber of Commerce on foreign affairs, are Lloyd Yoder (r), KOA mgr., and G. R. Dunehoo of Skelly Oil Co.

EVEN with a slung arm you can make the pitch—as accented by Manager John Smith, WSAT Salisbury, N. C., who casts a neat trick with his bandaged broken limb.



SPONSOR of five-times weekly newscast by Merrill Mueller (seated, r) on NBC Pacific Coast network is Fisher Flouring Mills, Seattle. Last-minute details are added by Trevor Evans, v. p., Pacific Nat'l Adv. Agency. Standing are Walter G. Tolleson (l), of NBC Western Div.; John Thompson, of KNBC San Francisco.



Election Fever

(Continued from page 25)

Taft (R-Ohio) is fighting for his Senatorial life. Sen. Taft's family holds interests in WKRC Cincinnati and the *Times Star*, as well as Transit Radio Inc.

Sen. William Benton (D-Conn.), champion of worldwide radio and Voice of America, and former advertising executive, faces a similar situation in Connecticut running against Prescott Bush, a CBS stockholder and New York businessman. Also up for re-election is Gov. Chester Bowles, co-founder of Benton & Bowles, New York.

Other incumbents seeking re-election include Sen. Francis J. Myers (D-Pa.) and Sen. Brien McMahon (D-Conn.). Sen. Myers is the No. 2 Senate ranking Democrat and majority whip.

Missing from Tuesday's election picture will be Sen. Chan Gurney (R-S. D.), who was defeated in state primaries. Former operator and founder of WNAX Yankton, S. D., Sen. Gurney is expected to accept a position in the Defense Dept. in early 1951.

The House race also will command the attention of radio-electronics officialdom, as well as FCC and other government agencies, especially results of elections involving the full 28-seat contingent of the radio-minded House Interstate & Foreign Commerce Committee. Chairman Robert Crosser (D-Ohio) is expected to return and head up the committee if the Democrats preserve their majority.

Subcommittee Chairman

A new communications subcommittee chairman, to be named by Rep. Crosser, also will emerge, materializing when the 82d Congress convenes in January. Tomorrow's results probably will throw some light on the ultimate choice. Rep. George Sadowski (D-Mich.), who headed the subcommittee during the prolonged illness of the late Rep. Alfred L. Bulwinkle, was defeated in the Michigan primaries.

Rep. Charles Wolverton (R-N. J.) will be watched in tomorrow's elections as a possible choice for the communications post should the Republicans regain House majority. Rep. Dwight L. Rogers (D-Fla.), who drew no GOP competition in his district, would be the logical Democratic choice.

Other House members with radio interests or connections who are up for re-election include Reps. Harris Ellsworth (R-Ore.), member of the House Interstate Committee, who holds 125 out of 500 shares of KRNR Roseburg, Ore.; John Phillips (R-Calif.), former part-owner of KPAS Banning, Calif.; Alvin O'Konski (R-Wis.), owner of WLIN Merrill, Wis., and Francis Walter (D-Pa.), caustic critic of FCC.

Candidacy of Frank T. Bow for a Congressional seat also has aroused interest of authorities on the radio and government levels. Mr. Bow, a former commentator at WPAY Portsmouth, Ohio, served as counsel for the House Select Committee to Investigate FCC during the 80th Congress. He is the Republican candidate for Ohio's District 16.

The outcome of Mr. Bow's candidacy doubtless will be viewed with considerable interest by FCC members, since he already has indicated that he may call for another FCC probe if elected tomorrow.

President Truman's St. Louis speech was to be carried over one of the largest combined radio and television hookups in history Saturday, 10-10:30 p.m. Expenditures were placed at about $100,000 for purchase of radio-TV time by the Democratic National Committee, according to Ken Fry, committee radio director. Radio's allotment reportedly was about 60% of the sum.

Combined facilities of ABC, CBS, NBC and MBS were set aside for the address, numbering nearly 1,200 radio stations. A number of independent stations also planned to carry the broadcast. Total of 72 TV stations connected by cable were to telecast the speech over ABC, CBS, NBC and DuMont networks. Arrangements were handled through the Biow Co., New York.

Stassen on MBS

Mr. Stassen's address, scheduled immediately following President Truman's St. Louis address, was to have been carried by 521 MBS stations. Network time purchase by the Republican National Committee was placed at $15,400 by committee spokesmen. Mr. Stassen was to have delivered his speech from New Haven, Conn.

Their speeches and those scheduled for today culminate the first Congressional off-year campaign in which television has played a vital role. Television has been used primarily during the campaign in Illinois, New York, Connecticut, Calfornia and Pennsylvania.

According to Democratic and GOP committee spokesmen, TV also will prove a factor in making this one of the most expensive non-Presidential campaigns in history, notwithstanding relatively small expenditures by the Republican Party. Actual expenditures for radio-TV were not estimable, because time purchases were made by state central committees.

But in California, for example, one agency has a contract for $20,000 covering spots and TV shows. Elsewhere, the campaign has spurred activity by the Central Democratic Committee of Cook County, Ill. (radio and TV in selected communities through M. M. Fisher Assoc. for Sen. Scott Lucas), and by the Republican Central Committee of Ohio for spots and programs through Kircher, Helton & Collett, Dayton, Ohio. No details were available.



DONNING Hawaiian aloha shirts marking the island's celebrated Aloha Week, Oct. 22-29, are these KPOA Honolulu staff members, who also are promoting the station's originated coast-to-coast program on MBS, *Hawaii Calls*. L to r: Station Manager George Lindman, Sales Secretary Nancy Sonoda, Account Executives Paul Wilcox (back to camera), John White and Jack Miller.

ALLOCATION

Review After TV Case

AFTER the present VHF-UHF television reallocation proceeding is completed it will be possible for FCC to "ascertain with greater certainty" the needs of TV pickup service and studio-transmitter links, the Commission last week told Federal Telecommunication Labs. FCC said it would hold in abeyance until such time the FTL petition for reallocation of the band 2110-2200 mc to common carrier fixed service.

The Commission indicated it then will "reconsider the entire allocation to the non-Government fixed and mobile services between 1850 and 13,200 mc," including the problem presented by FTL "and any other problems which might be called to its attention." FCC explained that any changes in the allocations of frequencies between 1850 and 13,200 mc "would so vitally affect the assignments to other services in these bands that no such changes can presently be made without a reconsideration of the entire allocation in this portion of the spectrum."

EXCESS TAXES

RTMA Presents Its Stand

CERTAIN objections to the Congressional excess tax program and recommendations which, if adopted, would provide a "fair adjustment" to the mushrooming television industry were laid before the Joint Internal Revenue Tax Committee of the 81st Congress by Radio-Television Mfrs. Assn. last week.

RTMA President Robert Sprague and the association's "defense profits" tax committee met in closed session with the tax group last Wednesday. Discussions were held in connection with tax hearings set by the House Ways & Means Committee for Nov. 15.

Mr. Sprague told the tax committee such a "fair adjustment" could be evolved, and that the industry expected to bear its share of the overall tax burden.

He explained that a fair adjustment could be worked out by using reconstructed 1950 net earnings as a base. Earnings would be computed by taking the ratio of total net income for the period 1946-49 to net income total for first six months of those years and multiplying it by the 1950 net income before deduction for federal taxes.

Little War Impact

Mr. Sprague pointed out that Korean hostilities left little direct impact on radio-TV earnings, and said RTMA's formula makes it possible to ascertain ratio of six-months' earnings to annual profits before and after the base period.

"We are proceeding on the premise," Mr. Sprague explained, "that the excess profits tax of the type proposed is for the sole purpose of isolating unusual or extraordinary profits made by companies or corporations as a direct or indirect result of increased mobilization activity."

RTMA is asuming, he added, that the levy is not intended as "some sort of super tax for the purpose of taxing 'growth' industry and thus discriminating against it."

Additionally, Mr. Sprague pointed out that the industry had not realized enough profits whereby it could stand to pay high taxes on a retroactive basis.

The RTMA president said that the association had instructed its committee to evolve a formula which would not impose too heavy a burden on the growing TV industry. This project, he stressed, should not be construed as indicating that RTMA had "retreated" from its overall opposition to the high rates proposed by Sen. Joseph C. O'Mahoney (D-Wyo.).

Deadline for filing applications to appear before the House Ways & Means Committee in connection with the proposed tax legislation was Friday.

ELECTIONCASTS *Radio-TV Set All-Out Coverage*

RADIO and television networks and stations last week were putting the finishing touches on extensive election coverage plans which promise to far overshadow broadcast reporting of previous Congressional campaigns.

NBC-TV last week announced its telecast plans for election night tomorrow (Tuesday), thus rounding out network schedules on all fronts. Individual AM-TV-FM stations also reported their election lineups for the 1950 non-Presidential race.

The picture suggests a long night for the average radio listener or televiewer, and a prodigious schedule for news and special events personnel all over the country.

For NBC-TV coverage of Congressional, gubernatorial and municipal election contests, the network's special events department will utilize its full newsreel film organization around the country, Francis C. McCall, director of television news and special events for NBC, has announced. Mobile units will be stationed in key cities.

Special election news TV headquarters will be set up in Studio 3B in the network's Radio City Bldg. to serve as focal point for piping in direct reports from affiliates. Newscasters John Cameron Swayze, Ben Grauer, Don Goddard, William L. Wilson, Radcliffe Hall and Robert McCormick will operate in New York and Dave Brinkley will report from Washington.

First returns will be carried on *Camel Caravan* at 7:45 p.m. and from 8 p.m. through 11 p.m. NBC-TV will tie in election reports at the start and end of its regular programs. Full-scale election operation will get underway at 12 midnight. Entire operation will be supervised by Mr. McCall, with assistance by Adolph Schneider and Clarence Thoman, NBC-TV news and special events department.

MBS Sets Plans

Other networks already have announced their plans. MBS will devote the entire evening to election reporting, bridging gaps with musical features, while CBS, NBC and ABC will interrupt scheduled programs through the evening for bulletins. Liberty Broadcasting System plans pickups from various key points [BROADCASTING, Oct. 23].

Chevrolet Dealers will sponsor NBC election returns and news, 11:15 p.m., Nov. 7 to 2 a.m., Nov. 8. Regular programs during period are cancelled. Agency is Campbell-Ewald Co., N. Y.

Liberty Broadcasting System announced it will devote its facilities tomorrow night (Nov. 7) to bringing listeners the latest election returns from across the country. A special musical program will originate in Washington from 8 p.m. until sign-off with returns interspersed as received.

The closely-watched Ohio election will be given special coverage with direct reports from that state. During that part of Liberty's coverage top men of both parties will be interviewed.

Arthur MacArthur, one of Liberty's Washington reporters, will be on hand at Republican headquarters in Washington while George Campbell will cover the Democratic headquarters.

Special Programs

Philadelphia radio and TV stations are planning special programs to handle election returns. All will have announcers at Democratic and Republican headquarters and will stay on until all major contests have been decided.

WCAU will employ its unique "two-way communication broadcast method," and will have direct lines from the *Bulletin* city room. Outlet will have microphones in Harrisburg, Pittsburgh and Trenton. A reporter will be stationed in Wilmington to cover the fight for state attorney general. John T. Connolly will cover the election for WCAU radio listeners. Alan Scott will be chief commentator and analyst.

WFIL, as key station of the Quaker Network, will originate a few line-ups of election news broadcast for a number of selected stations throughout Pennsylvania. They will broadcast from the Philadelphia *Inquirer* newsroom as well as their own studio. John Corcoran will be news commentator and Sheldon Gross will handle the local broadcast.

WPEN will handle its local returns from the Philadelphia *Daily News* city room. The WPEN newsroom will handle state returns.

WIBG will also broadcast from the *Daily News* city room. Fred Knight will do the announcing, Bob Knox will be at Republican headquarters and Ray Walton, Democratic headquarters. Studio operation will be handled by Rupe Werling, Doug Arthur, Tom Donahue and Joe Niagra.

KYW will have a special program from 11 to 12 p.m. Direct lines will be put into Republican and Democratic headquarters with John Franklin and Paul Taylor as announcers.

Nutmeg Network of Connecticut will supply vote roundups from various sections of the state on election night. Network comprises WICC Bridgeport, WDRC Hartford, WELI New Haven, WICH Norwich, and WBRY Waterbury.

Among other stations reporting plans to BROADCASTING were these:

KMOX St. Louis—Will air complete national, regional and local coverage, with local and regional returns supervised by News Editor Rex Davis. KMOX staff will bring reports in directly from various commissioners' offices in the area. Periods set aside will have five-minute reports every half hour early in the evening, cut-ins from CBS and beginning at 10:30, complete returns.



GREETING goes out to this group of New York timebuyers and agency executives upon arrival at Buffalo to take part in WKBW's 25th anniversary festivities Oct. 27 [BROADCASTING, **Oct. 30**]. **Front row (l to r): Al Anscombe, WKBW public relations director; Sol Taishoff, editor and publisher,** BROADCASTING; **Arthur H. McCoy, treasurer, Avery-Knodel; Frank Silvernail, business manager, BBDO; Frank Daniel, timebuyer, Lennen & Mitchell; Lou Faust, timebuyer, Biow Co.; John Tormey, account executive, Avery-Knodel. Second row and upward: Ed Whitlay, timebuyer, Badger and Browning & Hersey; C. C. Slaybaught, timebuyer, Morse International; Keith Shaffer, timebuyer, Erwin, Wasey & Co.; Frank Coulter, timebuyer, Young & Rubicam; Jack Purvis, timebuyer, N. W. Ayer; Fred Neuberth (at top), account executive, Avery-Knodel.**

WJR Detroit—Returns to start at 8:30 p.m. Will make direct pickups from editorial rooms of newspapers. After 10:15 reports will be continuous. Special broadcasts are planned from certain political quarters. Entire newsroom and special events staff will participate. Period from 10:15 to 2 a.m. (with exception of 11 p.m. newscast) to be sponsored by Sinclair Refining Co.

WTTM Trenton, N. J.—Will have around-the-clock coverage, with station using full staff of 30 newsmen, announcers, engineers, etc. Beginning at 11 p.m. WTTM Commentator George Taylor and News Editor Arnold Snyder will coordinate coverage from studio, while Special Events Director Ernie Kovacs and Roy Grove report in from state and county headquarters. Telephone and FM relay will bring returns from New Jersey and eastern Pennsylvania to Messrs. Taylor and Snyder. Reactions of man-on-the-street to returns also will be featured. Sponsors are Lucas Motors and Builders Lumber and Supply.

WTOP-AM-TV Coverage

WTOP - AM - TV Washington — Complete network coverage, with CBS Newsmen Griffing Bancroft, Bill Shadel, Alex Kendrick and Joe Wershba on Washington scene. Beginning at 10 p.m. WTOP will air full-hour coast-to-coast roundup. Five minute reports on early results will be given every half hour starting at 8:30 p.m. Will stay on air until final results are known. WTOP-TV duplicate newsroom will be set up with direct wires to news services and key election centers. Coverage starts at 10:30 p.m. with CBS Correspondent Walter Cronkite to supplement New York CBS-TV newsmen. Claude Mahoney will report local returns.

WMAL-AM-TV Washington — WMAL will devote five minutes every half hour to highlights. Entire operation to be coordinated at ABC New York headquarters. WMAL-TV personnel will be at key points to report Maryland and Virginia returns. Elmer Davis will head ABC-WMAL staff, with assistance from Bryson Rash, Gunnar Back, Martin Agronsky, H. R. Baukhage and many others. National election returns begin at 8 p.m. and will end at 1 a.m. Television returns on national elections will be simulcast with visual context starting at 8:30 p.m. Roundup of local news returns will be telecast at least until midnight.

WPTR Albany—Will link with 50 kw stations for special transcribed election preview program covering races in Ohio, New York, Illinois, Pennsylvania and California. H. W. Maschmeier, news and special events director, will produce program. Cooperating are news and program directors of WLS Chicago, KYW Philadelphia, WGAR Cleveland, KMPC Los Angeles. Each station will send five minute analysis of Senatorial outlook. WPTR will coordinate

(Continued on page 89)

Road Ahead?

(Continued from page 23)

advocated the selection of people with good judgment, the ability to absorb agency policy, and above all the ability to get along with people for timebuying positions. Good timebuyers are not born, but trained, he stated, adding that the best place for that training is in the agency itself.

Panel members agreed that the same person should handle both radio and TV timebuying for an advertiser as familiarity with the client's individual marketing problems is more important than highly specialized knowledge of either medium. The group held, however, that broadcast salesmen should concentrate on either radio or television and not try to sell both broadcast media together.

A question about the future of BMB was put to Dr. Kenneth H. Baker, NAB research director, who said that the new board of BAM, successor to BMB, will meet this month to consider that matter (see story page 43). After the panel members had praised the BMB studies as useful timebuying tools and the audience, by a show of hands, had indicated that the majority of agencies represented are using BMB data, Dr. Baker told them that it's up to them whether there is to be a continuing uniform audience measurement or not.

As long as agencies are willing to buy time on the basis of varying station claims and don't insist on a uniform measurement as a basic requirement, there will be a lot of broadcasters unwilling to finance such a measurement, he declared. But, he added, this opposition would soon disappear if timebuyers would insist on uniform audience information from stations as firmly as spacebuyers demand ABC circulation data from publications.

More Good AM Time

In a discussion of the effects of TV on radio timebuying, Mr. Silvernail said that it is somewhat easier to find good radio time availabilities in TV cities. Miss Nelson reported that TV's practice of double-spotting is spreading to radio, with stations that formerly avoided it now putting two announcements into a single station break simply because it is being done and accepted on television. Mr. Castleman stated that TV competition ought to produce reductions in radio rates but has not done so because radio stations are maintaining or even increasing their rates to get enough money to pay the high costs of their TV operations.

Miss Nelson noted that while stations and networks had refused to reduce radio rates to compensate for loss of audience to television, they have gone into program production in a big way, adding that it is now possible to buy a program costing $5,000 to produce for $1,500, which while perhaps technically not rate cutting comes pretty close to being just that.

A question about what can be done to make it easier to get time clearances on television was answered in three words by Mr. Kern. "Lift the freeze," he said.

With radio sets currently outselling television receivers two to one and with more people listening to the radio than ever before, radio's universal coverage, blanketing every corner of America, must not be overlooked, ABC Vice Chairman Woods told the Tuesday afternoon radio and TV production session of the AAAA meeting.

"However, many advertisers today do overlook radio," he said. "Because of the completely fallacious theory that when TV enters a home, radio goes out, radio today is undersold, or perhaps—I should say radio is underbought.

Not From Radio Audience

"Research shows," Mr. Woods continued, "that well over half the people watching TV (per average minute) would not have been listening to the radio in the pre-television era. In other words, over half the TV audience comes from other sources than radio, from other leisure activities—reading of magazines, newspapers, books, going to movies, card playing and all the rest of a myriad of leisure activities which enrich American life. In this connection," he added, "radio is more than a leisure time activity. Among all advertising media, radio—and only radio—reaches people while they work.

"This unique quality alone means that radio can never be displaced. For example, daytime radio reaches the housewife, the purchasing agent of America, during her business hours in her office. She is usually alone, not distracted by other persons in the household. She hears one voice, her radio, while she works.

"Day and night, radio programs today are regularly heard by over 90% of the nation's 40,700,000 radio homes. This deep market penetration is truly national, embracing all income groups, city size groups and geographical sections of the country," Mr. Woods reported. And he noted that, in addition "the vast motoring public which spends literally millions of hours listening to car radios represents an audience which is available only to radio."

Citing a recent BBDO survey showing that the average newspaper ad reaches 188 people per dollar, Mr. Woods pointed out that the average evening radio show reaches 573 people per dollar, over three times as many as the average newspaper ad. Parenthetically he noted that a newspaper ad on the page with the radio log raises the 188 to 381 readers per dollar, "another indication of sustained public interest in radio."

Television homes, which listener surveys and radio set sales show "to have by no means abandoned radio listening," will total some 16 million by the end of next year, Mr. Woods said. "That's tremendous circulation," he said, "three times the present circulation of *Life* magazine. Yet radio sets will number over 80 million."



FLANKED by KOA-NBC Denver microphones, Palmer Hoyt, publisher of the *Denver Post* and regional chairman of the Crusade for Freedom, dedicates a replica of the Freedom Bell on the U. of Denver campus. KOA covered the event which featured Mr. Hoyt's address.

Declaring that it is "most important that we do not allow the tremendous impact of TV to knock the basic facts of radio out of focus," Mr. Woods concluded that "it is incumbent upon all of us—advertising managers, agency account executives and broadcasters—to hammer home to top management, to those who ultimately pass on budgets and media, that it is radio over television five to one in '51."

Asked what effect television's continued growth would have on radio network rates, Mr. Woods pointed out that it has been eight or nine or possibly ten years since the last general increase in network rates and that any reduction today would drive the networks into the red.

"We believe with the circulation radio gives today it is the best buy in comparison with any other medium, including TV," he said, urging the agency executives to remember that it is not just a matter of network rates, but what the advertiser gets for his dollar in any medium that counts.

Films Take 25%

Films already have established themselves in television, Brig. Gen. Edward Lyman Munson, director of NBC's TV film division, stated, reporting that 25% of the current telecast hours are now occupied by filmed programs and predicting that this percentage is likely to become larger rather than smaller in the future. Programs made on 35mm film and reduced to 16mm, which has become the video standard, produce satisfactory picture quality either in black-and-white or color, he said.

Kinescopic films have improved greatly in the past year and will continue to improve, Gen. Munson reported. He said that NBC-RCA experiments with "slave camera" techniques (motion picture cameras synchronized with TV cameras for filming live telecasts) show promise of solving the kinescope problem.

In the past few years the emphasis on films for TV has shifted from quantity to quality, he said. He urged agencies to do their part to achieve good quality in their video film programs and commercials by insisting that the producers of films live up to the standards now generally accepted by TV broadcasters.

When an agency man asked about film standards, Charles L. Townsend, of NBC technical services, said that NBC has compiled them into a pamphlet which the network will gladly send to any agency requesting it.

Fred Rickey, producer in charge of color for CBS, who with 750 hours of work with color cameras is probably the most experienced man in color television, as CBS President Frank Stanton noted in his introduction, reported that during the extensive color telecasts in Washington in connection with FCC hearings he and his co-workers found out that "color equipment is dependable, that color programming is economical and that it opens up great new opportunities for TV programming."

As to dependability, Mr. Rickey explained that after a full day's use at WTOP-TV Washington the color equipment would be loaded on a truck and used for an outdoor pickup the following noon, then moved into Turner's Arena for an evening program and finally transported back to WTOP-TV for the next day's broadcasts. Such a schedule, maintained day after day, he said, "brought every member of our staff almost to the breaking point but never broke the back of this one color camera; there was not a single broadcast which did not go on as scheduled."

Color Costs No More

As to cost, color telecasts are basically about the same as those in monochrome, he said. Color is actually cheaper, he added, as "the color picture is so much more rich and lifelike that it is simpler, and therefore more economical, to create a pleasing television scene in color than it is to create an equal effect in black-and-white."

The fact that the cost of color is no more in TV than black-and-white is one reason, Mr. Rickey said, why CBS expects most telecasts to be in color in contrast to motion pictures, where the greatly increased costs of color have kept down the proportion of color movies to those in monochrome. He also noted that color brings to television, whose black-and-white brightness range is only half that of 35mm film, "the detail and dimension which is badly lacking; it adds differentiation and distinction between one object and another."

In advertising, Mr. Rickey said, "the value of color is obvious, and advertising is the key to TV economics. Advertisers can be expected to gain much from the presentation of their products in color

. . . and television will open up to new advertisers of fashions, home furnishings and other products where color is so essential. New sponsors mean new diversified programs which will, in turn, speed up the public's interest in television and advance its growth into new homes."

Mr. Stanton in answer to questions said that about Nov. 28, date on which FCC has authorized the introduction of commercial color telecasting, CBS will inaugurate a schedule of some 20 hours of color programs a week, with two daytime hours, a half-hour between 6 and 8 p.m. and other half-hour between 11 p.m. and midnight on weekdays and probably more daytime color programming over the weekends. The network is establishing a viewing center on Fifth Ave. where New Yorkers can see the programs, he said. He predicted that eventually all telecasting will be in color, noting that color cameras can pick up and transmit black-and-white pictures where they are wanted without color.

Myron P. Kirk, vice president and executive director of TV and radio, Kudner Agency, presided over the session and also conducted a panel discussion of radio and TV production problems participated in by Leonard T. Bush, Compton Adv. Inc.; William A. Chalmers, Kenyon & Eckhardt; Walter Craig, Benton & Bowles; Nicholas E. Keesely, Lennen & Mitchell. and Wilson M. Tuttle, Ruthrauff & Ryan. The group agreed that agencies should keep control of commercials and sponsored programs in television as they have in radio.

Sees Talent Fees Up

Answering a question about rising TV costs, Mr. Craig reported that union contracts now being negotiated probably will result in a rise in talent fees. Mr. Bush pointed out that with NBC and CBS already charging $2,500 each for a nighttime hour on their New York TV stations, compared to $1,400 and $1,350 for their AM stations in that city, TV network rates may eventually go as high as $60,000 or $70,000, compared to about $20,000 for a coast-to-coast hookup in radio, and that the time will come when an advertiser's appropriations for a national TV campaign will run from $2.5 million to $3 million a year.

Jerry Lester, star of the Anchor-Hocking Glass Corp. TV show, *Broadway Open House*, wound up the afternoon session with a talk on television from the comedian's viewpoint.

Two methods of testing radio and video commercials—one utilizing the Lazarsfeld-Stanton Program Analyzer which McCann-Erickson has worked with for more than eight years, the other involving a relatively new technique of "motivational research"—were described by Herta Herzog, associate director of research of that agency, at the Tuesday morning panel session on research.

Advantages of the Program Analyzer, which automatically graphs an individual's responses to the various parts of a program heard or viewed, as registered by his operation of like and dislike buttons, were listed by Dr. Herzog as: Providing a simultaneous and continuing record of responses of each individual subject, which takes care of the shortness and passing quality of exposure to the commercial and eliminates the problem of memory loss; measuring commercials in actual context, important since "even as crude a measure as sponsor identification reflects the influence of the program upon the advertising which it carries," and furnishing a nonverbal record of the like-dislike reactions which enables inarticulate people to express their views as well as articulate people.

Cites Limitations

But, Dr. Herzog warned, the Program Analyzer "does not measure the residual effect, that is, the reaction after the whole program has been heard." In cases where later parts of a program change the subject's original opinion of earlier parts (such as a joke liked at first but objected to when the listener finds it is only a camouflaged lead-in to a commercial) the Program Analyzer curve alone can be quite misleading, Dr. Herzog noted. Interviews about Program-Analyzer responses are needed, she stated, as "a liking curve without reasons why is about as useful as if you or I were to attempt to read our own lung X-rays."

Turning to research designed "to determine the kind of appeals which should be presented in commercials before they are ever put together," which is just as important as measuring the response to them after they have been done, Dr. Herzog said: "We are focusing our sights on the *prospect*, and the old open-ended 'reason why' question (why do you use Brand X, why do you like it?) is turning into real motivational research."

Although most housewives may be presumed to use some kind of cleanser and most men to drink and shave, Dr. Herzog noted that "not everybody of the current non-users will be equally susceptible to our advertising message . . . We are coming to refine the concept of the prospect and to conceive of him as that segment of non-users of the brand which can be converted," she said.

The research approach, she noted, is first to single out those consumers who are convertible and second to find the proper way to approach them. The depth interview is one technique which is useful as it "tends to explore the consumer's use of and attitude toward the particular product from all possible angles," she said. "The trouble is that the analyst cannot always tell for sure which of the many ramifications mentioned is really significant for a particular respondent, or what exactly the significance might be," Dr. Herzog added.

Accordingly, two additional techniques are used with the depth interviews, one introducing the subject into an experimental situation so that he may be questioned while he is actually using the soap or having a drink, etc., the other making use of a personality test, such as a Rohrschach, Szondi, Thematic Apperception or work association test, so that what the respondent says in the interview can be checked against the type of person he is.

As such motivational studies are very expensive they will necessarily be limited to small samples, Dr. Herzog said, but when they have been statistically verified their conclusions can be projected to the whole body of prospects for the particular product, and the advertising can be keyed to the types of gratification which these prospects get or expect to get from use of the product.

Discussing the status of advertising in this emergency period in our national history, at the conference's concluding general session, Frederic R. Gamble, AAAA president, reported that the volume of advertising seemed likely to continue at its present level, despite the material shortages with which some companies have to contend. He said that in addition to its traditional job of selling products and advancing our national economy by increasing the distribution of goods, advertising is now playing an important role through public service campaigns, largely planned and executed by the Advertising Council. The next step, he stated, is to extend this type of advertising from the domestic to the international scene, promoting American ideals and standards of living on a global scale and thus laying the foundation for a lasting peace.

Urges Straight Copy

Fairfax Cone, of Foote, Cone & Belding, chairman of the AAAA board, urged agencies to drop their infatuation with techniques and gimmicks and return to the production of straight selling copy which he called the basis of all successful advertising. He cited the Arthur Godfrey and Dave Garroway programs as examples of sincere straightforward advertising presentations that have been outstandingly successful in selling their sponsor's products.

After the panel chairmen reported on their meetings, they served as a master panel to answer questions submitted during the conference. Asked why TV stations are allowed to continue multiple spotting, Miss Nelson pointed out that TV's impact is so great that advertisers want to use it despite such practices and that as long as the demand for TV time exceeds the supply the stations, not the agencies, will be in control. She predicted that when the freeze is lifted and the number of TV stations increases the problem will solve itself.

To another question about reducing radio time charges to compensate for inroads made by TV in radio audiences, she replied that radio rates will come down whenever advertisers find they are not getting returns from their radio advertising commensurate with their expenditures but that as long as radio continues to reach and influence its present vast audience any talk of general rate reductions is merely wishful thinking.



AN EPOCH in radio communications history—Dec. 11, 1921—was commemorated at Greenwich, Conn., where the Radio Club of America Inc. dedicated a memorial to amateur station IBCG, first to shortwave a message across the Atlantic. Special medallions and citations were presented to IBCG pioneers by President O. James Morelock on behalf of the club. Four of the original seven operators attending ceremonies are (l to r): Maj. Edwin H. Armstrong, inventor of FM; George E. Burghard, chairman of Memorial Committee; Paul F. Godley, who operated receiving equipment in Ardrossan, Scotland, on the historic day, and Ernest V. Amy. Special occasion, held Oct. 21, was attended by number of engineers and inventors, as well as radio amateurs and experimenters.

WCOL Joins MBS

WCOL Carbondale, Pa., joined MBS Oct. 27, according to W. Richard Carlson Jr., general manager of the 1230 kc, 250 w station. Affiliation provides Mutual with coverage for the Scranton-Carbondale area, Mr. Carlson said. WCOL is licensed to Carbondale Broadcasting Co.

NAB BOARD MEET

'Sell Radio' Tops on Agenda

INDUSTRY problems ranging from sales promotion to membership will face NAB's board of directors, meeting in Washington Nov. 15-17, with emphasis likely to be placed on spread of the doctrine that radio offers the best buy per dollar.

Such top-level topics as NARBA, association budget and defense activities will get their share of attention. Judging by pre-meeting discussion and district meeting reaction, however, the membership is most interested in association activities directed at competition from other media as well as impact of television.

For the first time in more than a year the board will be relatively free from hostile membership criticism, if district meetings are a proper criterion. There also will be an easing of the membership crisis that has haunted the association nearly two years.

The series of district sessions, complete with one exception, was marked mainly by demand for expansion of BAB activities and expressions of confidence in the NAB headquarters operation.

Last spring the membership problem approached the critical point when stations resigned in droves, particularly in the low-paying classes, because of an increase in dues and apparent dissatisfaction with the way NAB was operating.

Membership Upward Trend

AM station membership dropped from 1,150 in February to a low of around 940 in August. Now the trend has turned upward, spurred by belief that the headquarters operation is on a businesslike basis. As of last week the NAB membership comprised 951 AM, 389 FM and 42 TV stations, along with 75 associates. This adds up to 1,457 members overall.

Indicative of the trend is the fact that 52 active members joined NAB in the last quarter, three times the number in the previous quarter. A number of larger stations that pulled out of NAB in the last two years have indicated they will return to membership.

An encouraging flow of applications is coming from non-members who have taken part in district meetings, according to NAB headquarters. NAB's new slide film, showing what each department does, has drawn favorable comment, along with work of headquarters' officials who made the nationwide circuit.

The membership drive went into full operation last week when Jack Hardesty, NAB station relations director, started a field trip that eventually will take him into every state. He will make personal calls in hundreds of cities, starting with New York State and Ohio. General Manager William B. Ryan recently made a flying tour into the Midwest and Southwest.

NAB board members have been conducting a quiet membership project, the One Call Club. Under this plan, board members and member station officials are assigned to call on non-members. Results thus far are described as encouraging.

With membership less of a problem, the board will have more time to devote to BAB expansion plans. Robert D. Swezey, WDSU New Orleans, board member and chairman of the board's BAB Committee, will report on the project. BAB has been incorporated and the Swezey committee is scanning the field in search of a big-name president. The committee is expected to meet prior to the board session.

To Report on TV

Mr. Swezey also will report to the board on the NAB TV Committee's first meeting, held Aug. 31-Sept. 1. As committee chairman he will submit committee recommendations. The committee had voiced concern over such topics as theatre telecasting of sports, TV's defense role, proposals for Standards of Practice and work of the special industry committee negotiating a TV contract with ASCAP.

Ben Strouse, WWDC-FM Washington, will submit recommendations of the FM Committee, which met Aug. 7. Most of that session was open to all FM stations, winding up in a series of recommendations calling for easing of FCC transcription announcement requirements; full FM activity by BAB; inclusion in the next industry coverage survey by the new Broadcast Audience Measurement Inc. (see story page 43); inclusion of FM-band tuners on TV sets; increased FM production by set makers.

Glenn Shaw, KLX Oakland, District 15 director, will report for the AM Committee on behalf of Chairman Hugh B. Terry, KLZ Denver. This committee at its Oct. 23-24 meeting demanded that the story of radio's preeminence in the media field be told effectively by NAB and BAB. It recommended that data on audience and facilities be assembled as part of a broad look at the advertising media picture [BROADCASTING, Oct. 30.].

When the three basic committees —AM, FM and TV— report to the board they will present the views of the three basic industry segments. This carries out the media thinking behind the three-committee setup, effected last June by the board on recommendations of General Manager Ryan.

Plans for the 1951 industry convention will be reviewed by the board, after hearing a report by Eugene S. Thomas, WOR-TV New York, chairman of the board's Convention Sites & Planning Committee.

Convention Plans

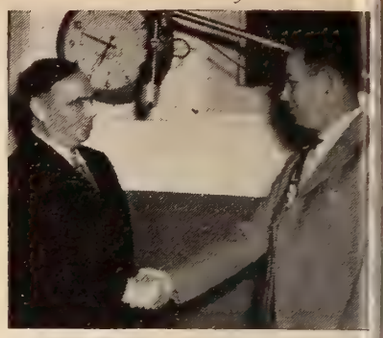
Judging by present signs the convention, to be held in mid-April, will consist of both workshop sessions and top-level management discussions. The management and engineering sections will be held simultaneously, with some joint gatherings. For the last two years the engineers have met before or after the management meeting.

As usual the board will review the budget, cut nearly $100,000 last spring by Mr. Ryan to its present $700,000 point. This ties into plans for separation of BAB next April 1. At that time 30% of each member's dues will go into BAB for one year, unless the station chooses not to belong to BAB and obtain a 30% discount in dues. The budget report will cover the first half of the 1951 fiscal year, which ends March 31.

Once again the board will have on the agenda plans to redistrict the nation. This would permit a cut in the board's size and ease the travel load on NAB officials during district meetings. Redistricting has been in the works for years and the board has looked at many maps setting up new bracketing of states. Another plan would provide two directors-at-large for AM, FM and TV instead of the 10 present members for large, medium, small, FM and TV stations.

One possible change in by-laws is expected to come before the board's special By-Laws Committee, headed by Frank U. Fletcher, WARL-FM Arlington, Va. This would set up procedure for special elections to fill board vacancies. At present the board itself elects members to fill vacancies.

Board discussion will include such topics as legislative problems including pending excise tax legislation; work of BMB; status of NARBA negotiations; proposed trip of NAB President Justin Miller to South America on behalf of the State Dept., tentatively set for February; postponement of meeting of Inter-American Assn. of Broadcasters; National Radio and Television Week activites, including the Voice of Democracy contest.



HIGHPOINT in the ceremony marking the debut of WARA Attleboro Mass., operating fulltime on 1320 kc with 1 kw, is plaudit given Manager Keith S. Field (r) by Rep. Joseph W. Martin (R-Mass.), North Attleboro publisher. Other state and city officials participated in the station's dedication. WARA is licensed to Attleboro Radio Assn. Inc.

NPA BUILDING BAN

Harrison Clarifies Order

NPA ADMINISTRATOR William H. Harrison said last week NPA has no intention of adopting policy to halt radio-TV and other presently-exempt type construction now underway, but left the door open for future bans on building if "increasing material shortages" warrant such action. Construction underway at any future date of additional NPA orders probably would not be halted, either, he indicated.

Mr. Harrison expressed regret that this phase of the original order [BROADCASTING, Oct. 30], announcing a ban on construction of new buildings for "amusement, recreational or entertainment purposes," had caused widespread concern. Erection of radio and TV buildings or studios and electronics manufacturing plants were not specifically included in the regulation.

Authorities had expressed concern that it might conceivably affect such construction under a catchall warning which cited the "risk" of being unable to complete present building.

Austin Queries

It was understood that at least one construction firm, the Austin Co., which handles some radio-TV work, had asked Mr. Harrison for a clarification of the issue.

The NPA administrator added later, after issuance of the regulation, that no "specific assurance could be given that projects already begun may be completed.

The modifying order, released last Tuesday, sets forth NPA policy as follows: "In the event that increasing material shortages clearly indicate the necessity for such action in the national interest, NPA may further limit the commencement of construction of additional types of projects which do not support the defense effort or increase the nation's productive capacity."

Mr. Harrison emphasized that NPA will continue a policy which would not interfere with production

(Continued on page 88)

IOWA SURVEY REPORTS STARTLING LISTENERSHIP!

Average Iowa Family Listens 13 Hours Per Day!

Although much research has been done on the total *amount* of radio listening that occurs in the average home, most studies—whether interviews, telephone surveys or mail questionnaires—have been handicapped by some aspect of their technique. *One result is that the number of total listening hours per day in an average home has been seriously underestimated for many years.*

Now the Diary Study of the 1950 Iowa Radio Audience Survey* reveals some thoroughly reliable and rather startling facts about the amount of listening per Iowa home. It shows that the average Iowa family listens to the radio a total of 13.95 "listener-hours" per weekday! The total is a little less on Sundays but jumps to 15.59 on Saturdays!

These figures were compiled from 48-hour diary records voluntarily kept at the time of listening by family members of 930 Iowa homes. They include *all* the listening to *all* sets in the home by *all* members of the household over four years of age. Here is the breakdown:

NUMBER OF HOURS AVERAGE IOWAN SPENDS LISTENING TO RADIO, DAILY

(Figures are in hours, being total hours reported, divided by number living in Diary homes)*

	TOTAL, (Average Home)	Average Woman Over 18	Average Man Over 18	Average Child 12-18	Average Child 4-11
Average Weekday	13.95	6.67	4.05	2.61	2.91
Saturday	15.59	6.60	3.80	3.44	3.72
Sunday	13.52	5.86	4.35	4.41	4.19
Weekdays:					
Urban homes	13.24	6.15	3.87	2.79	3.48
Village homes	12.51	7.20	3.84	2.54	2.41
Farm homes	15.47	7.10	4.27	2.52	2.62

*A total of 100,294 different "Listener-quarter-hours" are represented in the figures.

Aside from the impressive totals, there is added significance in the fact that of the 13.95 weekday hours of listening, 6.67 hours were registered by the average adult woman and 4.05 hours by the average adult man. In other words, *less than a quarter of the total listening recorded in Iowa homes is done by children under 18 years of age!*

WHO, of course, continues to get the greatest share of Iowa listening. Out of 57 Iowa AM stations, WHO is "listened-to-most" by 37.5% of Iowa's radio families, daytime, and by 43.9%, nighttime.

The 1950 Edition of the Iowa Radio Audience Survey contains many new and important facts about listening habits in general and Iowa in particular. Write for your free copy, today!

48-HOUR DAIRY PROVEN RELIABLE

The reliability of the 48-hour, diary-type radio survey used in the 1950 Iowa Radio Audience Survey was established by a study conducted in January, 1949, by Dr. Arthur Barnes of the State University of Iowa. He obtained a ten-day diary record from 368 families in 41 Iowa counties. A careful comparison of the first three days of listening with each corresponding day of the week (eighth, ninth and tenth days of the diary) showed no tendency on the part of diary families to "listen more" when the diary was first started.

*The 1950 Iowa Radio Audience Survey is the thirteenth annual study of radio listening habits in Iowa. It was conducted by Dr. F. L. Whan of Wichita University and his staff. It is based on personal interviews with 9,110 Iowa families and diary records kept by 930 Iowa families—all scientifically selected from Iowa's cities, towns, villages and farms. It is a "must" for every advertising, sales or marketing man who is interested in radio in general, and the Iowa market in particular.

WHO

+ for Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager



FREE & PETERS, INC.
National Representatives

Baseball Outlook

(Continued from page 23)

meets quarterly, are Bill DeWitt, president of the St. Louis Browns; Frank Shaughnessy, president of the International League; Mr. Trautman; Comr. Chandler; Presidents William Harridge of the American League and Ford Frick of the National; Herman D. White, president of the Northern League; Charles Hurth of the Southern Assn., and Frank E. McKinney, former head of the Pittsburgh Pirates and president, Universal Broadcasting Co., Indianapolis (licensee, of WISH).

After Mr. Finch had his inning, Mr. McLendon, who often handles play-by-play for LBS baseball broadcasts, issued a denial, emphasizing major league broadcasts have beneficial rather than adverse effects on minor league attendance. He promised to prove his stand in a forthcoming report based on a personal survey, and to present it to both major and minor league officials.

Mr. McLendon also put aside Mr. Finch's assertion that the quality of play of major league teams is often overemphasized by announcers, thus causing a let down among spectators at minor league parks. He said it wouldn't be to the best interests of baseball if a dull picture of play was presented. He was quoted: "We simply endeavor to give a correct picture of what's going on."

Take to Justice Dept.

Also revealed by Mr. Finch are plans of the minor league spokesmen to carry their anti-major league broadcast fight to the Justice Dept., requesting a review of the recommendation last year which led to a modification of professional baseball's policies on broadcasting and telecasting [BROADCASTING, Oct. 31, 1949.]

The Justice Dept. at that time said the changes were made to eliminate "the causes of complaints" by broadcasters of restrictive practices. The announcement followed investigation by the agency and talks with baseball interests.

Easing of baseball rules mainly affected restrictive practices employed in territories where minor league clubs operated. With limitations—providing a minor league club is not playing at home—major league games may be broadcast in those areas.

While Mr. Finch's survey includes television effects on box office, apparently hasty conclusions are hard to reach since there is no mention of video in his statement. However, it is expected that data will be compiled on this subject following study of the survey in greater detail.

An independent survey of television effects on nighttime home games in the Boston area was reported to have been the cause of the Braves decision to reduce by 25 the number of telecasts. According to Braves headquarters, the survey includes research into all attendance figures dating back some five years, taking into account weather conditions, pitching averages of starters, records and standings of visiting and home club at game time.

Plan Further Survey

It was asserted that questions put to individual home owners with TV sets asked by delivery men (briefed on what to ask by the surveyors), brought answers in the two areas canvassed which pointed to a stay-a-way-from-the-park move when weather conditions were bad.

Braves officials expect to survey further, placing emphasis on a close watch of attendance figures for each nightgame played at Braves Field. Study will concentrate on comparisions of telecast games and those not picked up by cameras. Comparisons also will be made of last year's data with those of this year—the difference being the reduced number of telecasts permitted. New policy was formed in Boston when Braves officials noted a sag in attendance from over a million in 1949 to less than a million last season.

LIBERTY Broadcasting System airing all Los Angeles Rams professional football home games on 300 stations throughout country with exception of California. Network also carrying all USC and UCLA home games for balance of season.

FOR MORE AUDIENCE
AT LESS COST
WITH HIGHER POWER
AND GREATER RESULTS

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

Truman Plot

(Continued from page 27)

outlet, gave a recap at 11:05.

WNBW (TV), NBC outlet, broke into the Kate Smith TV program with first bulletins and interviews by Commentator Robert McCormick. Six minutes of the film also were used on the *Camel Caravan* and repeated locally at midnight. Stills also were utilized.

NBC's AM station, WRC, flashed the shooting at 2:30 with Ken Ludlam doing commentary. At 3:15 p.m. Mr. Bougholtzer, aided by Jay Royen and Leif Eid, voiced a quarter-hour report of eye-witness accounts from Blair House.

WTTG (TV), DuMont TV Network Washington station, flew George Putnam up to New York to give a report on the network's *Broadway to Hollywood* show. International News Photo pictures were shown.

Liberty Broadcasting System, through its new Washington affiliate WOL, carried personal accounts by George Campbell and Arthur MacArthur, Liberty staffman who was at Blair House, beginning at 3:30 p.m. and continuing through a 7 p.m. roundup with Mr. MacArthur, tape-recordings and an interview with Harvey Georgs, AP photographer.

WASH-FM fed coverage to the Continental FM Network as well as Mutual with an interview of Mr. Wagner by Nelson Griggs. Station's coverage was piped separately to listeners of Continental FM Network on the network's regular 7:45 p. m. newscast. Interview with Secretary Ross also was presented.

WWDC AM-FM carried a running account for four hours during the afternoon, increasing its already heavy newscast schedule. WWDC-FM, Washington Transit Radio Inc. outlet, jumped its news programs from two to three per hour and, additionally, gave transit riders information relating to car routes closed by the Blair House shooting. WWDC claims it broke the story at 2:29 p.m. over AM-FM. Dennis Sartain, WWDC news director, Ken Evans and Herman Paris, all took part.

WGAY Silver Spring, Md., also gave outstanding coverage despite its remote location off the District line and partly because of some good tips. Ernest Tannen checked with the police department after Mark Foster, WGAY salesman, phoned in the story. Another source was a Washington taxicab driver. First flash went on at 2:22 p.m., seven minutes after the gun battle, station claims.

WINX interrupted its *Sports Parade* throughout the course of the afternoon to air bulletins written on the basis of wire reports. WQQW carried news programs about every half hour until about 6 p. m. Other Washington stations also kept their listeners well informed.

In Review

(Continued from page 26)

ladies and gentlemen," he intoned, "the Chinese are in and where it will end, no man knows." On that cheerful note he left the air, presumably to go brood in a dark sanctuary.

It remained for Mr. Murrow to clear up in a sentence a confusing report of a resurgence of enemy air activity in Korea. The commentators preceding him on the air had only mentioned that there was a sudden reappearance of enemy air activity. Mr. Morrow, like any good reporter, specifically said that eight hostile planes had been shot down, a statistic that was needed to define the extent of the opposition.

It turned out, in later dispatches from Korea, that 11 planes had been destroyed, but at least Mr. Murrow was reporting the exact news of the moment.

Mr. Murrow, who is not a hysterical man, summed up the clumsy attempt on the President's life by relating an anecdote he generously attributed to Bennett Cerf, the wit and publisher.

It seems that Calvin Coolidge awakened from a nap aboard the presidential yacht cruising on the Potomac and asked: "Is the country still here?"

"It was," said Mr. Murrow, "and it is."

Commercials on all the programs save Mr. Heatter's were presented as distinct from the news. Mr. Heatter is still reading a middle commercial himself, without noticeably changing his style from whatever news item precedes it.

Mr. Heatter's Wednesday sponsor is Bell-Tone, a hearing aid, which Mr. Heatter recommends to those who suffer "the loneliness and emptiness" of being deaf. In some ways, Mr. Heatter, deafness can be a blessing.

QUICK BUY

Brings Results on WIP

TIME purchased on WIP Philadelphia by a Ford dealer of that city to get a message across to the public resulted in a "four times better day" than any other previous weekend and the same arithmetical margin when comparing results with other local dealers, it is reported.

When the dealer—John B. White—heard about new regulations cutting buying on credit from 21 to 15 months, he wired his agency, J. Cunningham Cox, Philadelphia, to advertise Oct. 21 to the public that it had but one day to act before the deadline.

The agency called a WIP salesman at his home—as offices were closed for the weekend—and within an hour, three programs were scheduled for that same evening: News shows, 6:15-6:30 p.m. and 7:15-8 p.m., and a half-hour record show, 8:30 p.m. An hour after the first program was aired, the auto firm, keeping doors open until 10 p.m. (and 11 p.m. the following night), called in additional sales help to take care of buyers.

Let's talk about

WOAI

HERE ARE THE FACTS: WOAI is the ONE completely dominant advertising medium in the prosperous San Antonio-South Texas Area. The August-September Hooper Index, for example, shows WOAI leading the second San Antonio station by 113% more audience locally in total rated time periods! An example of WOAI's vast audience superiority in the South Texas Area is indicated by this BMB fact: in counties within a 60-mile radius of San Antonio, WOAI tops all local stations in their home counties — while also leading all San Antonio stations in these counties — both day and night! BMB shows WOAI as the only San Antonio station with listeners in Austin (now Texas' 5th market), where WOAI delivers a BMB total weekly audience of 82% day and 80% night.

No wonder WOAI sells more merchandise to more people in South Texas than any other advertising medium — and at lower cost!

THERE IS NO SUBSTITUTE FOR WOAI IN THE SOUTHWEST



NBC - TQN

Represented Nationally By

EDWARD PETRY & COMPANY, Inc.

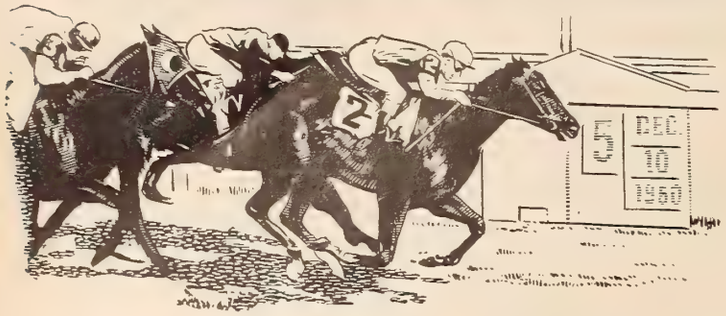
New York • Chicago • Los Angeles
St. Louis • Dallas • San Antonio
Detroit • Atlanta

CLEAR CHANNEL · 50,000 WATTS

WOAI

SAN ANTONIO

You, too, can Pick a Winner in Peoriarea



BMB

WMBD is the pick of the field — a favorite that alone gives you effective coverage in the rich Heart of Illinois market . . .

Many radio advertisers gauge BMB measurements on the basis of 50% coverage or better. The latest BMB study proves that WMBD is such a favorite in 6 out of the 14 daytime counties covered by WMBD. DAY and NIGHT, WMBD alone does an effective job in ALL of Peoriarea.

Compare before you buy . . . ask FREE and PETERS for the COMPLETE WMBD story!

AM WMBD FM PEORIA
CBS Affiliate • 5000 Watts
Free & Peters, Inc., Nat'l. Reps.

upcoming

Nov. 9: Annual fall meeting Chesapeake AP Radio Assn., Emerson Hotel, Baltimore.

Nov. 9-10: Sigma Delta Chi National Convention, Sans Souci Hotel, Miami Beach, Fla.

Nov. 10: Michigan AP Broadcasters Assn. meeting, Lansing.

Nov. 15: House Ways & Means Committee Hearing on Excess Profits Tax, New House Office Bldg., Washington.

Fight Anti-Radio Bills

(Continued from page 25)

ducted by Mr. Gluck. On the panel with him were J. Frank Jarman, WDNC-FM Durham, N. C.; Frank U. Fletcher, WARL-FM Arlington, Va., and Ben Strouse, WWDC-FM Washington, NAB directors-at-large for FM; and Ed Sellers, director of the NAB FM Dept.

Mr. Gluck said the AM spectrum was being "nibbled at" by Mexican and Cuban stations that won't be satisfied with grabbing a couple of U. S. clear channels because they regard this country as "fair game." He recalled that some FM set patents expire next month. "Some day FM will take its proper place in the broadcast picture," he said. "It may be sooner than you think. We sell a lot of sets in North Carolina."

Mr. Jarman said WDNC has separated FM part of the time and quickly sold Liberty network baseball on FM. He said the station will have two complete operations soon. "You've got to program separately to sell sets," he said. "One department store sold 550 FM sets in two days to listeners who wanted baseball. Our FM is now in the black."

AM advertisers didn't object to the operation, he said. FM is sold at half the AM rate.

Mr. Fletcher declared WARL can't sell its FM separately in the highly competitive Washington, D. C., market.

Mr. Sellers discussed dealer problems in obtaining sets from distributors and said Radio-Television Mfrs. Assn. probably would be unable to supply detailed figures on FM set production distribution.

John Dunnagan, vice president of Liberty Broadcasting System, recently with the North Carolina-South Carolina Zenith distributor, said there is an extensive demand for FM sets east of Asheville and distributors cannot get enough receivers to meet the demand. In many cases dealers are on allocation for FM sets. He said demand for radio sets is five times as large where there is FM service in the two states but explained that dealers do not like to carry large stocks.

Mr. Strouse said he hopes WWDC-FM will operate in the black this month. The station has transit and functional services. He said it is three times as tough to sell FM, including transit, as it is to sell AM.

Test Survey

(Continued from page 28)

stra College; Lawrence Deckinger, director of research, Biow Co.; H. M. Beville Jr., NBC director of plans and research; Herbert D. Krueger, commercial manager, WTAG Worcester,

Dr. Baker, chairman of the committee, said that the group is bending every effort to complete its blue-print of the kind of surveys it deems necessary to provide the industry with a proper guide for audience measurements by Nov. 20, when the newly organized industry research organization, Broadcast Audience Measurement Inc., successor to BMB, is to hold its first board meeting. His committee, he said, wishes to make full report to the BAM board, which may then decide to put into action the proposals of the special group.

Mr. Breyer's initial proposal that the study be financed jointly by the Hooper and Pulse organizations was discarded when the decision was reached to expand the test survey beyond its original scope.

Although the committee is in general agreement as to what should be done, the task of detailing its requirements of how and where and when is "unbelievably complicated," Dr. Baker reported, adding that with all his research experience he had been startled at the many involved statistical and measurement angles that must be considered.

The committee will bend every effort to complete its first draft before Nov. 20, he said, meeting again probably during the week of Nov. 13 and in the interim exchanging ideas by mail. The committee's job is complicated, he noted, by its volunteer nature, its members taking time away from their own business duties to serve the industry welfare without reimbursement for expenses, let alone for their counsel.

Last Thursday's meeting at BMB-BAB offices in New York was attended by Messrs. Baker, Beville, Chappell, Deckinger, Krueger and Wilbor. Mr. Avery and Mr. Manchee were both out of New York on business that day.

In 5 clinical surveys, KFMJ outsells Tulsa newspaper advertising 3 to 1 in dollar volume, actual sales. Ask us for details. KFMJ, the Fred Jones Station, Tulsa, Okla. One of America's top independents. Lawson Taylor, Mgr.

AD FREEDOM

Theme Espoused at AFA Session in Dallas

WARNING against possible moves "to deny American business the freedom of advertising" in the emergency period at hand was sounded at the 10th (Southwest) District, Advertising Federation of America, convention held in Amarillo, Oct. 22-24.

Whereas advertising rendered outstanding service in World War II, and recognizing its tremendous power to vitalize the forces of Democracy in the present emergency, we hereby pledge our full support to the Advertising Federation of America in combating any curtailment of the right to advertise.

Whereas advertising is the foundation of the American free press and radio, and whereas advertising is one of the primary targets of Communism, the Advertising Federation of America is strongly urged to be doubly alert and to strongly resist any attempt by legislation, administrative ruling, and/or interpretation to use the present crisis as an entering wedge to deny American business freedom of advertising.

Whereas, the Advertising Federation of America is the voice of organized advertising, and recognizing that the ultimate effectiveness of AFA action stems from the grass roots level, therefore, we urge all Tenth District advertising clubs and strongly recommend that all other districts be alert to these dangers in their own communities and that they promptly inform the Federation of any attempt to abridge the freedom of advertising at any time.

Not only do we urge that all governmental restrictions on free advertising be resisted, but we further recommend that the United States Government employ the principles of American advertising in its relations with other nations so that the benefits which advertising has brought to the American people may be spread throughout the world.

Explaining the resolution, T. J. McHale, newly elected executive secretary of the 10th District, said it was aimed against any clamping down on management's right to advertise when more of the country's business is done under war contracts.

"We don't want to see anybody in Washington curtailing advertising by denying it to be a legitimate business expense and necessary operating cost."

Mr. McHale is president of the Dallas Advertising League, which presented the resolution.

Newly elected president (governor) of the district is A. B. Penny, Humble Oil Co., Houston. Other officers are Dale C. Rogers, Tulsa, first lieutenant governor, and Curtis Taulbee, Fort Worth, second lieutenant governor.

Speakers included H. L. Nicol, director, radio and television advertising, General Electric Co., Schenectady; Roy Bacus, commercial manager, WBAP-AM-FM-TV, Fort Worth; Edward R. Dunning, vice president, N. W. Ayer, New York, and T. W. Braun, Braun & Co., Los Angeles.

RWG PAY BOOST

Chicago Night Rate Higher

NEW CBS Chicago contract with Radio Writers Guild provides for what is believed to be the first night differential rate of pay, which gives more money to new staff writers working night hours. They get an average of $10 more per week than those on daytime schedules.

Attorney Irving Meyers also gained for RWG a salary raise averaging $45 a month per person, and a credit line at the end of each WBBM-CBS news show, saying the news was edited and written by the station's news staff. The CBS contract is retroactive to Sept. 1 and expires Aug. 31, 1952. A wage reopener clause is effective Sept. 1, 1951. RWG contracts cover seven writers at CBS. Separate contracts have been negotiated for six writers at NBC and four at ABC.

BRANHAM MEET

Clinical Review Held

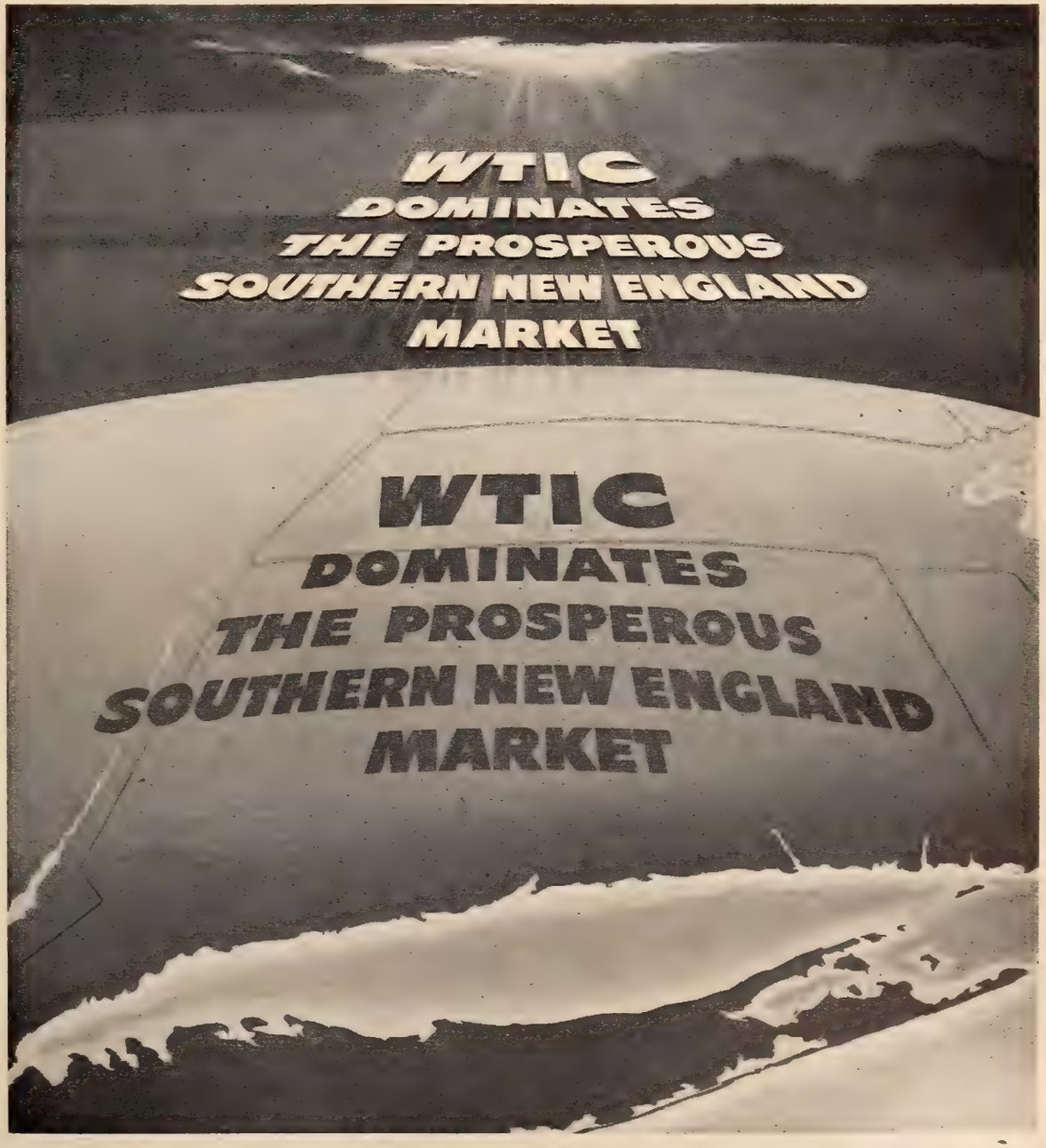
INFORMAL look at advertising problems of mutual interest was taken at the Branham Co., national station representative, one-day clinic Oct. 25 in New Orleans, coincident with the District 6 NAB meeting.

Leading Southern agency and advertiser executives met with Branham affiliate station executives from Tennessee, Alabama, Arkansas and Louisiana. Among those attending were:

Miles Kehoe, Lawrence Ramsey and Herbert Schneideau, Wesson Oil & Snowdrift Sales Co.; Sam McGee and Marshall Powell, Lipton Tea Co.; Aubrey Williams, radio director, Fitzgerald Adv.; Robert Kottwitz and Bill McHugh, Robert Kottwitz Agency; Helion Dickson Jr., Stone-Stevens Inc.; P. J. Stakelum, Moise Bloch, Charles Bloom and A. Camus, Walker Saussy Adv.; Harry S. McGehee, Bauerlein Adv.

Granville Sewell and Ronnie Claire, Sewell-Thompson Adv.; L. K. Nicholson, John F. Tims Jr. and T. J. Adams, New Orleans *Times Picayune* (WTPS); Bob Wehrmann, manager, and Jack O'Meallie, WTPS commercial manager; Manager Henry Clay, Assistant Manager B. G. Robertson, Program Director Horace Logan and Fred Watkins, local sales manager, KWKH Shreveport; Jack Wolever, manager, and Bob Brown of KTHS Hot Springs; Henry Slavick, manager and Earl Moreland, commercial manager, WMC Memphis; Bill Carlier, WRBC Jackson, Miss., manager; Dewey Long, WABB Mobile manager; Sid Nichols of Memphis, George Harding and Sloane McCauley of Dallas, all Branham executives.



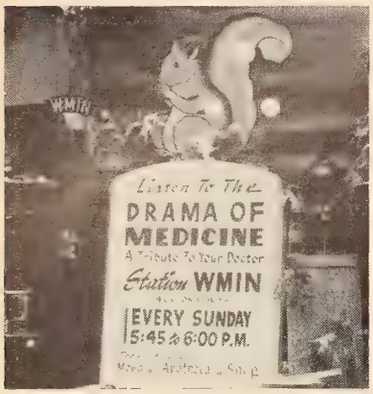


Paul W. Morency, Vice-Pres.—Gen. Mgr. Walter Johnson, Asst. Gen. Mgr.—Sales Mgr.
WTIC's 50,000 WATTS REPRESENTED NATIONALLY BY WEED & CO.

WINDOW DISPLAYS
WMIN Plans Two Monthly

WMIN St. Paul, Minn., has set up a special window display department under the sales promotion manager. Each month the new department will handle displays in windows of two business firms advertising on WMIN.

The series was launched with a



One of the displays prepared by WMIN's new window display department.

* * *

medical display in the window of a local drug house. Included in the display was a sign calling attention to *Drama of Medicine*, sponsored by the firm on WMIN. Second display for the month was in the window of an appliance shop and featured a music motif.

NARND AGENDA
Dr. Baker To Address Nov. 16-18 Meet

LARGEST attendance in the history of the National Assn. of Radio News Directors is expected at the organization's Nov. 16-18 fifth annual convention at Chicago's Hotel Sherman [BROADCASTING, Oct. 30], according to Jack Shelley, WHO Des Moines and NARND president.

With the setting up of panels and addition of Dr. W. R. G. Baker, vice president, General Electric, as speaker, the agenda is about complete, although another speaker may be scheduled by Ben Chatfield, WMAZ Macon, in charge of convention programming, Mr. Shelley said.

Three panels scheduled will throw open discussions on the newsman's relations with doctors and hospitals, crime news and radio news research. Moderating the latter panel is Mitchell Charnley, journalism professor at the U. of Minnesota. Various phases will be presented by Earle Smith, KMBC Kansas City; Sheldon Peterson, KLZ Denver; Charles L. Swanson, Minnesota School of Journalism; Arthur M. Barnes, Iowa School of Journalism.

Panel on crime reporting will be led by Mr. Smith of KMBC with the following taking part: Bruce Barrington, KXOK St. Louis; Ron Cochran, WCOP Boston; Fred S. Seibert, U. of Illinois and assistant to FBI Director J. Edgar Hoover.

Third group on the medical phase of news reporting will have Russ Van Dyke, KRNT Des Moines, at the helm with speakers including C. J. Foley, American Hospital Assn.; Dr. George F. Lull, secretary-general manager, American Medical Assn., and Annie Laurie Crawford, assistant executive secretary in charge of public relations, American Nurses Assn.

Dr. Baker will address the convention on "The Future of Radio and TV." Conventioneers also will see a demonstration of Phonevision by Comdr. E. F. McDonald Jr., Zenith Radio Corp. president. Program also features speeches by top military spokesmen and leaders in the news field.

Leo Leaving NSRB

STEPHEN F. LEO, special assistant to Chairman W. Stuart Symington of the National Security Resources Board, will resign from government service sometime next month to join a St. Louis consulting engineering firm. Mr. Leo assisted Mr. Symington on broad mobilization problems, including responsibility for communications, since he left the Air Force where he had been public relations director. He will accept a vice presidency with Sverdrup & Parcel.

ABC Co-op Sales Up

ABC co-operative program sponsorship has increased by 25% over the last year, Co-op Dept. Manager Ludwig Simmel announced last week. He said a survey taken Oct. 28 shows a net increase of 166 sponsors during the preceeding year, bringing the current total to 808.

AFRA STRIKE?
Members Okay Authority

A SHORT-NOTICE strike against the networks by the American Federation of Radio Artists became a possibility last week, when a membership meeting in New York voted authority for its negotiators to call a strike at any time. The AFRA contracts with the networks expired Oct. 31.

Spokesmen for the networks expressed confidence, however, despite the current gap between offers and demands, that agreement would be reached without a strike.

AFRA is understood to have agreed to the negotiating of staff announcer contracts in the various cities, rather than standardized contracts negotiated from New York. The New York contract, when one is agreed to, is expected nevertheless to be followed closely in other cities.

5000 WATTS
1320 kc
KELO
Affiliate
MIDCONTINENT BROADCASTING CO., INC.
SIOUX FALLS, SOUTH DAKOTA

100 GRAIN BELT COUNTIES
in South Dakota – Minnesota – Iowa are served and sold by KELO – including Minnehaha County (home county) – the only county in North or South Dakota with retail sales in excess of 100 million dollars.*

* Sales Management, 1950

REPRESENTED NATIONALLY BY THE JOHN E. PEARSON CO.

LOW-POWER FM

Oral Argument Held On 10-w Proposal

ORAL ARGUMENT on proposals to extend low-power FM station privileges to non-profit, tax-exempt institutions such as churches and similar groups was held before FCC last Monday. Such outlets would be 10-w noncommercial stations similar to those allowed to educational organizations.

The long-pending joint petition of the Radio Commission of the Southern Baptist Convention and the executive board of the Baptist General Convention of Texas, which requests FCC to allow 10-w stations throughout the commercial FM band where assignable, was reviewed by Leonard Marks, Washington counsel. He explained the Commission already has held religious organizations eligible to be licensees and should rule on other qualifications on a case-to-case basis.

Such low power stations, Mr. Marks argued, will boost FM generally, create new FM set demand and make it economically possible for hundreds of small communities to have their own local medium of expression. Granting such stations, "representative of community life," he said, would be in the public interest. Sufficient FM frequencies also are available, he noted. Extensive opportunity for broadening tolerance, understanding and education would be provided, Mr. Marks stated.

It was indicated the Baptist groups already are interested in establishing several hundred such stations throughout the South.

Rev. Everett C. Parker, director of the Protestant Radio Commission, pointed out that cost has prohibited any extensive work in the radio field up until now. He was extensively questioned by Chairman Wayne Coy on whether such stations would be used for inter-denominational attacks or would permit atheists to speak.

Rev. Parker indicated personal attacks do nothing for religion as a whole. He said he didn't know where to draw the line as to who could speak on the air, but felt perhaps only those who were "subversives" should be denied air time. Atheists should be given time if they represent a sufficient interest in the community, he said.

Chairman Coy expressed the view the greatest need for these low power stations might be to permit broader airing of local political and community issues.

Frank Stollenwerck, Washington attorney representing the University Baptist Church of Baltimore as well as the Gospel Fellowship Assn. and the Christian and Missionary Alliance, told FCC the "legal privilege" of making such stations specifically available will provide the "practical opportunity" which will stimulate many applications. He also outlined the wide scope of organizations other than churches which would be eligible for low power stations.

Rorer's Viewpoint

Dwight Rorer, counsel for the First Congregational Church of Hackensack, N. J., said the low-power station privilege would put radio on a local service par with the little town newspaper. He saw widespread interest generating in the religious and allied fields if FCC approved such stations.

'OPEN HOUSE'

Wincharger Marks 15th Year

CELEBRATING its 15th anniversary, Wincharger Corp., Sioux City, Iowa, subsidiary of Zenith Radio Corp., recently threw open its plant doors to some 3,000 visitors, including leading personalities of the entertainment world. Firm manufactures radio sets, antennas, antenna towers and other equipment.

"Open House" activities comprised tours of Wincharger's production lines, and displays of Zenith's latest radio and television models. A loud speaker system provided audio background for the 45-minute tours conducted by well-briefed guides. Additionally, the company stressed its record of efficiency and technical accomplishments, and incentive system of compensation.

Radio-stage-screen personalities, appearing in the city's Civic Auditorium, included Andy and Della Russell, Gil Lamb, Borrah Minnevitch and his Harmonica Rascals, Lou Breese, and others. The Russells presided over a special luncheon for area radio and press representatives and gave an impromptu performance.

RWG SALARIES

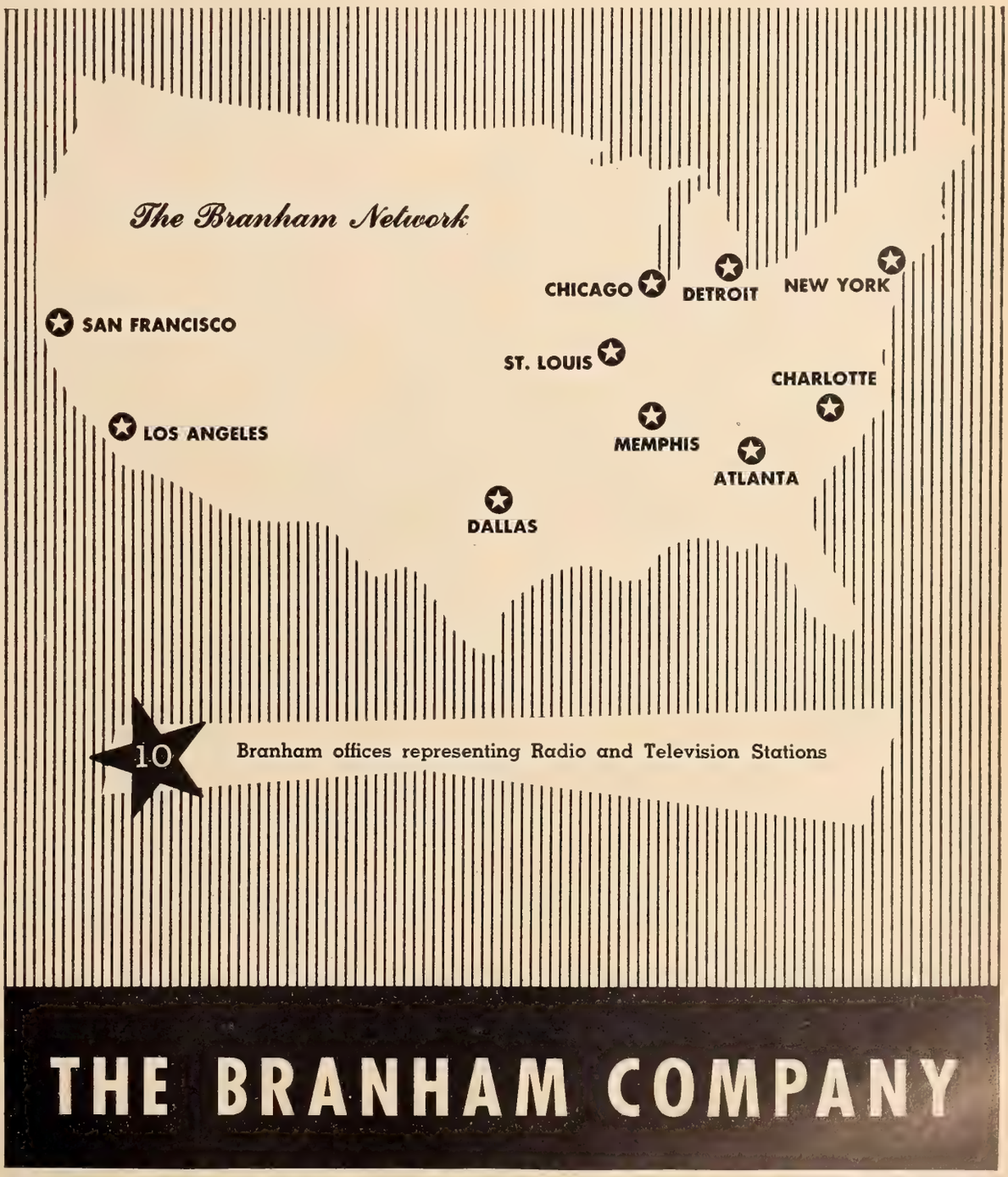
Networks Agree on Scales

PROSPECT of a Radio Writers Guild strike against the networks vanished last week, as the parties agreed upon salary scales at a meeting in New York just under the Oct. 31 strike deadline.

Scales to Vary

Although the new scales vary from network to network, and no details have been released officially, they reportedly include weekly minimums of $130 for senior continuity writers and for senior news writers, and $140 for editors.

The new salary rates are understood to be contingent upon further agreement by the parties as to items remaining open, such as vacations, severance pay, and seniority. Negotiations on these matters will continue at a meeting this week.



To a businessman with a driver's license and no Cadillac

(This is not a *Cosmopolitan* contest ad)

Once upon a time there was an Iowan* who knew very well the answer to an old riddle. There was no doubt about it: The chick came first with him because he owned a fertile hatchery. *(Everything is fertile in Iowa. The average Iowa acre grosses between $4.50 and $5 cash per month. Acre for acre it's the best in the U. S.)*

Since the going price for chicks is around $150 per M, and his hatchery hatched chicks by the M's, this Iowan had a lot of eggs in one basket.

There's a Musical Clock on WMT wound by a guy named "Howdy" Roberts. He got to brooding about the chicks and hatched a fowl commercial. For chicken-feed ($43.30 per ¼-hour on a 52-time basis) he egged on WMT's listeners. They scrambled to their phones *(more farms in Iowa have telephones than in any other state)* and ordered 23,000 chicks after a single ¼-hour program.

The Iowan bought a new Cadillac.

Ask the Katz Agency man to show you how WMT puts you in the driver's seat in Eastern Iowa.

WMT
CEDAR RAPIDS

5000 WATTS
600 KC
DAY AND NIGHT

BASIC COLUMBIA NETWORK

**We've always wanted to run an ad that said "Name on request" just to see if anyone would request it. On the other hand, if nobody did (though why they should is arcane) the agency might look bad. Why take chances? His name is Mr. Vance McCray.* ←



ABC SEPARATION

Conrad, Moore Appointed

FURTHER separation of ABC West Coast radio and television branches [BROADCASTING, Oct. 30] became effective last week with appointments of Francis H. Conrad, supervisor of ABC Western Division station relations department, as Western Division director of radio and manager of the ABC Los Angeles outlet KECA; and Richard A. Moore, director of television of ABC Western Division, as manager of KECA-TV.

Announcement was made by Frank Samuels, ABC Western Division vice president, following week-end conferences with Robert E. Kintner, ABC president. Mr. Kintner was on a 14-city trip attending ABC affiliated stations meetings.

Both men will continue their present duties in addition to the new appointments. Mr. Conrad joined ABC in 1944 when it was the Blue Network. Prior to that he had been in the NBC New York sales department and a timebuyer with McCann-Erickson, New York.

Mr. Moore first joined the network in 1946 as a New York attorney. In 1948 he transferred to the television division, going to the West Coast to head up operation of KECA-TV and KGO-TV San Francisco.

During his Hollywood visit, Mr. Kintner, due back in New York today (Monday), made it clear that he felt radio is still the "greatest medium in advertising and news reporting" and that the policy of dividing network operations into two separate divisions was being done to restress the importance of radio.

On the subject of television, he stated that it was most important and that the network was making great forward strides in it. "We do not believe," he said, "that television will put radio out of business any more than radio has put newspapers out of business."

WKRC Aids School

FACILITIES of WKRC-AM-FM-TV Cincinnati are being used for the newly-announced radio and television courses now being offered for the first time in the history of the Conservatory of Music in that city. Hulbert Taft Jr., executive vice president, Radio Cincinnati, said the courses, carrying full credits, are under the direction of Bill Fredericks, senior announcer-producer at WKRC. Series of lectures are being given by stations' executives, including: Mr. Taft, Manager Herman Fast, Sales Manager Joel Stovall, Program Director Paul Shumate and Byron Taggart, m.c. of many WKRC shows.

FOR SEVENTH consecutive season, five concerts of Springfield Symphony Orchestra to be carried by WBZA-FM Springfield, Mass.

KEIO Sells Idea

AN IDEA sold to the Hotel Bannock by KEIO Pocatello, Ida., is providing a public service in the community, according to the station. The hotel turns over its banquet hall one night a week to youngsters for dancing to the band of Gene Burton, former saxophonist and arranger for Horace Heidt. In return, the hotel is promoted by KEIO with the airing of four 15-minute segments, called *Friday Night at the Bannock*, and featuring the band. First program was Oct. 27. Food, coffee and soft drinks are available at the new night spot for teen-agers.

KYMA PREPARES

For Dec. 1 Target Date

NEW BUILDING to house studio-transmitter and office facilities for KYMA Yuma, Ariz., is nearly complete, according to Albert Johnson, manager of Salt River Valley Broadcasting Co., owner of KYMA and KOY Phoenix. Mr. Johnson, who also manages the Arizona Network, said the new station is scheduled to take the air on 1400 kc with 250 w about Dec. 1 [BROADCASTING, Oct. 30].



Mr. Lindsey

New Western Electric transmitter and console equipment is now being installed, the station reported. Stancil-Hoffman tape recorders will be used for flexibility in network and local program service. John Blair & Co., representative for the other Arizona Network stations, will represent KYMA.

Mr. Johnson said KYMA's coverage in the area will "round out the state-wide service" provided by the regional network. Station's new general manager, who will begin his duties Nov. 6, is William L. Lindsey, formerly program director of KLAS Las Vegas. KYMA also will affiliate with Mutual-Don Lee.

ROY THOMPSON

WRTA

25 years of radio experience and personal participation in his community's projects and services have made Roy Thompson a household word in industrially-rich Altoona. WRTA, the Roy Thompson Station, will assure you a loyal, buying audience throughout the listening hours.

ABC **1240 KC**

Altoona, Pa.

Represented by
ROBERT MEEKER ASSOCIATES

BAM DIRECTORS

First Meeting Set Nov. 20

STEPS to set up a new industry measurement service as successor to BMB will be taken Nov. 20 at the first board meeting of Broadcast Audience Measurement Inc., to be held at BMB headquarters in New York.

First job of BAM, incorporated last summer by the BAM Organizing Committee, headed by Henry P. Johnston, WSGN Birmingham, will be to elect permanent officers.

When organizational work is out of the way, BAM will settle down to a study of the entire radio-television research situation. The Nov. 20 meeting will have before it a report by the special committee studying research uniformity under direction of Dr. Kenneth H. Baker, NAB research director. This committee met Thursday in New York to draw up a report (see story this issue).

Most of BMB's second radio coverage study has been completed, with BMB operating a skeleton office to take care of orders. Dr. Baker has directed BMB as acting president for more than a year.

Members of the BAM board of directors are:

Affiliated Stations—Paul W. Morency, WTIC Hartford; Frank King, WMBR Jacksonville, Fla.; Merrill Lindsay, WSOY Decatur, Ill.

Unaffiliated Stations—Howard Lane, WJJD Chicago; J. W. Woodruff Jr., WRBL Columbus, Ga.; Herb Hollister, KBOL Boulder, Col.

Television Stations—George Burbach, KSD-TV St. Louis; Clyde W. Rembert, KRLD-TV Dallas; Norman Chandler, KTTV (TV) Los Angeles.

FM Stations—Henry Johnston, WSGN-FM Birmingham.

Advertisers—Joseph Allen, Bristol-Myers Co., New York; A. H. Halverstadt, Procter & Gamble, Cincinnati; Howard Chapin, General Foods, New York.

Advertising Agencies—Richard Grahl, Wm. Esty & Co., New York; Melvin Brorby, Needham, Louis & Brorby, Chicago; Leonard T. Bush, Compton Adv., New York.

Networks—Ernest Lee Jahncke Jr., vice president, station relations, ABC; Robert A. Schmid, vice president, advertising, promotion, research & planning, MBS; Hugh M. Beville Jr., director, planning & research, NBC.

NEW STUDIOS

Mark KXLY's 28th Year

NEW STUDIOS of KXLY-CBS Spokane were visited Oct. 16 by an estimated 1,500 persons, helping to celebrate the station's 28th year of operation and its opening of a new radio-TV center at 315 West Sprague Ave. Move was described as first step in the station's preparation for eventual television.

Highpoint of the celebration was a full-hour participation show. KXLY, operating on 920 kc with 5 kw, is licensed to Symons Broadcasting Co.

Why buy 2 or more... do 1 big sales job on "RADIO BALTIMORE"

Contact EDWARD PETRY CO.

WBAL

NATIONAL NIELSEN-RATINGS* TOP RADIO PROGRAMS

(TOTAL U. S. AREA, INCLUDING SMALL-TOWN, FARM AND URBAN HOMES—and including TELEPHONE and NON-TELEPHONE HOMES)
EXTRA-WEEK SEPTEMBER 24-30, 1950

Current Rank	Previous Rank	Program	Current Rating Homes %
EVENING, ONCE-A-WEEK			
1	1	Lux Radio Theatre (CBS)	18.1
2	5	Godfrey's Talent Scouts (CBS)	14.6
3	2	My Friend Irma (CBS)	14.1
4	11	Mr. Chameleon (CBS)	13.5
5	3	Walter Winchell (ABC)	13.4
6	10	Mr. and Mrs. North (CBS)	13.4
7	24	Life with Luigi (CBS)	13.0
8	18	Dr. Christian (CBS)	13.0
9	9	Mr. District Attorney (NBC)	12.7
10	4	Jack Benny Show (CBS)	12.3

Copyright 1950 by A. C. NIELSEN CO.

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 40,700,000—the 1950 estimate of Total United States Radio Homes.

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

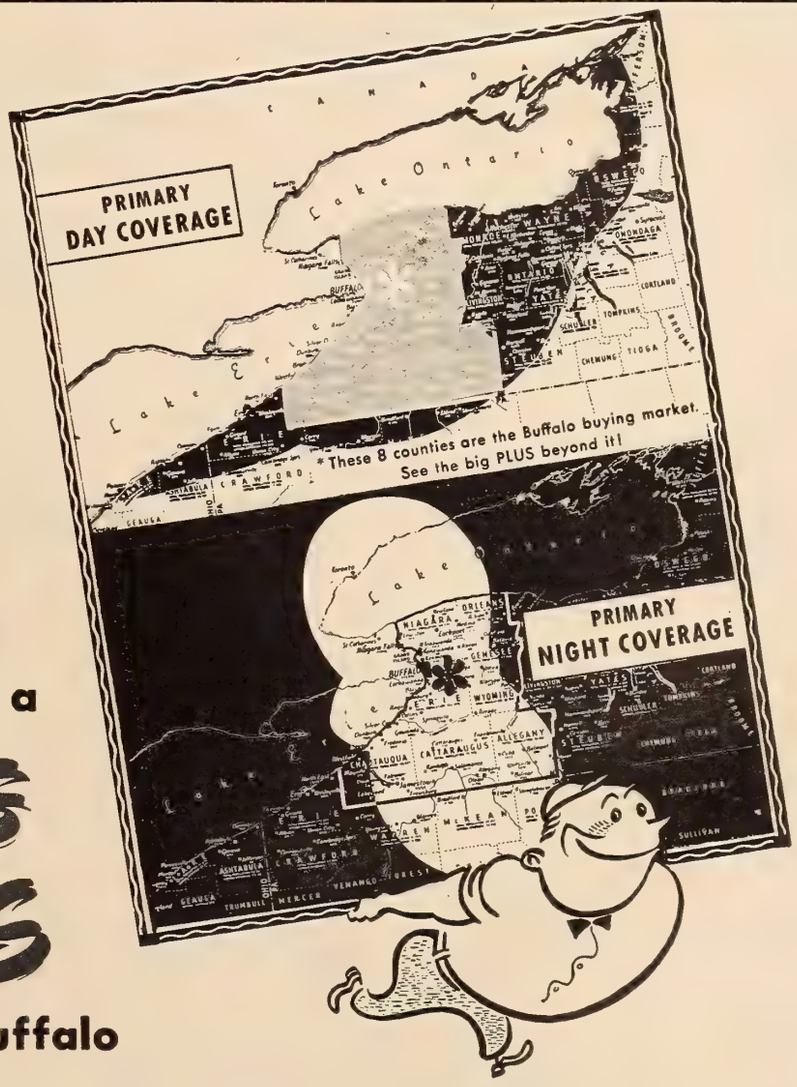
LOBBY REPORT

Danger, House Group Says

EXPANSION of pressure politics may challenge the very existence of representative government, according to the House Committee on Lobbying Activities which has released a 67-page report on the controversial subject.

Democrats on the committee, headed by Rep. Frank Buchanan (D-Pa.), signed the report which did not bear signatures of Republican members who have clashed frequently with Rep. Buchanan during hearings. The probers, finding lobbying a "billion dollar industry," emphasized the harboring of "very real" dangers to the legislative process of Congress.

To offset heavily financed pressure by private groups, the committee looked at the following alternatives: Government backing of poorly financed groups; formal placing of organized groups in the legislative process; streamlining of both legislative and administrative procedure in government; stronger political parties and discipline; more information on lobbying and lobbyists. Of the varied ways discussed, gathering of more information was most favored. Rejected by the committee were the first two (strengthening private groups) which were found incompatible with popular representation and inclined toward creating more pressure on government.



WGR delivers a BIG PLUS beyond Buffalo

● Your radio advertising dollar buys MORE than a dollar's worth on WGR. You get record-breaking highs in WGR's prosperous Buffalo-area audiences PLUS coverage of scores of important upstate rural and farm markets. 5000 watts day and night on the dial's *best* wavelength does it!

WGR 550 Broadcasting Corporation

RAND BUILDING, BUFFALO 3, N.Y.

Buffalo's Columbia Network Station

National Representative, Free & Peters, Inc.

Leo J. ("Fitz") Fitzpatrick · I. R. ("Ike") Lounsberry

THE LATEST WCKY STORY

LOOK BEFORE YOU BUY!

LOOK AT **AUDIENCE**

LOOK AT **COST**

LOOK AT **POWER**

LOOK AT **RESULTS**

	Share of Audience*	Open ¼ HR Daytime Rate**	Power
WCKY	**19.8**	**$60.00**	**50,000 Watts**
Sta A	16.8	70.00	250 Watts
Sta B	19.2	68.00	5,000/1,000 Watts
Sta C	20.3	239.50	50,000 Watts
Sta D	17.1	60.00	5,000 Watts

(*—Pulse May-June 1950 8 AM-8 PM Mon.-Fri.
**—Standard Rate & Data)

IT'S OBVIOUS - - - - FOR MORE AUDIENCE
AT LESS COST
WITH HIGHER POWER
AND GREATER RESULTS

IN CINCINNATI, WCKY IS YOUR BEST BUY!

INVEST YOUR AD DOLLAR WCKY'S-LY

THE LATEST WCKY STORY

LOOK AT RESULTS!

THE WESTERN STATIONERY COMPANY, OF TOPEKA, KANSAS, ADVERTISING A BRONCO PONY CHRISTMAS TOY FOR $2.49 ON WCKY'S JAMBOREE, HAS SOLD 6,280 IN LESS THAN TWO WEEKS.

THESE ORDERS COME FROM 32 STATES WITH 87% OF THEM FROM THE 13 SOUTHERN STATES WCKY BLANKETS WITH ITS 50,000 WATT SIGNAL.

WCKY—On the Air Everywhere
24 Hours a Day
7 Days a Week

Call Collect: **Tom Welstead**
Eastern Sales Manager
53 E. 51st St.,
New York City
Phone: Eldorado 5-1127
TWX: NY 1-1688
or
C. H. "Top" Topmiller
Cincinnati
Phone: Cherry 6565
TWX: Ci. 281

L. B. Wilson

WCKY
CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER

editorial

Time for a DCB?

AT ABOUT the time of the Nazi blitzkreig into the low-lands and Scandinavia in the spring of 1940, plans were being made for a war-time economy in the United States. In September, 10 years ago, the Defense Communications Board was established.

Today we have many of the counterparts of the World War II emergency government. Plans for home defense are under way, against the day of a sneak atomic attack. Communications are pegged as the "nerve center" of civil defense. Cut-backs in radio and TV production are upcoming. Washington bristles with the kind of activity that prevailed prior to and just after Pearl Harbor.

There also functions in Washington, quietly and behind the scenes, the President's Communications Policy Board of five members. It is headed by the former FCC Comr. Irvin Stewart. One of the subjects before it is the formation of a permanent government policy communications agency.

If the international situation worsens, reimposition of virtually all of the World War II restrictions can be expected. There was no civilian set production. Broadcasters were hard put to remain on the air. Stations were permitted to operate subnormally. Many regulations were waived.

These latter moves came via the Board of War Communcations, successor to the Defense Communications Board. The FCC Chairman was head of this policy agency. Other members were from the Army, Navy, Coast Guard and State Dept.

Both manpower and material crises were met through the functioning of this board. Radio went on a full war-time basis, but not a single station went silent because it lacked essential equipment or manpower.

The time seems propitious to complete plans for another Defense Communications Board. Whether this plan should emanate from the President's Policy Committee or from the FCC is unimportant. If a blue-print already exists, then it appears time to activate it.

Worth the Try

THE SERIOUSNESS of the FCC's proposal to ration network programs to TV stations in all except those markets having four or more TV outlets becomes more apparent as the potential impact of the suggested rules is realized. Last week we reported that radio broadcasters, as well as those now in TV, are aroused because they recognize in this move a possible TV "Blue Book." And what may be done in TV can be ordained in radio, since the same principles apply.

Since unburdening ourselves, we are advised that the FCC does not relish this proposed rule-making proceeding. It is pointed out that the Commission, for two years, abstained from intervening in the cable allocation controversy among the four TV networks and that it entered into the affray only after two complaints had been filed and when the AT&T found itself stalemated on voluntary time allotments.

Though there's no official pronouncement, it's reasonable to assume that the FCC would dismiss the proposed proceeding on rationing rules if the parties can compromise their differences, permitting the AT&T to file revised tariffs.

Certainly the four networks should be able to compose their allocations differences. The present paucity of cable and microwave relays won't exist forever. While it's difficult to tell when the freeze on new TV stations will be lifted, it should be obvious that there will be additional outlets in the major markets, as rapidly as the regulatory processes and the war situation will permit.

To hazard even "temporary" program rationing is too great a risk. If the FCC attempts to invoke rules, there will be prolonged litigation.

Realizing this, we hope the networks or AT&T will again take the initiative and endeavor to work out an equitable allocation of time. Of necessity, it would be for a short period—three or six months. No one knows what the cable requirements will be six months hence. Last summer there were the doldrums and the hiatuses.

Certainly it's worth the try.

LAST WEEK radio observed its 30th anniversary. The official starting date is recorded as Nov. 2, when KDKA Pittsburgh went on the air to broadcast the Harding-Cox election returns and remained on a regular schedule with regular call letters. Last week, a dozen stations observed their silver anniversary—among them WBAL Baltimore. That station for the past five years has operated with a "temporary" license—the only remaining victim of the infamous FCC "Blue Book" on commercial versus sustaining program balance still on the hook. It is on the hook because Drew Pearson and his former partner Robert S. Allen have pending an application for the station's facilities, based entirely on the now interred "Blue Book." How long can a license remain temporary?

Was It All in Fun?

OUR FRIENDS of the flickers are in a rhubarb because of the recent Dean Martin-Jerry Lewis skit on NBC-TV. The Council of Motion Picture Organizations (COMPO) alleges that the vehicle during the *Colgate Comedy Hour* "held the motion picture industry up to public ridicule and gave the impression that the industry had collapsed and the people were staying away from motion picture theatres in favor of television."

The COMPO, in seeking to forestall repetitions, has written key figures in radio and TV and industry. It says it does not propose to take such attacks lying down. The principals have expressed regret. And we agree that it's not good business to engage in public feuds.

One of the key figures to whom COMPO wrote was J. Harold Ryan, vice president of Fort Industry, wartime radio censor, and interim president of NAB, who also happens to be a member of the U. S. Chamber of Commerce Committee on Advertising. He spoke eloquently and forcefully for radio when he responded to COMPO's Arthur L. Mayer:

> **I wonder if your memory is not rather short in this connection. Do you not recall "The Hucksters" which MGM made in 1947 and which was a picture that not only held up to ridicule the advertising industry, advertising agencies and broadcasters, but also impugned the personal morality of people engaged in these occupations?**
>
> **I agree with you that it is poor business for one industry in this great country of ours to ridicule or make light of another. At the same time I am very mindful of His saying, "He that is without sin among you, let him cast the first stone."**

We're listening (and looking), Mr. Mayer.

our respects to:



JOHN KIMBALL WEST

UNLESS it had drawn on the singular resources of Barnum & Bailey, NBC could not have picked a more outstanding vice president in charge of the Western Division than John Kimball West.

Mr. West is six feet, six inches tall.

It is not only because of his elevation that Mr. West, who is about to take up his new assignment, will stand out in Hollywood society. His tastes in haberdashery are sure to be regarded as bizarre. Mr. West habitually wears dark blue suits, white shirts, small-figured ties, black shoes and gray fedoras.

Mr. West is as much an Easterner as he looks. Except for a five-year period in which he was an RCA Victor district manager in such remote outposts as Cleveland and San Francisco, he has spent most of his business career in the neighborhood of Philadelphia, his home town. RCA Victor headquarters,

(Continued on page 49)

Static and Snow

By AWFREY QUINCY

NOW, an illegal TV station is forced off the air. Since when is it a crime in this country to be merely illegal?

* * * *

Man bites dog, with new twist. Very much in the news is this head "Pilot Drops Suit." We always thought it was the pilot who got dropped.

* * * *

Comr. Hennock wants to know, which came first, education or commercialism? Everybody knows that the egg came first, but that's something no chick would ever admit.

* * * *

In the Oct. 23 issue of BROADCASTING the art work really took us. A picture of Ralph Edwards and Hugh Terry with the Denver Flash managing to look like Frankenstein. A picture of a successful user of radio and TV, Mr. Neil Petree, who turns out to be a dead ringer for NBC's new v.p., Bill Brooks. But the door-prize went to a picture of a very beautiful girl in a well-fitted sweater, carrying a sign which read "Breast-o-chicken." Oh, Mister Taishoff! (If you still have your copy handy, men, it was on page 14.)

WOV's

"DAILY TRIPLE"

IS YOUR BEST BET FOR SALES IMPACT, COVERAGE AND UNIT RATE—delivering a nighttime audience of 971,520 different people weekly."

The "Daily Triple" provides, in a single unit purchase, participation in WOV's 1280 CLUB, PRAIRIE STARS and RAMBLE IN ERIN PROGRAMS — one broadcast in each program daily . . . a total unduplicated audience of 971,520 PEOPLE at a cost of only 27 CENTS PER THOUSAND people reached.

Originators of *Audited Audiences*

WOV NEW YORK

5000 WATTS

THIS IS YOUR "DAILY TRIPLE"

Each program reaching a large, distinctive and different audience.



★ **1280 CLUB**—with Bill Williams. 1½ hours of fun and music with America's greatest name bands to entertain you.



★ **PRAIRIE STARS** — with Rosalie Allen. Unchallenged queen of American Folk, Western, and Mountain Music. Elected America's No. 1 feminine disk jockey for 1950 —Western Life Poll.



★ **A RAMBLE IN ERIN** —with Pat Stanton. Authentic Irish music and folk songs, with celebrities and guest stars.

Rome Studios: Via del Bufalo 126

National Representative: JOHN E. PEARSON CO.

LOU FRANKEL, WFDR (FM) New York director of special events and public relations, promoted to general manager. Formerly with Rural Radio Network and WHCU Ithaca, N. Y.

J. D. JONES Jr., chief engineer-commercial manager KTAT Frederick, Okla., named general manager. Will continue with technical supervision.

ROGER R. HUNT, manager West Coast Radio Sales, S. F., to manager KUBA Yuba City, Calif.

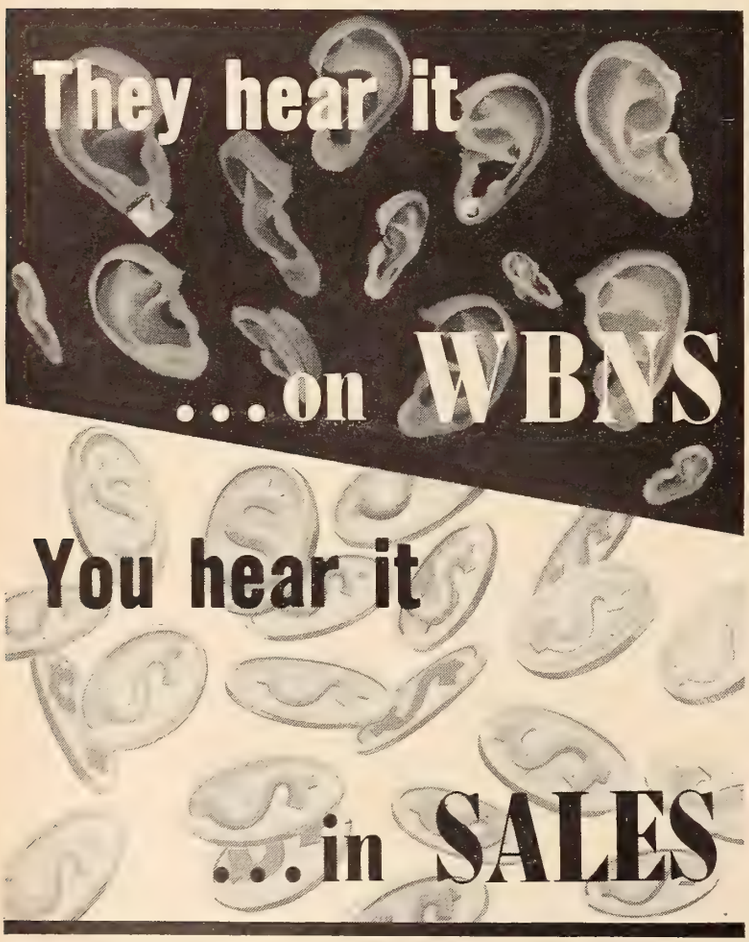
GEORGE STELLMAN, account executive, Jordan Co., L. A., Nov. 13 joins KNX Hollywood and Columbia Pacific Network as account executive. BERT WEST, CPN sales service manager, to new post as director of sales service, KNX-Columbia Pacific Network. ROBERT WOOD, KNX commercial traffic manager, succeeds Mr. West as CPN sales service manager.

BILL GORDON, disc jockey, sports director and news commentator WNAW North Adams, Mass., appointed general manager.

ANN RAWLINSON to commercial staff WFMD Frederick, Md.

CLINTON BROWN to KBON-FM Omaha sales staff. Was with *Omaha World Herald.*

G. F. (Red) BAUER, resigned as sales manager WINN Louisville [BROADCASTING, Oct. 30], announces he will open restaurant in Ft. Lauderdale, Fla.



WBNS PLUS WELD-FM

Sales power in central Ohio means WBNS plus WELD-FM with 187,980 radio families. These are the folks who have the money to buy your product and their buying guide is WBNS.

Quick results at lower cost... that has been the record of WBNS for year after year.

ASK JOHN BLAIR

POWER 5000 • WELD 53,000 • CBS • COLUMBUS, OHIO

front office



ERLE G. HOWERY, station manager WWYO Pineville, W. Va., named general manager. Succeeds JACK K. SHIPMAN, who remains as treasurer.



Mr. Flambo

G. LaVERNE FLAMBO, executive vice president and commercial manager WQUA Moline, Ill., named general manager. Will also continue duties as executive vice president. W. JOHN GRANDY, account executive KDAL Duluth, Minn., replaces him as commercial manager.



Mr. Grandy

HELEN K. MOBBERLY, charge of Washington Transit Radio sales WWDC-FM Washington, named assistant to WWDC-AM-FM general manager. HERMAN M. PARIS, WWDC general sales manager, also named general sales manager Washington Transit Radio (WWDC-FM).

JACK HEALEY named commercial manager of KNUZ Houston.

JOSEPH K. MARSHALL, account executive Columbia Pacific Network, L. A., to KCBS San Francisco Nov. 20 in same capacity.

ROBERT KEDDY, broadcast regulations division CBC, Toronto, to acting secretary board of governors, CBC, Ottawa.

KARL MONK, commercial manager CKWS Kingston, to manager CHOK Sarnia, Ont.

BILL BRENNAN, salesman CHOK Sarnia, to sales staff All-Canada Radio Facilities Ltd., Toronto, station representative.

LEROY BREMMER, general manager-technical director KERB Kermit, Tex., to TV staff United Nations, Lake Success, N. Y.



Mr. Bremmer

BILL BALDWIN, general manager KFGT Fremont, Neb., to KBON Omaha as AM account executive.

CKXL Calgary, Alta., names National Broadcast Sales, Toronto, and Donald Cooke Inc. as national representatives.

KERB Kermit, Tex., names Bowles & Co. as exclusive national representative.

LEON R. BROOKS, foreign funds section chief, Office of Alien Property, Dept. of Justice, joins legal staff CBS Washington office.

RAY BARNETT, KSMO San Mateo, to KGO San Francisco as radio sales representative.

ELIZABETH GREENE, Walston Hoffman & Goodwin, S. F., to sales department KCBS San Francisco.

FOR MORE AUDIENCE
AT LESS COST
WITH HIGHER POWER
AND GREATER RESULTS

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

Respects

(Continued from page 46)

where he has been stationed in recent years as vice president and director of public relations, is at Camden, N. J., across the river from Philadelphia.

He was born in Charleston, W. Va., Sept. 10, 1907, but moved to Philadelphia at the age of 5 and considers that city as home. His father, C. K. West, retired two years ago after serving the General Electric Co. as vice president in charge of the Atlantic district.

The younger West started to follow his father's career in the General Electric Co. After graduating from prep school at Pennington, N. J., and studying for a year and a half at Wesleyan College, Middletown, Conn., he went to work in the GE Edison Lamp works at Harrison, N. J.

About a year later, the Harrison Edison Lamp works was converted into a radio tube manufacturing plant for RCA Radiotron Co., and Mr. West stayed, along with a number of other GE employes, to join RCA.

World's Fair Assignment

His assignment was in the advertising department. In 1933 he was sent to Chicago to be in charge of the RCA exhibit at the World's Fair.

Mr. West was only 26 at the time he was cast into the society of Sally Rand, the Streets of Paris and other distractions at the Chicago fair, but he conducted himself with such resolute sobriety that his employers reclaimed him from the midway at the expiration of the fair and elevated him to the management of the Victor visual sound products department.

In 1936 he was promoted to RCA Victor district manager in Philadelphia. A year later he became district manager in New York. He had hardly unpacked in New York before he was sent to Pittsburgh as district manager. By the end of 1938, when he was again transplanted, this time to Cleveland, he had begun to feel as though he were the staff Rover Boy.

He remained in Cleveland until the latter part of 1941 when he was transferred to San Francisco.

By this time he had a wife and child. His family had just arrived in San Francisco when Mr. West received orders to return to Camden. The war had begun, and RCA Victor had decided to contract its field offices to concentrate on war production.

Mr. West was in charge of the redistribution of the RCA Victor field staff, and when that task was completed he was made manager of the war contracts service department.

In 1944 Frank M. Folsom joined RCA Victor as executive vice president. New to the firm, he needed a staff assistant who knew his way around the company. He naturally noticed Mr. West, who is hard to miss in a crowd.

For 18 months Mr. West served as principal assistant to Mr. Folsom, without a title. In June 1945 he was appointed director of public relations and two years later was elected to a vice presidency.

Mr. West's selection to head NBC operations in the west is in line with the closer supervision that RCA has lately exerted over its broadcasting subsidiary. It is no secret that since Mr. Folsom became RCA president RCA has taken a new and firmer hand in the management of NBC.

What Mr. West takes to Hollywood is a flair for crack administration as well as experience in public relations. There is little doubt that NBC's Western Division will operate on a business-like basis under his command.

Mr. West is too preoccupied with business to have time for avocations other than golf, a game he plays frequently with scores he describes as "fair to poor." His only club membership is in the Pine Valley, N. J. Golf Club.

He married a Philadelphia girl, Peggy Brush, in 1934. They have two adopted children, Peggy, 10, and Helen, 7.



PROFITS TAX

Move To Shelve Plan Seen

DRIVE by some members of Congress to shelve the proposal for an excess profits tax may be forthcoming when legislators return from recess Nov. 27, or at an earlier date if beckoned by President Truman, who already has indicated he may call Congress back after the national elections.

Advance notice of such sentiment has been given by Sen. Ralph E. Flanders (R-Vt.) who has suggested that Congress increase corporation tax rates instead of enacting an excess profits tax. Sen. Flanders has said he hoped to present his views before the Senate Finance Committee.

Meanwhile, informal sessions on the proposal, by the Joint Committee on Internal Revenue & Taxation were about concluded last week. The Congressional group has been requested to prepare a report on the profits tax by Nov. 15, date set for the House Ways & Means Committee to open hearings.

WARE TEAMWORK

At Historic Church Event

FLAWLESS station teamwork is reported by WARE Ware, Mass., 1 kw outlet, in its 3½-hour broadcast of the entire consecration of Notre Dame Church at Southbridge, Mass., Oct. 11. With notice of only 18 hours to arrange the program, the staff immediately went to work on the necessary details.

After Donald W. Howe, owner and manager, WARE, learned that larger metropolitan stations didn't plan to cover the event, News Editor Bill O'Neil and Sales Manager Bob Sinnett obtained permission from diocesan and parish officials to schedule the broadcast, promising it would be memorable and dignified. Program Director Tom Colton arranged for telephone lines. Search for a qualified narrator at Worcester Diocese led to Rev. Joseph R. D. Ally of St. Francis of Assisi Church, Fitchburg, Mass.

With only two hours to go to find a sponsor, Desa Paint & Wallpaper Co., a branch of a Worcester firm, agreed to take the 3½-hour segment as a public service. On broadcast day, staffers' hopes were pinned on Rev. Ally, making his first microphone attempt. WARE reports he "covered the ceremony with the aplumb of an experienced broadcaster." Program's success, station adds, was conclusive when the stimulated audience, of a primarily Catholic-populated area, made its reaction known. By request, WARE, which had taped the entire event, rebroadcast the final half-hour the following Sunday.



Reporting the event are Rev. Ally (l) and Frank Knight, staff announcer.

* * *

Rate Value for FM

FM is no longer considered as "bonus" at WOKZ-AM-FM Alton, Ill., according to Edward A. Wheeler, president, WOKZ Inc. Mr. Wheeler said new rates, effective Wednesday, will be for the combined facilities of AM and FM, with a portion definitely attributed to the FM audience. Accompanying the new rate policy is a promotion campaign. North Shore Broadcasting Co., which purchased the WOKZ facilities, also is licensee of WEAW (FM) Evanston, Ill.



TRIBUNE TOWER OAKLAND, CALIFORNIA
Represented Nationally by Burn-Smith

The No. 1 Station in Penna's. 3rd Market

WILK
AM-FM (ABC)
Wilkes-Barre, Pa.

Soon . . .

5000
WATTS (Daytime)
1000 Night-time

★ ★ ★

Wilkes-Barre's Best Radio Buy!

★ More Power
★ More Listeners
★ More Sales

The Wilkes-Barre Metropolitan Area Is Exceeded in Population Only by Philadelphia and Pittsburgh

★

AVERY-KNODEL, INC.
Nat'l. Rep.
608 Fifth Ave., New York 20

P. S. Schedule WILK Now at Present Low Rates

Strictly Business

(Continued from page 16)

selling various products to retail outlets.

In 1933, a boyhood friend who was then with Young & Rubicam told him about a new sort of business— national representation of radio stations. The friend arranged a meeting with John Blair, who had shortly before established John Blair & Co., and was in the process of expanding his New York operation. The two made a deal on the spot, and Bill Weldon had taken the first major step in his career.

Two years with John Blair convinced Bill that he needed a "grass-roots" background of actual radio station operating and sales experience, so in 1936 he became a salesman with WOR. After a year and a half with the key Mutual outlet, he returned to the Blair fold, becoming a vice president of the company in 1946.

The war caused one more interruption in his Blair career. During the war he served in the Navy as commanding officer of an LST in the Pacific area, where he saw a great deal of combat.

The post-war year of 1946 found the radio industry awakening to the combined threat and opportunity in the new art of commercial telecasting. While Bill and the other principals of John Blair & Co. discussed at length the alternative methods of providing the best representative service for a growing list of television stations, Bill made it his special business to undertake a thorough survey of the whole television field from every aspect. As a result, when in 1948 the Blair group decided on the principle of separate and exclusive representation of television stations, with specialized salesmen selling television alone, Bill was ideally prepared to direct the operation. He was offered and accepted the presidency of Blair-TV Inc., TV's first exclusive representative firm.

AM-TV Split

Today, Bill Weldon derives his greatest satisfaction from the fact that the principle of separation of AM and TV sales function, pioneered by Blair-TV, has been recognized by many elements of the radio and television industries as the sound approached to a difficult problem.

In addition to fostering and developing a sound sales concept, Blair-TV today is also one of the largest and most successful elements in the television representation field, representing WBNS-TV Columbus, Ohio; KTSL (Don Lee Television) Hollywood; WDSU-TV New Orleans; WOW-TV Omaha; WTVR Richmond, Va.; KDYL-TV Salt Lake City; KEYL San Antonio, and KING-TV Seattle.

Bill Weldon was born in Westfield, N. J., on May 16, 1908. He prepped at Pingry School, Elizabeth, N. J., and was graduated from Lafayette College, Easton, Pa. He is married to the former Grace Hardingham of Plainfield, and they have twin daughters, Donna and Blaire, three years old. He is a member of the Plainfield Country Club, and Chi Phi fraternity.

In common with many of his Madison Avenue brothers-under-the-skin, his principal hobby is golf. He is sensitive about his scores. "I've always felt that a businessman-golfer who plays in the 70s was neglecting his business. If he plays in the 80s, he's neglecting his golf. At this stage of the development of spot television, it's pretty obvious that I'm neglecting my golf."



DINNER commemorating 15th anniversary of the *Esso Reporter* in the Carolinas brought out station managers and advertising executives alike for special occasion in Charlotte, N. C. [BROADCASTING, **Oct. 30**]. **Flanking the station-inscribed cake are (l to r): Laurens Wright, Esso Division manager; V. C. Carrier, company's assistant advertising manager; Cecil Hoskins, WWNC Asheville; Charles H. Crutchfield, WBT Charlotte; Curt Peterson, partner, Marschalk & Pratt; E. S. Diggs, Esso region manager; Richard Mason, WPTF Raleigh. Newscasts are carried by all three stations.**

New Business

(Continued from page 12)

CORY Corp., Chicago, planning to sponsor quarter-hour television show, *Cal York Photoplay*, and is shopping for network. Agency: Dancer-Fitzgerald-Sample, N. Y.

MILES Labs. renewing *The Quiz Kids*, Louis G. Cowan package, on 30 NBC-TV interconnected stations, Fri., 8-8:30 p.m. for 52 weeks, effective Dec. 1. Agency: Wade Adv., N. Y.

ALLIS CHALMERS Mfg. Co. sponsoring onetime telecast of Chicago International Livestock Exposition, Nov. 28 2-3 p.m. on NBC-TV interconnected network. Agency: Bert S. Gittins Adv., Milwaukee.

TOWNLEY RESTAURANT & CAFE, N. Y., names William Wilbur Advertising Inc., N. Y., for its advertising. Radio will be used.

Network Accounts . . .

CAMPANA SALES Co., Batavia, Ill., renews for 52 weeks *Solitair Time* on NBC, Sun., 11:45-12 noon. Agency: Clements Co., Philadelphia.

Adpeople . . .

D. B. LEWIS, president Lewis Food Co., L. A. (Dr. Ross dog and cat food), joins Academy of Television Arts and Sciences as corporate member. Lewis firm sponsors *The Ruggles*, KECA-TV Los Angeles.

When It's BMI It's Yours

Another BMI "Pin Up" Hit—Published by Republic

TIME OUT FOR TEARS

On Records: Savannah Churchill—Arco 1116; Ann Shelton—Lon. 239; Nat King Cole—Cap. 1270; Bill Lawrence—Col. 39029; Ink Spots —Dec. 27259; Dinah Washington—5503; The Showmen—Abbey 15030; Billy Williams Quartette—MGM*.

On Transcriptions: Bob Eberly—World; Ralph Norman—Associated.

* Soon to be released.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

NOVEMBER 6, 1950

TELECASTING

A Service of BROADCASTING Newsweekly

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Latest Set Count By Markets
Page 64

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'FREEZE' IN VAIN?

Question Haunts FCC Hearing

HAS THE TWO-YEAR "freeze" on construction of new television stations been in vain?

Observers at FCC's lengthy VHF-UHF allocation proceeding were asking themselves this question last week as testimony of several witnesses suggested:

● The Commission's original 1945 standards on station separation may be "technically feasible" with proper receiver design and good receiving antennas and location.

● Undue weight has been placed by FCC on factors such as troposphere and terrain which affect station separation.

● Allocation, if based on providing service to "natural" population groups rather than geographic areas, can provide maximum service through flexible rules on power and antenna heights and provision for directional antennas, offset carrier operation and similar techiques for efficient channel use.

● Service within a station's own area may be substantially increased, without adding interference to other outlets, by simply boosting transmitting antenna height, while attempting improvement of the same service through increase in power will magnify interference to other stations.

Educational Bids

Meanwhile, FCC announced it has designated Nov. 27 as the date for accepting testimony on reservation of channels for educational groups [BROADCASTING, Oct. 30]. The Commission, which plans to hear further general testimony this week on Wednesday afternoon, Thursday and Friday only, indicated it would not hold up any other portion of the hearing on this account. Cross-examination will proceed immediately after direct testimony has been concluded on all issues except that relating to reservation of educational channels, FCC said.

Glenn D. Gillett, Washington consulting engineer and president of the Assn. of Federal Communication Consulting Engineers, Tuesday told the Commission AFCCE believes the proposed allocation plan should be employed only as a general guide and not be made a part of FCC's rules. He explained maximum use of facilities and "the rapid inclusion of technical advancements" are not gained by making an allocation which requires months of rule-making hearings to modify.

"The final goal of TV allocation is the most equitable distribution of facilities compatible with actual population distribution and economic support," he stated.

Mr. Gillett was challenged by FCC Counsel Harry Plotkin when he presented AFCCE's conclusion that the Commission's allocation proposal "places VHF and UHF channels on exactly the same basis." AFCCE therefore had recommended that "UHF assignments should not be considered on a par with VHF" because VHF operation "is and will continue to be the backbone of television for many years to come."

Mr. Plotkin observed FCC's proposed allocation does not consider UHF and VHF on a par in that the plan designates specific service radii for each, the UHF predicted service range being less than VHF.

Other principal recommendations and conclusions of AFCCE presented by Mr. Gillett included:

● Undue weight has been given by FCC to those factors such as terrain and troposphere which tend to increase mileage separation of stations. Safety factors "are desirable" but lesser separation than that now proposed by FCC "may be used without producing interference greater than indicated." Benefits of directional transmitting and receiving antennas cited.

● Power and antenna height should be adjusted to value necessary for adequate coverage which should generally, but not in unusual cases, cover the metropolitan district of large cities or urban area of smaller cities. Flexible minimums would reduce hardship cases and prevent waste of facilities. Conversely, maximum levels should be flexible to allow fullest service opportunities where possible.

Use Technical Advances

● Full use should be made of all technical advancements, including directional antennas, offset carrier operation and any other means of more effectively using VHF channels for maximum service. Allocation plan must be "sufficiently flexible to permit maximum use of future developments in the art."

● Exact purpose of FCC's proposed three grades of service, A, B and C, is not clear and plan of allocation "protecting stations to their natural area is more logical." Grade C or rural service does not seem to be protected for any station and such provision should be made, with particular need for rural service protection in less densely populated areas.

● Available VHF and UHF propagation data show FCC prediction of UHF coverage is over optimistic as rugged terrain of some areas will cause UHF signals to fall off at lesser distances than computed by Commission. Proposed allowances of power increases to overcome propagation deficiencies seen as no solution since "such an allowance requiring effective radiated power up to 2000 kw is obviously impractical."

● Allocation in accordance with FCC's proposed priorities "will not permit a growth of television broadcasting in accordance with the demand and to the best interests of the industry." TV will not be exception to rule that in system of free enterprise "business ventures succeed where adequate economic support is found." Allocation must be based on plan "to provide the maximum of service to the greatest number of people." FCC should not deny a bid to provide a second service to a large population in order to supply first service to a small city.

● Mixing of VHF and UHF assignments "raises problems of tremendous magnitude and uncertainty."

● Oscillator radiation may cause serious interference in congested areas. This will continue unless precautions are taken by set makers. Change of intermediate frequency in sets to 41 mc proposed by RTMA will result in interference to reception seven channels separated. If assignment of a UHF station in given area separated by seven channels is avoided this interference would be eliminated.

Questioned by Comr. Frieda B. Hennock what he personally antici-

(Continued on page 66)

COLOR SUIT NOV. 14

For Preliminary Argument

A THREE-JUDGE court will hear preliminary arguments in RCA's color television suit against the FCC in Chicago's Federal District Court on Nov. 14, six days before FCC's approval of the CBS color standards is slated to become effective.

The date was set by Judge Philip Sullivan last Monday. The three-judge court will be composed of Judge Sullivan; Judge J. Earle Major of the Court of Appeals, who was designated chief magistrate in the RCA suit, and District Judge Walter LaBuy, who in 1948 found AFM Chief James C. Petrillo not guilty of government charges of violations of the Lea Act [BROADCASTING, Jan. 19, 1948].

The Nov. 14 date was set when Nov. 8, on which RCA and FCC attorneys had agreed, was found inconvenient for the court. The argument will cover the motion of RCA, NBC, and the RCA Victor Distributing Corp. for temporary injunction against the FCC color decision pending full trial of their suit, along with counter-motions filed Monday by FCC seeking dismissal of the suit and summary judgment upholding the FCC decision [BROADCASTING, Oct. 30].

Pilot Radio Corp.'s request to intervene on the side of RCA and its subsidiaries also will be argued at the Nov. 14 session. A CBS petition to intervene on FCC's side received agreement of both RCA and FCC last Monday.

Others To Intervene

Court authorities also expected petitions to intervene from other companies, since several queries regarding procedure had been received.

FCC's motion for dismissal of the RCA complaint or for summary judgment, filed Monday, claimed NBC and RCA Victor Distributing Corp. lack legal standing and that RCA has failed to show a legally sufficient cause of action.

In any event, the motion contended, the records show "that there is no genuine issue as to any material fact and that defendants . . . are entitled to a judgment as a matter of law."

The motion was based on an affidavit by FCC General Counsel Benedict P. Cottone outlining the background of the color case, indicating the extent of evidence presented by the various participants in the hearing, and reviewing FCC's final color decision.

To the RCA charge that E. W. Chapin, head of the FCC laboratories division, invented an adapter usable only with the CBS system and was still permitted to advise the Commission on its decision, the Commission claimed that "RCA had full opportunity to object to the continued participation of said engineer in the proceedings but did not do so. . . ."

FCC also contended that RCA has not claimed Mr. Chapin's

(Continued on page 88)

DOES MACY'S TELL GIMBEL'S?

Asks RCA Give CBS Tube

FCC ASKED RCA last week to turn over to CBS some of the latest models of RCA's tri-color TV picture tube, for tests with the Commission-approved CBS color television system.

Noting that RCA said last July it hoped to have samples available for industry study this fall, FCC in a letter to the company reiterated its desire to see a tri-color tube tested on the CBS system, and said:

"The Commission believes that your cooperation in this matter will be in the public interest and will aid in assuring that all means are being taken by the television industry to bring to the American people the best that color television has to offer. Your early response to this request will be appreciated."

RCA had not completed its answer late last week.

A spokesman for CBS said Columbia had twice asked for conferences on the tri-color tube—once on Sept. 8 and again on Sept. 28. The CBS spokesman said that on Sept. 20 RCA replied to the first request by saying information would be made available when the tube is ready, and that no reply to the second request has been received.

FCC's letter to RCA made no reference to requests by CBS. It said the Commission "feels that it is appropriate to request when arrangements can be concluded between you and the CBS Inc., whereby the above tests may be conducted." The letter continued:

"Specifically, it is requested that you state when you can make available to CBS samples of the most recent successful models of both your single-gun and three-gun direct view tri-color tubes, together with such circuits and equipment as may be necessary for their operation.

"It would be helpful if the CBS engineers could be given the necessary technical information and operating instructions and could have the opportunity to view the tubes selected by you in operation on the RCA system."

Provision for Research

FCC also pointed out that, despite adoption of final color standards, provision has been made for additional experimentation in color as well as other TV fields, and that RCA has been given special temporary authorizations covering continued research and its own color system [TELECASTING, Oct. 23]

"As you know," the letter said, "the Commission's authorizations for such experimentation are based on the premise that persons so authorized have 'a definite program of research and experimentation in the technical phases of television broadcasting which indicates reasonable promise of substantial contribution to the developments of the television art.'

"In issuing such authorizations the Commission expects that the fruits derived from such research and development will be made available to the entire industry."

The Commission recalled that expert witnesses testified during the color hearings that a tri-color tube, "if successfully developed," could be used on the CBS system. It would replace the present mechanical color wheel, which limits CBS picture tube size to a maximum of 12½ inches.

Long Interest Shown

FCC's interest in a test of a tri-color tube with the CBS system was indicated both in its Sept. 1 First Report on color and in its Oct. 11 Second Report, which approved the CBS system, the letter pointed out.

"In this connection," FCC continued, "your 'Progress Report of RCA on Color Television and UHF,' submitted to the Commission on July 31, 1950, outlines the research work being conducted by you with respect to direct-view tri-color tubes and states 'It is hoped that the supply of tubes will be such that samples can be made available to the industry in the fall for their own study and development work.' The Commission was pleased to note the progress mentioned in your letter and the proposed availability of the tube to interested persons."

FCC's letter was made public Tuesday on authorization by a board composed of Comrs. Paul A. Walker, E. M. Webster, and George E. Sterling. Comr. Sterling dissented from the Commission's Oct. 11 order approving the CBS system without further delay.

COLOR PRESSURE

Political Influence Alleged in Decision

DR. THOMAS T. Goldsmith Jr., director of research of Allen B. DuMont Labs Inc., said last week the FCC adoption of CBS color television standards was made "under pressure" and he conjectured that the pressure was applied by elements interested in a "substantial slowdown" of television progress.

Dr. Goldsmith's remarks were made at a news conference that followed a two-way closed circuit conference between executives of the DuMont Laboratories and DuMont Television Network with network affiliates (see story, page 56).

The general public, Dr. Goldsmith surmised, "had no part in the request to start color television now." What probably happened, he thought, was that political pressure was exerted by businesses which have suffered because of the growth of television.

Two businesses which he said "might" have had a hand in forcing a quick color decision were movies and AM broadcasters.

The decision adopting CBS color standards was made by the FCC without "taking into consideration the very great upheaval that would be caused." But such an upheaval was exactly what anti-television interests wanted.

Sees No Basis

Dr. Goldsmith emphasized he had no proof of his conclusions, but he said he was unable to count in any other way for the FCC's decision. "The people down there did not have full knowledge of what they were doing, or they wouldn't have done it," he said.

Being under pressure to adopt a color system at once, the FCC picked the one that gave the best performance at the moment, he said.

Dr. Allen B. DuMont, president of the corporation, told affiliated stations in the closed circuit conference that preceded the news conference that he was convinced a compatible system of color television could be developed, and compatibility, he felt, was of utmost importance in the transition of black and white to color.

Dr. DuMont said his company had been accused of "not wanting color," and he said that was "not true." DuMont believes the public will not buy the type of receivers that can be made under present standards.

Prices of converters to enable present sets to receive CBS color, he predicted, will be "considerably higher than the prices bandied about in the papers at the present time." And color receivers, he said, will cost "twice as much" as present black and white sets.

Dr. DuMont estimated it would cost existing television stations from 20 to 25% of their present investment in equipment to convert to color broadcasting.

He emphasized that the FCC decision leaves it to the telecasters option as to whether he will transmit color or black and white, and he told the affiliates that the DuMont Network has no plans for color-casting.

HIGH-DEFINITION TV

GE Has New System

A NEW high-definition TV system developed by General Electric Co., described as highly compatible with present receivers, was announced last week in a statement filed with the FCC by C. A. Priest, manager of engineering, Commercial Equipment Division.

Description of the system was given by R. B. Dome, electrical consultant of the GE Receiver Division.

While the high-definition technique has not been set up and field tested, Mr. Dome explained, certain elements of the system have been tested. In substance, the system subdivides the video frequency and transmits portions of the high-frequency end alternately.

A receiver designed for the new system would give upwards of 50% increase in horizontal detail, the Commission was told.

GE's new system, Mr. Dome said, carries fine detail on odd lines without superfine detail. Even lines carry superfine detail but no fine detail. Transmitters thus would be modified to provide these end results: Odd fields to transmit coarse and fine detail as at present; even fields to transmit coarse and superfine detail, with the superfine detail transposed in frequency to fit into the space normally occupied by the fine detail; provision for a retransposing carrier wave for the superhighs.

Adds Four Tubes

Suitable circuitry would be provided at the receiver to restore the picture to its full bandwidth. Four more tubes would be required: Keyed amplifier, amplifier-doubler, high-frequency power amplifier and detector-superhigh amplifier.

In relaying, a 2.7 mc band-width would not provide improved definition but the advantages of the system can be realigned on 4 mc.

Without altering present receivers, a 384-line picture would be provided or substantially that of present-day sets. With the high-definition signal, service would be increased to 545 lines.

Mr. Dome observed that existing sets would offer a weak fine-grained pattern; transposed super-high signals would exist as spurious signals theoretically self-cancelling but actually lacking 100% integration; brightness would be reduced 50% but this would be avoided by pre-emphasis and be relatively ununimportant. Of course, high-definition sets would receive present transmissions, he noted.

Mr. Dome said all precision equipment under the new GE system is localized at the transmitter, in comparing the plan to other higher-definition systems. He added that it uses the same field, frame and line rates and that the picture has excellent texture without visible dot structure.



Telefile: WSAZ-TV Pioneers in Television For Rugged West Virginia

FROM wild frontier country to the nation's coal and chemical center in a generation, green-mountained West Virginia today is underwriting a new pioneering saga, an addition to its heritage of backwoodsmen who fought Indian wars and formed the backbone of General Washington's Independence army.

The story of television coming into its own in the rugged mountain state is a 20th century rival to the opening of the backcountry's mountain trails by early-American settlers.

Where once trails were roughly hewn through dense forests, relay towers erected to interconnect WSAZ-TV Huntington and TV facilities in Cincinnati now grace the Kentucky-Ohio country side.

In the two-month period between the time West Virginia's first and only TV outlet received its authorization to go on the air and transmission of a test pattern, a mountain crest about two miles from the heart of Huntington was leveled, timber removed, a master transmitter building built, and a 310-ft. tower with a 50-ft. batwing superturnstile antenna erected.

Engineers Build Mobile Unit

The station's engineers meanwhile put together a mobile unit patterned closely after the RCA unit. It was built on a Ford cab-over-engine truck model with a chassis lengthened to a 158-inch wheel base, at about one-half the cost of a ready-built and equipped truck.

By Oct. 24, 1949, WSAZ-TV was airing its first commercial program, a kinescope featuring *Stop the Music*. Official premier was Nov. 15 when such guests as Joseph H. McConnell, president of NBC; Frank M. Folsom, president of RCA; West Virginia's Gov. Okey L. Patteson and Huntington's Mayor W. W. Payne greeted the station's opening.

An estimated 50,000 televiewers witnessed the premier from screens placed in hotel lobbies, store windows, theatres and from 2,500 sets then in use in private homes.

WSAZ-TV Can Reach 1,200,000 People

Huntington, located on the western border of the state across the river from Ohio and Kentucky, has access to the West Virginia-Ohio-Kentucky tri-state area and portions of Virginia, which lies to the south. Adding this area to the 200,000 population of the Huntington-Ashland-Ironton metropolitan area and the Charleston region to the east, WSAZ-TV has as a goal the entertainment and merchandising for about 1,200,000 people.

Introduction of video served to dry up the usual inter-state and inter-market feuding which has been as traditional to the area as the battling among old West Virginian families in homestead days. All Charleston and Huntington newspapers, as well as the Ashland, Ky., Ironton and Portsmouth, Ohio, papers carried special editions when the station began operation. This group, in addition to nine others, from small-circulation weeklies to the metropolitan *Columbus* (Ohio) *Citizen*, utilize WSAZ-TV's daily program log, and has maintained an avid news interest in the station's progress.

With this wide-area interest, WSAZ-TV also has been responsible for the mounting set count in the Huntington-Charleston market region. Climbing at the approximate rate of 1,500 sets per month, the totals have risen from some 3,500 sets the first of the year to nearly 30,000 by November.

In the year following its debut, the station relied for the most part on kinescope and local programming. But early in July, it got the go ahead to construct a $100,000 Cincinnati-Huntington TV relay. That marked the beginning of a new era for WSAZ-TV.

Regular network service at WSAZ-TV was inaugurated on Labor Day with the telecast of a doubleheader between Cincinnati and St. Louis. While marking the entree of programs direct from ABC, CBS, NBC and DuMont, all of which supply programs for the station's viewers, the day also was the occasion for an unscheduled picture-story of a fire which broke out at the West Virginia Electric & Supply Co. WSAZ-TV telecast the blaze which lasted an hour and a half.

The relay facility links the station with Cincinnati outlets WLWT (TV) which serves WSAZ-TV with NBC programs; WKRC-TV for CBS shows, and WCPO-TV for ABC or DuMont schedules.

WSAZ-TV is owned and operated by WSAZ Inc. Guiding the station's destiny is a hard-working trio of executives. Marshall Rosene, station manager of WSAZ from 1944 to 1949, is general manager. Mr. Rosene entered the radio business after a long association with newspaper advertising in Columbus, Ohio.

WSAZ-TV's station manager is Lawrence H. Rogers II, former sales promotion manager of WSAZ-AM. Leroy Kilpatrick, at one time with the West Virginia Network, is chief engineer. Both Messrs. Rogers and Kilpatrick designed and put into operation the physical plant and installed equipment after extensive field trips and studies of TV operations as they existed in 1949. The planners concentrated on eliminating unnecessary facilities which had been explored elsewhere in earlier experimental installations.

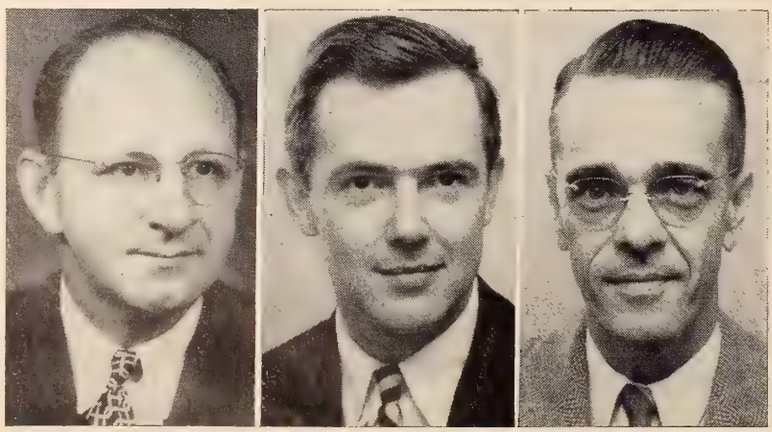
Officials Directing WSAZ Operations

Board of directors of WSAZ Inc. includes: Col. J. H. Long (president, Huntington Publishing Co.), president; Capt. John A. Kennedy (of *San Diego Union*), first vice president; William D. Birke (publisher, Huntington *Hearld-Dispatch*), second vice president; Walker Long (publisher, Huntington *Herald-Advertiser*), secretary-treasurer.

Among the key personnel are James H. Ferguson, who came to WSAZ-TV from WLWT where he was producer and director, is the station's program director and John Jiruska, chief studio technician, who aided in the design and construction of many of the station's facilities, including the mobile unit and the intercity relay system. Naseeb S. Tweel, who is production manager and heads all film and studio operations, is a native of Huntington who entered television "cold" with the station. Another Huntington product is Elizabeth Conaty, commercial traffic manager, who boasts two years

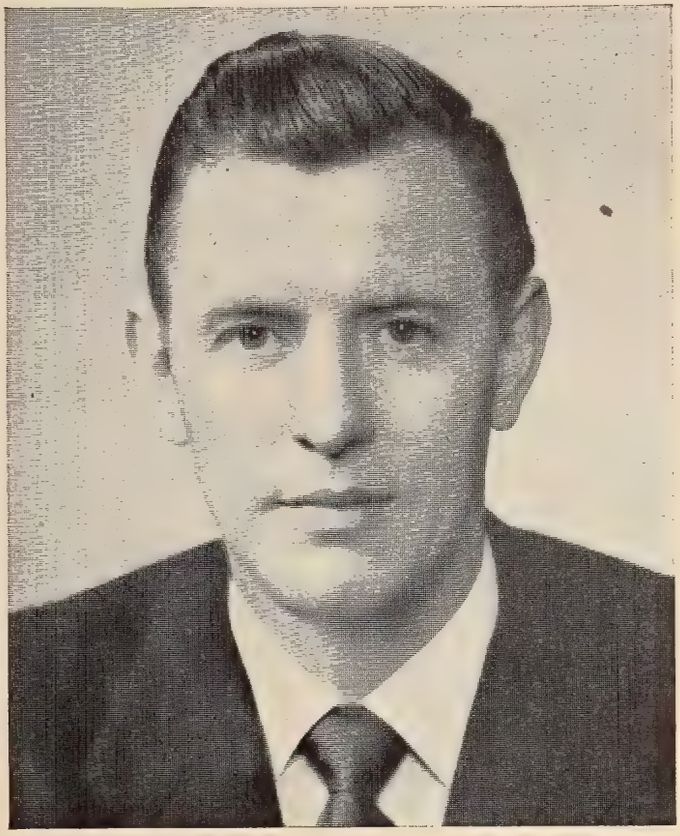
(Continued on page 68)

* * *



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DEFENDS CBS COLOR

Murphy Answers Critics

ADRIAN MURPHY, CBS vice president, last week enumerated six "misconceptions" he said were widely held concerning the FCC decision to adopt CBS color television standards.

Mr. Murphy, speaking at a Thursday meeting of the New York Radio Executives Club, listed the misconceptions and pointed out why CBS thought them wrong.

1. Some people, he said, have tried to make it felt that the FCC decision was "temporary." Mr. Murphy said that CBS was unable to read anything but permanence in the order and that FCC's reference to future color experimentation did not "leave the door open." "It only leaves it slightly ajar," he said.

Not 'Sudden'

2. There have been references to the "suddeness" of the decision. Mr. Murphy said CBS first proposed a color system in 1940, was experimenting with such a system in 1941, with FCC's knowledge, and has been at it ever since, except during the war. Further, he said, throughout the most recent FCC color hearings it was evident that "some system was going to be adopted." Nowhere in the hearings was there any indication that the system would not be CBS, he said.

3. The CBS color technique is often called a "mechanical" system, and that is not so, Mr. Murphy said, adding that the CBS system "is as electronic as any other." What CBS has that no other system now has, he explained, is the capacity to use mechanical means, which enable CBS color to be used now, while tri-color electronic tubes are still not available for commercial use. Mr. Murphy said that testimony of most engineers during the hearings was that the tri-color tube, when perfected could be used with the CBS system.

Compares With Movies

4. There has been talk that color television will be like color movies, less prevalent than black-and-white. Mr. Murphy believes that eventually television will be almost all color.

Analogies between movies and television are without value, he said. Color is used sparingly in movies because it is far more expensive than black-and-white and is in scarce supply. Color TV will cost no more than black-and-white, he said.

Further, he said, television is an advertising medium, and movies are not. Advertisers will want to use color in TV. Television programming is different from movie programming, with TV fare being more adaptable to color than movies.

5. There has been talk that no station save WCBS-TV New York will carry colorcasts. Mr. Murphy said CBS had reason to believe otherwise. He anticipated that network colorcasts would be picked up by stations just as fast as receivers were equipped to accommodate them.

6. An effort has been made to spread the word that a compatible color system is "just around the corner." Mr. Murphy said that despite promises to the contrary, no compatible system of commercial quality had been developed. He said that RCA in 1947 had promised such a system by September 1948, but had failed to produce it then or since.

"You can't kill color television," said Mr. Murphy. CBS is convinced, he said, that as soon as the public sees color, it will want it.

Taking the Sting Out

BUZZING with activity was an apt description of KSTP-TV Minneapolis-St. Paul during a recent Marge McCrady's *For You—Ladies* program. As her guest, Hostess McCrady had Clare D. Ford, state apiarist with the U. of Minnesota's extension division. In showing viewers how the bees make honey and what to do in the case of a bee sting, 4,000 bees were let loose in the studio. Mr. Ford proceeded to have himself stung and demonstrated for viewers how to remove the bee's stinger.

PROTECT TV

DuMont Calls on Voters To Press Candidates

A CALL for voters to urge Congressional and Senatorial candidates to take an affirmative stand in protecting the public investment in television was issued last Tuesday by Dr. Allen B. DuMont, president of Allen B. DuMont Labs Inc.

In a speech before the joint Radio-Television Mfrs. Assn. and Institute of Radio Engineers meeting at Syracuse, Dr. DuMont pointed out that it was the voters who could insist on adequate television service for every section of the country.

"Eight million families have invested $3 billion in TV receiving sets," he said. "Every television owner should demand from his Congressional and Senatorial candidates affirmative efforts to protect his investment," Dr. DuMont continued.

All major problems now existing in the TV industry, he went on, were imposed by the government. He pointed specifically to FCC approval of CBS color as "an arbitrary and hasty decision . . . which has caused tremendous confusion, doubt and possibly large financial loss to the . . . public and to the television industry."

Asserting that CBS "has an almost impossible task of selling its system to either the American public or to the broadcasters," Dr. DuMont called on industry to keep faith with the public by providing optimum black-and-white telecasting and to continue its research on a compatible and all-electronic color system.

Also attacked by Dr. DuMont was the proposed legislation on excess profits taxes, which he said, would be inequitable to newer, developing companies — including many electronic firms.

Other talks were made by A. V. Loughren, vice president in charge of research, Hazeltine Electronics Corp., and W. B. Whalley, Sylvania Electric Products Inc.'s physics laboratory.

Mr. Loughren described a proposed color TV system using the "mixed highs" principle and other technical improvements. Mr. Whalley also presented a paper on TV, analyzing set requirements to obtain the best possible picture. He said his specifications would make better use of high quality picture tubes than are presently available.

AT&T FACILITIES

DuMont Affiliates Hear Loewi

COMDR. MORTIMER W. LOEWI, director of the DuMont Television Network, told DuMont affiliates last week that the network would fight for equal access to AT&T network facilities to avoid establishment of a network monopoly that would enable surviving networks to become dictators over affiliated stations.

Commander Loewi spoke to affiliates in a closed circuit conference last Wednesday to explain DuMont's motives in complaining to the FCC about AT&T network allocations.

"Without free competition among four or more networks, what would your position be?" he asked affiliates. "What bargaining position could you hold if one or two networks were able to dictate what program you must take, when to take them, and then dictate how much you would be paid for them?"

Won't Hurt Income

He told the stations that the limitations proposed by the FCC in the number of hours a station can take from any one network would not adversely affect station income.

"Even though you take your programs from three or four networks rather than from one or two," he said, "you will still be able to select for your station the commercial programs that assure your profitable operation. And with all four networks competing for your facilities on an equal basis, you will stay in the driver's seat."

Commander Loewi said the FCC had shown in its AM network regulations it was interested in preventing networks from exerting dictatorial powers over stations.

"By its latest actions to insure a freely operated, competitive system of television broadcasting, the FCC has once again proved its interest lies not in the control of TV but rather in assuring that a healthy competitive situation will prevail in the industry," Commander Loewi said.

"In this way the public interest will best be served. In this way the Commission is providing the incentive to all major networks not only to continue present operations but to put into action large-scale plans for expanding both program service and facilities until such time as there can be an ample number of independently-owned stations and intercity connection facilities throughout the country."

Movie TV Relays

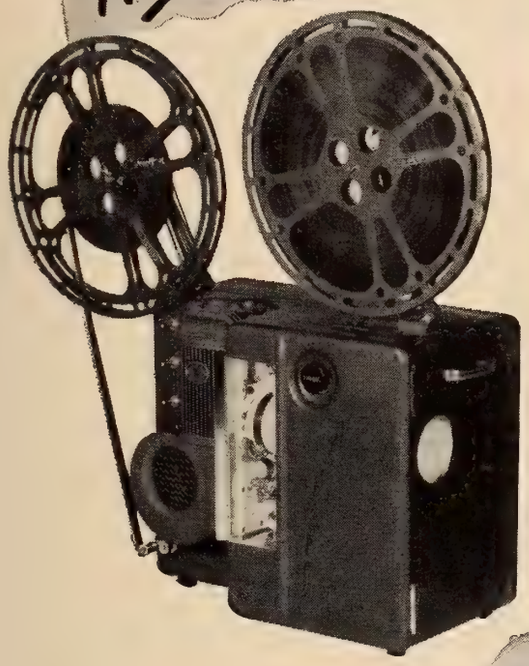
TEMPORARY authorizations were extended by FCC last week for experimental relays used by Paramount Television Productions and Twentieth Century-Fox Film Corp. in their New York theatre TV projects. All were TV relays.



PARTICIPATING in the two-way closed circuit conference with DuMont Network affiliates are (l to r): Robert F. Jamieson, manager of station relations; Comdr. Mortimer W. Loewi, network director; Dr. Thomas T. Goldsmith Jr., director of research for Allen B. DuMont Labs Inc.; and Dr. Allen B. DuMont.

Another exclusive GPL Development

ABC Pioneers New Telecast Technique with GPL UTILITY PROJECTOR



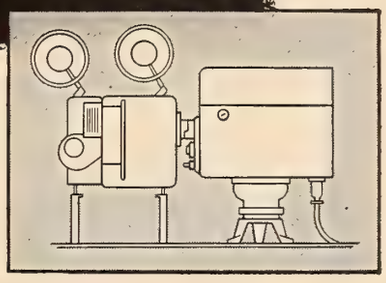


Mobile Unit Handles Film Commercials on the Spot for Better Control and Economy

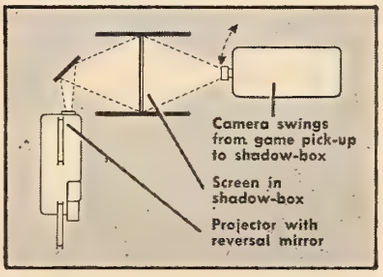
Using the new GPL 16-mm Utility Projector, the American Broadcasting Company scored another television "first" by handling filmed commercials direct from its mobile units at football games. This new technique eliminates the need for expensive studio stand-by facilities and film-chain tie up. It results in smoother programming. And it gives the director on location full control of timing.

The GPL Utility Projector (PA-101) is used with a standard image orthicon camera without special phasing facilities. It projects either direct into the camera, or on an intermediate screen in a shadow box. With the latter, one of the cameras used for game pick-up can be swung around to the shadow box to take commercials.

The PA-101 is not only a professional auxiliary projector for the larger station, it is ideal for studio as well as field work in smaller stations. Easily portable, it may be used for film preview or rear screen projection. And for film telecasts, it may be used with regular studio cameras to provide quality equal to specialized iconoscope film-chain equipment.



ABC ENGINEERS designed a special projector-camera mount for their mobile units. Set-up is easily removable; camera rotates on base for adjustment. Split coupling keeps out light.



NO EXTRA CAMERA required with this alternate arrangement which uses shadow-box screen in stadium camera booth. Camera used for game pick-up may be swung to shadow-box to make commercials.

Write, wire or phone for details . . .

TV Camera Chains • TV Film Chains
TV Field and Studio Equipment
Theatre TV Equipment

GENERAL PRECISION LABORATORY INCORPORATED

General Precision Laboratory

INCORPORATED

PLEASANTVILLE NEW YORK

COY FLAYS HALLICRAFTERS On TV Ads

INCENSED by a Hallicrafters Co. advertisement attacking FCC's color TV decision, FCC Chairman Wayne Coy accused the company last Friday of attempting "to deceive and frighten the public," and of using "contemptible" means in the attempt.

He accused the company of pitting "fake versus fact" in "a malicious smear campaign."

"I respectfully suggest to Hallicrafters," he said in a letter to President W. J. Halligan, "that it follow the lead of some other progressive manufacturers and begin the manufacture of color sets, adapters and converters, and let the American people decide for themselves whether they like this new dimension in television broadcasting.

"Hallicrafters' products are much better than its propaganda."

Chairman Coy's target was a full-page ad entitled "The Color Television Blunder," placed by Hallicrafters in the Oct. 23 *Chicago Daily News*.

The FCC chief noted that the ad, carried over President Halligan's signature, said the five Commissioners who voted for the CBS color system "contradicted even themselves." The ad quoted FCC's Sept. 1 report on color as saying the Commission "must of necessity rely to a great extent upon industry experts for data and expert opinion in arriving at decisions in the field of (color) standards."

Chairman Coy charged that "then, in the best tradition of out-of-context quoting, you come to a dead stop and ignore the rest of that paragraph of the decision." He said "you refused to finish the paragraph because to do so would have demolished your entire argument."

FCC's Responsibility

The rest of the paragraph, Mr. Coy noted, says that "the responsibility for decision is that of the Commission and we cannot feel bound to accept recommendations and expert opinions when we find from a study of the record that the record supports different conclusions."

Mr. Coy's letter under-lined the following sentence from the same paragraph:

In weighing these recommendations and expert opinions we cannot overlook the fact that many of these same parties offered recommendations and expert opinion of the same kind as the basis of their advocacy in the 1946-47 hearing of the simultaneous system—a system which never survived field-testing.

The complete paragraph, the FCC Chairman told Mr. Halligan, "puts quite a different face upon the matter."

"To continue the quote and give the people the WHOLE story would hardly have served your purpose of pulling the wool over their eyes," he asserted. He also said:

The hidden ball trick is a fine piece of football strategy but when it is employed by a large radio manufacturer in an advertisement to deceive and frighten the public on such an important issue as color television, it becomes pretty contemptible.

Chairman Coy noted that FCC's color hearing covered 62 days and included 53 witnesses who gave 9,717 pages of testimony and presented 265 exhibits.

"Of course," he said, "you did not mention that the FCC was established by the Congress of the United States for exactly this specific type of investigation and decision-making process."

He said Mr. Halligan is "most certainly entitled" to his own opinion as to the "ultimate wisdom of the Commission's decision." But, he said, quoting Bernard Baruch, "Every man has a right to be wrong in his opinion, but not in his facts."

"Color is on the way," Mr. Coy declared, "and the American people are going to be given an opportunity to enjoy it—if they wish." The advertisement phrase, "5 Men Against the American Way," brought this reply:

The things that the phrase, "The American Way," stand for are sacred to me and I deeply resent attempts such as yours to debase the coinage of these words through such a malicious smear campaign.

In my view, the American Way includes telling people the truth, the whole truth, so that they can make up their minds on the basis of all the facts instead of misleading them with one-sided attacks such as yours. It means giving the people the advantage of new inventions as soon as they are developed instead of trying to shelve them so as not to interrupt the flow of profits from existing products.

Mr. Coy considered it "unfortunate" that FCC lacks funds for "full pages of advertising to correct the misrepresentations you have made." He said he was making his letter public "with the hopes that the facts it contains will reach at least some of the readers who may have been misled by your hit-and-run attack and that some of the mischief may be repaired."

DALLAS-FT.WORTH *ABC, NBC Contract Plans Rejected*

FCC HELD last week that television network affiliation contracts must treat Dallas and Ft. Worth as separate metropolitan areas, or risk violation of the Commission's rules.

In letters to NBC and ABC, the Commission turned thumbs down on separate but similar proposals of the two networks to give half-time instead of fulltime contracts to WFAA-TV Dallas and WBAP-TV Ft. Worth.

The proposed contracts had been worked out by the networks in negotiation with the two stations, and were submitted to the Commission for its views.

FCC's letters, released Tuesday, pointed out that under each contract sponsored programs originating during the hours specified in the contract of one station could not be carried by the other station (unless the sponsor wished to use both stations).

The Commission also noted that its TV channel allocations plan regards Dallas and Ft. Worth as two different metropolitan areas. Accordingly, it held, the half-time affiliation contracts would overstep the provision (Sec. 3.632) of the rules which says, in part:

No license shall be granted to a television broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization . . . which prevents or hinders another broadcast station serving a substantially different area from broadcasting any program of the network organization.

ABC had defended the half-time affiliation plan as a means of minimizing duplication of identical programs in the area of overlapping coverage by WFAA-TV and WBAP-TV. NBC had pointed out that advertisers normally would select WFAA-TV rather than WBAP-TV in that area because Dallas is larger, and that therefore the half-time proposal would equalize distribution of NBC programs between the two stations.

FCC ruled, however, that "neither of the two stations renders an adequate service to both cities," within the meaning of TV Engineering Standards. "And although there are some areas where the service from both stations overlap," FCC added, "viewed on an overall basis the Commission considers WFAA-TV and WBAP-TV as serving substantially different areas.

"Thus it would appear that to the extent that the proposed agreements would be applicable to relationships within the scope of Sec. 3.632, they fall within the prohibitions of that Section since they prevent each station from carrying certain [network] programs broadcast by the other," FCC said.

The contracts would require the use of kinescope versions of network programs by the two stations until coaxial cable or radio relay facilities reach Dallas and Ft. Worth.

FCC said that "since the proposed contracts would, in any event, be applicable to network programs transmitted by coaxial cable, when such facilities become available, it is not necessary, for the purposes of passing upon the contract[s] presented, to consider at this time any additional problems which may be presented by a contract which also governs network programs made available to affiliates by kinescope recording."

Serve Same Area

FCC also distinguished the WFAA-TV and WBAP-TV operations from the arrangement under which their respective AM affiliates use the same transmitter and the same frequencies on a share-time agreement. The AM stations "serve the same areas day and night," FCC said, while "the WBAP-TV transmitter is located in Ft. Worth and the WFAA transmitter is located in Dallas and the stations serve two different areas."

WBAP-TV currently has full-time affiliation contracts with both ABC and NBC. The half-time plan, with each network dividing its schedule equally between the two stations, was evolved by the networks in negotiation with the stations after WFAA-TV asked for affiliation following its acquisition by the *Dallas News* last spring.

PHONEVISION

Zenith Seeks Dec. 1 Test

ZENITH Radio Corp. sought a second postponement of its Phonevision test in Chicago last week after encountering the recurring stumbling-block—refusal of the motion picture industry to make good films available.

Zenith, which developed the pay-as-you-see system of television, planned last week to move the starting date from Nov. 1 to Dec. 1. The test, scheduled for three months in some 300 Chicago-area homes, was originally set for Oct. 1. FCC approved the first postponement.

Comdr. Eugene F. McDonald Jr., Zenith president, explained: "We simply do not have enough good, first quality feature pictures to conduct the test properly through its full schedule of 90 days. We need more time to conclude negotiations now in progress with a number of major producers."

He said the Phonevision transmitter atop the Field Bldg. in the city's loop "has been putting out excellent test pictures since September." Inasmuch as Phonevision-equipped TV sets have been placed in the test homes, "we are all set and ready to go" except for the shortage of suitable films.

Despite the fact that motion picture producers "should have greater interest in the test than almost any other business group because of the vital effect of television upon their industry . . . most of the producers have been reluctant to make their productions available for the test, even though it is self-evident that our 300-family test can have no effect upon attendance at Chicago theatres.

"We are now talking with several of them. I hope that this will be our last postponement, and that we can secure a true cross section of their production in time to start our test on Dec. 1," Comdr. McDonald said.



ARTHUR GODFREY'S TALENT SCOUTS
sponsored by
Thomas J. Lipton, a
CBS Package Program
consistently riding
the rating crest.

For another top
CBS Package Program
now available
for sponsorship,
turn to back page
of this insert.

TELECASTING

NETWORK SHOWSHEET

PM 5:00 15 30 45 6:00 15 30 45 7:00 15 30 45 8:00 15 30

SUNDAY

ABC

Canada Dry Super Circus L (E-M) | Peters Shoe Co., M&M Ltd. (Alternating) Super Circus L (E-M) | *Cowboy 'n Injuns* F (E-M) | *The Ruggles* F (E-M) | Goodyear Revue Paul Whiteman L (E-M) | Dodge Motors Showtime U S A L (E-M) | *Hollywood Premiere Theatre* F (E-M)

CBS

Capitol Cloakroom | Household Finance Peoples Platform | Lamont, Corliss & Co. Mr. I. Magination | Wm. Wrigley, Jr. Co. Gene Autry Show | American Tobacco This Is Show Business | Ford Motor Co. Lincoln-Mercur Toast of the To

DuMont

Our Secret Weapon (The Truth) L (E) | Co-op Starlit Time L (E-M) (NI) | *Rhythm Rodeo* L (E-M)

NBC

Quaker Oats The Gabby Hayes Show L | *Watch the World* L | General Foods Hopalong Cassidy F | Regent Cigarettes Leave It To The Girls L (E-M) | General Foods (Jello) Aldrich Family L (E-M) | Frigidaire Div. of Comedy Hour-Bobby Clark Alternating every 4th Sund Palm.-Peet. Colgate Comedy

MONDAY

ABC

Lois and Looie L (E-M) | *Space Patrol* F (E-M) | *Club Seven* L (E-M) | Ironrite Corp. Hollywood Screen Test L (E-M) | Chrysler Sales Treasury Men in Action L (E-M)

CBS

Lucky Pup | *United Nations* | *Snarky* | Kellogg Co. Tom Ranger | *Stork Club* | Oldsmobile CBS-TV News | Liggett & Myers Perry Como | Lever Bros.-Lux Lux Video Theatre | Le Ar

DuMont

Co-op Small Fry Club L/F (E-M) | Co-op Magic Cottage L (E-M) | *Captain Video* L/F (E-M) | *Susan Raye* (E-M) | *Manhattan Spotlight* (E-M) | The

NBC

NBC Comics | *Panhandle Pete and Jennifer* | C-P-P H' Doody L (E-M) | Mars Inc. Howdy Doody L (E-M) | *Cactus Jim* L | RCA Kukla, Fran & Ollie L (E-M) | Mohawk Mills Show Room | Reynolds News F (E-M) | Speidel Paul Winchell-Jerry Mahoney Show L | Fires Vo

TUESDAY

ABC

Lois and Looie L (E-M) | *Space Patrol* F (E-M) | *Club Seven* L (E-M) | Procter & Gamble Beulah F (E-M) | Pontiac All-American Football F (E-M)

CBS

Lucky Pup L (E-M) | *United Nations* | *Snarky* | *Stork Club* | Oldsmobile CBS-TV News | Pepsi-Cola Faye Emerson | Prudential Insurance Co. Prudential Family T Alternate Weel

DuMont

Co-op Small Fry Club L/F (E-M) | Co-op Magic Cottage L (E-M) | W. H. Johnson Candy Captain Video L/F (E-M) | *Susan Raye* | *Court of Current Issues* (E-M)

NBC

NBC Comics | *Panhandle Pete and Jennifer* | Kellogg Howdy Doody L (E-M) | C-P-P Howdy Doody L (E-M) | *Cactus Jim* L | Sealtest Kukla, Fran & Ollie L (E-M) | Van Camp Little Show John Conte L | Reynolds News F (E-M) | Texas Co. Texaco Star The L (E-M)

WEDNESDAY

ABC

Lois and Looie L (E-M) | *Club Seven* L (E-M) | Bendix Home Appliances Chance of a Lifetime L (E-M) | Arnold Baker's Life Begins at 80 L (E-M)

CBS

Quaker City Chocolate Lucky Pup | *United Nations* | *Snarky* | Kellogg Co. Tom Ranger | *Stork Club* | Oldsmobile CBS-TV News | Liggett & Myers Perry Como | Toni-Pillsbury (Alt.) Arthur Godfrey and H

DuMont

Cadbury-Fry America Inc. Small Fry Club L/F (E-M) | Co-op Magic Cottage L (E-M) | Rosefield Packing Co. Captain Video L/F (E-M) | *The Most Important People* L (E) | *Manhattan Spotlight* L (E-M)

NBC

NBC Comics | *Panhandle Pete and Jennifer* | Mars Inc. H' Doody L (E-M) | Intnl. Shoe Howdy Doody L (E-M) | *Cactus Jim* L | Ford Motor Div. Kukla, Fran & Ollie L (E-M) | Mohawk Mills Show Room L | Reynolds News F (E-M) | Motorola Inc Four Star Revu

THURSDAY

ABC

Lois and Looie L (E-M) | *Space Patrol* F (E-M) | *Club Seven* L (E-M) | General Mills Lone Ranger* F (E-M) | Admiral & P. Lori Stop the Music L (E-M)

CBS

Bristol-Myers Ipana Lucky Pup | *United Nations* | *Snarky* | *Stork Club* | Oldsmobile CBS-TV News | Pepsi-Cola Faye Emerson | Columbia-Show Goes On Carnation-Burns & Allen Alternate Weeks | Amer Th

DuMont

Co-op Small Fry Club L/F (E-M) | Co-op Magic Cottage L (E-M) | W. H. Johnson Candy Captain Video L/F (E-M)

NBC

NBC Comics | *Panhandle Pete and Jennifer* | Kellogg Co. H' Doody L (E-M) | C-P-P Howdy Doody L (E-M) | *Cactus Jim* L | Sealtest Kukla, Fran & Ollie L (E-M) | Van Camp's Little Show John Conte L | Reynolds News F (E-M) | DeSoto-Plymouth You Bet Your Life F

FRIDAY

ABC

Lois and Looie L (E-M) | *Space Patrol* F (E-M) | *Club Seven* L (E-M) | Green Giant Co. Life With Linkletter L (E-M) | Ronson Art Metal Works Life With Linkletter L (E-M) | N.Y Hi

CBS

Sundial Shoes Lucky Pup | *United Nations* | *Snarky* | Kellogg Co. Tom Ranger | *Stork Club* | Oldsmobile CBS-TV News | Liggett & Myers Perry Como | General Foods Maxwell House Coffee (Mama) | Ma

DuMont

Co-op Small Fry Club L/F (E-M) | Co-op Magic Cottage L (E-M) | *Captain Video* L/F (E-M) | *The Most Important People* L (E) | *Manhattan Spotlight* L (E-M) | Esc He

NBC

NBC Comics | *Panhandle Pete and Jennifer* | Mars Inc. Howdy Doody L (E-M) | Wander Co. Howdy Doody L (E-M) | *Cactus Jim* L | RCA Kukla, Fran & Ollie L (E-M) | Mohawk Mills Show Room L | Reynolds News F (E-M) | Miles, Quiz Kids L

SATURDAY

ABC

Sandy Dreams L (E-M) | General Mills The Irwins F (E-M) | American Dairy Assn Paul Whiteman TV Teen Club L (E-M)

CBS

Lucky Pup | *Week In Review* | *The Big Top* | A. C. Gilbert Boys R.R. Club | Pepsi-Cola Faye Emerson | Anheuser-Busc The Ken Murray

DuMont

Captain Video L/F (E-M) | *Country Style* L (E-M) (NI)

NBC

Lionel Joe DiMaggio Show | Alsco Co. Wendy Barrie L | *American Form of the Air* L | Brown Shoe Corp. Smilin' Ed. McConnell L (Alt. weeks) Pinky Lee F | Peter Paul Hank McCune | Manhattan Soap Co. One Man's Family L (E-M)

Programs in italics are sustaining. Time is EST.
L is live; F, Film; K, Kinescopic Recording; E, Eastern Network; M, Midwestern Network; NI, Noninterconnected stations.

CBS Daytime

Monday-through-Friday, 4-4:30 p.m., *Wonderful Exchange*, L (E-M); 4:30-5 p.m., *Vanity Fair*, L (E)

NBC Daytime

Sunday—p.m.
2:45 Hanson Baldwin Weekly War Room
3 Battle Report—Washington
3:30 Mrs. Roosevelt Meets the Public
4 Meet the Press, Revere Copper & Brass
4:30 Zoo Parade, Quaker Oats Co.

Monday-Friday—p.m.
3-3:30 Ransom Sherman Show
4-5 Kate Smith Show (Thur. 4:15-4:30 American Home Products Corp.; Thur. 4:30-4:45 Minute Maid Corp.)

Mon., Wed., Fri.—p.m.
4:30-4 Bert Parks Show; General Foods sponsors Wed., Fri.

Tues., Thurs.—p.m.
4:30-4 Doodle in the Middle

Saturday—p.m.
1:45 Ivy

* Lone Ranger sored on 5 American Ba on remainder

PM

	Marshall Plan in Action F (E-M)	*Soap Box Theatre* F (E-M)	Gospel Best'g Corp. Old Fashioned Revival Hour F (E-M)	Young People's Church of The Air Youth on The March	
	General Electric Co. Fred Waring Show		B. F. Goodrich Co. Celebrity Time	Jules Montenier Inc. Stoppette What's My Line	Arnold Robt. Q. Lewis
	Arthur Murray's Studios Arthur Murray Show L (E-M) (NI)		*They Stand Accused* L (E-M)		
Hope (L-M)	Philco Corp. Philco Television Playhouse L (E-M)		Congoleum-Nairn Inc. Garroway At Large L (E-M)	Nestle Co. (Nescafe) Take A Chance L	
	Pharma-Craft Am. Razor Blade Corp. The College Bowl L (E-M)	*On Trial* L (E-M)	*Double Feature* F (E-M)		
Lipton Frey's uits	Philip Morris Co. Horace Heidt	General Foods-Sanka The Goldbergs	Westinghouse Electric Corp. Studio One		Masland At Home Party L
n Show	Co-op Wrestling (From Columbia Park, N. J.) L (E-M) (NI)				
ber Co. stone	Admiral Lights Out L	American Tobacco Co. R. Montgomery, Lucky Strike Theatre Alternates with Colgate-Palmolive-Peet, Musical Comedy Time (L)		Local Sponsors (Co-op) Who Said That L (E-M)	Anchor Hocking Open House L
	Hudson Motor Car Co. Billy Rose L (E-M)	Mogan David Wine Can You Top This? L (E-M)	*Roller Derby* L (E-M)	American Tobacco Co. Roller Derby L (E-M)	
	R. J. Reynolds Vaughn Monroe Show	Electric Auto-Lite Suspense	Block Drug Danger	*We Take Your Word*	
kins view	Drug Store TV Prod. Cavalcade of Bands L (E-M) (NI)		Food Store Programs Corp. Star-Time L (E-M) (NI)		
	Procter & Gamble Fireside Theater F	Armstrong Cork Co. Circle Theatre L (E-M)	P. Lorillard Original Amateur Hour L		Anchor Hocking Open House L
	Philco Corp. Don McNeill TV Club L (E-M)		Co-op Wrestling L (E-M) (To Midnight)		
Myers	Bymart, Inc. Teller of Tales	P. Lorillard Co. Embassy Cigarettes The Web	Pabst Sales Co. Blue Ribbon Bouts	Philip Morris Sports Interview	
	Co-op Famous Jury Trials L (E) (NI)	Consolidated Cigar Corp. Plainclothesman L (E-M) (NI)	Tidewater Assoc. Oil Broadway to Hollywood L (E)		
	Kraft Foods Co. TV Theatre L (E-M)		Bristol-Myers Break the Bank L	Armour Stars Over Hollywood F	Anchor Hocking Open House L
	Packard Motors Holiday Hotel L (E-M)	Gruen Watch Co. Blind Date L (E-M)	Seeman Bros. I Cover Times Square L (E-M)	Blatz Brewing Co., Roller Derby / Florsheim Shoe Co. Red Grange Predicts (11:15 to 11:30)	
y Razor oes On	Esso Standard Oil Kroger Co. Alan Young Show	Lever Bros.-Rinso Big Town	Philip Morris Co. Truth or Consequences	Nash Motors Nash Airflyte Theatre	
	Kaiser-Frazer Ellery Queen L (E-M) (NI)		*Boxing* L (E-M) (NI)		
Falls	Ford Dealers of America Kay Kyser L		U. S. Tobacco Martin Kane, Private Eye L	*Film* TBA	Anchor Hocking Open House L
Co. Football (E-M)	Jos. E. Schlitz Brewing Corp. Pulitzer Prize Playhouse L (E-M)		Best Foods Inc. Penthouse Party L (E-M)	*Diane Doxee Show* L (E-M)	Exquisite Form Bra's L(E-M)
olds Crime	Ford Motor—Ford Theatre Magnavox—Magnavox Theatre Alternate Weeks		Nash Kelvinator Morton Downey	Sylvania Electric Beat the Clock	
Polish Camera (NI)	Bond Clothing Stores Hands of Mystery L (E-M) (NI)	*Roscoe Karns, Inside Detective* L (E-M) (NI)	Drug Store TV Productions Cavalcade of Stars L (E-M) (NI)		
eople	Bonafide Mills Versatile Varieties L	American Cig. & Cig. Big Story (alternates with Emerson Radio The Clock) L	Gillette Boxing L	Chesebrough Greatest Fights F	Anchor Hocking Open House L
eman Club I)	*Roller Derby* (to Conclusion)				
	Frank Sinatra		Carter Sing It Again / Ludens Sing It Again	Sterling Drug Sing It Again	
	Allen B. DuMont Labs Saturday Night at Madison Square Garden L (E-M)		*Saturday Night at the Garden*	Chesebrough Mfg. Co. Saturday Night at the Garden	*Wrestling* Roma Wine
	Campbell Soup, Whitman's, Johnson's Wax, Wildroot, Snow Crop, Minn. Mining & Mfg., SOS, Benrus, Crosley Saturday Night Revue L(E-M)			American Tobacco Co. Your Hit Parade L	Party Time At Club Roma (11-11:30)

Football Games, nning Co.

:30-8 p.m. spon- Southeast by General Mills

DuMont Daytime Schedule

12:00 Headline Clues—with George F. Putman

12:30 p.m. Johnny Olsen's Rumpus Room

1:00 Dennis James' Okay Mother

1:30 Man on the Street—with Dan Peterson

1:45 Susa Raye Sings

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

November 6, 1950
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THE SAN FRANCISCO *TELEPULSE*

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For Telefacts in these markets . . .

ASK THE PULSE

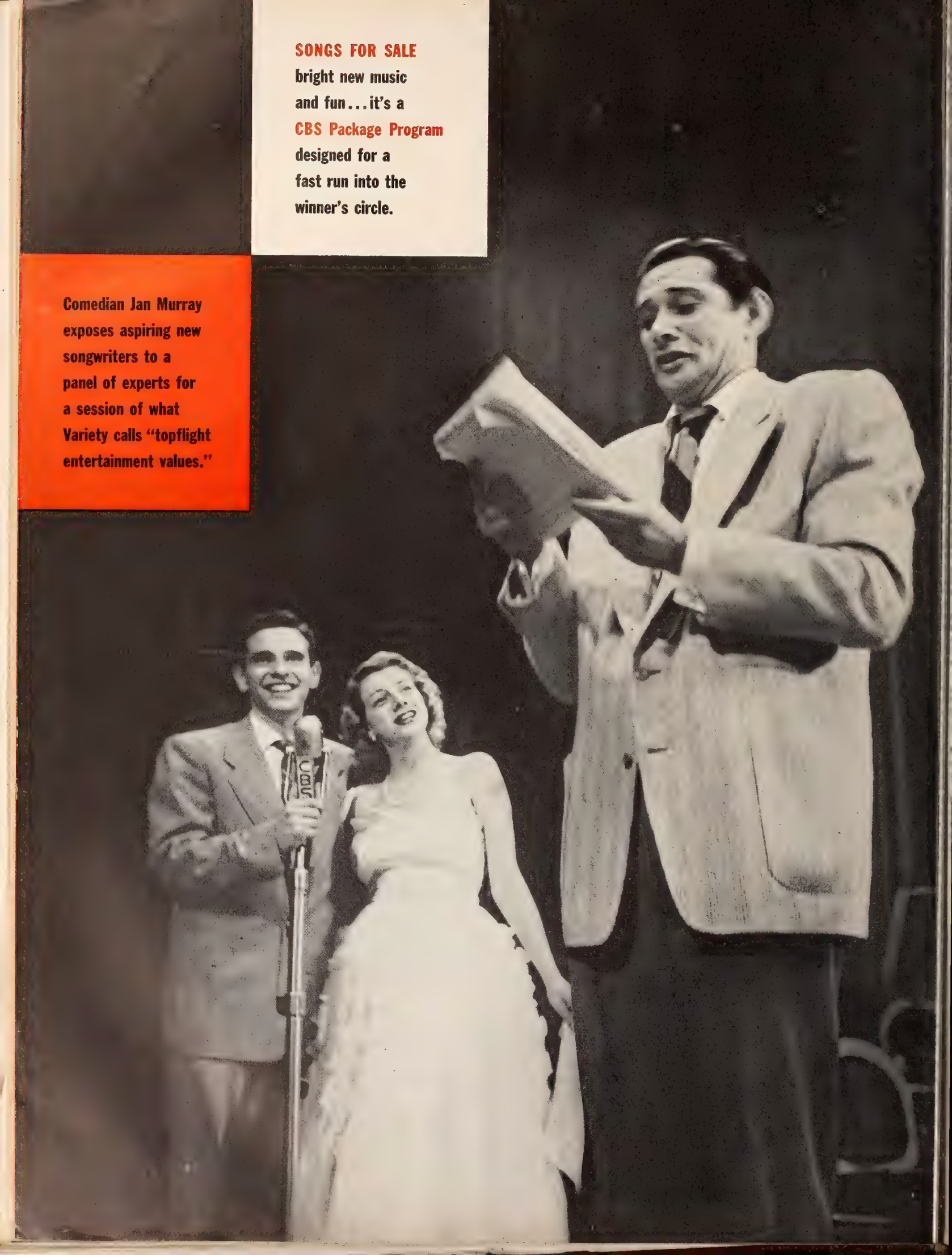
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SONGS FOR SALE
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and fun... it's a
CBS Package Program
designed for a
fast run into the
winner's circle.

Comedian Jan Murray exposes aspiring new songwriters to a panel of experts for a session of what Variety calls "topflight entertainment values."



L.A. TALENT

TVA Negotiations Open

NEGOTIATIONS on terms for local wages and working conditions for television performers approved at a previous meeting Oct. 27 were opened by Television Authority last Thursday (Nov. 2) with the seven Los Angeles television stations. Membership had also voted at the Oct. 27 meeting to reject network counter proposals and empower the national TVA board to strike. Both New York and Chicago TVA memberships had previously approved strike action against networks if no agreement could be reached [TELECASTING, Oct. 30].

Local proposals which would cover a period of one year call for the following fees on live telecasts: One hour program, $75 plus rehearsal fee; half-hour, $50 plus rehearsal fee; 15 minutes, $35 plus rehearsal. Rehearsal payment calls for $6 an hour with minimum of five hours rehearsal required for an hour program, three hours for half-hour show, hour for 15-minute program.

Terms call for division of commercial announcements into two categories: (a) integrated commercial messages under single sponsorship; (b) non-integrated commercial spots; or spots used in participating shows. In the former category performers are to receive regular applicable rates in accordance with the length of program in which such commercials are used; in the latter, performers are to be paid $25 plus hour rehearsal at regular rehearsal rate for each such spot.

Minimum fee for re-use of a telecast on the same station by kinescope, film or "other mechanical device" calls for payment of performers or original fee for each re-use.

Rates for sportscasters are to be $150 per event for play-by-play sportscasting and $100 per event for assistant sportscaster or color man.

On retakes on film or kinescope performers are to be paid no less than one-half of program fee plus any rehearsal required, providing time for such re-take does not conflict with any existing commitments of performer.

Performers are to be paid not later than three days after date of performance with all checks to be mailed directly to performer.

Terms also cover audience participants, doubling, rest periods, auditions, group performers, understudies, replacements, wardrobe maintenance.

In the meantime, TVA, currently embroiled in a jurisdictional dispute with Screen Actors Guild over actors in television films, was preparing to oppose a SAG petition to NLRB seeking certification as bargaining agent for actors in films in Southern California at coming NLRB hearings Nov. 13 [TELECASTING, Oct. 30]. Hearings originally set for Oct. 25 were postponed at the request of TVA.

SIX-PAGE illustrated folder, providing information on RCA's latest field TV equipment, announced by RCA Engineering Products Dept.



THAT'S a contract gentlemen! It covers the Home Products Co. new campaign for Centinal radio and TV products over WKRC-TV Cincinnati. L to r: Edward Brownstein, sales executive, WKRC-TV; Rodney Young, promotion manager, Home Products; Don Chapin, station's local sales manager, and Felix Kahn, vice president of Home Products.

NEW TECHNIQUES

TV Society Studies Program Problems

DEEPER comprehension of television as a new and "miraculous" medium —along with new techniques and ideas for production—is a more critical need in the TV industry today than is the need for new material. This opinion was voiced by Henry Souvaine, independent package producer, at an American Television Society meeting held in New York a fortnight ago.

A panel discussion of "Ideas, Writers, Programs for TV—From Where?" was presided over by Don McClure, N. W. Ayer & Son TV director and chairman of the Society's Forum Committee. On the panel, in addition to Mr. Souvaine, were Arthur Heineman and Janet Wood, CBS-TV story editors, and Annie Laurie Williams, authors' representative.

A large part of existing material in the libraries, Mr. Souvaine said, has not been seen in any form by three-quarters of the American people. Improved techniques, rather than new material, will make television better five years from now, he stressed, adding that the producer or account executive who thinks out new formulas and adaptations should "get a medal."

There are factors narrowing the field of suitable TV material, Mr. Heineman said, from which Broadway is free. Where for Broadway production, playwrights have a year or two for a script, in TV, they have "until yesterday morning." Plays are rewritten at least once and the production worked into shape over an extensive try-out period, but TV material and productions are "on the wing."

A volatile group of pressures peculiar to TV are at work, Mr. Heineman continued, describing an automobile sponsor's objection to having a traffic smash-up in the script; last-minute cancellation of a leading lady around whom the show had been built; the intrusion of the "exact time" factor; and the 'one-shot" evanescence of what is achieved.

Miss Wood said that television had grown so rapidly that only within the past year or two has the question of material been given attention. Even now, she pointed out, CBS-TV is the only network with a story department. And that department grew from Mr. Heineman alone to a staff of 12, she said. Manuscripts fall into three categories, she went on. Some are solicited; others have already been broadcast, published, or produced; and others arrive unsolicited.

"TV prices for material has to come up!" she said, in view of the scarcity of suitable material, and the intense effort along with quantity of output required.

Discuss New Writers

The question of unknown writers "getting a hearing" was raised by a member of the audience. Mr. Souvaine said he believed that "talent always finds a way," and that the embryo writer has no right to expect special consideration any more than the beginner in carpentry, song-writing, or other pursuits.

Disagreeing with this view, Jay Gorney, CBS writer-producer recently from Hollywood, said that "great ideas come from new writers." America, he said, has had committees for the conservation of soil, timber, birdlife—in fact, about everything except for conservation of talent. A Hollywood talent search with which he was associated, Mr. Gorney continued, had auditioned 1,500 people to "find" 15 or 20 and it had "paid off handsomely." He urged the TV industry, which in his opinion offers more for unheard-of talent than any other medium, to organize such projects.

Mr. Heineman, replying to a question, said that out of 200-300 scripts read each day by the CBS-TV story department, "less than six" were found suitable. Miss Wood pointed out that much of the material read had been "screened" in some fashion before reaching them, either by publication, broadcast, production elsewhere, or through agents.

WWJ-TV HOME

New Building Started

POWER shovels last week began excavation for the foundations of a new two-story building to house WWJ-TV Detroit. Scheduled for completion by midsummer of 1951, the addition to the WWJ facilities will give the station structure and equipment equal to any in the country.

Harry Bannister, WWJ-AM-FM-TV general manager, said that the new unit will be devoted exclusively to television and will free important sections of the Detroit News Bldg. and the Studio Bldg. for the news publishing and radio broadcasting uses for which they were designed.

The building will be 150 ft. by 130 ft., with three first floor studios of 1,824 sq. ft., 2,385 sq. ft., and Studio A which will be 58 ft. by 83 ft. Each of these will be two-stories high, with provisions for the use of TV cameras on all sides and from above. In addition, Studio A will have a rotating stage large enough to hold a truck, if needed, with ramps making it possible to drive vehicles onto each stage.

A small public gallery will face the main studio, for restricted use, with public telecasts continuing to originate in the auditorium studio of the radio building. The three studios will quadruple the stage space now available to WWJ-TV. Upon completion, it will be the only building in Detroit devoted exclusively to TV use.

The production offices and engineering control rooms will be on the first floor, with master control room above. Here all engineering operations involving network and local programs will be centered physically as well as electronically.

There will be no windows in the new unit, except for a glassed-in stairwell between the two units, giving access to the basement and second floor levels of both buildings. The facing of Indiana limestone will continue the construction motif of the studio building, with matching brick for the other sides. The Detroit architects, Giffels & Vallet Inc., in consultation with L. Rossetti, worked with the experts who designed the television facilities for the new United Nations building in New York.

Station
KRLD TV
DALLAS
Serves
THE LARGEST TELEVISION MARKET . .
Southwest
DALLAS
FT. WORTH
Combined Population
DALLAS and TARRANT
COUNTIES . . .
920,500
NOW there are
76,839
Television Homes
in KRLD-TV's
Effective
Coverage Area
The CBS Station
for DALLAS and
FORT WORTH
this is why
KRLD
AM-FM-TV
Channel 4
is your best buy
The TIMES HERALD Station
National Representatives
THE BRANHAM COMPANY

telestatus



Petry Surveys Market Information Needs

(Report 136)

BUYERS of TV time want "more facts and less bulk, more standardization and fewer adjectives," according to a survey made by TV salesmen of Edward Petry & Co. among time-buyers in eight cities, representing agencies placing over 75% of the multi-million dollar appropriations spent annually by national advertisers for radio and TV time.

In personal interviews, the Petry TV salesmen discovered that 50% of the TV buyers want more market information and 56% want more program information. Over 60% of the TV buyers said that visual material, such as films and still pictures of TV programs, help them most in their decisions, with 55% of these stating that they do not receive enough of this material.

Chief Complaint

Chief complaint about market and program information, voiced by 58% of those interviewed, is that it is not sufficiently standardized; 42% said it is "not factual enough," and 19% complained that much of the data is prepared in forms that do not fit their files. On market data only, 17% of the agency TV buyers said the material is too bulky; 17% said it is too sparse and a third 17% found it out of date. Half of the buyers found rate information insufficiently standardized; 31% said there was not enough factual material.

Four Stations Issue New Rate Cards

NEW rate cards have been announced by four television stations —KFI-TV Los Angeles, WAVE-TV Louisville, WDTV (TV) Pittsburgh and WTVJ (TV) Miami.

KFI-TV has put into effect Rate Card No. 6, representing a 50% increase over previous rates. Class A (6 to 11 p.m., Sun-Sat.) hourly rates become $750; one-minute live or film announcements, $135; two-minute participations, $150. Hour of Class B time (12 noon to 6 p.m., Sun.-Sat.) becomes $450; spot announcements, $81; participations, $90. Class C time (9 a.m. to 12 noon) becomes $300 an hour; spots, $54; participations, $60.

Rate Card No. 4 for WAVE-TV became effective Oct. 1 and set an hour of Class A time (6-11 p.m., Mon.-Fri.; 12 noon-11 p.m., Sat. and Sun.) at $300 on a one-time basis. One-minute or 20-second film announcements start at $60 in Class A time. Class B time (5-6 p.m., Mon.-Fri.; sign-on-12 noon, Sat. and Sun.; 11 p.m.-sign-off, Mon.-Sun.) costs $225 for a one-time hour and film announcements start at $45. In Class C time (sign-on-5 p.m., Mon.-Fri.) rates start at $150 an hour and $30 for film spots on a one-time basis.

Nov. 1 was the effective date for Rate Card No. 5 at WDTV. Basic hourly rate increased from $450 to $600 in Class A time (6-11 p.m., Mon.-Fri.; 12 noon-11 p.m., Sat. and Sun.). Class A announcements start at $100 a minute. An hour of Class B time (5-6 p.m., Mon.-Fri.; 11 p.m.-sign-off, Sun.-Sat.) became $480 and spots, $80. In the remaining time, Class C, a one-time hour is now set at $360 while minute spots start at $60.

On Jan. 1, 1951, Rate Card No. 5 becomes effective at WTVJ. A one-time hour of Class A film time (6-11 p.m. and all day Sunday) becomes $375, while spots of one minute or less will be $65. Class B time (4-6 p.m., 11-12 p.m.) starts at $281 an hour and $50 for spots. All other time, Class C, will be $188 an hour and $38 for spots. Live rates are furnished upon request.

* * *

Set Usage In Homes With Children

TELEVISION set usage in homes without children falls to its lowest point between 5 and 7 p.m. The highest period for TV viewing by children is between 5:30 and 5:45 p.m.

These are among the major findings of Advertest Research as reported in its latest issue of "The Television Audience of Today," covering children's televiewing. Study is based on 758 interviews in TV homes throughout the New York television area.

It was reported that 62.3% of

(Continued on page 68)

Weekly Television Summary—November 6, 1950, TELECASTING Survey

City	Outlets On Air	Number Sets
Albuquerque	KOB-TV	5,000
Ames	WOI-TV	21,346
Atlanta	WAGA-TV, WSB-TV	65,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	222,186
Binghampton	WNBF-TV	24,650
Birmingham	WAFM-TV, WBRC-TV	26,500
Bloomington	WTTV	11,000
Boston	WBZ-TV, WNAC-TV	525,130
Buffalo	WBEN-TV	134,667
Charlotte	WBTV	36,238
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	679,417
Cincinnati	WCPO-TV, WKRC-TV. WLWT	178,000
Cleveland	WEWS, WNBK, WXEL	315,024
Columbus	WBNS-TV, WLWC, WTVN	95,000
Dallas, Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	76,839
Davenport	WOC-TV	23,529
Quad Cities	Include Davenport, Moline, Rock Ise., E. Moline	
Dayton	WHIO-TV, WLWD	106,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	330,539
Erie	WICU	41,350
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	76,839
Grand Rapids	WLAV-TV	56,211
Greensboro	WFMY-TV	25,000
Houston	KPRC-TV	46,575
Huntington-Charleston	WSAZ-TV	26,383
Indianapolis	WFBM-TV	95,000
Jacksonville	WMBR-TV	20,000
Johnstown	WJAC-TV	37,800
Kalamazoo-Battle Creek	WKZO-TV	40,570
Kansas City	WDAF-TV	61,613
Lancaster*	WGAL-TV	63,743
Lansing	WJIM-TV	31,000
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH, KTLA, KTSL, KTTV	747,867
Louisville	WAVE-TV, WHAS-TV	52,399
Memphis	WMCT	60,176
Miami	WTVJ	40,000
Milwaukee	WTMJ-TV	160,665
Minn.-St. Paul	KSTP-TV, WTCN-TV	141,100
Nashville	WSM-TV	8,500
New Haven	WNHC-TV	102,300
New Orleans	WDSU-TV	37,371
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	1,635,000
Newark	WATV	Inc. in N. Y. estimate
Norfolk	WTAR-TV	34,939
Oklahoma City	WKY-TV	48,203
Omaha	KMTV, WOW-TV	42,751
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	695,000
Phoenix	KPHO-TV	16,900
Pittsburgh	WDTV	152,000
Portland, Ore.	.....	978
Providence	WJAR-TV	86,880
Richmond	WTVR	42,534
Rochester	WHAM-TV	51,088
Rock Island	WHBF-TV	23,529
Quad Cities	Include Davenport, Moline, Rock Ise., E. Moline	
Salt Lake City	KDYL-TV, KSL-TV	27,409
San Antonio	KEYL, WOAI-TV	31,275
San Diego	KFMB-TV	58,000
San Francisco	KGO-TV, KPIX, KRON-TV	99,022
Schenectady Albany-Troy	WRGB	106,800
Seattle	KING-TV	43,200
St. Louis	KSD-TV	184,500
Syracuse	WHEN, WSYR-TV	71,295
Toledo	WSPD-TV	57,000
Tulsa	KOTV	43,875
Utica-Rome	WKTV	24,875
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	174,485
Wilmington	WDEL-TV	46,749

* Lancaster and contiguous areas. **Total Markets on Air 63** **Stations on Air 107** **Sets in Use 8,546,446**

Editor's Note: Source of set estimates are based on data available from dealers, distributors, TV Circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate.



Atlanta TV audiences see a _____* lot of television through the Eyes of the South...

From morning straight through 'til midnight six days a week; from noon until midnight on Sunday! Of the more than 90 hours weekly, 20½ are locally produced live programs. Standouts like Woody Willow, Rich's in Your Home, Strictly for the Girls, EAL News and Come into the Kitchen are included. This local flavor—plus a beaming of the best from NBC and ABC—is why more Atlanta people see more programs on WSB-TV. WSB-TV is an affiliate of The Atlanta Journal and The Atlanta Constitution. Edw. Petry & Co., Inc. is national representative.

*Supply your own adjective!

'Freeze' in Vain?

(Continued from page 52)

pated in UHF allocation, Mr. Gillett replied, "trouble." He explained there may be some "heart-breaking disappointment" later if the expected UHF coverage is not realized, noting RCA-NBC experience at Bridgeport [TELECASTING, Oct. 30].

"I don't know if I want the UHF channels, period," Mr. Gillett said.

He suggested a flexible allocation plan to "allow us to trim sails" later as propagation data develops.

Paul Raibourn, president of Paramount Television Productions, licensee of KTLA (TV) Los Angeles, observed the "Commission has a complex job of establishing an equitable allocation policy after a substantial portion of the spectrum has been preempted for Government communications purposes and for the many uses in which radio is proving itself indispensable from the standpoint of general security and personal safety."

As to the existing standards of separation as devised in 1945, Mr. Raibourn said he "raised the question" whether such standards "are not technically feasible with proper receiving apparatus, including proper antenna design and location."

"There is question whether the public interest might not be better served," he said, "if allocation factors remained the same and manufacturers were thereby forced to design and produce receivers with higher tuning discrimination. . . . The receiver design criteria needed to permit the existing VHF channel allocation to continue are not extreme or difficult and some manufacturers produce receivers which are adequate."

Mr. Raibourn cited personal experience to prove his point. He said he lives in Southport, Conn., "one of the hottest spots in the country for television interference." Here, he related, the picture from Washington transmissions 245 airline miles away has been known to equal the picture from the Bridgeport UHF station 9 miles away, which due to a hill nearby, is 110 below line of sight. Also he related that Channel 3 pictures from Philadelphia "are often equal in enjoyment" to the upper VHF channels in New York.

Explains Antenna

Questioned by Mr. Plotkin, Mr. Raibourn explained he employs a double dipole with reflector atop a $1,500 125-ft. mast. Asked if this represented a typical home installation, Mr. Raibourn stated the antenna was designed also "for a great deal of experimentation" but comparable home reception was found to exist at 70 ft.

Mr. Raibourn feared the UHF as a broadcasting medium would not "rapidly develop to the degree of which it is capable" since the major economic and population centers were not assigned channels. "Even when it does," he said, "the VHF stations will stand in relation to the entire scheme as the clear channel stations do now in the AM broadcasting structure."

He explained Paramount earlier told FCC that the failure to allocate UHF to major markets "limits the incentive to the rapid development of UHF service and provides a major deterrent to the manufacture and distribution of UHF receivers."

The Paramount executive pointed out the VHF service by Jan. 1 will have at least a 10,000,000 family market and before UHF becomes an important factor will have a headstart of 20,000,000 families. Since one or more VHF signals will become available to 98% of all the people, in competition with local UHF outets, the UHF cannot grow as an integrated part of the general television system if it is confined to secondary and still smaller markets, he said.

Mr. Raibourn noted that in the early period of AM broadcasting under the Davis Amendment the Commission found that geographical formulas for allocation were unduly restrictive. "It is the position of Paramount that in the present stage of television development, the contemplated assignment of UHF frequencies will be even more restrictive," he said.

He saw it economically possible for New York, in addition to the existing VHF stations, to support an additional 20 UHF outlets while Chicago could support perhaps 10 UHF stations. The witness indicated program concepts would necessarily change, with much more interest in local affairs occurring.

R. G. Kloefler, head of the department of electrical engineering at Kansas State College, urged FCC to lower its minimum radiated power requirements for areas of low population density in order that smaller communities might economically afford stations. He pointed out noise levels are low and there are few other stations to cause interference in such areas. Kansas State has asked FCC to switch Channel 8 from Junction City to Manhattan, where it operates KSAC, a regional AM outlet which shares time with WIBW Topeka.

Andrew F. Inglis, Washington consulting engineer appearing in behalf of Home News Pub. Co., New Brunswick, N. J., answered opposition of W. H. C. Higgins to FCC's proposal to allocate community UHF channels to some cities while not to others.

Mr. Inglis presented data to show it is a very difficult problem in some cases for a station to serve adequately an entire metropolitan area as required by FCC's proposed rules, hence the conclusion that outlying cities such as New Brunswick have technical need for community stations. Earlier Mr. Inglis presented conclusions based on the Home News Pub. Co.'s UHF experiments there [TELECASTING, Oct. 30].

George C. Davis, engineering consultant for Johnson-Kennedy Radio Corp., licensee of WIND Chicago, introduced a coverage map to illustrate the extent of the Chicago metropolitan area. He said to provide Grade B service from the center of Chicago to the farthest point, a distance of 39.5 miles, would require ERP of 700 kw from a 500 ft. antenna. He urged that FCC make its rules more flexible to cover such cases.

Waldschmitt Proposal

Similarly, a more realistic and practical approach to the definition of metropolitan districts and communities was proposed by Joseph A. Waldschmitt, consulting engineer for Trent Broadcast Corp. (WTTM), Trenton, N. J., and Independent Merchants Broadcasting Co. (WLOL), Minneapolis. Some modification in the rules on coverage also would be in order, he indicated.

Use of high power and high antennas was urged by A. Earl Cullum Jr., consulting engineer, who appeared for several station clients. On the premise that rural citizens are entitled to TV service, he introduced measurements on 63 mc and 195 mc, representative of the lower and upper segments of the VHF band.

Based on his calculations, Mr. Cullum said there is no change in co-channel interference by variations in antenna height. This is contrary to the belief of some engineers in and out of the Commission. He showed actual measurements to support this claim. The closer the co-channel spacing, the more important the antenna height, he declared.

Increase in power, however, increases interference, according to Mr. Cullum. He said that 300 kw is required at 195 mc to give the same service as 100 kw at 63 mc. Manufacturers can produce transmitters turning out 10 to 20 kw at 195 mc, he said, and are working on even greater power.

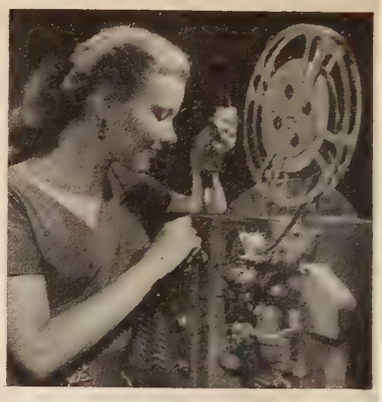
Mr. Cullum contended FCC's proposed allocation wipes out Class C rural service because of the protection given Class B. He said co-channel spacing is dominant in allocation, with adjacent-channel spacing less important because receiver design can take care of much of the interference. He submitted as a rule-of-thumb the use of approximately half the co-channel spacing in adjacent-channel allocation.

Articles describing the WCON-TV (WSB-TV) Atlanta 1057-foot antenna and an RCA high-gain directional antenna were introduced by Mr. Cullum. He complained he had been trying several months to get FCC permission to install automatic recorders in the Southeast to make further measurements.

In general Mr. Cullum advocated use of 100 kw with 1000-foot towers and 225-mile separation in the lower VHF band and 300 kw with 1000-foot towers and 200-mile separation on the upper VHF band. He said WBEN-TV Buffalo, WJBK-TV Detroit, WSB-TV Atlanta and WBAL-TV Baltimore were among stations that had applied for high power and tall antennas.

Mr. Cullum said that if all parts of the nation are to have three TV services, there can be no more than three stations in a community. He said FCC's proposed allocation penalizes rural dwellers.

There is no fundamental reason UHF frequencies cannot provide excellent TV service if proper consideration is given to physical fac-



SEEN as boon to use of motion picture film on television is this newly-developed Westinghouse mercury vapor lamp (800 w) being inserted in a regular movie projector by NBC-TV actress, Ava Norring. Firm says the lamp, one-eighth as bright as the sun, can help lend a "live" quality to motion picture telecasts. When used in a searchlight, lamp as light source enables accurate measurements of cloud ceilings, thus promising to aid the field of aviation also.



tors involved, he insisted. Radiated power of 100 to 1,000 kw should be standard in UHF, he said, with antennas 1,000 feet or more in height. He argued FCC should encourage tests in the UHF band.

Serious competitive problems face UHF stations, according to Mr. Cullum. On questioning, he said the 1057-foot tower in Atlanta cost $85,000 plus $45,000 for erection and $27,000 for antenna gear, or a package cost of around $200,000. He estimated a 500-foot tower, with reduced power, would cost $75,000 to $100,000, or a differential of $125,000 in view of rising costs.

He felt TV offset technique should be studied further but separation should not be reduced in view of the failure to realize anticipated gains in some cases.

Four VHF channels can serve 75% to 85% of the U. S. population, he said, with 1000-foot towers and 100 kw power in the lower band and 300 kw power in the upper half. Four more channels would provide a second service to the nation and another four would give a third service. As to height, he said the cost of a 1000-foot tower is feasible when spread over a period of years. He claimed several TV stations can use the same tower under proper conditions.

Cullum Lists Clients

On questioning, Mr. Cullum said he was testifying on behalf of several clients. While they had not reviewed details of his testimony in advance, he explained, they were familiar with his general recommendations and approved them. Clients included WSB-TV Atlanta, Hearst Radio, WFAA-TV Dallas, Fort Industry Co. and WHUM Reading, Pa.

Dixie B. McKey, consultant representing WLAN Lancaster, objected to the proposed 10 kw minimum power on the ground lower power might prove adequate. He advocated use of directional antennas and felt UHF stations faced serious economic problems in cities with VHF stations.

Robert L. Kennedy, consultant representing WHYN Holyoke, Mass., said his studies showed that adequate service could be rendered in VHF with less than 10 kw in at least one case and he believed there would be similar cases.

Andrew F. Inglis, consultant appearing for WROW Albany, N. Y., a TV applicant, said WRGB on Channel 4 is the only one allocated to the tri-city area. It violates the FCC's rules, he contended. UHF is impractical in the area, he argued, in asking allocation of Channels 7 and 11 to Albany-Troy-Schenectady with power-height limited to 25 kw and 500 feet. He opposed the requirement that a TV station must cover an entire metropolitan area with Class B service and felt lower power will be adequate in many cases. He asked removal of restrictions on directional antennas.

Paul F. Godley, radio-TV consulting engineer, of Montclair, N. J., urged FCC to keep its allocations plan flexible so that directional antennas might be employed for stations to "fill in" coverage in areas where it is needed.

He submitted charts and maps to show "that directive antenna systems having nulls deeper than 10 db below radiation maxima may be readily designed and constructed and that these may be effectively utilized in connection with TV allocation problems."

Where FCC's proposed standards would turn thumbs down on "nulls deeper than minus 10 db as compared to the maximum value of radiation in any direction," Mr. Godley said his own tests showed that as much as minus 15 db may be "amply conservative."

FCC Assistant General Counsel Plotkin's questioning took the tack that it would be wiser not to authorize directional antennas immediately, until they are proved practical. Mr. Godley insisted, however, that on the basis of his studies he felt directionals should be permitted from the beginning as a means of giving needed service not provided in the allocation plan itself.

	1948's 150-mile Proposal	1949's 220-mile Proposal
Area of eastern U.S. receiving at least 1 signal	251,705 sq. miles	145,572 sq. miles
No. of communities having at least 1 TV station	159	68
Area of eastern U.S. receiving at least 2 signals	113,585 sq. miles	82,605 sq. miles
No. of communities having at least 2 stations	70	39

* * *

He represented Easton (Pa.) Pub. Co. and the Lehigh Valley Television Inc. of Allentown, Pa., and offered maps applying his conclusions to the Allentown-Easton area.

Bernard C. O'Brien, chief engineer of WHEC Rochester and other Gannett stations, submitted data which Mr. Plotkin felt might make possible, if correct, fundamental improvements in FCC's current proposed allocation plan. He was asked to turn over his work sheets to FCC engineers for checking purposes.

His data, he said, compared FCC's 1948 150-mile separation plan with the currently proposed 1949 220-mile separation plan for co-channel stations, which are based on computations for the eastern portion of the U.S. and using the "priorities" FCC contemplated as the foundation for allocations (see table above).

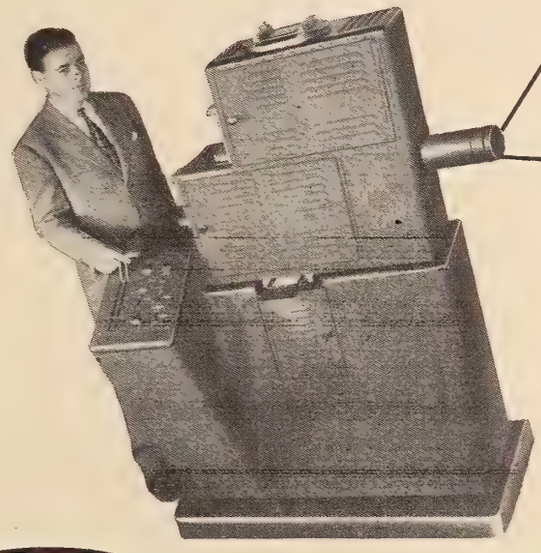
"It is clear from the above tabulation," Mr. O'Brien said, "that the

(Continued on page 69)

The *Gray* TELOP makes PROFITS GROW for TV Stations

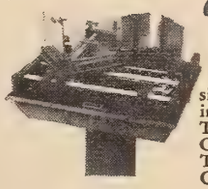
DUAL PROJECTION
SUPERIMPOSITION, LAP DISSOLVE or FADE-OUT
with NO KEYSTONING

THE *Gray* TELOP GIVES YOU EASY, LOW COST TV COMMERCIALS



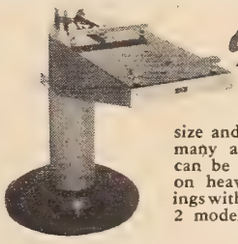
The Gray TELOP projects from *FOUR optical openings:* photos, art work, transparencies, strip material or *small objects.* SOLVED is the problem of low budget yet visually exciting TV commercials! News flashes, news photos, temperature and time announcements, slides for lecture illustration, for station and sponsor identification... are efficiently composed for direct televising or with accompanying sound and commentary. *Packs interest and profit into every minute of your TV schedule!*

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Enables operation of pairs of projectors simultaneously into a single TV camera or individually into two separate cameras. PROTECTS AGAINST CAMERA CHAIN FAILURE BY QUICK THROW-OVER TO STANDBY CHAIN.



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Enable a single camera to serve several projectors. Depending on size and optical throw, as many as eight projectors can be used. Rotate 360° on heavy precision bearings with exact positioning. 2 models: #556 and #430

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WAAM BIRTHDAY
Celebration Opens Third Year

FULL DAY'S activities ushered in WAAM (TV) Baltimore's third year last Wednesday, paced by receptions and parties and an hour-long telecast via the DuMont network. Prominent guests, including FCC Comrs. E. M. Webster, Robert F. Jones and George E. Sterling, and Sen. Millard E. Tydings (D-Md.), and a number of broadcasts, attended the festivities.

Among broadcasters present were Roger Clipp, WFIL-TV Philadelphia; E. K. Jett, WMAR (TV) Baltimore; Harold Burke, WBAL-TV Baltimore, and Walter Compton, WTTG (TV) Washington. In addition to Dr. Allen B. DuMont, executives of the DuMont network included Bob Jamieson and Jim Caddigan.

A "cavalcade" program, originating at WAAM, highlighting outstanding events in the station's two years, was followed by another 30-minute program, originated by DuMont key station, WABD (TV) New York, called *Baltimore USA*.



Among WAAM's anniversary guests (l to r): Comr. Webster; Ben Cohen, president, and Samuel Carliner, executive vice president, WAAM; Dr. DuMont; Comr. Sterling; Otto Brandt, ABC TV station relations.

Telefile

(Continued from page 54)

television experience in Cincinnati. Handling TV promotion and publicity as well as continuity is Emily Jo Howard, of Ashland.



Mr. Ferguson

Program, engineering and sales departments of the AM and TV stations are separate except for policy-making top executives. Promotion and publicity is combined for the units. A compact force of 23 employes make up the TV station staff; up from only 16 before the start of inter-connected operations.

Policy being maintained at the TV facility is patterned after that of its AM sister, WSAZ, to wit: A firm expands when it is advisable to fulfill listener and advertising obligations. This credo found WSAZ boosting its 100 w power (with which it began operation in 1923) to a greater range (now 5 kw) as the demand grew for more and better radio service. It was this policy that stimulated plans for bringing live network programming via an interconnection with Cincinnati video stations.

Seven-day per week programming has been part of the schedule since the station's inception. Before the fall season, an average of 33 hours of programming a week was maintained, 30.3% devoted to network with 92% of network hours commercial. Of non-network hours, 44% was commercial. At its debut, the station counted 18 local advertisers and nine network time purchasers; the figures were 45 and 21, respectively, prior to "Relay Day." In its fall agenda, some 91 network commercial shows per week are now being telecast and WSAZ-TV is now on the air 85 hours a week.

Plans now in effect provide for about 75% of live network programming from NBC with the remainder divided among the other networks; increase of hours of operation through use of daytime hours, beginning programs at 2 p.m. and closing about midnight.

Tri-state viewers have been present at sport and special events through the up-to-date coverage of WSAZ-TV. Some highlights:

Telecast of the Marshall College-Xavier U. football tilt, nine days after the station's bow; remotes of all city collegiate basketball games played at home; provision for WSAZ-TV cameras and microwave equipment at Memorial Field House now under construction.

Coverage of the statewide annual Band Festival (featuring top high school bands in the Huntington-Charleston area); aid in capture of several criminals who had escaped the Cabell County Jail; promotion and telecast of forums (including three in cooperation with the Marshall College faculty and one with Huntington police officials); a weekly children's forum, *Junior Jury*.

Local format used by WSAZ-TV comes up to standards befitting a one-year-old station. Among the favorites is *Sports Almanac*, a panel of experts made up of a sports editor, fish and game authority, and a well-known guest to answer questions on sports (about 15 retailers in Huntington, Charleston, Ashland and Portsmouth participate, supplying prizes).

Store remotes have been successful whenever used. Following a telecast from Frankel's Appliances, the store owner wrote the station that the program "was the most successful promotion in the 28-year history of Frankel's." The same program won Frankel the first prize in a nationwide Hotpoint dealers promotion contest.

A 20-minute film sponsored at 9 p.m. on the station by Thomas-Field & Co., Charleston Westinghouse distributor, used a simple tagline stating that if the local dealer could not supply the viewer with a Mobilaire fan—contact or visit the Charleston firm. Its 65 fans on hand were sold by 11 a.m. the next day. Hundreds of calls were received, all of them traced directly to the TV show.

Bob Mills is the station's local Dave Garroway. Mr. Mills, m.c. of *The Music Shop*, introduces local talent for the participation program, which has been used by Sears, Roebuck & Co. for a direct-selling approach on fans, washing machines and such items.

In addition to these key programs, WSAZ-TV has been telecasting the *Hillbilly Round-up* with different "live" hillbilly acts each day on a rotating schedule; *Television Chapel*, an actual church service from the studio each Sunday, with choir, organist and minister (a rotating schedule presents services from member churches of the Ministerial Assn.); *The Harmonaires*, a colored quintet rendering hymns and spirituals.

Station's Facilities

WSAZ-TV operates on Channel 5 (76-82 mc) with 12 kw visual and 8 kw aural power. The 37 x 18-ft. main studio and station offices, control room, storage rooms, etc., are located on the 14th floor of the West Virginia Bldg. in Huntington. Station is RCA-equipped throughout with present facilities including: A TT5A transmitter with a TF3A batwing superturnstile antenna; two field cameras with standard lenses, an EK 17" telescopic lens, field switcher and microwave gear aboard its mobile unit.

Studio equipment and film facilities include two field cameras with TA dollies; two 16mm projectors; projection equipment with two EK 35mm projectors and a station-constructed Baloptican with time-signal clock and a lap-dissolve switcher unit entirely designed and constructed by station personnel for dissolving from film to live to network.

First rate card quoted $150 per hour as basic one-time. Station's second rate card, which went into effect Sept. 1, 1950, lists one-time rates as: Class A one-hour $200; Class B $150; Class C $100.

For the future, WSAZ-TV, which has spent an estimated $250,000 for transmitting and studio plant equipment alone, looks to increased revenue from its new program schedule and a continued healthy respect and encouragement from its viewers in the tri-state market.

Telestatus

(Continued from page 64)

all television families have children between 5 and 14, giving an estimated 1,401,750 children in New York area TV homes. Over 60% of all parents reportedly rate children's programs as "good." Reasons were listed as "educational," "numerous" and "interesting."

* * *

Nielsen Reports Program Popularity

TOP-RATED television program during the two weeks ended Sept. 23 was *Texaco Star Theatre*, according to the latest National Nielsen ratings.

HOMES REACHED IN TOTAL U. S.

RANK	PROGRAM	HOMES (000)
1.	Texaco Star Theatre	4,443
2.	Star Spangled Revue	4,042
3.	Martin Kane	2,909
4.	Philco TV Playhouse	2,748
5.	Fireside Theatre	2,610
6.	Lights Out	2,529
7.	Original Amateur Hour	2,505
8.	Your Show of Shows (Part.)	2,372
9.	Your Show of Shows (Snowcrop)	2,264
10.	Stop the Music (Lorillard)	2,237

PERCENT OF TV HOMES REACHED IN PROGRAM STATION AREA

RANK	PROGRAM	HOMES (%)
1.	Texaco Star Theatre	75.4
2.	Star Spangled Revue	63.2
3.	Philco TV Playhouse	48.5
4.	Fireside Theatre	47.7
5.	Lights Out	45.8
6.	Your Show of Shows (Part.)	43.9
7.	Big Story	42.2
8.	Martin Kane	42.0
9.	Lone Ranger	41.2
10.	Lucky Strike Theatre	39.8

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* * *

Hooper Pocketpiece Gives Program Ratings

FIRST edition of the new Hooperatings Pocketpiece 12-city survey of television program popularity in New York and Ohio [TELECASTING, Sept. 11], has been released. It shows *Texaco Star Theatre* at the top of the first 15 programs with a rating of 57.6. *Toast of the Town*, with 38.8, and *Godfrey's Talent Scouts*, with 36.1, were second and third, respectively.

The remaining twelve programs, in the order of their popularity according to the Hooper organization, were *Fireside Theatre* with 35.3, *Godfrey and His Friends* with 33.5, *Cactus Jim* with 33.3, *Philco TV Playhouse* with 33.2, *Robert Montgomery* with 32.3, *Man Against Crime* with 30.6, *Original Amateur Hour* with 30.2, *Stop the Music* (8-9 p.m.) with 30.1, *Hopalong Cassidy* with 29.8, *Lights Out* with 28.3, *Big Town* with 27.5, and *Horace Heidt* with 27.5.

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'Freeze' in Vain?

(Continued from page 67)

50-mile plan meets the priorities . . . better than the 220-mile plan."

He made clear that the comparison dealt only with VHF allocations —not UHF and was based on Grade B service measurements.

Regardless of the number of VHF channels allocated, he urged more efficient use of VHF frequencies, meaning "more stations, closer co-channel separation, and a more flexible standard for station spacing."

"In the eastern U. S. where communities are close together," he said, "spacings of 100 miles and upward should be considered on the basis of local needs and no hard-and-fast minimum should be set. Such spacings, in fact, exist right now, and with the benefits of offset carrier the stations are apparently giving good service."

Mr. O'Brien felt "the experience and propagation measurements of the RCA UHF station at Bridgeport, as well as the earlier surveys of RCA, Philco, CBS, and Westinghouse on UHF, do little to remove the doubts and uncertainty regarding the coverage capabilities of a UHF television station."

Proposes VHF Revision

To intermix UHF in an area where VHF audiences are well established, he said, "is a grave mistake."

He proposed:

. . . that the Commission revise their proposed allocation with respect to VHF in order to accommodate more stations with reduced spacings; to consider the natural boundaries of each community rather than an arbitrary minimum spacing in determining the distance between co-channel stations, and to recognize the fullest use of offset carrier and directional transmitting and receiving antennas in their allocation plan.

We further recommend that the Commission study any allocation plan proposed in the light of the priorities upon which the final allocation is based, before adopting it as final.

Charles E. Denny, general manager of WERC-AM-FM Erie, Pa., testified as a broadcaster and radio businessman that he felt listeners would be reluctant to buy UHF converters and that broadcasters in VHF communities would be slow to enter the UHF field. Under questioning he said he would "prefer" that there be no mixture of UHF assignments in cities with established VHF operations, though he would not oppose it categorically.

E. W. Allen, chief of FCC's Technical Research Division, submitted a series of documents discussing the effects of increased antenna heights and presenting summaries of VHF propagation measurements and studies of long-distance tropospheric propagation in the UHF. Mr. Allen will discuss these findings when the hearings resume Wednesday afternoon.

TECHNICAL Appliance Corp., Sherburne, N. Y., announces Taco Master Antenna Distribution System featuring flexibility and optimum performance for stores and apartment dwellings.



film report

EXPANDING into full scale TV film production, **Sol Lesser**, independent motion picture producer, has joined forces with **Douglas Fairbanks Jr.** under name of **Avon Pictures Inc.** for immediate filming of Shakespeare's plays for television. Initial series of 13 planned, first two acquired from Parthion Productions, London, to be "Julius Caesar," and "Anthony and Cleopatra." Each film will run 28 minutes.

Remainder of series to include "Romeo and Juliet," "Macbeth," "Richard III," "Henry V," will be produced in England. **Gordon Little** and **Desmond Davis** will co-produce and direct. Films will be made available throughout world through **Sol Lesser Productions.** Plan for U. S. distribution is to release one film every four weeks, withdraw it for year after playing all major TV markets, and then make it available again.

* * *

First of projected series of 14 half-hour dramatic shows comprising new *Bigelow Theatre* has been completed by **Jerry Fairbanks Productions,** Hollywood, for **Bigelow-Sanford Carpet Co.** Title of first show, "Kerry Fallon's Birthday." Series, being shot at rate of one program per day by Fairbanks Multicam process, features Hollywood personalities. **Frank Woodruff** of **Young & Rubicam Inc.,** New York, agency for Bigelow, is producing and directing. Films will be spot-booked throughout country, new series to alternate weekly with films done by same firm for *Silver Theatre* series earlier.

* * *

Bing Crosby Enterprises, Los Angeles, Nov. 13 starts production on first six of new series of 13 *Fireside Theatre* TV films for **Procter & Gamble.** Filming to be done at **Hal Roach Studios. Frank Wisbar** produces. Agency: **Compton Adv.,** Los Angeles. . . . **Robert E. Chaffee,** West Coast representative for *Flair* magazine, forms own company for national distribution of television films. Offices will be in the Russ Bldg., San Francisco. Branch offices will be in Los Angeles and New York.

* * *

Alexander Film Co., Colorado Springs, Col., has completed production on 13 one-minute spots for **Oneida Ltd.,** Oneida, N. Y.; 10 one-minute spots for **Motorola Inc.,** Chicago, agency **Ruthrauff & Ryan,** New York; five one-minute spots for **Calgon Inc.,** Pittsburgh, through Ketchum, MacLeod & Grove Inc., Pittsburgh; six one-minute and seven 20-second spots for **Frito Co.,** Dallas, through **Glenn-Advertising Inc.,** Dallas; four one-minute spots for **The Textan Co.,** Yoakum, Tex., through **Tracy-Locke Inc.,** Dallas.

FIGHTS DENIAL

WJAX-TV Takes Court Action

THE CITY of Jacksonville, Fla., went into the courts last week in an effort to upset FCC's denial of its application for an extension of time in which to complete WJAX-TV [TELECASTING, Aug. 7, Sept. 4].

In a notice of appeal filed Thursday in the U. S. Court of Appeals for the District of Columbia by Robert L. Irwin of the Washington law firm of Dow, Lohnes & Albertson, the city claimed FCC's action was "arbitrary and capricious" and was "unlawfully" based on the question of the city's "diligence" in completing construction.

"This is not a statutory criterion as to whether the application should have been granted, but, at most, only one element to be considered by the Commission," the court was told.

The notice pointed out that this was the city's first request for an extension of its completion date, and claimed FCC's denial was "absolutely contrary to long-established Commission policy in other similar instances, thereby discriminating against the city."

"The actions of the Commission in denying the application of the city, thereby suddenly abandoning a policy of being lenient in extending time to complete construction of stations, was arbitrary and capricious, particularly when such change was made without adequate notice to holders of construction permits," the city contended.

It said FCC should have ruled that the city did proceed in good faith with construction of the station.

Further, the notice asserted, FCC already had held that Jacksonville needed the TV service proposed by the city " and that such service was in the public interest," and no evidence to the contrary has been presented.

"The Commission's action was contrary to the public interest in that it deprived the City of Jacksonville of an additional television service when, because of the Commission's 'freeze' prohibiting the granting of additional facilities, there is no possibility of the city . . . receiving additional television service for an indefinite period of time," the notice declared.

JOINING Woodbury College, L. A., in survey seeking impact of TV on education are Valley College, Redlands U., San Jose State Teacher's College. Schools plan to interview over 3,000 TV set owners and teachers from San Diego to San Francisco.





new horizons



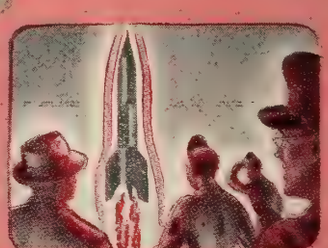
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NEW HORIZONS indeed, for your field of endeavor, *from television's pioneering organization.* Your eyes as well as your ears can now extend as far as you wish, in bridging today's magnitude and tempo and efficiency.

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Descriptive literature to executives, on request. Demonstrations can be arranged.

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'FABULOUS' ERA

Kaltenborn Traces Career

FIFTY FABULOUS YEARS. By H. V. Kaltenborn. New York: G. P. Putnam's Sons. 312 pp. $3.50.

A "COMPOUND of personal, American and world history" is H. V. Kaltenborn's own description of his newest book, *Fifty Fabulous Years,* which links experiences in the Spanish-American war with his current stature as "dean" of American radio commentators.

The NBC analyst weaves authoritative interpretation with an account of his own life touching on men and events through the past half-century. Episodes recounted include visits to Russia, interviews with Hitler and Mussolini, his coverage of major news breaks and hilarious experiences as a traveling salesman in France—all against the backdrop of contemporary events.

Mr. Kaltenborn also devotes sections of his work to radio coverage of the Munich crisis, early broadcasting conditions, extemporaneous broadcasting, USSR radio, news analysts, and sponsors and audiences.

The commentator, author of five previous books, concludes with the hope that he may launch a television news program this fall to supplement his regular aural broadcasts, and the promise that the second half of the 20th century will usher in "as many marvels" as during 1900-50. "The further development of television will be one of them," he adds.

Resigns Murray Account

DORLAND Inc., New York, has resigned the Arthur Murray Dance Studios account effective the end of this month. In his resignation letter to Mr. Murray, Atherton Petcingell, president of Dorland Inc., claimed interference with personnel associated with *The Arthur Murray Show* on TV.

CKNW New Westminster, B. C., makes booklet, "Principles and Procedure of Announcing," by Bertha Biggs, available in kits of ten to any interested stations.

RESULTS?

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5000 WATTS—NOW!

Interested? Ask

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Mr. Bonham

HOWARD BONHAM, vice president for public relations American Red Cross, resigns to open public relations firm with headquarters in Washington, D. C., and representatives in New York, Philadelphia, Chicago, Los Angeles and Dallas. Had been with Red Cross 20 years.

STANDARD PROGRAM LIBRARY, Chicago, will include in its November releases, 16-inch disc of eight titles by St. Olaf Choir of Minnesota College. Standard also announced it will give subscribers two "no-cost" bonus Christmas shows.

KOLIN HAGAR, one-time general manager WGY Schenectady and assistant to president SESAC, to new Progressive Broadcasting System as eastern district manager with headquarters in New York.

GEORGE JONES, general sales manager, C. P. MacGregor, (transcriptions) Hollywood, on four to six-week business trip contacting radio stations, agencies, advertisers and MacGregor Record Co. distributors in 25 major cities.

COWAN & WHITMORE, L. A., moves to 1518 N. Highland Ave. Present headquarters at 1213 N. Highland.

RALPH A. BERGSTEN to vice president and general manager Don McNeill Enterprises, Chicago. Firm to move Dec. 1 to Civic Opera Bldg. from Merchandise Mart.

LLOYD W. DUNN, executive vice president Abbott Kimball Co., L. A., to Capitol Records Inc., that city, as merchandising manager.

ELWOOD SIEGEL, educational and sales film producer of Hollywood, to Murphy Lillis Inc., N. Y., producer of industry and TV motion pictures, as production manager and assistant director.

RAY JONES, executive secretary American Federation of Radio Artists in Chicago, father of girl, Amanda Clara, Oct. 28. Mrs. Jones is **ELOISE KUMMER,** radio-TV actress.

Equipment . . .

ROBERT W. DAVIS, central division manager Firestone Tire & Rubber Co., L. A., to general manager Hoffman Sales Corp. of Southern Calif.

JIM NELSON to engineer-announcer KJFJ Webster City, Iowa. Was with WFOB Fostoria, Ohio, and KISD Sioux Falls, S. D.

MILTON J. WILSON to NBC Chicago as AM engineer.

CARL RUSSELL, film director WBKB (TV) Chicago, returns to active military service. Replaced by **BILL RICE.**

JOHN WILLIAM WALT, assistant advertising manager Admiral Corp., Chicago, appointed sales promotion manager.

M. S. KLINEDINST named manager industrial equipment sales section RCA engineering products department, succeeding **P. B. REED,** named vice president in-charge government service division, RCA service department.

AMPEX ELECTRIC Corp., San Carlos, Calif., cited by Twelfth Annual Electrical Manufacturing Products Design Competition for outstanding achievement in product development. Company's award was for magnetic tape recorder.

C. EDWIN PONKEY named general manager International Derrick & Equipment Co., Columbus Div., Dallas, Tex. Succeeds **FERGUSON BARNES,** resigned.

Technical . . .

KEN MATHIS, graduate Northwest Broadcasting School, Portland, Ore., to KVAS Astoria, Ore., as combination announcer-operator.

A. WILLIAM HEMINGWAY, control operator WTMA Charleston, S. C., received draft notice to report to Fort Jackson, S. C., Nov. 14.

RCA TUBES DEPT. announces new seven-inch cathode-ray oscilloscope WO-56A. Unit is portable and weighs 31 pounds.

RON CHANCEY, operator CBN St. John's, Nfld., joins Canadian UN Army force.

HOWARD HAMMOND, graduate Northwestern Broadcasting School, Portland, Ore., to KWIL Albany, Ore., as combo-man.

R. P. CLAUSEN promoted from assistant chief engineer to chief engineer of radio tube division, Sylvania Electric Products Inc., Emporium, Pa. Succeeds **M. A. ACHESON,** who transfers to staff of **E. Finley Carter,** vice president in charge of engineering in New York.

GORDON W. OLIVE, director general of engineering, CBC, Montreal, becomes Fellow of IRE Jan. 1.

Alaska Sales Office

ALASKA RADIO SALES, formed as a new subsidiary of Pan American Broadcasting Co., becomes the eastern representative for all six stations of Alaska Broadcasting System, CBS and NBC affiliates. Charles Soden continues as network



Mr. Soden



Mr. Smith

sales manager and Roy V. Smith as spot sales manager. Organization is located at 17 E. 42d St., New York.

MEASUREMENTS Lab of General Electric opened Oct. 30 at Lynn, Mass.

The stars of today and tomorrow are

Yours for more Sales

. . . with the *new era* in

Thesaurus



ARTHUR FIEDLER CONDUCTS

the "Concert Hall of the Air"

The *new* Thesaurus brings you bigger and better programming packages with top sponsor-appeal . . . top name artists! You get *comprehensive* programming, promotion, publicity, tie-ins, cross-plugs, sound effects . . . a steady flow of *current* tunes and material . . . network-quality production. Wire or write today for full details!

RCA recorded program services

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The Market

ALBUQUERQUE
NEW MEXICO
Leads in Total Retail Sales Percentage Gains
over all "official" Metropolitan County Areas in 10 Years (1939-1949)*

Albuquerque is also tops in sales increase in Food, Furniture, Household, and Radio Stores, and second in Drug Stores sales increases.

* featured Sales Management Nov. 10th

The Station

KVER
Mutual - - Albuquerque

delivers more listeners per advertising dollar

CHECK SRDS FOR RATES

HOOPER RADIO AUDIENCE INDEX
City Zone, Albuquerque, N. M., Spring 1950

TIME	SHARE OF RADIO AUDIENCE			
	KVER	Station "B"	Station "C"	Station "D"
SUNDAY thru SATURDAY 8:00 PM - 10:00 PM	32.1	30.7	22.6	10.2
SUNDAY 1:00 PM - 6:00 PM	30.6	30.6	21.3	16.7
MONDAY thru FRIDAY 10:00 AM - 12:00 Noon	30.9	34.0	23.9	7.4
MONDAY thru FRIDAY 12:00 Noon - 3:00 PM	23.0	50.0	14.8	11.5
MONDAY thru FRIDAY 3:00 PM - 6:00 PM	30.6	36.6	21.6	9.7

M. G. M. Radio Attractions. Local and National Sports. Only Albuquerque Station with morning, afternoon, and evening Spanish programs.

WM. T. KEMP, President
KEN PALMER, General Manager
KEITH TYE, Station Manager
PAUL KEHLE, Sales Manager

Represented by

FORJOE & CO.
NEW YORK CHICAGO
LOS ANGELES SAN FRANCISCO
ATLANTA

air-casters



GLENN HARRIS named general program manager for May Broadcasting Co., owner KMA Shenandoah, Iowa, and KMTV (TV) Omaha. **WAYNE BEAVERS,** KMA production manager named program director, replacing Mr. Harris.

DOROTHY O'BRIEN to KTTV (TV) Los Angeles *Hollywood Studio Party*, temporarily replacing **BENNA BARD**, resigned because of motion picture commitments.

HARRY KOPLAN to m.c. half-hour weekly *You're Never Too Old*, on KFI-TV Los Angeles.

NORMAN DAVIS, *Pathfinder* magazine, Kansas City, to copywriter-announcer KJFJ Webster City, Iowa.

JIM BAKER, KLAC-TV Los Angeles stage department, appointed staff director. **MAL KLEIN**, commercial director, to producer on *Breakfast Frolic*.

WALLACE E. HUTCHINSON, ABC San Francisco assistant sales promotion manager, and **JAMES G. DAMON**, advertising department Ford Motor Co., San Diego, to NBC Western Division advertising and promotion department. **TED SWITZER** to broadcast promotion department; **GLENN CARLSON** to traffic department.

FRANK FONTAINE, comic-mimic, signed by CBS to exclusive two-year radio-TV contract.

WILLIAM TUSHER, ABC Hollywood commentator, father of girl, Wendy Lynn, Oct. 20.

RICHARD CARR, freelance radio writer, father of boy, Kevin Christopher, Oct. 25.

BILL O'CONNOR resigns as announcer WGN-AM-TV to freelance.

ELL HENRY, publicity manager ABC's Central Division, father of boy, Ell Henry 3d.

JOHN MILTON KENNEDY, announcer CBS *Lux Radio Theatre*, signs for role in forthcoming film, "Lullaby of Broadway."

MARC LAWRENCE, film actor, signed to do daily radio serial, *Grand Motel*, for Progressive Broadcasting System.

ELDON WILCOX, production manager CKPR Fort William, to announcing staff CBO Ottawa.

A.W. ALEXANDER, news writer CBL Toronto, to station relations department, CBC Toronto.

ALAN FISHBURN to producer *Sky King*, MBS Chicago. Has produced *David Harding, Counterspy* and *Escape*.

BOB LAZICH, KAYL Storm Lake, Iowa, announcer, to announcer KTRI Sioux City.

JOHN PALLADINE replaces **BOB KENT** on *The Nite Owl Show* on WBUD Morrisville, Pa. Mr. Kent is now program director [BROADCASTING, Oct. 16].

MARIANNE BOGGS, WJEH Gallipolis, Ohio, program director, and William Campbell married Oct. 21.

RICK CAMPBELL, announcer CKEY Toronto, to CHUM Toronto, as early morning producer and disc-jockey.

DORIS McCORMICK to traffic department WSVS-AM-FM Crewe, Va. **FREDERICK OGINZ** assumes continuity and announcing duties and **GEORGE PHILLIPS**, staff announcer, becomes music director.

DENNIS DAY, star NBC show and CBS *Jack Benny Show*, leaves for East where he will appear Wednesday at Boston Garden, Boston, on behalf of Archbishop Cushing Fund and Thursday at Loyola U., Chicago, on behalf of local Catholic charities.

JERRY SCOGGINS, Cass County boys vocal-instrumental trio on CBS *Gene Autry Show*, father of boy, Oct. 31.

GUY WALLACE, WRFD (FM) New York chief announcer, to production manager. **DAVID HARRIS** resigns as station program manager.

SHIRLEY MITCHELL, CBS *Amos 'n' Andy* show, mother of girl, Stephanie Brook, Oct. 27.

JONNY DICKSON to announcing staff KBON Omaha. Was announcer KMA Shenandoah, Iowa.

MAC McGUIRE, disc jockey WIP Philadelphia, father of boy.

BILL DOAK to announcing staff KATL Houston, replacing **MILT WILLIS**, who joins Navy. **JUSTIN HOUSE** to publicity, copy and news editing staff, replacing **BOB MATTHES**, resigned.

MAL ALBERTS, KPRC-TV Houston, to KATL as announcer.

GEORGE FISHER, CBS Hollywood motion picture editor, and Mary Ann Holt married Sept. 16.

GOMER COOL joins writing staff Columbia Pacific Network on *A Memo From Molly* series.

MARY WHEELER, KTAT Frederick, Okla., to traffic duties in addition to producing chores. **DON HUGHES** named KTAT chief announcer and **JIM RUTHERFORD** to staff as disc jockey and sports announcer.

HAROLD WHATLEY, engineer KTAT Frederick, Okla., and Betty Aylett announce their marriage.

ED TJARKS, freelance announcer, to WXGI Richmond Va. announcing staff. **LEROY WOODS** and his hillbilly band join WGXI staff.

BOB VAUGHN, KRON-TV San Francisco director and star of *Cartoon Circus*, called back to active duty as first lieutenant in Army.

EUGENE ACCAS, research department Foote, Cone & Belding, N. Y. named presentation writer in NBC promotion and advertising department for radio.

TOM STANFORD, Crown Film Unit, London, Eng., to KPIX (TV) San Francisco as film editor, replacing **ARLENE HEALY**, resigned.

KAY IRWIN, KGO-TV San Francisco assistant continuity editor, named production assistant. **HARLAN FLOYD** transfers from KGO continuity to television continuity department. **RUTH SHEPPARD**, graduate of U. of California, replaces Mr. Floyd. **PHYLLIS TOWNER**, assistant KGO-TV film editor, named head of film department. **CAROLYNN FONSECA** joins as assistant film editor.

JACKIE KELK, "Homer" in *The Aldrich Family*, named junior chairman of radio and motion picture committee of National Safety Council.

GERRY HENSEN, WKYB Paducah, Ky., morning man, to WSIV Pekin, Ill. Will take over *Early Bird* program.

W. H. (Bill) MILLER, announcer WWDC Washington, to WBTV (TV) Charlotte production staff.

TOM CARSON, WJW Detroit staff announcer, begins new program, *Tom Foolery*, replacing *Laugh Clinic* conducted by **BRUCE MACDONALD**, now assistant program director [BROADCASTING, Oct. 16].

JOE GRIES announcer trainee WILK Wilkes-Barre, Pa., to staff announcer KWED Seguin, Tex.

LIB COX to continuity staff WIS Columbia, S. C. Was with NBC New York.

PAUL MASON, WHAN Charleston, S. C., disc jockey, and Mary June Cox announce their marriage.

ROBERT S. STEVENS, news editor WVCG Coral Gables, Fla., named program director. **CY RUSSELL** joins WVCG as sports director.

MALCOLM McCORMACK, WBZ Boston staff announcer, appointed farm director, replacing **ROGER HARRISON**, who joins station's sales staff.

MEL TENNIS, WJCM Sebring, Fla., disc jockey-continuity writer, to go on active duty with Navy.

FRED RAWLINSON, morning man WJEJ Hagerstown, Md., to WFMD Frederick, Md., as announcer.

KLICKIN' KLIX IS KLICKIN' KLIX IS KLICKIN' KLIX IS KLICKIN
KLIX IS KLICKIN' KLIX IS KLICKIN' KLIX IS KLICKIN' KLIX IS
KLIX
IS KLICKIN'
ASK HOLLINGBERY

NTIA BUSEK named KIRO Seattle publicity director, replacing JANET ALLENTYNE.

EE CAVANAGH and OLLIE RAYMAND to announcing staff KMOX St. Louis, replacing BOB IRVING and DICK COUGHLAN, who join WMAY Springfield, Ill.

News • • •

HET HUNTLEY, Columbia Pacific network newscaster, leaves nightly *Ten O'Clock Wire* to devote more time to daily news analysis over network. RANT HOLCOMB, KCBS San Francisco news director, replaces him on program. DICK JOY, CBS newscaster, starts local nightly *Ten O'Clock Wire* on KNX Hollywood.

ICHARD R. SANDERS, newscaster KFRU Columbia, Mo., to WTPS-AM-FM New Orleans as newscaster-announcer.

ARND sending brochure to station managers whose news men are not affiliated with association. Gives information on coming convention and samples of opinions of some managers about radio news. Front carries picture of Jack Shelley, WHO Des Moines, NARND president.

DWARD ARNOW, *Redwood City* (Calif.) *Tribune* editorial staff, to NBC San Francisco as staff news writer.

AM ZELMAN, ABC Hollywood news editor, appointed to newly-created position, assistant western division manager of news and special events. AUL HALPERT, staff news writer, succeeds him as news editor.

ARRY CREIGHTON, staff announcer and sportscaster WGN-TV Chicago, elected president Chicago Sports Broadcasters Assn. BOB FINNEGAN, WIND same city, announcer, is vice president, and CHUCK WILEY, WBBM Chicago publicity writer, is secretary-treasurer.

ELIX MORLEY to newly-opened Washington office of *Barron's Weekly*, national business and financial publication, as chief [BROADCASTING, Oct. 23]. Was NBC commentator and editor of *Washington Post* from 1933 to 1940.

OMNEY WHEELER heading NBC London news office. Was Associated Press bureau chief Amsterdam, Holland. He replaces MERRILL MUELLER, recently assigned to NBC's S. F. news office.

TED PARRISH, WMBG Richmond, to WXGI Richmond as announcer. Will handle news and special events.

DONALD BRUCE, WIRE Indianapolis news commentator, awarded Americanism citation from Indiana division American Legion. Citation thanked him for placing facts of communism before people in his two daily broadcasts.

JOHN F. WILBERT to news staff WTTM Trenton, N. J. Was with *New York Daily Mirror*. He replaces JOHN PRACKSTA, who enters Army.



BEHIND the razor and shaving cream is Paul Jonas, Mutual's sports director, who directed the network's 12th World Series. His arm was in a sling as result of a plane crash near Columbus, Ohio, on the way to Philadelphia. Wielding the Gillette razor is Pat Carlton (Miss Philadelphia of 1950).

On All Accounts

(Continued from page 10)

with a minor in English literature, Jerry had annexed membership in Sigma Chi, national social fraternity; Konosioni, senior honorary; Maroon Key, junior honorary, and had been given the Balfour Award, the top commendation of Sigma Chi for members outstanding in extra curricular activities, scholastic record and character.

Jerry's conviction that he would work best with people was a proven fact by now, and he headed straight for radio and sales. Joining NBC, New York, as a page, he went to the guide staff two months later and then to research as assistant to the liaison man between research and sales. In the fall of 1940 he was transferred to Chicago as research chief in network promotion, and in two years became research director of the Central Division of ABC when NBC Red and Blue networks split.

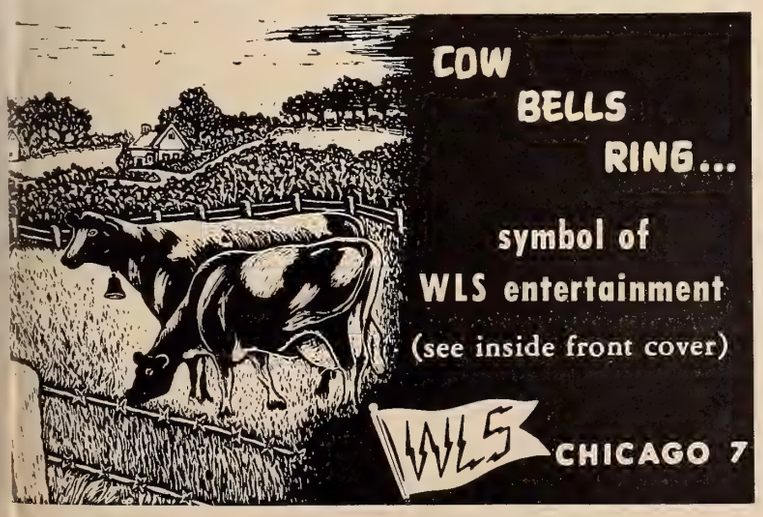
The pace and promotions were fast. In February 1945 he was appointed to the local sales staff, and to network in September 1946. Two years later, shortly before ABC's O&O video station, WENR-TV, took the air, Jerry was named coordinator of television sales.

As coordinator, working from the sales standpoint, he integrated sales, engineering, production, research and promotion, seeing that salesmen were aware of problems in sales procedure. He returned to network sales in February 1949 when he completed the coordinating job and the position was eliminated.

Last month (October), he was named manager of the network television sales department. Now that ABC has split its radio and TV operation down through the sales divisions, Jerry supervises all video accounts and personally services clients and agencies in the St. Louis area. As a network salesman, when TV and AM were combined, he handled International Shoe (Peter Pan Shoe), Bendix and Quaker Oats.

Jerry's enthusiasm for his work extends to his private life also. "A typical Sunday golfer," he joins friends at Glenview Naval Air Station's course weekly during the summer, and likes to sail, ski, ride horses, fly-fish and drive his car. A bachelor (for only a short time more), Jerry shares a 15-room house on Chicago's far North Side with 12 men, an unofficial group of "guys who like each other." They frequently hear weird strains of what appears to be music coming from Jerry's room. He dotes on exotic records, and has a passel of bagpipe and drum solos, and Egyptian, Chinese, Arabian and Japanese discs.

The records he most enjoys, though, for strictly personal reasons, are those made in New York 13 years ago. In off hours from his guide job, he recorded several original efforts with his guide trainer. Jerry was m.c., and the trainer, who later turned pro, was the talent. His name is Dave Garroway.



WGCB RED LION

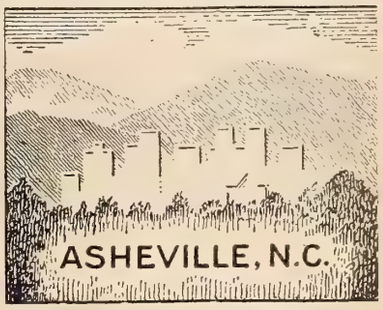
Daytimer Starts Service

WGCB Red Lion, Pa., went on the air Oct. 22. Licensed to the Rev. John M. Norris, the station operates on a daytime schedule on 1440 kc with 1 kw. Studios and transmitter are located about a mile east of Red Lion on the Delta Rd.

Personnel, in addition to Rev. Norris, are John H. Norris, station manager; M. F. McDowell, chief engineer; Vincent A. Freeman, commercial manager; George Kienzle, program manager; N. Carl Kitchen, continuity, and Sarah E. Kitchen, traffic. WGCB subscribes to SESAC and UP news.

No. 1 Quality Market*

*Sales Management Survey for 1950



In the South's No. 1 State

No. 1—Among major North Carolina cities in **Per Capita Retail Sales.**

No. 1—Among major North Carolina cities in **Per Capita Food Sales.**

No. 1—Among major North Carolina cities in **Per Capita Drug Sales.**

No. 1—Among major North Carolina cities in **Per Capita General Merchandise Sales.**

SELL this cosmopolitan-metropolitan market with Asheville's longest established, most-listened-to radio station WWNC. It's the sure, sales-tested way to reach this prosperous mountain empire.

570 KCS
WWNC
CBS AFFILIATE
WESTERN NORTH CAROLINA'S ONLY 5000 WATT DAY AND NIGHT STATION
HEADLEY-REED NATIONAL REPRESENTATIVE



OUTLOOK for independent AM stations, particularly in television markets, was painted in favorable hues during the annual convention of the Assn. of Independent Metropolitan Stations held in St. Louis recently [BROADCASTING, Oct. 23]. **Meeting at Lennox Hotel under the chairmanship of William E. Ware, KSTL St. Louis (l to r): Seated, Sherman Marshall, WOLF Syracuse, N. Y.; Elroy McCaw, KYA San Francisco; Jerome Sill, WMIL Milwaukee; Roy Albertson, WBNY Buffalo; Mr. Ware; Joe Ward, guest; John Engelbrecht, WIKY Evansville, Ind.; Steve Cisler, WKYW Louisville; Patt McDonald, WHHM Memphis; F. Eugene Sandford, WKYW; Standing, H. S. Jacobson, KXL Portland; John Hurley, WNEB Worcester, Mass.; William Van der Busch, WMIE Miami; Gene Trace, WBBW Youngstown, Ohio; Ben Strouse, WWDC Washington; Jim Ownby, WJXN Jackson, Miss.; Lawson Taylor, KFMJ Tulsa; Al Meyer, KMYR Denver; Howard Johnson, KNAK Salt Lake City; Bill Weaver, KLIF Oak Cliff, Tex.; Rollo Bergeson, KCBC Des Moines; Hugh Feltis, KING Seattle; Robert D. Enoch, WXLW Indianapolis; Tony Ross, WBBW.**

CRUSADE EFFORT

Clay Thanks Broadcasters

BROADCASTERS have been congratulated by Gen. Lucius D. Clay, chairman, Crusade For Freedom (which operates Radio Free Europe), for their cooperation in promoting the ceremonies held in Berlin at the dedication of the Freedom Bell. Program was carried by three major radio networks, ABC, CBS and NBC, and by a great number of independent stations.

In a letter to station manager, Gen. Clay thanked "commentators, newscasters, program officials and performers" for contributions "of generous amounts of time and talent," making the campaign "a grand success." According to the Crusade's Radio and Television Committee headed by Roger Brown, of the New York publicity firm under his name, 98% of the nation's radio and TV stations promoted the Crusade with spots and other material related to the campaign. In addition to carrying announcements, top network programs and personalities on both radio and TV devoted time to interviews, special talks and dramatizations.

The committee also reported some 83 TV stations carrying a 10-minute documentary film, an average two times per station, 91 TV outlets programming a 20-second film spot an average four times per station, and some 525 independents rebroadcasting a transcription of NBC's *We, The People* simulcast devoted wholly to the Crusade. The radio and TV programs coincided with mass bell-ringing in thousands of American communities. More than 10 million signatures on Freedom Scrolls are expected to be gathered for placement in the bell's base.

Canadian Market Data

FIRST issue of *Marketing Research in Canada* released by the Assn. of Canadian Advertisers, Toronto, lists Canadian market research organizations, giving details on marketing research in Canada. Also detailed are Canadian research organizations, a number of them affiliated with American research companies, and the Canadian government's Dominion Bureau of Statistics, Ottawa. There are special articles on marketing research, its history in Canada, requisites for sound research and a yardstick for standards. Book is being distributed without charge by the ACA, 85 Richmond St. West, Toronto.

'RED' CONTROL

Board Holds First Meeting

SUBVERSIVE Activities Control Board, which will pass on groups falling under the new anti-subversive law, held its first meeting last Wednesday after members were sworn in to their posts. Group is headed by Seth W. Richardson who was chairman of the President's Loyalty Review Board. Members must be confirmed by the Senate when it reconvenes this month.

It was believed that the board would be asked initially to rule whether the Communist Party should register with the Justice Dept. None of its officials has complied as yet.

One section of the so-called Communist-control bill requires Communist "action" or "front" organizations to identify all propaganda including sponsorship of radio and television programs. Penalties for violation are fines up to $10,000 and prison sentences [BROADCASTING, Oct. 30].

WHCU Ithaca, N. Y., makes available to stations highlights of American Council on Education Washington conference. Half-hour disc may be obtained by contacting General Manager Michael R. Hanna, WHCU.

WOC **FIRST in the QUAD CITIES**

In Davenport, Rock Island, Moline and East Moline is the richest concentration of diversified industry between Chicago, Minneapolis, St. Louis and Omaha. The Quad Cities are the trading center for a prosperous two-state agricultural area. Retail sales, total buying and per capita income rate higher than the national average, according to Sales Management.

WOC-AM 5,000 W. 1420 Kc. • **WOC-FM** 47 Kw. 103.7 Mc.

WOC delivers this rich market to NBC Network, national spot and local advertisers . . . with 70 to 100% BMB penetration in the two-county Quad City area . . . 10 to 100% in adjacent counties.

WOC-TV Channel 5
22.9 Kw. Video • 12.5 Kw. Audio

On the Quad Cities' first TV station NBC Network (non-interconnected), local and film programs reach over 23,500 Quad Cities' sets . . . hundreds more in a 75 air-mile radius.

Basic NBC Affiliate
Col. B. J. Palmer, President
Ernest Sanders, General Manager

DAVENPORT, IOWA
FREE & PETERS, Inc.
Exclusive National Representatives

GEORGE COOK PRESIDENT
KERB
1000 WATTS 600 KC
KERMIT, TEXAS
announces the appointment of
BOWLES & COMPANY
as
Exclusive National Representatives
EXECUTIVE OFFICES — MAJESTIC BLDG. — FORT WORTH, TEXAS
NEW YORK ATLANTA HOLLYWOOD SAN FRANCISCO CHICAGO KANSAS CITY DETROIT RALEIGH

LIQUOR FIGHT
Oregon Issue Before WSAB

URRENT FIGHT of Oregon advertising and media people against he ballot proposition which would rohibit "promotively advertised" quor, has been called to the attention of Washington State radio xecutives. Observing that if the roposal succeeds in November, Vashington might be next, Carl owning, executive secretary of he Washington State Assn. of roadcasters, mailed samples of he Oregon counter-arguments to ll WSAB members.

Richard M. Brown, general manger of KPOJ Portland and chairan of the legislative committee of he Oregon State Broadcasters ssn., is working actively against hat the Oregonians call 'the proosed advertising *prohibition* bill."

In a recent letter to Mr. Downing, Ir. Brown wrote, "Our interest is n protecting our life blood—adertising—and whenever that is hreatened we are going to fight."

AIDS RESCUE
WKST Joins Search for Youths

UBLIC service role assumed by WKST New Castle, Pa., was inrumental in the rescue of three ouths who were lost for 11 hours h a series of previously unrevealed averns at Harlansburg fortnight go.

Station aired a call for volunteer workers and equipment and hen dispatched to the scene Anouncer Byron McConnell, who decribed proceedings by special telehone hookup. WKST remained on he air with broadcasts until 3 .m. Oct. 23 when the youths were escued.

That evening, in a special proram, the boys told their story to he radio audience of "Mutual's oice of Western Pennsylvania." awrence County sheriff and citiens of the community, in turn, auded the station for its coverage nd assistance.

URAL RADIO (FM) Network, Ithca, N. Y., will air five concerts by cranton Philharmonic Orchestra.

CORRECTION

In our recent ad we stated we were the "sixth highest Hooperated station in the nation between 6:00 and 10:00 P.M.". This should have read, "sixth highest Independent Hooperated station in the nation between 6:00 and 10:00 P.M." *

*Based on the 1950 May-June Index

WEMP

24 Hours of Music-News-Sports

Headley-Reed Co. Hugh K. Boice, National Reps. General Manager

RESERVE CALL
New Plan Will Not Ease Communications Drain

DEFENSE DEPT.'s revised procedures for calling up reserves, directed by Defense Secretary George C. Marshall to ease the urgency of current mobilization, probably will have little effect on the drain of communications and electronics specialists, authorities said last week.

A survey of the four military branches—Army, Air Force, Navy, and Marine Corps—indicated that the new policy will ease only immediate duty calls of critical specialists from broadcast, manufacturing and other industries by spreading out recalls over a longer period of time.

In view of prolonged Korean hostilities, authorities said, critical needs for electronics, communications, radar, etc., will be as great as ever — with mobilization moving along in varying degrees within each branch.

Defense officials also pointed out that specialists would be needed to police the Air Force's multi-million dollar radar network, which is expected to be completed about mid-1951.

Gen. Marshall's broad directive, issued Oct. 26, provides that both employers and employes be given sufficient time—four months plus an additional 30 days for reporting —in advance of actual recall of reservists to make "required adjustments." The services also were asked to specify, through radio and press, that all reserve members not already alerted will not receive orders for at least four months.

Allows Time

This revised procedure will give manufacturers, broadcast networks and stations, and other employers "a reasonable time" to make replacements and also help establish "uniform and orderly mobilization," the Defense Dept. said.

Army officials noted that, while a small proportion of personnel in critical categories were ordered to duty on "short notice" during the Korean crisis, 50% were members of units and had a minimum of 30 days' notice.

They explained that field grade officers who are members of units and critical specialists will be subject to involuntary recall as in the past. Involuntary recall of Enlisted Reserve Corps personnel, however, was dropped by the Army. It was emphasized that the specialist policy would apply down the line to all save "extreme hardship cases."

The Air Force, which has been recalling only critical specialists in the officer-enlisted ranks the past few weeks, has been instructed to confine involuntary recall of Reserve Forces officers to specialists with skills "not available from voluntary procurement or training sources." Service also will discontinue recall of enlisted personnel.

The Navy Dept. announced it will resume policy of granting commissions, on a limited basis, to civilian and enlisted reserve applicants. Authorities said officers are sought for electronics posts. Candidates may apply to Navy recruiting stations and procurement offices in principal cities. They would be appointed ensigns or lieutenants junior grade.

Quota for January-March 1951, already issued, consists of a substantial number of communications technicians, they added.

On the other hand, the Navy said it plans to release some 5,000 enlisted reserve personnel per month around July 1951, but added that specialists probably would be retained.

Meanwhile, Gen. Marshall appointed a committee of civilians and regular and reserve officers to continue study of calls of civilian components to active duty over the long-range phase.

Gen. Marshall said the group was set up to plan "development and maintenance of a strong reserve force with a minimum interruption to the nation and the individual's normal existence."

Good Neighbor

AFTER WNYC New York was refused permission to stay on the air after regular signoff time Nov. 7 to broadcast election returns, WOR New York offered the municipal station its FM transmitter for the evening. WOR will broadcast its own election reports on AM and TV and those of WNYC on FM. This gives WNYC duplicate FM service in New York as WNYC-FM, a fulltime station, also will cover the election.

Joseph Beljan

JOSEPH BELJAN, WESA Charleroi, Pa., died suddenly of a heart attack Oct. 28 while visiting in his home city of Pittsburgh. He had been program director of the station for about 18 months. Services were held Nov. 1 in Pittsburgh. Surviving are his widow, Josephine, and three children, Maria Therese, 5, Joseph Jr., 3, and Joan, 1.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

How Many & How Much?

1949 BMB Daytime	BMB Radio Families	Prelim. Reports 1950 U. S. Census	1949 Retail Sales
50-100% 19 Counties	101,680	517,587	279,752
25-100% 27 Counties	157,110	814,186	452,784
10-100% 36 Counties	216,220	1,115,996	610,207
1949 BMB Nighttime			
50-100% 10 Counties	72,050	360,853	232,657
25-100% 22 Counties	128,350	654,711	373,006
10-100% 31 Counties	188,540	972,052	538,598

*RETAIL SALES FIGURES, "000" OMITTED ARE FROM SM 1950 "SURVEY OF BUYING POWER"

WDBJ CBS • 5000 WATTS • 960 KC
Owned and Operated by the TIMES-WORLD CORPORATION
ROANOKE, VA.
FREE & PETERS, INC., National Representatives

JOE ADAMS REACHES ALL NEGROES IN LOS ANGELES
KOWL 5000 WATTS CLEAR CHANNEL
LOS ANGELES - SANTA MONICA, CALIF.

KVOO
OKLAHOMA'S GREATEST STATION FOR 25 YEARS

OIL TULSA, and YOU...

In Tulsa
$65,000,000.00 is the Oil Industry Annual Payroll

In Tulsa
Oil purchases exceed $5,000,000-000.00 annually

In Tulsa
Are located the largest mid-continent refineries . . . the world's largest seismograph company . . . the world's largest oil purchasing company

In Tulsa
YOU
will find a rich, discriminating market thoroughly covered by KVOO, Oklahoma's Greatest Station for 25 years.

PLUS
Rich bonus counties in Kansas, Missouri and Arkansas blanketed ONLY by KVOO.

OIL, TULSA, and YOU plus KVOO Spell Profits in "Oil Capital" Letters!

See your nearest Edward Petry & Company office or call, wire or write KVOO direct for availabilities.

NBC AFFILIATE
50,000 Watts

KVOO
BLANKETS OKLAHOMA'S NO. 1 MARKET

NAB District 6 Registration

[BROADCASTING, Oct. 30]

James Aldige Jr., WWL New Orleans; W. H. Allen, KALB Alexandria, La.; Sam W. Anderson, KFFA Helena, Ark; B. Hillman Bailey Jr., KSIG Crowley, La.; Larry Baird, WWL New Orleans; T. K. Barton, KARK Little Rock, Ark.; Charles A. Batson, NAB, Washington; Clarence Beaman, WKGN Knoxville, Tenn.; E. G. Blackman, WLAC Nashville; Robert E. Brown, KTHS Hot Springs, Ark.; Robert J. Burton, BMI, New York; Carl Cannon, WSMB New Orleans; Edw. C. Carlson and Mrs. Louise C. Carlson, WJBW New Orleans; Joseph W. Carson, WMOX Meridian, Miss.; J. W. Carlier, WRBC Jackson, Miss.; Henry B. Clay, KWKH Shreveport, La.; Willard L. Cobb, KALB Alexandria, La.; Frank Conwell, KCIL Houma, La.; I. K. Corkern Jr., WIKC Bogalusa, La.

Roy Dabadie, WJBO Baton Rouge; Wm. T. Davies, RCA Thesaurus, Dallas; Bill Davis, KTRY Bastrop, La.; Paul H. De Clouet and Thomas A. De Clouet, KLFY Lafayette, La.; John Devine, Standard Radio, Chicago; Richard P. Doherty, NAB, Washington; Robert W. Dumm, KNOE Monroe, La.; Bob Evans, WELO Tupelo, Miss.; Jack Fleet, KAGH Crossett, Ark.; T. J. Fontelieu WSMB New Orleans; Tom Gibbens, WAFB Baton Rouge; Paul Goldman, KSYL Alexandria, La.; James E. Gordon, WNOE New Orleans; R. J. (Dick) Gregory, KVIM New Iberia, La.; Cliff Greenland, Associated Program Service, New York; Charley Gullickson, WDOD Chattanooga; Julian F. Haas, KARK Little Rock; John F. Hardesty and Ralph W. Hardy, NAB, Washington; Lee Hart, BAB, New York; Wiley P. Harris, WJDX Jackson, Miss.; Edw. G. Holmes, Earl Lipscomb Assoc., Houston; Bill Humbert, KVMA Magnolia, Ark.

Hugh Jones, WGCM Gulfport, Miss.; W. E. Jones, KSLO Opelousas, La.; Peter J. S. King, SESAC, New York; H. R. Kreestein, WMPS Memphis; T. B. Lanford, KRMD Shreveport; H. L. Logan, KWKH Shreveport; Maury Long, BROADCASTING, Washington; Patt McDonald, WHHM Memphis; H. Ray McGuire, WDSU New Orleans; Clifford Marshall, United Press, Atlanta, Ga.; George P. Martin, KROF Abbeville, La.; George A. Mayoral, WJMR New Orleans; Justin Miller, NAB, Washington; L. L. Miller, WQBC Vicksburg, Miss.; R. J. Myers, KLRA Little, Rock, Ark.; Sid Nicholls, Branham Co., Memphis; Russell B. Offhaus, WMRY New Orleans; Paul Oliphant, WLAC Nashville; G. T. Owen, WIBR Baton Rogue, La.; Dorsey Owings, BMI, New York; Don Petty, NAB, Washington; Charles L. Planchard, KWCJ Natchitoches, La.; Stanley W. Ray Jr., WJMR New Orleans; Louis Read, WDSU New Orleans; Ray Rich, WDSU-TV New Orleans; B. G. Robertson, KWKH Shreveport.

L. M. Sepaugh, WSLI Jackson, Miss.; Bob Shuffler, Earl Lipscomb Assoc., Dallas; Michael M. Sillerman, World Broadcasting System, New York; Mort Silverman, WMRY New Orleans; Lamar Simmons, WLCS Baton Rouge; H. W. Slavick, WMC Memphis; Earl H. Smith, WLCS Baton Rouge; F. C. Sowell, WLAC Nashville; Bill Stubblefield, Capitol Records, Hollywood; Howard Summerville, WWL New Orleans; Geo. R. Swearingen Jr.; Weed & Co., Atlanta, Ga.; Gerald Swisher, Associated Press, Columbus Ohio; Norman A. Thomas, WDOD Chattanooga; Gene Tibbett, WLOX Biloxi, Miss.

Charles A. Wall, BMI, New York; Granville Walters, WAML Laurel, Miss.; Fred Watkins Jr., KWKH Shreveport; H. F. Wehrmann, WTPS New Orleans; Wiley D. Wenger, RCA Engineering, Dallas; Ralph Wentworth, BMI, New York; Harold Wheelahan, WSMB New Orleans; Jimmie Willson, WLAU Laurel, Miss.; David Wilson, WSLI Jackson, Miss.; Earl W. Winger, WDOD Chattanooga; Jack Wolever, KTHS Hot Springs, Ark.; Hoyt B. Wooten, WREC Memphis; C. J. Wright, WFOR Hattiesburg, Miss.; Bill Young, Lang-Worth, New York; Stanley G. Young, KLFY Lafayette, La.; Irving Zeidman, KNOE Monroe, La.



NAB District 6 conventioneers (front row, l to r): F. C. Sowell, WLAC Nashville; Mike Sillerman, World Broadcasting System, New York; Tom Gibbens, WAFB Baton Rouge; Patt McDonald, WHHM Memphis; Earl Winger, WDOD Chattanooga. Back row: Robert Shuffler, Earl Libscomb Assoc., Dallas; Gene Tibbett, WLOX Biloxi; Charles Godwin, MBS, New York; Cliff Greenland, Associated Program Service, New York; Roy Dabadie, WJBO Baton Rouge.

SURVIVING ATOM BOMBS

Role of Radio-TV Is Cited in Several Book

HOW TO SURVIVE AN ATOMIC BOMB. By Richard Gerstell. Published by Combat Forces Press, Washington, D. C. Distributed by Rinehart & Co. Inc., New York 16. 150 pp. $1.95.

A SIMPLE, easy-to-read guide, in question-and-answer form, detailing civilian "do's and don'ts" in the event of an atomic or other bomb attack has been authored by Dr. Richard Gerstell, a consultant for the Civil Defense Office of the National Security Resources Board.

Designed to allay the fears of layman and to meet the need for factual knowledge among family units at home and workers in offices or factories, the guide also stresses the importance of radio and television sets in the civil defense program on local levels.

Terming possession of a radio set as an essential in any home to receive "news and necessary instructions," Dr. Gerstell tells families that "your best bet is to follow safety rules and leave the Geiger counters to the trained crews who will test the whole area, and let everyone know by radio and otherwise what the whole situation is."

[NSRB officials from time to time have stressed the importance of battery-operated radio sets in the home, and have been quietly gathering statistics on this phase. Such sets, they feel, would be useful in the event an air attack bombed out communciations lines. Data also include provisions made for stations' auxiliary power.]

Dr. Gerstell explains that radioactive dust or mist in the air won't stop radio or TV set operation and urges families to "use your (set) to get the latest news and latest instructions from your local defense authorities." Dr. Gerstell noted:

. . . In the Bikini tests, radio-controlled planes were flown right through the atomic-bomb cloud itself, and they worked perfectly. If all the radio stations in your own city are damaged (this isn't likely because they are usually well separated) then the authorities can use a station in

NRP

IF YOUR AM-TV-FM STATION NEEDS
promotional ideas sold to produce cash revenue of from $200 to $1,000 per week, Wire, Call or Write

Edgar L. Bill — Merle V. Watson
Julian Mantell, Sales Manager

NATIONAL RADIO PERSONALITIES
Peoria, Illinois — — Phone 6-4607

★ We originated sponsored Radio Personalities Picture Albums in 1938, many new program features, and have more sales records and years of experience in selling for over 300 Radio and Television Stations from Coast to Coast than any similar organization in America.

some nearby city to give you information. So if there's nothing on your local stations when you turn on your radio, keep on trying all around the dial.

Television will not be stopped by radioactivity, either. This, too, was learned at Bikini. Pictures of the bombed fleet taken by automatic cameras appeared on the Navy television receivers as soon as the mist cleared away, and while there was still heavy radioactivity in the air.

"These are the facts," Dr. Gerstell declares categorically. "You may have heard rumors to the contrary, but these are the facts."

The NSRB consultant also informs readers that the U. S. radar screen system is "being built up fast," and when complete "should give warning in time for everybody—especially in big cities—by radio and sirens—to take . . . safety steps . . ."

Stressing that there will be aircraft warning work in every community, Dr. Gerstell points out importance of passing on word of impending attack "in a matter of minutes," and adds that radio stations and telephone companies "will do their parts in getting the warning out."

Dr. Gerstell currently is lecturing on atomic bomb safety measures for the Blue Cross and Blue Shield plans of the U. S. and Canada. He said that the late Defense Secretary James Forrestal initially encouraged him to write the book. Dr. Gerstell also has written similar articles for *Saturday Evening Post, Sports Afield* and *Farm Journal.*

* * *

SURVIVAL UNDER ATOMIC ATTACK. By National Security Resources Board Civil Defense Office. Published by the U. S. Government Printing Office, Washington 25, D. C. 10¢

RADIO SETS—"emergency equipment" in the homes of American families—would be little affected by any atomic bomb explosion or resulting radioactivity, National Security Resources Board has informed cvilians.

In this new booklet, *Survival Under Atomic Attack,* NSRB tells civilians: "Always have a good flashlight, a radio, first-aid equipment and a supply of canned goods in the house."

Neither explosive nor lingering radioactivity has any effect on the operation of most mechanical or electrical devices, and the radio should be turned on in the event of attack, the booklet asserts, adding this remainder:

"Battery-operated sets, including those installed in automobiles, will continue to work even if the city power goes off. Television reception, like radio, won't be jammed by radioactivty."

Civilians are told they can live through an atom bomb raid without "geiger counter, protective clothing or special training" if they know the secrets of survival: Know the bomb's true dangers and know the steps to take to escape them.

Also listed are six general principles for survival and "five keys to household safety," as well as answers to the more common questions put to defense officials.

The 32-page booklet is being distributed to state and local civil defense officials, governors, members of Congress, radio stations, press and various public groups and organizations of the government.



RENEWING warm friendship over KPHO Phoenix are singing star Jeannette MacDonald (l) and Kathy Godfrey, talented sister of CBS' Arthur and m. c. of three times per week afternoon women's show at the ABC outlet. Miss MacDonald also appeared with KPHO News Editor Wayne Center in recorded interview shortly after announcement of Al Jolson's death.

WRITERS' GUIDE

Radio-TV Workbook Issued

A GUIDE TO RADIO-TV WRITING. By Laurence Campbell, Harry E. Heath Jr., Ray V. Johnson. Ames, Iowa: Iowa State College Press. 407 pp. $2.95.

DESCRIBED as the "first workbook to be written for students in the special fields of radio and television writing," this volume is a workbook - syllabus for teachers, students and professional workers interested in news, specialized information, continuity writing and surveys.

Prepared by Laurence Campbell, director of Florida State U.'s journalism school; Harry E. Heath Jr., assistant journalism professor, Iowa State College and Ray V. Johnson, KNBC San Francisco news director, the book stresses application of radio writing principles in "practical and realistic assignments," according to the publishers. Material was assembled from the authors' teaching and professional experiences. Work was begun when all three were members of U. of Oregon's journalism department staff.

Dancer Sues 'Toast'

IRENE CASTLE McLAUGHLIN ENZINGER, former dancer, has filed a $250,000 damage suit against CBS, Ed Sullivan and Ford Motor Co. in Chicago Circuit Court, alleging her privacy had been violated by *Toast of the Town.* She said a 1912 movie, "The Whirl of Life," showing her dancing with her husband, Vernon Castle, was telecast without permission March 12 on Mr. Sullivan's show. She said she obtained exclusive rights to the film in 1919. Her attorney, George Arthur, said she loaned the film to Mr. Sullivan for use in a stage show in 1936 and, although it was returned, Mr. Sullivan "apparently" had a copy made. Defendants have 20 days to file an answer.

RADIO'S RECORD

CBS Book Recaps Events

A 137-PAGE book, *The Sound of Your Life,* giving "a record of radio's first generation," was mailed by CBS last week to 10,000 addressees, including advertisers, agencies, prospects, government officials, editors, libraries, schools and colleges.

A chronicle of the past 23 years as it came to radio listeners, the book contains 400 photographs selected to represent the notable events and personalities of the period. The text unfolds the story of a typical listener family, called the Smiths, during the years since the first CBS broadcast.

Prepared by the CBS advertising and sales promotion department, the book was written by Robert Strunsky, George Bristol, and Carroll Whedon. Design and production was under the direction of William Golden, associate director of CBS advertising and sales promotion.

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Hooperating 4.0, No. 2 in Houston.

Features Webb Hunt, longtime Western and Hillbilly favorite.

K-NUZ ranks No. 2 in Houston, Monday thru Friday, 12:00 noon to 6:00 PM.

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October 27 Applications . . .

ACCEPTED FOR FILING

AM—1600 kc

WAPX Montgomery, Ala.—CP increase power from 1 kw unl. to 1 kw-N, 5 kw-D unl. DA-N.

AM—1460 kc

WOL Washington—CP change from 1450 kc 250 w unl. to 1460 kc 5 kw unl. DA-DN.

AM—1600 kc

WSFL Springfield, Mass.—CP change from 1 kw D to 5 kw-D, 1 kw-N unl. DA-DN.

AM—1150 kc

WGBR Goldsboro, N. C.—CP change from 1400 kc 250 w unl. to 1150 kc 1 kw unl. DA-DN.

AM—1480 kc

Charles L. Cain, Grand Prairie, Tex.—CP new AM station 780 kc 250 w D AMENDED to request 1480 kc 500 w D.

Modification of License

KGAK Gallup, N. M.—Mod. license change studio site from 114 E. Coal to U. S. Highway 66 about 1.7 mi. E of Gallup.

Modification of CP

KPFA (FM) Berkeley, Calif.—Mod. CP new FM station for extension of completion date.

WGTR (FM) Paxton, Mass.—Same.

License for CP

WOPI-FM Bristol, Tenn.—License to cover CP for changes in stations.

License Renewal

Following FM stations filed license renewal applications: W R U F - F M Gainesville, Fla.; WSAI-FM Cincinnati; WJPA-FM Washington, Pa.

TENDERED FOR FILING

AM—1240 kc

KIWW San Antonio, Tex.—CP change from 1540 kc 250 w D to 1240 kc 250 w unl. (contingent on KZIP surrendering CP for 1240 kc).

APPLICATION RETURNED

WLBB Carrollton, Ga.—RETURNED application for consent to voluntary relinquishment of control of 6 sh from James Matthews to Thomas K. Vassy.

FCC actions



OCTOBER 27 TO NOVEMBER 2

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis.-visual	unl.-unlimited hours
STA-special temporary authorization		CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

October 30 Applications . . .

ACCEPTED FOR FILING

Modification of License

WSVA Harrisonburg, Va.—Mod. license change studio site from Newman Bldg. to U. S. Highway 33 1.75 mi. W of Harrisonburg.

WHBC-FM Canton, Ohio—Mod. license change ERP from 25 kw to 15 kw.

Modification of CP

WOC-TV Davenport, Iowa—Mod. CP new commercial TV station for extension of completion date to 1-1-51.

KXEL-FM Waterloo, Iowa—Mod. CP new FM station for extension of completion date.

License for CP

WGCB Red Lion, Pa.—License to cover CP new AM station.

WCFV Clifton Forge, Va.—Same.

KSMU-FM Dallas, Tex. — License cover CP new noncommercial educational station, Southern Methodist U.

KSUI (FM) Iowa City—License to cover CP changes in noncommercial educational station, Iowa State U.

October 31 Decisions . . .

BY A BOARD

Program Authority

Mutual Bcstg. System, Chicago—Temp. authority to transmit programs to Canadian broadcast stations further extended to Nov. 15.

License Extension

WNDR-FM Syracuse, N. Y.—Present license further extended on temp. basis to Dec. 1.

Following stations were granted temp. extensions of licenses for period ending March 1, 1951: KTJS Hobart, Okla.; WAMS Wilmington, Del.; WBAT Marion, Ind.; WFVG Fuquay Springs, N. C.; WTTS Bloomington, Ind.; WKNK Muskegon, Mich.; WPWA Chester, Pa.; WEGO Concord, N. C.; WHHH Warren, Ohio; WWXL Peoria, Ill.; WBBL Richmond, Va.; KCHE El Reno, Okla.

License Renewal

Following stations were granted renewal of license for period ending Nov. 1, 1953: KALI Long Beach, Calif.; KBUD Athens, Tex.; KSLM Salem, Ore.; KTRE Lufkin, Tex.; WHOM (and aux.) Jersey City, N. J.; WIRE (and aux.) Indianapolis; WNMP Evanston, Ill.; WSFL Springfield, Mass.; KELA Centralia, Wash.; KILO Grand Forks, N. D.; WHP (and aux.) Harrisburg, Pa.; KCRV Caruthersville, Mo.; KFJM Grand Forks, N. D.; WROY Carmi, Ill.; KARE Atchison, Kan.; KSJO San Jose, Calif.; KTRI Sioux City, Iowa; WGIG Brunswick, Ga.; WPAW Pawtucket, R. I.; WACB Kittanning, Pa.; WBIS Bristol, Conn.; WSPD Toledo, Ohio; KVON Napa, Calif.; WAAB Worcester, Mass.; WMBD Peoria, Ill.

Petitions Granted

A. H. Belo Corp., Dallas, Tex.—Granted leave to intervene in pending television proceeding in matter of utilization of frequencies in 470 to 890 mc band and to testify therein with respect to general issues now being considered.

Protestant Radio Commission—Granted leave to intervene in pending television proceeding; petition is filed in docket herein as comment in proceeding; petitioner's name is added as party entitled to testify with respect to issue on reservation of channels for noncommercial educational television stations contained in Commission's notice of revised order of testimony released Oct. 12.

Paramount Television Productions Inc.—Granted extension of outstanding STA to operate exp. TV relay stations KA-5037-8-9 New York in connection with theatre television experimentation for period ending April 27, 1951. Similar extension granted Twentieth Century-Fox Film Corp. to operate exp. television relay station KA-2461 New York for same period, both authorizations subject to same cond. as original grants.

Oral Arguments

Oral arguments scheduled for Nov. 8, 1950 on initial dec. in following cases: Haygood S. Bowden (WACA), Camden, S. C. (Doc. 9247) and Camden Bcstg. Corp. (Assignee), Camden, S. C. (Doc. 9248); KPMO Pomona, Calif. (Doc. 9205) and Valley Bcstg. Co., Pomona, Calif. (Doc. 9206).

BY THE SECRETARY

WCCO Minneapolis—Granted license install old main trans. for aux. with 50 kw. Cond.; granted license install new trans.

KREM Spokane, Wash.—Granted license change frequency etc. (970 kc 1 kw DA-N unl.).

KLTF Little Falls, Minn.—Granted license new standard station and specify studio location (960 kc 500 w D.).

WTAQ La Grange, Ill.—Granted license new standard station (1300 kc 500 w D).

WBNY Buffalo, N. Y.—Granted license install alternate main trans.

WILM Wilmington, Del.—Granted CP install old main trans. as aux. with 250 w.

KOOK Billings, Montana—Granted mod. CP for extension of completion date to 3-1-51; cond.

Brownsville Bcstg. Co., Brownsville, Tex.—Granted license new remote pickup KKA-796.

WHLA (FM) State Radio Council, Madison, Wis. — Granted CP replace CP which authorized new noncommercial educational station which expired 10-18-50.

Following were granted mod. CPs for extension of completion dates as shown: KFAC-FM Los Angeles to 5-16-51; WXRT Chicago to 1-24-51 on cond. construction either be completed or interim operation again provided by that date; WFMD-FM Frederick, Md., to 12-1-50; KSL-FM Salt Lake City to 5-15-51; KLAC-TV Los Angeles to 5-1-51; WLBJ Bowling Green, Ky., to 5-8-51 (cond.); WKYB Paducah, Ky. (cond.), to 12-15-50; WSUN St. Petersburg, Fla., to 5-15-51 (cond.).

WMAJ State College, Pa.—Granted license change ant. by top leading existing vertical radiator.

WRIB Providence, R. I.—Granted license to use old main trans. for aux. with 250 w. Granted license increase power etc. (1220 kc, 1 kw D).

WJQS Jackson, Miss. — Granted license install new trans.

KUIN Grants Pass, Ore.—Same.

KULE Ephrata, Wash.—Granted license new standard station 730 kc, 250 w D.

WBEJ Elizabethton, Tenn.—Granted CP change trans. location.

WJQS Jackson, Miss. — Granted CP install new trans.

WGTC Greenville, N. C. — Granted mod. CP change type trans. (cond.).

KMBL Junction, Tex.—Granted mod. CP for approval of ant., trans. and studio locations (cond.).

Lake Erie Bcstg. Co., Sandusky, Ohio—Granted license new remote pickup, KA-4243.

Lynchburg Bcstg Corp., Lynchburg, Va.—Granted license for new remote pickups, KIA-588-9.

Queen City Bcstg. Co., Seattle, Wash.—Granted licenses for new remote pickups, KA-7615, 7614, 7613, 4979.

Rockbridge Bcstg. Corp., Lexington, Va.—Granted license new remote pickup, KA-3534.

WSB-FM Atlanta, Ga.—Granted license new FM station, 98.5 mc (Chan. 253) 52 kw, 1050 ft.

WPWT (FM) Philadelphia Wireless Technical Institute, Philadelphia — Granted license covering changes in

(Continued on page 82)

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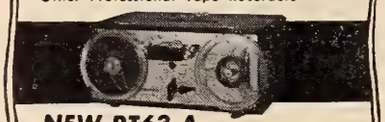
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"CAREER GIRL" ● ● ●

KTAR Phoenix, *Career Girl Memo.* Features taped interview with "career woman of the week" chosen from local business and professional women. Interview conducted by Bill Peterson, of station program department, in downtown restaurant during lunch hour.

KOREAN DIARY ● ● ●

WCKY Cincinnati, *Korean War Diary,* Sun., 5:05-5:30 p.m. Public interest program airs personal experiences of Col. Francis E. Gillette, American adviser to South Korean Army. Don Paevey acts as narrator and Rex Dale is announcer. Col. Gillette has been in Korea since beginning of conflict and sends material to station for weekly show.

HEALTH SERIES ● ● ●

WWDC Washington, *You and Your Doctor,* Thurs., 10:15 p.m. In cooperation with Medical Society of District of Columbia, 13-week series started Nov. 2. Program informs public about treatment of common ailments. First show devoted to "What Is High Blood Pressure?"

TV GIVEAWAY ● ● ●

WAAM (TV) Baltimore *Money Go 'Round,* Tues., Thurs., 6:50-6:55 p.m., Southcomb & Mapp (home improvements). Agency: Maurice Chessler Co., Baltimore. Jim Kilian, m.c., gives key word and tells viewers to be on lookout for "Money Go 'Round Car," which is cruising in city. When car is spotted, viewer tells driver key word. Driver calls studio from car, giving person's name and Mr. Kilian relays news and amount of prize to audience.

EASTERN DEFENSE ● ● ●

WFIL Philadelphia, *Mary Jones Show,* Oct. 30. Air Force officers told of preparations made by eastern air defense for protection against enemy air attack. Program broadcast from McGuire Field, N. J. Officers explained radar equipment, planes and weapons. Gil Robb Wilson, aviation editor *New York Herald Tribune* also appeared on show.

AIR WISE PROMOTION ● ●

WNBQ (TV) Chicago, NBC's O&O station, used airplane to air tape recorded message about new program service. Powerful loud speaker used to carry message over city and suburbs. John Keys, advertising and promotion manager WMAQ-AM-FM and WNBQ, conceived idea to publicize station's expanded program schedule.

'STURDY GERTIE' ● ● ●

KTNT (FM) Tacoma, Transit Radio, Oct. 14, broadcast opening new Tacoma Narrow bridge. Station received permission from president Tacoma Transit Co. to change regular broadcast schedule so riders could hear ribbon-cutting ceremonies. Bridge, called "Sturdy Gertie" by natives, replaces old "Galloping Gertie" that blew down in 1940. Program carried interviews of people who saw old bridge fall.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

VEEP SPEAKS ● ● ●

WICU (TV) Erie, Pa., special public service program, Oct. 25, Vice President Alben W. Barkley spoke on behalf Democratic candidates seeking re-election in state. He was interviewed by Edward Lamb, publisher *The Erie Dispatch* owner of station. Mr. Barkley also discussed world issues.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

NEW LBS SHOW ● ● ●

SERIES *U. of Georgetown Forum,* which started on WARL Arlington, Va., in 1946, going coast to coast on Liberty Broadcasting System via WOL Washington, Sun. 1 p.m. Show taped and re-broadcast at 2:30 p.m. on WOL. Program will still be carried on WARL. Rev. J. Heyden S.J., Georgetown U., handles technical end of show and Rev. Daniel Power S.J., Georgetown U., arranges for guests and talent.

LOLLIPOP PARTY ● ● ●

WSTC-AM-FM Stamford, Conn., *Fairy Princess* gave "Lollipop Party" for pre-school and school age children Oct. 24. Merry Reynolds, star of show, prepared party so children could meet "Fairy Princess." Guests attended broadcast and then took part in special show and party. Parents of children were invited to attend.

'HAPPY LISTENING' ● ● ●

LOURENCO Marques Radio, Johannesburg, S.A. Station running ads in local papers. Art shows persons in unhappy circumstances—traffic violator being reprimanded by policeman; explorer burning at stake—and remarks: ". . . but it's HAPPY listening on Lourenco Marques!"

UNUSUAL CONTEST ● ● ●

WHK Cleveland's Bill Gordon, m.c. *Morning Show,* 7:15-10 a.m., conducting unique contest. Listeners are urged to send unusual letters to station. M.C. has received letters written on last year's suntan, lace curtains, pistachio nut and set of false teeth. Grand prize for contest is Mr. Gordon, who will baby-sit or do odd jobs for winner.

'CUZZIN' VISITS ● ● ●

WOPI-AM-FM Bristol, Tenn. "Cuzzin" Don, early morning disc jockey, announced intentions to drive to Ft. Devens, Mass., to tape record interviews with members of 278th Infantry Div., most of whom are Bristol men. Offer to carry non-perishable cookies and cakes to relatives filled up prospective visitor's car. Sponsor donated 20 dozen additional cakes for National Guardsmen. Visit was subject of article in local paper.

STRIP TEASE ● ● ●

ABC Hollywood sends trade folder showing two pair of bare legs extending under cover bearing line, ". . . the most popular strip show in L. A." Page under cover shows costumed players, Nina Bara and Virginia Hewitt, featured on *Space Patrol* show. Photographs of other cast members are shown in addition to sales message giving multi-weekly TV Hooperatings for Aug.-Sept.

'STREET SCENE' ● ● ●

ART SCANLON, WINS New York morning disc jockey, who opens with theme from "Street Scene," is sponsoring contest for best letters describing favorite street scenes. Contestants each receive Mercury recording of the theme, and winners get turkeys for Thanksgiving.



CKCW POSTER ● ● ●

CKCW Moncton, N.B. Large buff-colored poster featured by 200 grocery stores in area gives line-up of CKCW advertised products available in stores. Sponsor's name is carried in large letters over name of program, and sometimes picture of featured star. Primary purpose of poster is to stimulate sales of CKCW accounts, with secondary design of encouraging station listening. Time shows are heard also given.

WERD BOOKLET ● ● ●

WERD Atlanta releases 14-page booklet, "There's $$ In WERD-ville," word-and-picture presentation of various aspects of Negro community which is its primary audience, and which it calls "$100 million market." Station describes itself as "the only Negro-owned radio station in the U. S. A." Covers are canary yellow, with striking sketch on front.

SONGS TO PLAY ● ● ●

WBBM Chicago, *Play or Pay*, half-hour, Mon.-Fri., Sawyer Biscuit Co. Listeners send song titles for musicians to play. If they can't, listener is awarded prize. Tommy Bartlett is show m.c. Station broadcast promotion spots week before debut of show.

Feature

(Continued from page 16)

and holds the family together, reached the break-even point financially. This was difficult, in view of $8,500 spent for rental of the stadium, its ushers and general facilities; $2,800 for advance promotion (posters, car cards, newspapers); $2,000 for guest stars, Curt Massey and Martha Tilton, *WLS National Barn Dance* talent and musicians; $4,000 in city and federal taxes; and $750 for souvenir programs.

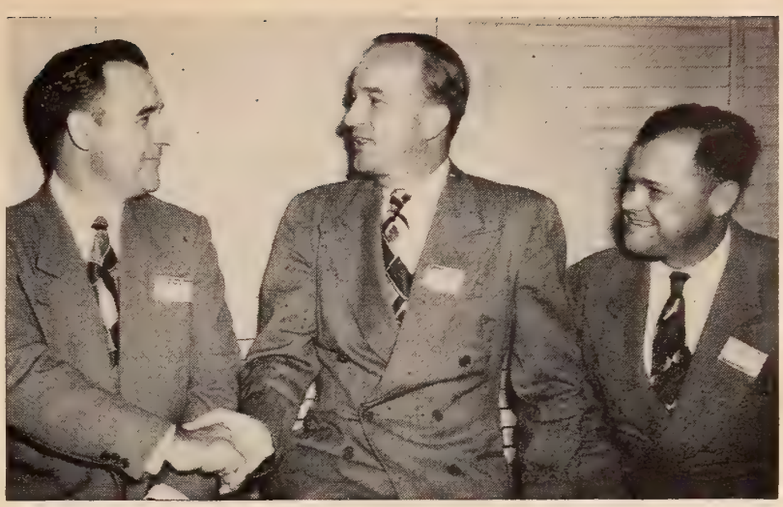
The station would not have come out even, however, if it had taken into account some 50 spots aired weekly on WLS for six weeks preceding the festival date. The Park District, which cooperated in the planning, handled mobilization of 96 sets of dancers on the floor (eight persons per set), the hospitality committee, and numerous sets from Park District recreation groups.

Dancers appeared en masse and individually, representing their states and sections. The largest single group ever on the floor consisted of 10 sets. Included in this category were Indiana, Illinois and Chicago. Indiana scored heavy applause with a set of men and women who combined a jitterbug step with the more formalized routines of the square dance. One talent booker was so impressed he later called Mr. Drake and asked if the group could be hired.

The Illinois section featured rural youth and adults, while that from Chicago showed regular Park District dance enrollees. Among them were sets of blind, deaf, dumb and physically handicapped persons, including youngsters recovering from polio, a group of children under 12 and oldsters. The age range among all groups was from about 8 to 75.

Eight dancers went to Chicago by bus from Quebec. They were members of the Society of Good Cheer, established in Montreal in the 1600s. They, with other dancers, appeared on television shows at all four Chicago stations and on numerous radio programs in the area. Plugs for the festival were given without charge by radio stations.

All in all, the investment of work, time and money paid off, so much so that *Prairie Farmer* and WLS President James E. Edwards says there will be another festival next year.



CONGRATULATING Tom Gibbens (l), WAFB Baton Rouge, newly-elected president of Louisiana Broadcasters Assn. at its Oct. 25 meeting in New Orleans [BROADCASTING, **Oct. 30] are T. B. Lanford (center), KRMD Shreveport, outgoing president, and George Martin, KROF Abbeville, secretary-treasurer.**

PBS Acquires Space

PROGRESSIVE Broadcasting System has acquired Audio-Video Studios, 418 S. Robertson Blvd., Beverly Hills, Calif., to house its production offices and studios. The large plant includes office space, recording and television studios in addition to broadcast facilities. Executive offices of the new network remain at 8983 Sunset Blvd., Hollywood.

Canadian Seminar

THE Ryerson Institute of Technology, Toronto, Ont., currently is holding a seminar on TV programming. Speakers include representatives from the Canadian Broadcasting Corp., Canadian advertising agencies and stations, and some U. S. broadcasters.

STORY OF BBC

Hibberd Goes Behind Scene

'THIS IS LONDON—.' By Stuart Hibberd. London: MacDonald & Evans. New York: Edward M. Sweetman, 1 Broadway. 322 pp. 12s6d.

A "BEHIND THE SCENE" story of the British Broadcasting Corp.—the radio of Great Britain—"*This is London*—" gives a personalized history that is at once literary and factual. The author, Stuart Hibberd, is perhaps the most dramatic denominator of BBC's growth and development into the British government's owned-and-operated domestic and foreign "voice."

Mr. Hibberd is the man whose voice was heard in Europe when the continent was subjugated by the Nazis, in the jungles of Burma and in the African desert—wherever peoples looked to Britain for hope.

The book is sectioned according to years—1924 to 1949—with each chapter giving the history of broadcasting as seen through the eyes and experiences of Mr. Hibberd. It begins with the appointment of the author to the post of assistant announcer in London from where he progressed to the top in his skill. The concluding chapter makes the points that television will become radio's biggest competitor but will not "entirely oust sound broadcasting," and that while the radio audience in England stands at an estimated 25 million, the author still prefers to think of broadcasting to one family or one individual only. . . ."





WE WANT YOU TO BE OUR HEIR !

Even though we're not related to you, we want you to be our heir! YES, we want you to inherit the goodwill, the very tangible respect of our listening audience.

What's the "estate" worth? Well, it was worth 30,000 unduplicated inquiries to Norman's Furs. It increased a furniture store's volume by 300% in two years. It sold 1,100 sets of china at $24.95 for smart-as-a-fox STERN & COMPANY of Philadelphia.

What's it cost to become an "heir"? As little as $7.00 per one minute spot. Send for coverage maps. Send for actual testimonial letters. Send for air-check of "Judge Rhythm's Court", the sales-producing program aired daily on

WPWA

DELAWARE COUNTY'S *FIRST* STATION
1590 on the dial, *FIRST* in the hearts of listeners
CHESTER, PENNA.

WGRD—
Best Buy in Grand Rapids
12:30 to 5:15 PM

HOOPER FALL-WINTER 1949-1950

Number of times stations are rated 1st, 2nd, 3rd, 4th in 19 fifteen minute rated periods from 12:30 to 5:15 P.M.

	WGRD	A-Net	B-Net	C-Net
1st	6	5	2	8
2nd	5	7	4	3
3rd	6	3	7	2
4th	2	4	5	6

Counting 1 point for 4th place
2 points for 3rd place
3 points for 2nd place
4 points for 1st place

WGRD	A-Net	B-Net	C-Net
53 points	51 points	39 points	51 points

WGRD Grand Rapids Michigan

"The People's Station"

Nat'l. Rep.—McGillvra

PULSE, INC., REPORTS:
WWDC
1st
in out-of-home audience in WASHINGTON

Pulse, Inc. in a new survey of radio listening in cars, taxis, offices, restaurants, etc., shows that WWDC gives the biggest PLUS audience in Greater Washington. You must have all these new facts to intelligently choose among the 14 radio stations in this rich market. Call your Forjoe man today for all the details.

WWJ REALIGNS
Radio, TV Staffs Split

SEPARATION of radio-television facilities of the *Detroit News* stations, WWJ and WWJ-TV, into competitive organizations, each with its own administrative, sales and program personnel, was announced last Tuesday by Harry Bannister, general manager of WWJ-AM-TV-FM.

Don De Groot, public affairs director, was named manager of WWJ-AM-FM and Willard E. Walbridge of WWJ-TV. Both will operate under overall supervision of Mr. Bannister. Mr. Walbridge has been serving as assistant general manager of AM-TV-FM operations since October 1949.

Mr. De Groot joined the *Detroit News* organization in 1941 after previous assignments as staff announcer of WFDF Flint, Mich., writer-producer and staffman for a Detroit advertising agency. He was named program manager of WWJ-FM and in June 1942 was transferred to WWJ as program chief. He left WWJ in 1946 to accept similar positions at WBAL Baltimore and WTAC Flint, returning to WWJ in April 1949. As public affairs director of WWJ-AM-TV-FM since August 1949, Mr. De Groot was instrumental in preparing presentations which won the station numerous awards.

Mr. Walbridge also began his radio career with WWJ in 1941. After three years in the sales department he left to join the Navy, returning in January 1946. He was successively named assistant sales manager of radio and sales manager of television operations. In May 1949 he succeeded Harry Betteridge as general sales manager of combined *Detroit News* AM-TV-FM operations. Following October, he was appointed assistant general manager reporting to Mr. Bannister.

WTMJ COMMISSION
15% Local Agency Policy Set

LOCAL agency commission of 15% on retail accounts is being allowed for the first time by WTMJ Milwaukee. Effective Nov. 1, the station established the same commission offered by WTMJ-TV to local agencies buying time for retail clients. Move was explained: "Television experience has shown that local advertising agencies handling retail accounts have been responsible for an exceptional amount of retail business, and this move is being made in order to permit the retailer to use a greater volume of radio business without having to pay additional charges for advertising agency service."

The 15% commission has been effective on WTMJ-TV since it took the air in December 1947.

CBM Montreal increases power from 5 kw to 50 kw on 940 kc.



Mr. De Groot



Mr. Walbridge

'KICKOFF' SHOW
KBWD Sells Local Dealers

WITH an eye toward local business, the late O. J. Brunkenhoefer, commercial manager of KBWD Brownwood, Tex., had conceived a 15-minute *Kickoff* program to tie-in with Humble Oil & Refining Co. football broadcasts. When Humble scheduled 16 Southwestern Conference games on KBWD and the Texas State Network, Mr. Brunkenhoefer went to work and got the local agents and dealers of Humble to sponsor the pre-game show.

The show, preceding all games, presents local and national sports news, recorded college songs, background and featured music. Commercials highlight services offered at the local Humble stations. Eleven Humble-station managers and the bulk agent share in the sponsorship.

KBWD and Brownwood Humble dealers are proud of their *Kickoff* show—as well they might be—and offer the suggestion to other stations for local tie-in sponsorship with national accounts.

[EDITOR'S NOTE: It was later reported that Mr. Brunkenhoefer died Sept. 27.]

KGER'S New Studios

KGER Long Beach, Calif., has moved to a newly constructed building, containing offices and studios, at 3745 Atlantic Ave. Station observed the move by holding open house Nov. 4 with a dedication program featuring special talks, in addition to concerts by the Long Beach Municipal Band, which has been heard on the station since 1926, and the San Pedro Symphony Orchestra. Manager of the 5 kw station is Galen O. Gilbert.

FCC Actions

(Continued from page 78)

Decisions Cont'd.:

non-commercial educational station 91.7 mc (Chan. 219) 125 w, 10 ft.

Lake Erie Bcstg. Co., Sandusky, Ohi —Granted CP new remote pickup, KA 7825.

WSIX Bcstg. Station, Nashville, Tenn —Granted CP new remote pickup, KA 7827.

Patroon Bcstg. Co., Albany, N. Y.—Granted CP new remote pickup, KA 2178.

Fort Bend Bcstg. Co., Rosenberg, Tex —Granted CP new remote pickup, KA 7826.

Agricultural Bcstg. Co., Chicago – Granted CP and license new remot pickup, KA-7828.

Radio Station WIAC Inc., San Juan P. R.—Granted CPs and licenses ne remote pickups, WWA-251, KA-7824.

WMOK Metropolis, Ill.—Granted mod CP for approval of ant., trans., specif studio location and change type tran

WGBS Miami, Fla.—Granted mod. C for extension of completion date t 2-13-51 (cond.).

WAMS-FM Wilmington, Del.—Grant ed mod. CP for extension of completio date to 5-1-51.

ACTION ON MOTIONS

By Comr. Paul A. Walker

Athens Bcstg. Co., Athens, Ohio – Denied continuance for 60 days fro Nov. 20, hearing re its application an that of Sky Way Bcstg. Corp., Colum bus, Ohio.

KXYZ Houston and KOLE Port Ar thur, Tex. — Granted continuance c hearing in proceeding re application c KVOL Lafayette, La., now schedule Nov. 20; hearing continued to perio 30 days from date. KVOL commence operation on program tests pursuant t newly authorized operation; to be re scheduled by proper petition of parties

WLBJ Bowling Green, Ky.—Grante leave to amend application to emplo DA-D and for removal of applicatio as amended from hearing docket.

WMFJ Daytona Beach, Fla.—Grante continuance of hearing re applicatio from Nov. 13 to Jan. 15, 1951, at Wash ington.

By Examiner Jack P. Blume

Radio Sumter, Sumter, S. C.—Grant ed indefinite continuance of hearing r its application.

WKBZ Muskegon, Mich. — Grante continuance of hearing from Nov. 6 t Dec. 7 in proceeding re application.

By Examiner J. D. Bond

WINR Binghamton, N. Y.—Grante indefinite continuance of hearing sched uled Nov. 6 in proceeding re its appli cation.

By Examiner H. B. Hutchison

WCAW Charleston, W. Va.—Dismisse as moot motion for order to take depo sitions of certain witnesses and fo waiver of Sec. 1.745 of Commission rules in proceeding re its applicatio and that of WGKV Charleston.

FCC General Counsel—Granted indef inite continuance of hearing, nov scheduled Oct. 30 at Washington in pro ceeding re application of KBMY Bill ings, Mont. (Action Oct. 27).

WJEL Springfield, Ohio — Grante continuance of hearing from Nov. 3 t Jan. 10, 1951, at Washington in pro ceeding re its application.

By Examiner Leo Resnick

Gila Bcstg. Co., Winslow, Ariz. –



ranted continuance of hearing from ov. 1 to Jan. 2, 1951, in Washington proceeding re its application.

WINS New York—Granted leave to end application to change answer to ara. 6 thereof (relating to estimated ate for completion of construction) om Sept. 26 to Jan. 26, 1951, and requesting waiver of Sec. 1.745 of Commission's Rules.

By Examiner Fanney N. Litvin

KID Idaho Falls, Ida.—Granted continuance of hearing from Oct. 30 to ec. 4 in Washington in proceeding re s application.

FCC General Counsel—Granted indefite continuance of hearing scheduled ov. 27 at Santa Paula, Calif., in proeeding re application of Ventura ounty Radio Center Inc., Santa Paula.

By Examiner Elizabeth C. Smith

KREI Farmington, Mo.—Granted indefinite continuance of hearing scheded Nov. 9 in Washington in proceedg re application.

Sunland Bcstg. Co., El Paso, Tex.—ranted request that transcript in proeeding re its application be corrected various respects.

October 31 Applications . . .

ACCEPTED FOR FILING

Modification of License

KXOB Stockton, Calif.—Mod. license hange studio site from 2013 Pacific Ave. Beyer Lane.

KPLT Paris, Tex. — Mod. license hange studio site from Gibraltar Ho- to Highway 24, 1.5 mi. S. of Paris.

Modification of CP

WINS New York—Mod. CP change requency etc. for extension of comple- on date AMENDED to request extenon from Sept. 26 to Jan. 1.

AM—1450 kc

Kee Bcstg. Co., Kewanee, Ill.—CP ew AM station 750 kc, 250 w D MENDED to change name of applicant E. D. Scandrett, Harold B. Rothrock nd Ray F. Knochel d/b as Kee Bcstg. o.; change facilities requested to 1450 c, 100 w unl.

AM—1440 kc

Paris Bcstg. Corp., Paris, Ill.—CP ew AM station 1420 kc, 250 w D MENDED to request 1440 kc, 500 w D.

AM—1370 kc

Pottstown Bcstg. Co., Pottstown, Pa. —CP new AM station 1370 kc, 1 kw D MENDED to change name of applicant Herbert Wolin, Ralph E. P. Mellon nd Margaret Levine d/b as Pottstown cstg. Co. Charles Kinzer Bentz withraws.

License for CP

KECA-TV Los Angeles — License to over CP new commercial TV station.

WABE (FM) Atlanta, Ga.—License to over CP new noncommercial educaonal station, Atlanta Board of Educaon.

APPLICATION RETURNED

Rollins Bcstg. Inc., Norfolk, Va. — ETURNED application for new AM ation 1050 kc, 500 w D.

November 1 Applications . . .

ACCEPTED FOR FILING

AM—1240 kc

Elwood R. Horwinski tr/as Radio Taoe, Tahoe Valley, Calif.—CP new AM ation 1240 kc, 250 w unl. AMENDED request 100 w.

AM—1590 kc

South St. Paul Bcstg. Co., South St. aul, Minn.—CP new AM station 1590 kc, 1 kw D AMENDED to request 5 kw.

AM—1240 kc

KIWW San Antonio, Tex.—CP change from 1540 kc, 250 w D to 1240 kc, 250 w unl. (contingent on KZIP relinquishing 1240 kc).

Modification of CP

WELS Kinston, N. C.—Mod. CP new AM station to change from 1010 kc to 960 kc AMENDED to change name of applicant from Commonwealth Bcstg. Corp. to Farmers Bcstg. Service Inc.

License for CP

WCBS-FM New York — License to cover CP changes in FM station.

KFGQ-FM Boone, Iowa—License to cover CP new FM station.

WCAL-FM Northfield, Minn.—Same.

WREV Reidsville, N. C.—License to cover CP new AM station.

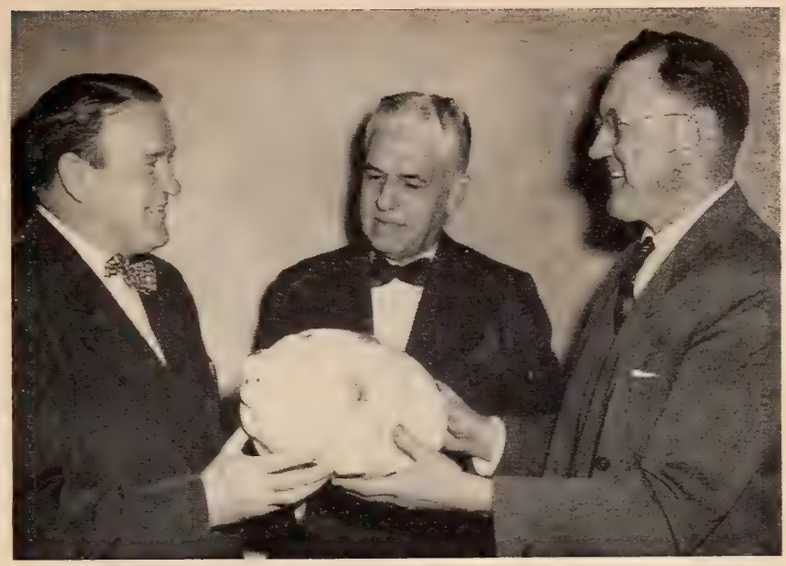
WATH Athens, Ohio—Same.

TENDERED FOR FILING

Modification of License

KALA Sitka, Alaska — Mod. license change hours from unl. to specified.

(Continued on page 87)



THIS LITTLE piggy goes to the Boston Red Sox market. Signifying price tag (not divulged) for broadcasting and telecasting rights to all home games of the Sox, Carl W. Haffenreffer (r), executive vice president and treasurer, Narragansett Brewing Co. of Rhode Island, makes "down payment" on two-year renewal for his company. Third man on the double play is Sox's General Manager Joe Cronin (l) who gets an assist from John W. Haley, brewery's advertising manager. Narragansett, perennial sponsor of Red Sox home games, plans expansion of last season's 41-AM station sports network to extend coverage.

CIVIL DEFENSE

Wadsworth Visits London

JAMES J. WADSWORTH, acting director of the government's Civil Defense Office, conferred briefly last week with top British civil defense officials in London. He left Monday and returned Wednesday, the National Security Resources Board announced.

Mr. Wadsworth discussed interchange of training personnel, shelter and other data and possible exchange of liaison personnel with British officials. He was accompanied by Col. Barnet W. Beers, civil defense liaison officer, Office of the Secretary of Defense. Mr. Wadsworth has been serving as acting defense director until President Truman appoints a permanent head to direct the proposed Civil Defense Administration [BROADCASTING, Oct. 30], with responsibility for communications and other planning.

National Security Resources Board, under which civil defense personnel currently operate, also announced the appointment Tuesday of George L. P. Weaver, of Washington, D. C., as special assistant to W. Stuart Symington, NSRB chairman. Mr. Weaver, a former vice president of United Transport Service Employes (CIO) and since 1945 assistant to the secretary treasurer of the CIO, will work on manpower problems.

Reports to President

ROBERT H. HINCKLEY, ABC vice president, reported Monday to President Truman on results of his recent European survey. Mr. Hinckley observed work of the Marshall Plan as member of the Public Advisory Committee of Economic Cooperation Administration. He spent several weeks in Europe. After reporting to the President he went to Salt Lake City.

CHVC Niagara Falls, Ont., increases power from 1 kw to 5 kw day and 1 kw night on 1600 kc.







CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted, 10¢ per word—*$1.00 minimum* • Help Wanted, 20¢ per word—*$2.00 minimum*
All other classifications 25¢ per word—*$4.00 minimum* • Display ads. $12.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING, 870 National Press Bldg., Washington 4, D. C.

All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Help wanted—General manager to act as general manager and aggressive commercial man. Outstanding opportunity with brilliant future in large major eastern market for man who can give references as to selling ability. Box 901G, BROADCASTING.

Sales manager 250 watt local station AM & FM with proven ability in sales and sales management. Attractive proposition for man who can prove he can sell small market radio. Box 795G, BROADCASTING.

Business manager for a kilowatt daytimer going fulltime in single station Oregon market where radio is dominant medium. Selling is easy; living is wonderful; position can be permanent and lucrative. There'll be a lot of takers, state your case well. Box 878G, BROADCASTING.

General manager with experience as such in smaller community. Ambitious for unusual opportunity in metropolitan market. Box 902G, BROADCASTING.

Wanted: Manager for new daytime, one kc station in excellent market. Must be strong in sales and able to furnish A-1 references regarding both character and ability. Salary arrangements will be attractive to top man. Job also available for complete staff. Give complete information in first letter. Call or write Mr. J. R. Minton, Pyramid Radio Broadcasting & Television Co., Inc., West Frankfort, Illinois.

Salesmen

Guarantee $100 per week and 15 percent commission over guarantee. Midwest NBC regional in market over 150,000. Send full details. Box 887G, BROADCASTING.

Sales job with possibility for commercial manager after proof of performance. Small market, accent on local sales. Announcing experience essential. Salary plus commission. Married man preferred. Airmail full particulars. KFRD, Rosenberg, Texas.

Announcers

Combination man, ABC Rky. Mt. affiliate. Application, disc, photo, pertinent data and draft status first letter. Box 792G, BROADCASTING.

Experienced announcer, send disc, photo, references. Box 812G, BROADCASTING.

Wanted announcer with first class ticket for Minnesota station. Must be good. Experienced. Good pay. Box 820G, BROADCASTING.

Minnesota station needs newscaster able to gather and write news. Must be able to sell. Car necessary. Good man will earn good money. Send disc and details to Box 821G, BROADCASTING.

Opening for announcer - engineer in southwest Texas. Emphasis on announcing. Some experience preferred. Send background, draft status, salary requirements and other information to Box 858G, BROADCASTING.

Versatile network quality announcer for progressive southern independent. No sots, no know-it-alls, no neurotics, no loafers. Box 869G, BROADCASTING.

Experienced announcer with license needed immediately. Box 875G, BROADCASTING.

N. C. Mutual station, interested in all-round man, play-by-play, all sports, news and some additional air time. Also salesman with car, salary $50.00 per week plus 10% commission. Very lucrative market. Worth $7,500 to $10,000 a year for good man. Send references and all information. Send to Box 879G, BROADCASTING.

Announcer-engineer who can DJ a hillbilly show. Rush qualifications and voice disc to Radio Station KCFH, Cuero, Texas.

Help Wanted (Cont'd)

Wanted: Three combination announcer-engineers with first class ticket, one as chief engineer. Write, giving full information in first letter, to Jack Haddock, Manager, Station KBYR, Anchorage, Alaska. (Box 1960.)

Immediate opening all-round staff announcer. Opportunities for advancement as we are building new station in southern Wisconsin. $47.50 to start. Send letter and background to WMAM, Marinette, Wisconsin for personal audition.

Staff announcer, good commercial man. permanent position, future for reliable, experienced person. Send disc, photo, details. WPIC, WPIC-FM, Sharon, Pa.

Announcer, engineer, need two reliable combos with first class tickets, prefer married men. Send full particulars and photo, WRCO, Richland Center, Wisconsin.

All-round announcer with first class ticket. Larry Rollins, WSIR, Winter Haven, Florida.

Combination man wanted. Excellent pay offered for announcer with reasonably good voice and first phone license. Send disc, or telephone Manager, WUSN, Charleston, N. C.

Experienced engineer-announcer wanted for 250 watter in metropolitan market. LBS affiliate. Accent on announcing. Send disc, photo and full information. Car essential. Write Peter Edman, WVEC, Hampton, Virgina.

Sports announcer. Immediately. Send disc, photo, salary requirements. WVOT, Wilson, N. C.

Wanted, capable experienced announcers, sports announcer and newscaster. Bert Arnold, Personnel Manager, Keene Road, Clearwater, Florida.

Technical

Engineer with 1st phone, to operate console and tape recorders. No announcing. State complete background in first letter, including salary. Box 838G, BROADCASTING.

Wanted—Chief engineer for 1000 watt daytimer, eastern seaboard, with previous experience as chief. Work includes full shift on transmitter. Box 903G, BROADCASTING.

First class engineer-announcer with emphasis on announcing. Advise salary expected, forward disc and furnish full information in first letter. Box 909G, BROADCASTING.

Engineer with announcing capabilities. Not necessarily experienced. Needed immediately by CBS affiliate, contact Jim Duncan at KSIL, Silver City, New Mexico.

1st class phone license; young, looking for experience. $135 per month start. Transmitter and remotes. Contact George Waggoner, Chief Engineer, WHAW, Weston, West Virginia. Phone 1564, or 1555.

Wanted—First class operator, with or without experience. Highest wages. Wire or phone. WICY, Malone, N. Y.

Opening for engineer-announcer with first phone ticket. Progressive 1000 watt station, excellent working conditions, good salary, exceptional opportunity. Contact Station WJAT, Swainsboro, Georgia.

Immediate opening for transmitter engineer with first class license. Some remotes and maintenance. Permanent position. WNEX, Macon, Georgia.

Production-Programming, others

Large Georgia market network station needs versatile experienced continuity writer. Excellent opportunity. Send full details Box 862G, BROADCASTING.

Help Wanted (Cont'd)

Music librarian. Metropolitan midwestern network affiliate with new offices and the best record library facilities, needs experienced librarian who understands per program license operation. Excellent spot for right person. Box 872G, BROADCASTING.

Commercial copywriter. One man department. No announcing, program copy or other work. Send background outline and copy samples. Offer will be based on present earnings. Contact Dave Taylor, WFRL, Freeport, Illinois.

Situations Wanted

Managerial

Manager over 18 years experience net and independent stations. Box 560G, BROADCASTING.

Manager-commercial manager with a proven successful record in radio for the past 15 years. Completely experienced in all phases of radio. Strong sales and good programming main objects. 38 years old, married, 1 child and draft exempt. Finest references. Remember, I am not a product from the war years. I know good radio from away back. Box 794G, BROADCASTING.

Sales manager. Producing salesman with topnotch experience in all phases of radio. Excellent references. Box 824G, BROADCASTING.

Manager, extensive independent and network experience, young, college graduate, now heading 1 kw net affiliate; unexcelled record; background and record will stand closest scrutiny, highest industry references. Heavy on sales and low cost operation. Solid, radio business man. Excellent record of employee and public relations. Seeking challenging market. Box 828G, BROADCASTING.

Management opportunity. Know radio, no bull. Experience continuous four states since '37. Program director 3 stations. Hold license. Age 33, 2 children. Draft status favorable. Minimum $5,000 year. Box 876G, BROADCASTING.

Salesmen

Salesman, experienced large and small markets. Network and independent stations. Present billing high. College education. Draft exempt. Box 843G, BROADCASTING.

Salesman, draft free, mature, experienced in small and large markets, television training, wants position with progressive station. Prefer west, midwest or southwest. Box 849G, BROADCASTING.

Salesman-sales manager. Sure I'm working now, but I'm interested in a future. Have had seventeen years national spot sales experience and can provide top ability references. Am well known to most N. Y. agencies and advertisers. Am in very early forties, married and very happy. If you are interested in a topflight national salesman, contact below number and I'll wire you complete details. Box 877G, BROADCASTING.

Three years' selling experience, 5 months in radio. New York City sales manager for one year. Employed as theater manager. Box 885G, BROADCASTING.

Salesman, good clean successful record. Box 906G, BROADCASTING.

Announcers

Basketball, play-by-play. One of nation's best. $150 weekly. Box 755G, BROADCASTING.

Situations Wanted (Cont'd)

Draft exempt vet, have experience o small Chicago AM-FM, some TV Strong, friendly voice. DJ, news, com mercials, know board. Will trave Tape and photo on request. Box 762G BROADCASTING.

Announcer 3½ years. Married, 27 veteran. Experienced: sports, news, DJ Prefer sports. Upper midwest. Appre ciate shot at station over ¼ kw. Indi or net affiliate. Box 799G, BROAD CASTING.

Announcer of incomprehensible qual ity! Two years operating, copywrit ing. Single. 26. Box 832G, BROAD CASTING.

Announcer, experienced news, com mercials and some DJ. 28 years old, years college, NBC trained, married Photo, disc, resume on request. Bo 837G, BROADCASTING.

Experienced versatile announcer-con tinuity writer. Complete details upo request. Box 855G, BROADCASTING

Announcer: Year's experience in staf work, news, music, features, produc tion. Box 859G, BROADCASTING.

Sportscaster. Four selling years play by-play football, basketball, hockey baseball. Can permanently help sport minded station midwest or east. Bo 860G, BROADCASTING.

Experienced man would like positio as announcer, sports, or news man. Ca do all three well. 3 years experience Draft exempt. Hard worker, no drifter presently employed. Minimum $55 pe week. Box 861G, BROADCASTING.

Announcer, single, 27, veteran. College and law degrees. Two years radio ex perience. Salary secondary. Will repl with discs, information to all inquiries Box 865G, BROADCASTING.

Four years experience as staff an nouncer, salesman and copywriter, pro motion manager, program director Familiar all type shows including sports, news, news gathering. Draf exempt veteran. References, picture tape on request. Prefer southwest bu will go any place. Address replies Bo 866G, BROADCASTING.

Sports announcer with ticket. Presently employed sports, special events an program director small indie. Seekin stable station with organized baseba and/or heavy sports programming. Wes coast only. Solid references. Details etc in letter. Box 867G, BROADCASTING

Sports-staff. Excellent record of play by-play basketball for top regiona sponsors. Also wrestling, ice hockey College graduate. Can't be drafted. Bo 868G, BROADCASTING.

Announcer, special events, interview good disc jockey and announcer, degree in music. Five years experience, excel lent references, prefer work in south Box 874G, BROADCASTING.

Announcer, veteran, single, 28. Ex cellent background. Radio school an commercial experience. Can handl any type program, operate console Box 883G, BROADCASTING.

Newlywed, draft exempt vet. Age 31 6 foot two, 172 lbs., neat, good mixer College education plus NBC Radio In stitute. Can handle farm programs Box 884G, BROADCASTING.

News, records, live shows. Major net work and independent background Know programming, continuity, pro ducing. Proven air sales record. De sire permanent location outside New York City with aggressive station growing community. Married, 33, draf exempt. Reasonable income, contrac or salary. Box 888G, BROADCAST ING.

Announcer, 26, wants experience draft exempt, college grad, FM, travel Box 900G, BROADCASTING.

Combination man. First phone. years announcing experience and al phases station operation. Specialties news, music, writing. Prefer wes coast. Minimum $70 weekly. Box 904G BROADCASTING.

Experienced announcer, news, emcee commercial copy, drama etc. Colleg graduate. At present free lancing i large midwest city. Desire net affil iate, staff job in metropolitan area Will go anywhere with right deal. Bes references. Available now. Box 908G BROADCASTING.

Top sportscaster-announcer. Play-by play all sports. Excellent references Employed. Available immediatey fo top basketball coverage. 2053 Paln Court, Riverside, Calif.

Situations Wanted (Cont'd)

I'm fed up with 5 and dime radio! After five years as radio personality, I'm looking for a permanent AM-TV berth as emcee, deejay and announcer with outstanding, respected station in major midwestern or eastern market. Specialties, morning clock, "pop" deejay, strong news, telephone quiz, man-on-street, ad-lib and straight announcing. Telegenic MC (no glasses) with plenty of fresh, new ideas. Cartoonist, too. Warm, sincere, friendly approach. Married, 29 years old, no family, no drink, no drifter, no nothin'. Tapes and pictures available, but must meet you personally. Will combine interviews with vacation by car. Absolute starting minimum $80. Write, wire Tommy Edwards, 1708 A West Walnut Street, Milwaukee, Wisconsin. Call DIvision 4-9885.

Announcers, writers, all board trained and capable. Pathfinder School of Radio, Kansas City, Mo. Phone Harrison 0473.

Technical

Engineer now located in Virginia desires change to progressive station, preferably one with plans for TV, 18 years experience covering: design-development with large eastern manufacturer. Radio inspector FCC, field engineer with Washington consultant, supervising construction of new stations with directional antennas. Best references, family, available approximately 30 days. Box 811G, BROADCASTING.

Engineer, experience includes 5 years consulting engineering, highly skilled in directional antenna design and performance. Previous experience includes several years as chief engineer. Top references. Draft exempt. Box 813G, BROADCASTING.

Engineer, five years experience operation and maintenance of transmitter and studio equipment. Want permanent position. Excellent references. Married, one child. Box 871G, BROADCASTING.

Chief engineer looking for permanency. Not afraid of hard work. Engineering and executive ability backed by top references. Box 830G, BROADCASTING.

First phone, married, vet, low draft status, presently on one kw. Desires progressive organization with opportunity to learn, earn. Prefer northeast. Box 840G, BROADCASTING.

Chief engineer, 17 years experience. Seeks change to progressive station. Salary secondary to opportunity. Best references. Box 842G, BROADCASTING.

Chief engineer, good announcer, 10 years in radio. State salary. Box 863G, BROADCASTING.

Chief engineer, experienced all phases broadcasting, construction. Have made two installations. Permanent position established station. Best references. Family, age 28. Box 870G, BROADCASTING.

First phone, age 22, single, have car. Draft exempt under present laws. Army training in high power equipment. Enrolled in CREI broadcast course. 6 months experience. Free to travel. Available immediately. Box 880G, BROADCASTING.

Engineer, 2½ years broadcast experience, graduate leading radio school, presently employed. Box 882G, BROADCASTING.

Engineer, first phone, experienced, FM transmitter and control, have car. Box 905G, BROADCASTING.

Colored vet, first class phone license, graduate AM and FM. Television, 4 years experience as radio and television serviceman. Desire radio station work, available immediately. Contact J. Allen, 60 Belmont Avenue, Jersey City, N. J.

Veteran, single, first class phone, seeking experience, will travel. Edward Bauer, 34-16 41st St., Astoria, N. Y.

Technician. Ex Navy radio man, radio and TV school grad., married, hold 1st phone, 2nd telegraph and amateur license. Experienced television serviceman. Write Rocco Roritame, 28 Southgate Court, Bklyn 23, N. Y.

First phone license, age 24, TV school grad, 2 years NYU, will relocate. Write Daniel Steingold, 2339 East 17th St., Bklyn 29, N. Y.

Situations Wanted (Cont'd)

Production-Programming, others

PR man, experienced copywriter. News analyst. Also announcing. Draft exempt. Box 406G, BROADCASTING.

Eleven years with major networks including present position. News analyst, editor, special features, all related operations, farm program, wide foreign, domestic experience. Want permanent New England post. Young, draft exempt. Box 856G, BROADCASTING.

Program director presently employed with 14 months experience with same station. Know production, continuity; announcing and control board. Desiring change, preferably in south. All offers answered. Single, 25, draft exempt. Veteran. Write 881G, BROADCASTING.

Available soon. Program director-announcer. Now employed N. Y. area. Seek permanent position at larger outlet. Rounded experience all phases. Married,. B.F.A. top references. Box 886G, BROADCASTING.

Girl Friday, available any day, continuity, traffic, hostess, writer-producer of programs for women, children and special events. Details and disc on request. Box 907G, BROADCASTING.

Versatile continuity writer, young lady recent college graduate, fresh, original, human interest copy. Box 910G, BROADCASTING.

Top network news executive responsible for origination and production of some of nation's best-rating news shows, wants leave New York. Sparkplugged two of last year's award winners, plus one that may take this year's honors. Wants to locate with station where management is alert to value of news and program ideas that sell. So certain of ability to create saleable ideas that will accept moderate salary plus share in any increase he can effect in your news sales. Experience includes independent station operations where kept fifty newscasts sold weekly. Best industry-wide references. Box 911G, BROADCASTING.

Read this short story: Five years newspaper-radio news writing and announcing southern California and San Francisco areas. Excellent references. Tired of "glamour." Want good permanent position anywhere. Write Apartment 14, 611 Webster, San Francisco, California.

Television

Production-Programming, others

Writer, imaginative, drama, copy. Top television shows. Theatrical directing background. Box 889G, BROADCASTING.

For Sale

Equipment, etc.

For sale, 5 kw composite AM transmitter, Doherty circuit, originally Western Electric linear, operating, available January 1. Two 343A, two 212E, four 321A tubes new. Best offer. Box 760G, BROADCASTING.

For sale, reasonable one 75 KVA. 115/230, 3 phase, 4 wire auxiliary power plant fuel gasoline, Natural or Butane gas. Box 897G, BROADCASTING .

Will trade 250 watt Gates FM transmitter for what have you? Particularly interested in Magnacord tape recorder or distortion meter and audio oscillator. Box 912G, BROADCASTING.

Make offer Gates model BF250B FM transmitter tubes and spares. Also H.P. frequency and modulation monitor for FM. Like new. Station KNEX, McPherson, Kansas.

Make offer FM WE 506B-2 complete, spares, 10 kw transmitter. New, never uncrated. H. Edwin Kennedy, WILM, Wilmington, Delaware.

For sale: RCA 250-G transmitter, excellent condition, tubes and spares; Gates 30-B console, complete, tubes, power supply. $1,200. Bob Taber, WKLF, Clanton, Alabama.

For sale: Any reasonable offer takes 5-30 kw 3 phase input variac controlled power supply; racks, various high power equipment such as chokes, condensers, resistors etc. Entire lot inventories at over $15,000; some test equipment. Miller, 200 Cement Avenue, Sandusky, Ohio.

Wanted to Buy

Stations

Wanted: Local or regional station, promising potential, no brokers, no overpriced property. Box 864G, BROADCASTING.

Equipment, etc.

One insulated self supporting tower approximately 150 feet. Address Manager, WDLP, Panama City, Florida.

Wanted to buy. Two used remote line amplifiers. Five microphones. WOPA, Oak Park, Illinois.

Exporter wants 5000 watt or stronger AM transmitter. Send full details Pan American Broadcasting Company, 17 E. 42 St., NYC.

Used RCA 76 or Western Electric 23 or 25 console. Two turntables. Urgent. Speech-Radio Dept., School of Religion, Butler University, Indianapolis.

For Sale

Stations

Radio Station, FM, ◀◀◀◀◀ **for sale** in major California market with primary coverage 2300 square miles, 1,331,000 population. Priced at less than installation cost. Box 873G BROADCASTING.

Equipment, etc.

MARIONETTE SHOW
Sacrifice Offer

Complete Marionette Show for sale. Puppets, sets, electrical equipment, aluminum structure. Practically a give-away. Ideal for television or theatrical use. A complete Marionette Show with eleven puppets: 1 female, 8 males, 1 dog, 1 snake. Two complete sets: a bar and dining room, and a liquor store. Easily adaptable for many uses. Original cost $22,000. Appraised for $6,000. Any reasonable offer accepted. Communicate with Melvin Singer at Plaza 9-1717 for appointment. Or write for full details and complete list of items to Room 474, 640 Fifth Avenue, New York 19, N. Y.

WHKP DEDICATES

Opens New Radio Center

DEDICATION of a new Radio Center Oct. 22 highlighted the fourth anniversary of WHKP Hendersonville, N. C., licensed to Radio Hendersonville Inc., with Bob Amos as president and general manager. Full hour program, with addresses by Mr. Amos and prominent civic officials, was broadcast by the MBS affiliate.

Entire operation of WHKP, including offices and transmitters, now is housed in the modern radio plant. The large studio can accommodate several quartets and instrumental groups.

The *West Carolina Tribune* of Henderson County paid tribute to the station running a special "salutation" issue Oct. 19. Beverly Middleton, formerly with CBS, is executive vice president and business manager of WHKP, which operates on 1450 kc with 250 w.

Zworykin to S. America

DR. VLADIMIR K. ZWORYKIN, vice president and technical consultant of RCA Laboratories Division, left Oct. 28 for a seven-week tour of South America. He will inspect TV development and the potentialities and progress of electronics.

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SRT-Radio

AMERICA'S OLDEST BROADCASTING SCHOOL

Intensive full or part time

COURSES

ANNOUNCING • ACTING

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Outstanding Faculty of Network Professionals

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EXPERIENCED ... Manager available

if you need a manager with a proven sales record, my 10 years experience in management will warrant your consideration. I have had two station managerial jobs in ten years, both with the same organization. One with a network-affiliated station; the other building a 50 kw independent in a major market. I can submit industry-wide references including major national agencies and advertisers. Write in complete confidence to

Mel Drake, 612 S. Amherst, Albuquerque, New Mexico or call 5-6861

'TRUTH DRIVE'

Project Inadequate, Benton Says

AMERICA'S psychological "truth campaign" in Korea, including State Dept. Voice of America operations, was characterized by Sen. William Benton (D-Conn.) as "wholly inadequate but much better than it had been" following a conference Oct. 25 with President Truman at the White House.

Sen. Benton, persistent advocate of an expanded overseas Voice campaign and a worldwide radio network, told the President about his new nine-point program calling for construction of two new powerful United Nations stations in South Korea and use of the present 50 kw outlet in North Korea. The plan, he said, has been submitted to Warren R. Austin, chief U. S. delegate to the UN.

The Connecticut Democrat also proposed that 5,000 portable movie projectors be shipped immediately to Korea, with films to be supplied by the Hollywood film industry. The motion picture industry is cooperating with the State Dept. on its Voice of America and other information activities abroad. He got the idea, he added, while campaigning in Connecticut where his films are being shown.

Sets to Korea

Sen. Benton also urged that the U. S. send radio receiving sets to Korea as part of a drive to assure adequate psychological followup to the U. S.-UN military victory there. His new plan is aimed at soliciting the movie industry's aid.

A worldwide radio network capable of laying a signal into every receiver in the world was urged last summer by Sen. Benton during hearings on his resolution to expand the Voice. Brig. Gen. David Sarnoff, RCA board chairman, also favored the plan, urging a $200 million network at strategic points in foreign countries [BROADCASTING, July 10].

UN radio broadcasts to Korea have been increased to two- and three-quarters hours daily, consisting almost entirely of factual news reports and brief interpretative commentary. Sen. Brien McMahon (D-Conn.) earlier had urged that the Voice of America "fully exploit" UN victories in Korea.

Meanwhile, the Voice has reported other developments in its operations. The State Dept. said that it is making "reasonably heavy use" of top-rated American entertainers to help attract listeners behind the Iron Curtain and as part of the "truth campaign."

The department said it has been deluged with offers of radio and movie stars eager to contribute their services to the program. Bing Crosby has transcribed a series of 13 radio shows for Latin America, on which he speaks in Spanish. Officials of International Broadcasting Division, which operates the Voice, term the reaction "phenomenal." Other series include bits by Dinah Shore, Jack Smith, Jo Stafford and numerous others.

At the same time, the Voice has begun a series of "behind-the-scenes" sketches dealing with the every-day life of the Russian "common man," government officials, etc. The information reportedly is furnished by U. S. embassy and USIS (Information Service) for use in commentary form.

Engineers' Meet

FIRST ENGINEERING conference for western Canadian stations is to be held at the Palliser Hotel, Calgary, Nov. 30-Dec. 2, under chairmanship of W. F. Souch, Canadian Marconi Co., Winnipeg. Sponsorship of such conferences was voted by the Western Assn. of Broadcasters at its recent annual convention at Calgary [BROADCASTING, Oct. 9]. In addition to the discussions of mutual engineering problems, there is to be a display by manufacturers of new equipment available to Canadian stations. Agenda has not been lined up as yet.

Carolina Money-maker

$87,500.00

One of the best independent operations in the east. Well established, well operated—this facility has consistently done a gross in excess of the sales price and shows a return of more than 25% on this price.

Plant and equipment are excellent. Beautiful building and valuable land included. Total assets worth at least $75,000.00. Financing arranged.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Harold R. Murphy	Ray V. Hamilton
Washington Bldg.	360 N. Mich. Ave.	235 Montgomery St.
Sterling 4341-2	Randolph 6-4550	Exbrook 2-5672



COMPLETING the sale of KFWB Los Angeles by Warner Bros. Pictures Inc., Burbank, to KFWB Broadcasters Corp. [BROADCASTING, Oct. 2] are (l to r): E. L. DePatie, studio manager, Warner Bros. Pictures; Harry Maizlish, KFWB general manager; Harry M. Warner, Warner Bros. president, and Herbert Freston, Freston & Files, Los Angeles law firm, legal counsel for Warner Bros. Mr. Maizlish, head of the new company, owns 51% of the stock with the other 49% owned by the Lansing Foundation, a non-profit organization.

EMERGENCY FM

New York CD Studies Plan

AN EMERGENCY loudspeaker-FM radio system for New York City, to supplement a radio-siren network already set up, is being considered by city defense authorities. The proposed system would enable authorities to communicate specific instructions to crowds on the streets, as well as a general alarm.

Locked to the frequency of one of the city's FM stations would be a supersonically-controlled FM receiver, which would operate each loudspeaker. Sixteen giant amplifiers, or "bullhorns," such as are used on wartime beachheads and carriers, would constitute the basis of the system, with satellite speakers of lower power located around each of them.

Stanley Joseloff, head of Storecast Corporation of America, has offered to carry out a plan for attaching speakers to the outside of each of his subscriber stores, thus providing a portion of the satellite system without cost to the city.

The cost factor is understood to be an immediate difficulty. Western Electric, which made the giant amplifiers for the government during the war, would need to retool in order to make them on order. So far, city officials have been unable to locate any wartime units for sale. Other difficulties stem from the fact that wartime studies of sound propagation have been rendered useless by the erection of new buildings and the destruction of some old ones.

DOUBLE awards given WWCO Waterbury, Conn., by American Legion Auxiliary for "station's contribution to education, entertainment and inspiration of the community," and "cooperation extended to auxiliary."

DISPERSAL PLAN

Truman To Resubmit Project

PRECAUTIONARY measures to disperse certain key government agencies and departments are both logical and necessary and will be re-submitted to Congress, President Truman has indicated at a news conference.

The Senate Appropriations Committee, by refusing previously to allot $139,800,000 for the project [BROADCASTING, Sept. 18], had killed the proposal during the pressure of pre-recess business. The Chief Executive said Oct. 26 that he would continue to work on the plan, which at present does not contemplate removal of the FCC from the Washington area. Authorities felt, however, that he would not send the measure up again until the 82nd Congress convenes early next year to insure full deliberation on the issue.

'COMPOSITE WEEK'

FCC Issues Dates for '50

DATES forming the 1950 "composite week," to be used in preparing renewal applications of all stations whose licenses expire in 1951, were announced by FCC last week. The dates:

Monday, Dec. 5, 1949; Tuesday, Jan. 24, 1950; Wednesday, March 8; Thursday, May 18; Friday, July 21; Saturday, Sept. 23; Sunday, Oct. 15.

These are the dates on which to base the program log analyses required in renewal applications—AM, FM, TV—to be filed during 1951.

WNAX Yankton, S. D., Agricultural Scholarships to U. of Nebraska given Loyd Fischer and Joan Meyer.

FCC roundup

New Grants, Transfers, Changes, Applications



Box Score

SUMMARY TO NOVEMBER 2

Summary of Authorizations, Stations On the Air, Applications

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,218	2,173	175		178	142
FM Stations	672	509	204	1*	7	6
TV Stations	107	52	57		363	171

* On the air.

* * *

Docket Actions . . .

FINAL DECISIONS

Belvedere Bcstg. Corp., Baltimore—Announced final decision granting new AM station 1400 kc, 250 w fulltime; conditions. Comrs. Coy, Hyde and Hennock not participating. FCC reversed Hearing Examiner Jack Blume's initial decision to deny bid [BROADCASTING, April 17]. Commission ruled grant in public interest although proposal falls short of meeting FCC engineering standards in serving only 39.5% of population in metropolitan Baltimore at night. Applicant operates WMCP (FM) there. Final decision Oct. 31.

Brazoria County Bcstg. Co., Freeport, Tex.—Announced final decision to deny bid for new AM station on 1460 kc with 250 w daytime on grounds applicant apparently does not wish to further prosecute application. Comrs. Hyde, Jones and Hennock not participating. Final decision Nov. 1.

INITIAL DECISION

WLCS Baton Rouge and KJAN Bcstg. Co., Baton Rouge, La.—Announced initial decision to grant bid of WLCS to change from 250 w fulltime on 1400 kc to 1 kw fulltime on 910 kc and to deny bid of KJAN Bcstg. Co. for new station, 910 kc, 5 kw fulltime. Hearing Examiner Elizabeth C. Smith disqualified KJAN Bcstg. Co. on technical grounds, contending its engineering proposal is not in accord with its application or FCC's standards. Initial decision Nov. 2.

OPINIONS AND ORDERS

Moyer Bcstg. Co. and Christian County Bcstg. Co., Taylorville, Ill. — By memorandum opinion and order granted petition of Moyer insofar as it requests that application of Christian County be set for hearing; petition denied in other respects. FCC ordered Moyer application for new station on 1410 kc with 1 kw daytime be placed in pending file and designated for hearing application of Christian County for replacement of expired permit for new station on same facilities. FCC indicated Christian County permit, extended six times, expired July 19. No lack of diligence cited by FCC since L. W. Andrews, vice president of applicant, had been ill and unable to supervise construction. Hearing designated with particular reference to qualifications of Mr. Andrews to be officer and stockholder in light of matters in issue in proceedings of revocation of permit of KFMA Davenport, Iowa, owned by Mr. Andrews. Order Oct. 24.

WSAT Salisbury, N. C. — By order granted petition to reconsider and grant without hearing bid to change operation from daytime to fulltime, directional night, operating on 1280 kc with 1 kw. Order Oct. 24.

WRIO Rio Piedras, P. R.—By order granted petition for reconsideration and grant of bid to change from 1 kw day, 500 w night on 1140 kc fulltime to 1 kw fulltime on 1320 kc. Order Oct. 24.

KUNO Corpus Christi and Winter Garden Bcstg. Co., Crystal City, Tex.—By order (1) denied petitions requesting reconsideration and grant without hearing of respective applications; (2) on own motion FCC amended April 13 hearing order designating KUNO bid for hearing and made KNAL Victoria, Tex., party; (3) ordered hearing Nov. 16 at Washington. Order Oct. 24.

Chesapeake Bcstg. Co., Bradbury Heights, Md.—By order denied petition for reconsideration and grant without hearing of application for new station (Comr. Sterling for grant). Hearing set Nov. 29 at Washington. Order Oct. 24.

Lakewood Bcstg. Co., Dallas, Tex.—By memorandum opinion and order denied petition for deletion of Issues 1 and 3 from FCC order of Aug. 11 designating application for hearing, with bid of KRMD Shreveport, La., or for authority to take depositions. FCC said it did not agree with petitioner that all necessary engineering evidence and other data was in application. Order Oct. 24.

WRFD Worthington, Ohio, and WLS Chicago—By order dismissed petition of WLS requesting that FCC set aside and set for hearing, making WLS party, grant of WRFD bid for permit to replace expired CP which authorized installation of FM antenna atop WRFD vertical AM radiator. Order Oct. 24.

FCC Actions

(Continued from page 83)

November 2 Applications . . .

ACCEPTED FOR FILING

License for CP

KCON Conway, Ark. — License to cover CP new AM station.

KTIS-FM Minneapolis — License to cover CP changes FM station.

KFI-TV Los Angeles — License to cover CP new commercial TV station.

WGN-TV Chicago—Same.

License Renewal

License renewal applications filed by following: KCHE El Reno, Okla.; WBBL Richmond, Va.

Modification of CP

KCHC El Paso, Tex.—Mod. CP new AM station for extension of completion date.

Transfer of Control

WCLD Cleveland, Miss.—Transfer of control from Cy W. Bahakel to C. W. Capps, Melvin C. Lee and Lowry Tims through sale 102 sh. or 51% AMENDED to show sale for 25½ sh. or 51%.

Non-Docket Actions . . .

AM GRANTS

Warsaw, Ind.—Reub Williams & Sons, granted new AM station, 1480 kc, 500 w fulltime, directional. Granted Oct. 31.

Pleasanton, Tex. — Altascosa Bcstg. Co., granted new AM station, 1380 kc, 1 kw day. Principals: Marguerite N. Drain, director Drain Chiropractic Clinic; Ben L. Parker, dean of Texas Chiropractic College, San Antonio. Granted Oct. 31.

TRANSFER GRANTS

KODY North Platte, Neb.—Granted assignment of license from Radio Station WOW Inc., licensee WOW Omaha, to Radio Station KODY for $100,000. Radio Station KODY is partnership of: John Alexander, KODY manager since 1943, 16.6%; George B. Dent Jr., attorney, 41.7%, and Townsend E. Dent, physician, 41.7%. KODY assigned 250 w on 1240 kc. Granted Oct. 31.

KOMA-AM-FM Oklahoma City — Granted acquisition of control by John Toole Griffin through transfer of two shares from Bryan Cole. Granted Oct. 31.

KXO El Centro, Calif.—Granted acquisition of control by Paul A. Jenkins individually. Mr. Jenkins has held control jointly with his wife heretofore. Granted Oct. 31.

KDET Center, Tex.—Granted transfer of control through sale by Tom Potter of his 50% interest to Tom E. Foster, president and 49% owner; Tolbert Edward Foster, business manager and production director; Robert Jackson Bell, commercial manager, and Tom A. McLachlan, chief engineer. Tom Foster buys 10% from Mr. Potter for $1,800 and 1% holding of W. H. Smith for $200, becoming 60% owner. Tolbert Foster buys 25% from Mr. Potter for $9,750; Mr. Bell 10% for $3,828; Mr. McLachlan 5% for $1,914. KDET assigned 1 kw daytime on 930 kc. Granted Oct. 31.

KEYL (TV) San Antonio — Granted assignment of license from San Antonio Television Co., partnership, to new corporation of same name and ownership. Granted Oct. 27.

KOTV (TV) Tulsa, Okla. — Granted assignment of license from George E. Cameron Jr. to Cameron Television Inc. Granted Oct. 25.

WKDN Camden, N. J.—Granted relinquishment of control by Ranulf Compton to William Ranulf Compton, Douglas M. Compton, Alice True Griffen and Gordon Griffen. WKDN assigned 1 kw day on 800 kc. Granted Oct. 25.

WLIV (FM) Providence, R. I.—Granted assignment of license from Colonial Bcstg. Co. to Narragansett Bay Bcstg. Co., licensee WDEM there. Granted Oct. 23.

WLOW Norfolk, Va.—Granted relinquishment of control by E. L. Scott through sale of stock to Robert Wasdon and Jack Siegel. WLOW assigned 1 kw day on 1410 kc. Granted Oct. 20.

WHTN-AM-FM Huntington, W. Va.—Granted transfer of control from State Operating Co. and Orpheum Operating Co. to Biggs-Long Realty Corp. WHTN assigned 1 kw day on 800 kc. Granted Oct. 20.

KNUJ New Ulm, Minn.—Granted assignment of license from Brown County Journal Inc. to KNUJ Inc. KNUJ assigned 1 kw day on 860 kc. Granted Oct. 20.

KSEK Pittsburg, Kan.—Granted assignment of license from The Pittsburg Pub. Co. to The KSEK Bcstg. Co. Inc. KSEK assigned 1340 kc, 250 w. Granted Oct. 18.

OPERATIONS SUSPENDED

KPHC Walsenburg, Col. — Granted additional time to remain silent to Dec. 1. Action Oct. 24.

KIND Independence, Kan.—Granted authority to remain silent for 30 days to effect financial reorganization. Action Oct. 24.

KSTV Stephenville, Tex. — Granted extension of authority to remain silent for 45 days from Sept. 20. Action Oct. 24.

KHIT Lampasas, Tex.—Granted authority to remain silent for 60 days from Oct. 23, pending financial reorganization. Action Oct. 30.

WOPT-AM-FM Oswego, N. Y.—Denied request for authority to remain silent for 60 days. Action Oct. 24.

Deletions . . .

ONE FM and one AM authorizations reported deleted by FCC. Total to date since Jan. 1: AM 33; FM 100; TV 3. Deletions and reasons follow:

KZIP Alamo Heights, Tex.—Metropolitan Bcstg. Co., CP, Oct. 31. Forfeited.

WEEL (FM) Erie, Pa.—Unity Corp., CP, Oct. 30. Forfeited.

New Applications . . .

AM APPLICATIONS

Monroeville, Ala.—Monroe Bcstg. Co., 1230 kc, 250 w fulltime; estimated cost $17,275. Applicant is co-partnership of William M. Stewart and James H. Faulkner, each 50% owner Monroe Journal. Filed Oct. 30.

Washington Court House, Ohio—The Court House Bcstg. Co., 1250 kc, 250 w daytime; estimated cost $20,450. Principals: L. More Weimer, City of Dayton supervisor of communications, president 36%; John W. Herb, City of Dayton radio engineer, secretary-treasurer, 25.5%; Claire Belle Kantrowe, 50% owner Kantrowe Sales, Dayton electrical appliance distributor, vice president 7.5%; William L. Foss, consulting engineer and 6% owner KCUL Fort Worth, Tex., 10.2%; John A. Moffet, consulting engineer, 10.2%. Filed Oct. 30.

Alton, Mo. — Robert Neathery, 1290 kc, 1 kw daytime; estimated cost $17,600. Applicant is 100% owner KWPM West Plains, Mo. Filed Nov. 1.

Wellston, Ohio—Stephen H. Kovalan, 1570 kc, 250 w daytime; estimated cost $10,200. Applicant is in coin operated phonograph business. His brother, Andrew H. Kovalan, is 50% owner WATH Athens, Ohio. Filed Oct. 27.

TV APPLICATIONS

Peoria, Ill.—Peoria Bcstg. Co., Ch. 6 (82-88 mc), ERP 17.22 kw vis., 8.61 kw aur., antenna 560 ft. above average terrain. Applicant is licensee WMBD there, formerly held permit for WMBD-TV on Ch. 6. Filed Nov. 1.

Beckley, W. Va.—Joe L. Smith Jr. Inc. Ch. 4 (66-72 mc), ERP 25.85 kw vis., 13.75 kw aur., antenna 1047 ft.

(Continued on page 88)

KSWM
JOPLIN, MO.
REACHES 446,600* PERSONS WHO SPEND... $285,550,000 ANNUALLY IN TOTAL RETAIL SALES!



*

The small map above shows airline miles to nearest metropolitan centers, assuring unduplicated CBS service to the KSWM audience.

Now in its *fifth year* of service, KSWM is an integral part of all community affairs and activities.

KSWM
CBS in
JOPLIN, MO.
Nationally Represented by William G. Rambeau Co.

Austin A. Harrison, Pres.

FOR MORE AUDIENCE
AT LESS COST
WITH HIGHER POWER
AND GREATER RESULTS

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

Color Suit

(Continued from page 52)

participation violated the Administrative Procedure Act, which delineates the type of agency proceedings in which the separation-of-functions principle shall apply.

Because of the short period of time between the date of the hearing and the Nov. 20 date which FCC set for effectiveness of the CBS commercial color standards, the court is expected to act on the suit as quickly as legal machinery will permit.

An interlocutory injunction would stay the Nov. 20 effective date pending trial of RCA's suit on its merits, but FCC is hoping for a summary judgment which would terminate the entire proceeding in its favor.

In either event, appeal may be taken direct to the Supreme Court.

The CBS intervention petition, filed by Attorneys George Siegel and Leroy Klein of the Chicago law firm of Arvey, Hodes & Mantynband, was accompanied by an affidavit by CBS Vice President Adrian Murphy asserting CBS has spent $4 million developing its color system, is ready to license its patents to "responsible" manufacturers, and anticipates "substantial revenue of many millions."

Block Movement

Meanwhile, O. H. Caldwell, a former member of the Federal Radio Commission and now editorial director of *Tele-Tech* and *Radio & Television Retailing*, announced the opening of a movement to block FCC's approval of "spinning wheel" color through intervention of Congress.

Mr. Caldwell described the FCC decision as "an outrage and an absurdity" and called upon Congressmen and Senators to bring their influence to bear to delay effectiveness of the Commission's ruling.

In an "Open Letter to the Members of Congress" he said, in part:

Despite the fact that good color television systems are already well developed and will soon be available —systems which will deliver a good black-and-white picture to each of the nine million television sets now in use by the public—the FCC has ruled these improved systems "out," and instead has ordered into operation an archaic system which—

Will not produce any picture whatever on the nine million sets now in use (and the many millions to be built) without an expenditure by each owner of $30 to $130 for an adapter." . . . Then, to receive color pictures, each owner (after he has made above outlay for the adapter) will have to spend another $75 to $125 for a color-wheel "converter"! But these color-wheel converters will work only on the small picture sizes, up to 10 to 12 inches, now obsolete. . . .

Elsewhere, Owner Lou Poller of WPWA Chester, Pa., wrote CBS Board Chairman William S. Paley offering "free time to you or your representative to discuss this subject [color TV] on WPWA with any representative of equal stature representing the contrary view. In lieu thereof," he continued, "may we have your opinion to present publicly?"

Avoids Editorializing

Mr. Poller said WPWA did not want to editorialize on the subject and had presented neither side of the controversy because "we have not received any releases from Columbia." He said the station felt it was its duty "to present the facts to the public," and that what it wanted was "a clarification from Columbia which would enable us to present both sides of an important issue."

President Robert C. Tait of Stromberg-Carlson Co. forecast slow development of CBS color, but said his company "is proceeding rapidly in the development of a color converter because we feel that if and when color telecasting becomes a factor in your community, can be received at convenient hours, and is interesting to you, you will then want the programs in color rather than in black-and-white by means of an adapter.

"We repeat, however, that this appears still a long way off," Mr. Tait declared, assuring prospective purchasers that they can buy black-and-white sets now "in confidence, and enjoy the pleasures that television will bring to your household."

In Seattle, President Henry B. Owen of KING-TV issued a statement anticipating "considerable delay in the coming of color television" but giving assurance that "when color does come, those who own black-and-white sets can adapt their present sets so that they can receive pictures in color or those same pictures in black-and-white."

Mr. Owen said "we will broadcast in color when it becomes feasible and the reception justifies, and not before." He said he agreed with CBS President Frank Stanton that "present television sets will remain useful to their owners for the normal life of the set."

AMERICAN Hospital Assn. releases series of 13 transcribed radio shows, *At Your Service*, to member hospitals for broadcast on local stations. Transcriptions are approximately 14 minutes long. Discs can be rented or purchased by local hospitals, and can be leased by stations. Series is dramatized, and concerns general information about hospitals, their services and problems.

FCC Roundup

(Continued from page 87)

Applications Cont.:

above average terrain; estimated cost $235,500,; first year operating cost $124,700, first year revenue $80,000. Applicant is licensee WJLS-AM-FM there, also has TV bid pending at Charleston. Firm controls WKWK Wheeling. Filed Oct. 27.

Erie, Pa.—Erie Television Corp., Ch. 3 (60-66 mc), ERP 1.77 kw vis., 886 w aur., antenna 202 ft. above average terrain; estimated cost $145,000, first year operating cost $175,000, revenue $175,000. Applicant is owned 50% by Community Service Bcstg. Co., licensee WIKK there, and 25% each by John J. Mead Jr., president, and George J. Mead, vice president. Mead brothers are co-publishers and each one-third owner of Times Pub. Co. there. Other officers in applicant: Keith Kiggins, president; and 50% owner WIKK, vice president; Donald W. Reynolds, secretary-treasurer 50% WIKK, treasurer; John W. English, attorney, secretary; T. M. Nelson, vice president WIKK, general manager. Mr. Reynolds also has multiple southwest broadcast interests. Filed Oct. 27.

TRANSFER APPLICATIONS

WESB Bradford, Pa.—Assignment of license from Bradford Publications Inc. for $30,600 to Radio Station WESB, partnership of: Thomas R. Bromeley, announcer at WRFD Worthington, Ohio, and one-third owner Bradford Printing Co., 33⅓% owner; Mary Ann Satterwhite, one-third owner Emery Travel Service, 16⅔%; Charlotte E. Anderson, one-third owner Bradford Printing Co. and one-third owner News Leader Pub. Co., Carbondale, Pa., 16⅔%; Joyce L. Edwards, Emery office manager, 16⅔%. Filed Oct. 27.

WJOB (AM) and WJIZ (FM) Hammond, Ind.—Relinquishment of control by Robert C. Adair, 51.4% owner, through transfer of 10.3% interest to Adair Charities Inc. Mr. Adair directly gives 500 sh. to Adair Charities. Another 500 sh. he transfers to his father, Fred L. Adair, in consideration of latter's discharging seven notes each for $980 owned him by Robert. Fred Adair in turn gives 500 sh. to Adair Charities. WJOB assigned 250 w on 1230 kc. Filed Nov. 1.

WTSB Lumberton, N. C.—Acquisition of control by Jack Pait, now owner of 211 of total 466 sh. outstanding, through purchase of 105 sh. for $5,250 from Dr. E. L. Bowman. Mr. Pait becomes 68% owner. WTSB assigned 250 w on 1340 kc. Filed Nov. 1.

WCDL Carbondale, Pa.—Assignment of license from Roy T. Merkel, Robert G. Adams Jr. and William H. Ware d/b as Carbondale Bcstg. Co. to new corporation of same name. No ownership change. WCDL assigned 250 w, 1230 kc. Filed Nov. 1.

NPA

(Continued from page 34)

and construction unless such action is dictated by immediate defense needs. The prohibition went into effect Oct. 28.

Meanwhile, NPA officials reportedly were preparing other orders covering three basic metals cited as scarce materials and used to varying degrees in electronics and communications equipment production.

Regulations providing for limitations by manufacturers on use of copper, nickel and cobalt are in the planning stage and may be issued this week. Rules for handling defense orders for aluminum under NPA's priorities system were handed down Oct. 27.

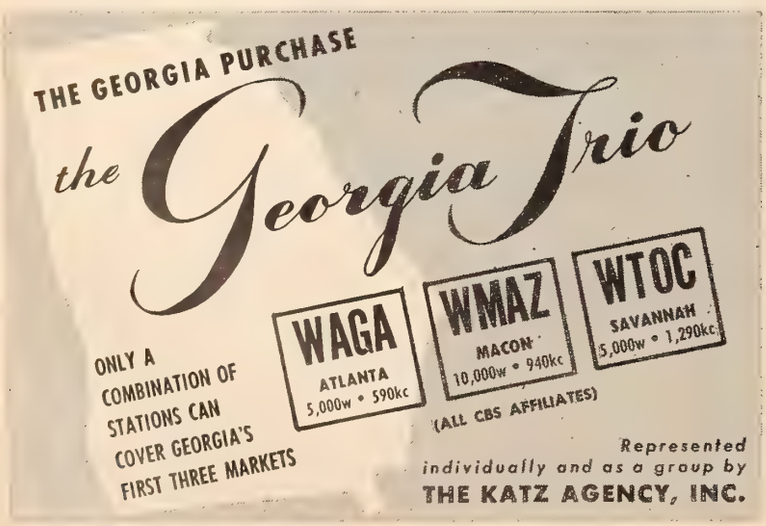
Order provides for an advance notice period scheduling of defense orders by stating that no aluminum producers and fabricators are required to accept such orders received less than 60 days before the first day of the month in which shipment is requested.

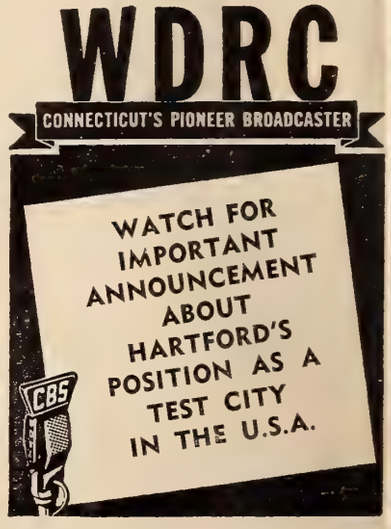
NPA Proposals

NPA proposed regulations for the four metals portend limitations ranging up to 20% or 30% on their consumption, and thus cutbacks in the nation's civilian supply of radio-TV sets and phonograph appliances. Probable effect date of Dec. 1 was set by the production authority.

Manufacturers last week were still mulling the import of the NPA proposal following their Oct. 26 meeting with government officials. Many of them feel that the metal limitation, together with the color TV decision, restrictions on consumer installment buying and the newly-effective TV set excise taxes, will pose a serious threat to their economy [BROADCASTING, Oct. 30].

Dr. W. R. G. Baker, vice president of General Electric Co., Electronics Dept., last Monday added his voice to the chorus. He told BROADCASTING that the NPA order "certainly would have the effect of hastening the production cutback on an industry-wide basis," but added "it is too early to tell just





when and how hard our production will be hit."

Dr. Baker felt sufficient details were not yet available to make any studied predictions concerning the effect on the radio-TV industry. He cited his own previous estimates of 20% cutbacks in television output by mid-1951 due to shortages of critical materials occasioned by expected military orders.

The TV excise tax, payable at the manufacturers' level, went into effect at midnight last Tuesday. The levy, applicable only to those sets actually doled out to distributors as of Nov. 1, would be based on the manufacturers' profit, not on retail set prices. The tax amounts to about 6% of the retail price.

Some manufacturers announced higher list prices to compensate for the tax, ranging from $10 to $30. Others planned to list the excise tax separately, along with charge for tube warranty.

Inventory Sales

Some dealers with substantial inventories were prepared to realize a flood of business orders for merchandise not covered by the tax. It had been decided during Congressional hearings that excises on TV receivers already sold would only serve to complicate the problem.

Meanwhile, Alan Valentine, newly-appointed head of the Economic Stabilization Agency, told the Women's National Press Club that his organization can't help whip inflation unless the American people tighten their belts a notch or two.

"Each of us may have to choose between peace and stability on the one hand, or a new car, a new television set or a new home on the other." he said. Refusal to make personal sacrifices, he added, would lead to price-wage-rationing controls.

Electioncasts

(Continued from page 31)

programs into 30-minute show and send out to stations. WPTR will air special program tonight (Monday), at 7:30 p.m. Station also plans extensive coverage, including special broadcasts from New York City. Leo O'Brien, INS Albany bureau chief, will be featured in special commentaries starting at 7 p.m. Staff of 23 men assigned to election coverage. Full coverage to get underway at 9:35 p.m. cancelling other programs.

WGAY-FM Silver Spring, Md. —Will remain on the air past midnight with Maryland election returns. General Manager Joseph Brechner, Reporter Ernie Tannen, Chuck Dulane and others will cover. Interviews with candidates will be featured on special program beginning at 8 p.m.

WOR-AM-TV New York—WOR will start at 7 p.m. and continue until results are known. Spot reports from campaign headquarters will be presented. Will devote entire evening schedule to election results. WOR-TV will present special program at 8 p.m. giving trends. Station then will concentrate on bulletins.

WQXR Coverage

WQXR New York—Station has cancelled all regularly-scheduled programs for evening and will start election reports at 7 p.m. WQXR will be originating outlet for Rural Radio FM Network.

WOR-FM New York will turn its facilities over to WNYC New York on election night to enable the municipal station to continue its election coverage after its 10 p.m. sign-off time, Theodore C. Streibert, president of WOR, announced last week.

The municipal station's application to operate past 10 p.m. on election night was refused last week by FCC.

NEW 130-page catalog of radio-TV-electronic components offered by Sun Radio & Electronics Co., 122 Duane St., N. Y.

'JOURNAL' REPLY

Freedom Threat Seen

THE *LORAIN* (Ohio) *Journal*, found guilty of anti-trust law practices against WEOL Elyria-Lorain, told the court last week that the far-reaching decree proposed by the Justice Dept. [BROADCASTING, Oct. 2] is "repugnant" to Constitutional guarantees of a free press.

The newspaper asked that a judgment be adopted which would merely forbid it to refuse to carry the advertising of local advertisers solely on the ground that they also advertise on WEOL, with not even this requirement applying to advertising offered by *Journal* competitors, including WEOL.

The *Journal* answered the Justice Dept.'s proposal and submitted its counter-proposal in U. S. District Court in Cleveland, where Judge Emerich B. Freed found the newspaper guilty of anti-trust practices [BROADCASTING, Sept. 4].

The Justice Dept.'s proposed decree would, among other things, forbid the *Journal* and its owners, Samuel A. and Isadore Horvitz, who also own the *Mansfield* (Ohio) *Journal*, to acquire any radio station or newspaper which competes with either the Lorain or Mansfield paper; would require the Lorain paper to accept advertising offered by WEOL, including its paid program logs; would put the burden of proof upon the defendants if further legal proceedings arise involving certain terms of the proposed decree; and would forbid discriminatory discounts for designated volumes of advertising.

Judge Freed may accept either the Justice Dept.'s proposal or the counter-plan submitted by the newspaper through Parker Fulton, its Cleveland attorney. Or he may write his own decree.

The newspaper's brief contended anti-trust laws cannot go so far as to require it, as the Justice Dept. proposed, to carry advertisements offered by "any radio broadcasting facility which is in competition with the *Journal* or with any other newspaper owned or controlled by the defendants or any of them."

The brief said:

In effect, this provision would require the *Lorain Journal* not only to refrain from activity which discriminates against a competing radio station, but would require it to aid and abet its competitor. Certainly one company cannot be required to advertise the goods and services of its competitor. This would be substantially the same as requiring one department store to post the ads of its competitor selling the same goods or services.

There was no pre-existing legal duty to run advertisements for the radio station. The imposition of such a requirement constitutes not only a prior restraint in violation of the First Amendment [of the Constitution] but also a penalty not warranted by the Sherman Act. . .

Deprives News Rights

The brief also claimed the Justice Dept.'s proposed restrictions "in large measure deprive a newspaper of a right to publish only what it chooses to publish."

It said Judge Freed's opinion "adheres to the view that the *Lorain Journal* may be enjoined from making what this Court has found to be unlawful and discriminatory refusals to accept advertising pursuant to an attempt to monopolize interstate commerce, but this does not warrant an injunction which is so broad in scope that an infringement of a Constitutional right will result."

To forbid the *Journal* and the individual defendants to acquire a competitive radio station or newspaper, the brief continued, "goes far beyond the issues" and "deprives defendants of their natural and inherent rights."

The brief claimed the decree should be directed solely at the practices which have been found unlawful, and that "there is no substantial evidence that an attempt to monopolize involved or contemplated monopolization through acquisition of competing newspapers or broadcasting facilities."

For similar reasons the newspaper attacked Justice Dept. proposals to forbid price discriminations; to forbid rejection of advertising copy on the sole ground that the advertiser uses "any advertising medium" other than the Mansfield and Lorain papers; to require publication of the terms of the degree once a week for 25 weeks; and to maintain records bearing on the anti-trust question for five years.

State Guard Radio

NEW state guard radio service was established by FCC last week through amendment of Part 10 of its rules governing public safety radio services. State guards and similar organizations are authorized to use 2726 kc for base and mobile stations. On an alternate shared basis use of a second frequency in the band 2505-3500 kc may be obtained under certain conditions. New service ties in with FCC's proposed new disaster communication service [BROADCASTING, Sept. 18, Oct. 9].

• NAME MERCHANDISE
• $3 to $100 RETAIL VALUE
• Wide Choice from Catalog
• Prompt Delivery from Stock

SELECTIVE PRIZES FOR YOUR SHOWS

Richard S. Robbins
551 5th Ave., N. Y. 17 · MU 7-0384

FRIENDS

"To make a friend, you must be one." Twenty years of service to farmers in Kansas and adjoining states have made us their friend.

WIBW The Voice of Kansas in TOPEKA



...at deadline

OCTOBER TV SET OUTPUT AT RECORD RATE

MANUFACTURERS turned out TV receivers at new record rate in October, Radio-Television Mfrs. Assn. said in report to be released today showing 813,851 TV and 1,413,563 radio sets built, bringing 10-month total to 5,777,610 television sets and 11,481,823 home, auto and portable radio receivers.

Television output was slightly below September's five-week total of 817,157, but October weekly average was 203,462 as compared to September average of 163,431 sets per week. Estimates cover production of both members and non-members of RTMA.

RTMA also reported September TV tube sales to set manufacturers totaled 764,913 units valued at $20,423,353, compared with 767,051 valued at $20,335,873 in August. All types of cathode ray tubes sold to manufacturers amounted to 770,346 units, valued at $20,541,471.

Report said TV picture tubes 16 inches and larger constituted 87% of those sold to set makers during September.

INTERCONNECTION PLAN

EVIDENCE does not warrant finding that establishment of physical connections or through routes between proposed intercity video relays of Western Union and those of Bell System is "necessary or desirable," FCC was told Friday in proposed findings submitted by Commission's Common Carrier Bureau chief, Jack Werner, and E. Stratford Smith, Bureau counsel. Proposed findings by AT&T in lengthy proceeding [TELECASTING, July 3] similarly held interconnection not in public interest while brief of Western Union held interconnection is necessary to assure fullest development of TV in U. S.

WTUX FILES PETITION

PETITION for reconsideration of FCC's action denying license renewal to WTUX Wilmington, Del., filed with Commission Friday charging FCC was "erroneous and not supported by the evidence" when it held WTUX horse race programs were "intended and designed" to aid illegal bookmakers [BROADCASTING, Oct. 16].

RICHARDS' CASE CONTINUED

FURTHER FCC probe of G. A. (Dick) Richards' news policies, set Nov. 9 at Detroit, continued by Commission Friday to Nov. 21. Mr. Richards' KMPC Hollywood, WJR Detroit and WGAR Cleveland are involved.

KPIX-KSFO STRIKE SETTLED

OPERATIONS reported normal Friday at KPIX (TV)-KSFO San Francisco following settlement Thursday night of IBEW technician's strike which put both stations off air Wednesday. Technicians won $12 weekly wage increase from Associated Broadcasters, stations' licensee. Management personnel put KSFO on air Wednesday morning but KPIX remained off until engineers returned. Voice of America broadcasts handled by Associated Broadcasters kept on air by management personnel.

TV FILM PRODUCTION PLANNED BY ABC

ABC PLAN to set up separate television film production operation at its Hollywood Television Center, independent of its other TV operations, was reported Friday. Reports coincided with Hollywood visit of ABC President Robert Kintner.

Though officials declined comment, plan was said to include establishment of two or three TV film production units initially, under general supervision of Frank Samuels, vice president in charge of ABC Western Division. Eventually there will be five units, headed by motion picture producers or directors. It was predicted that within six months many of network's biggest shows would come on films from Hollywood. Discussions with AFM in progress looking to special arrangements to cover use of music.

DIXIE ENGINEERING NAMED IN $100,000 SUIT

DAMAGE SUIT for $100,000 against Robert L. Easley trading as Dixie Engineering Co., 945 Pennsylvania Ave., N. W., Washington, was filed Friday in U. S. District Court for D. C. by WHAR Clarksburg, W. Va., through Stephen Tuhy Jr., attorney. Suit alleges defendant failed to prepare and carry out application for switch of WHAR to regional assignment according to terms of June 1949 agreement.

Mr. Easley told BROADCASTING he was surprised to be named personally in suit, explaining agreement was between WHAR and Dixie Engineering, not a Washington firm but a South Carolina corporation at Columbia whose employment he left over a year ago. Mr. Easley stated he has no knowledge of present state of relations between WHAR and Dixie Engineering.

RTMA GROUP TO MEET

PUBLIC RELATIONS program on color TV controversy, effects of military procurement program on electronics industry and civilian production, and proposed code of TV advertising and selling ethics are due for consideration at Nov. 14-16 meeting of Radio-Television Mfrs. Assn.'s officers, directors and committees in New York, RTMA announced Friday. Other problems to be discussed "and possibly acted upon," RTMA said, are FCC's current UHF television proceedings; proposed excess profits tax, and application of Walsh-Healey minimum wage law to radio-TV industry.

NBC NAMES SMITH V.P.

CARLETON D. SMITH, NBC director of television operations, elected vice president in charge of station relations by NBC board Friday. Mr. Smith's promotion announced three weeks ago [BROADCASTING, Oct. 23], but formal election awaited Board meeting. He will be in charge of station relations for both radio and television networks.

WOR-TV New York plays host to Governor Dewey, starting 6 a.m. for 18 hours, Nov. 6, day before elections. When not telecasting, Governor will answer telephones.

Closed Circuit

(Continued from page 4)

allied with Pecora forces for years, and is held in highest esteem.

BEING WATCHED closely by FCC, as demonstrated by Chairman Coy's stinging letter to Hallicrafters (page 58), is battle of behemoths in newspapers and on air over TV color versus black-and-white. Action, if any, might come by: (1) Direct FCC proceedings; (2) Federal Trade Commission citations charging false or misleading advertising; (3) anti-trust proceedings through Justice Dept.

OFFER of NAB's assistance in baseball official's consideration of radio-television at their winter meeting was made by Public Affairs Director Robert K. Richards, on authority of General Manager William B. Ryan, at breakfast conference with Baseball Commissioner A. B. Chandler and his Executive Council just before last week's council meeting in Cincinnati (see story page 23).

NAB BOARD GETS PROPOSAL FOR 'SEMI-FEDERATION'

PLAN to reorganize NAB into semi-federation consisting of AM, TV and FM divisions submitted to NAB board Friday by District 4 in final session at Williamsburg, Va., meeting (see story page 25). Board will take it up Nov. 15-17 in Washington.

Proposal grew out of resolution submitted to Resolutions Committee by Gilbert M. Hutchison, president of WBIG Greensboro, N. C. Committee refused to support resolution and referred it to convention for action. After discussion, convention adopted substitute resolution offered by Campbell Arnoux, WTAR-AM-TV Norfolk, recently retired NAB District 4 director. Mr. Arnoux proposed plan be turned over to board for study, contending district would not have enough TV members to permit vote.

William B. Ryan, NAB general manager, said headquarters staff had been considering separation of TV activities during last few days but desired more time for study. He said he had planned to bring subject before board. Mr. Arnoux said TV members should have own sub-board and pay separate TV dues to NAB, claiming video members are not getting service their present stature warrants. Board has only few TV members, he said. Gaines Kelly, WFMY-FM-TV Greensboro, seconded Mr. Arnoux's substitute resolution.

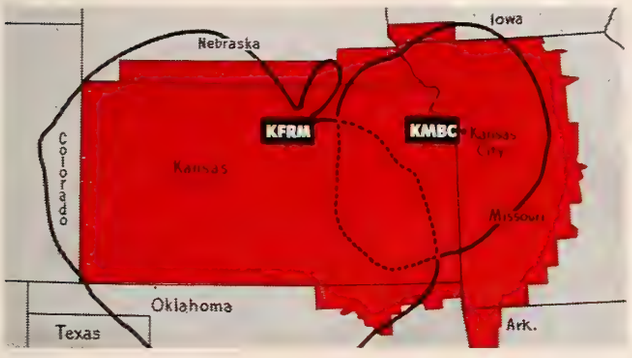
Charles Crutchfield, WBT-TV Charlotte, N. C., said it would be a mistake for TV members to pull entirely out of NAB.

Two new members joined NAB, WMFC Columbia, S. C.; WSSV Petersburg, Va.

Friday speakers included Charles A. Batson, NAB-TV director, on television; A. D. Willard Jr., WGAC Augusta, Ga., presenting plan to expand BAB and separate it from association; Lee Hart, BAB assistant director, on "Methods of Increasing Sales."

Other resolutions endorsed NAB President Justin Miller, Mr. Ryan and other members of staff who took part in meeting; thanked Mr. Willard for BAB presentation; restated confidence in NAB; paid tribute to C. T. Lucy and WRVA Richmond on 25th anniversary; urged continuing research study to present true story of radio as sales force; asked RTMA to separate FM sets in production figures; opposed resolution calling for annual radio license fee; asked FCC ease operator requirements during emergency; praised Frank White, MBS president, for recognizing FM's expanding audience by signing WASH (FM) Washington as affiliate; rededicated industry to public service on 30th anniversary Radio and Television Week celebration.

THE KANSAS CITY MARKET *Does Not Run in Circles!*



Daytime half-millivolt contours shown in black.

It's a Rectangle...

and Only The KMBC-KFRM Team Covers It Effectively and Economically!

More thousands of loyal radio listeners thronged to The KMBC-KFRM Team's daily program originations at the 1950 Missouri and Kansas State Fairs, and the American Royal Livestock Show in Kansas City, than ever before.

This is more substantiating evidence to back up Conlan's Spring coincidental survey of 146,000 calls showing The KMBC-KFRM Team's constantly increasing leadership and audience-affection in the Kansas City Primary Trade area. And, Hooperatings for August-September show KMBC with a greater lead over other Kansas City stations than ever before.

For better results – for complete, economical coverage, *without waste circulation*—buy The KMBC-KFRM Team in the Heart of America. Call KMBC-KFRM or any Free & Peters "Colonel" for complete details.



The KMBC-KFRM *Team*

6TH OLDEST CBS AFFILIATE — PROGRAMMED BY KMBC

NOVEMBER

MONDAY TUESDAY WEDNESDAY THURSDAY FRIDAY

radio stations everywhere









but only one...

WSM
NASHVILLE

Basic N.B.C. Affiliate

If your sales curve is showing signs of anemia, what it needs to bring it back to a healthy growth is a concentrated diet of the sales-rich Central South. And to deliver that Central South on a platter, just call on the region's number one sales maker — WSM. A talent staff of over 200 people, production facilities capable of turning out *17 network shows weekly* (WSM's current score) and 50,000 watts are combined in WSM to make an extraordinarily effective advertising medium . . . Want proof? Ask Irving Waugh or any Petry Man.

CLEAR CHANNEL
50,000 WATTS

IRVING WAUGH
Commercial Manager
EDWARD PETRY & CO.
National Representative

NOVEMBER 13, 1950

BROADCASTING TELECASTING

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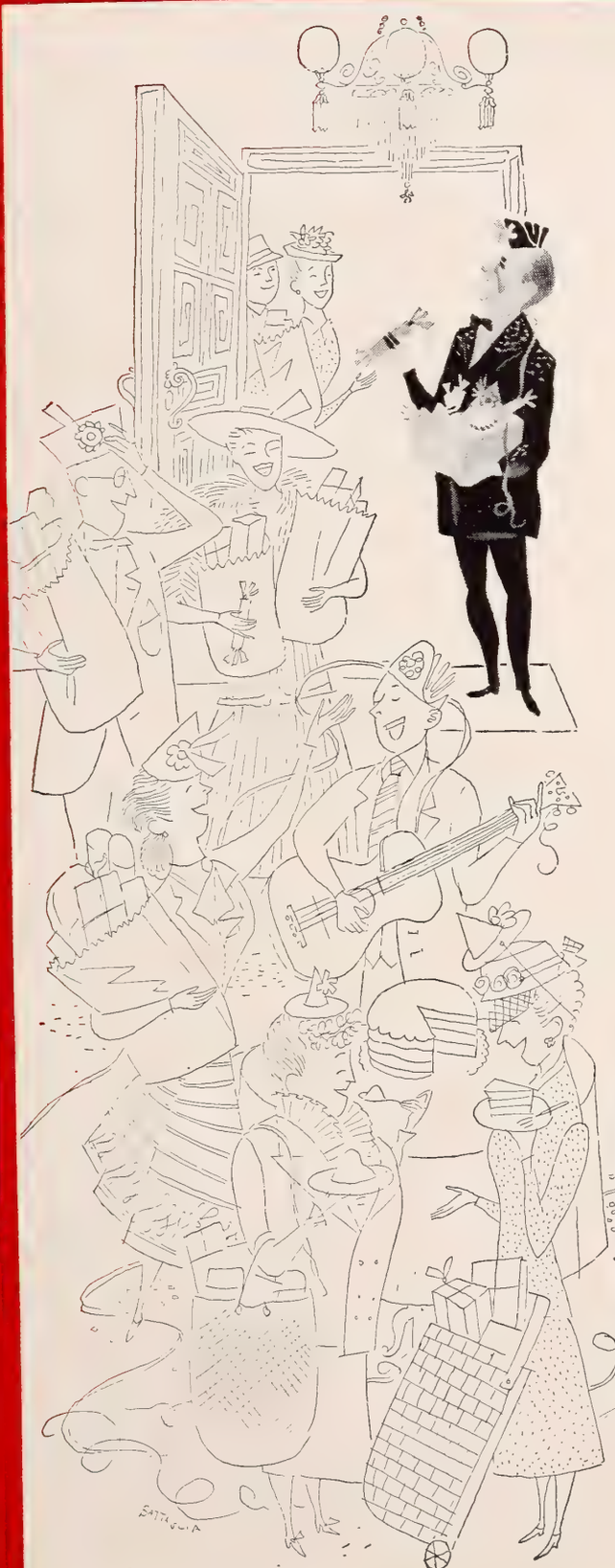
ction Coverage Hits New Heights
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TELECASTING
Begins on Page 59

20TH year

The Newsweekly of Radio and Television.

$7.00 Annually
25 cents weekly



IN SAN FRANCISCO

They all turn up for this party

The whole town's listening in when KCBS airs "Party at the Palace." Proof? It's one of the Top Ten local daytime shows *after just six months on the air.** San Francisco's *only* daytime live-audience show, "Party" features KCBS stars Bill Weaver, Ellen Connor, Clarence Cassell, Ray Hackett's orchestra and guest celebrities. It's a big, breezy reason why KCBS has the town's highest average ratings†...is *first* in San Francisco radio. Meet *your* customers at KCBS' "Party." You're invited to get the details today. *R.S.V.P.*

Now 5,000 watts—soon 50,000 watts **KCBS**

Represented by Radio Sales • 740 kc • Columbia Owned



*Pulse, July-Aug. 1950 †Pulse, Jan.-Aug. 1950

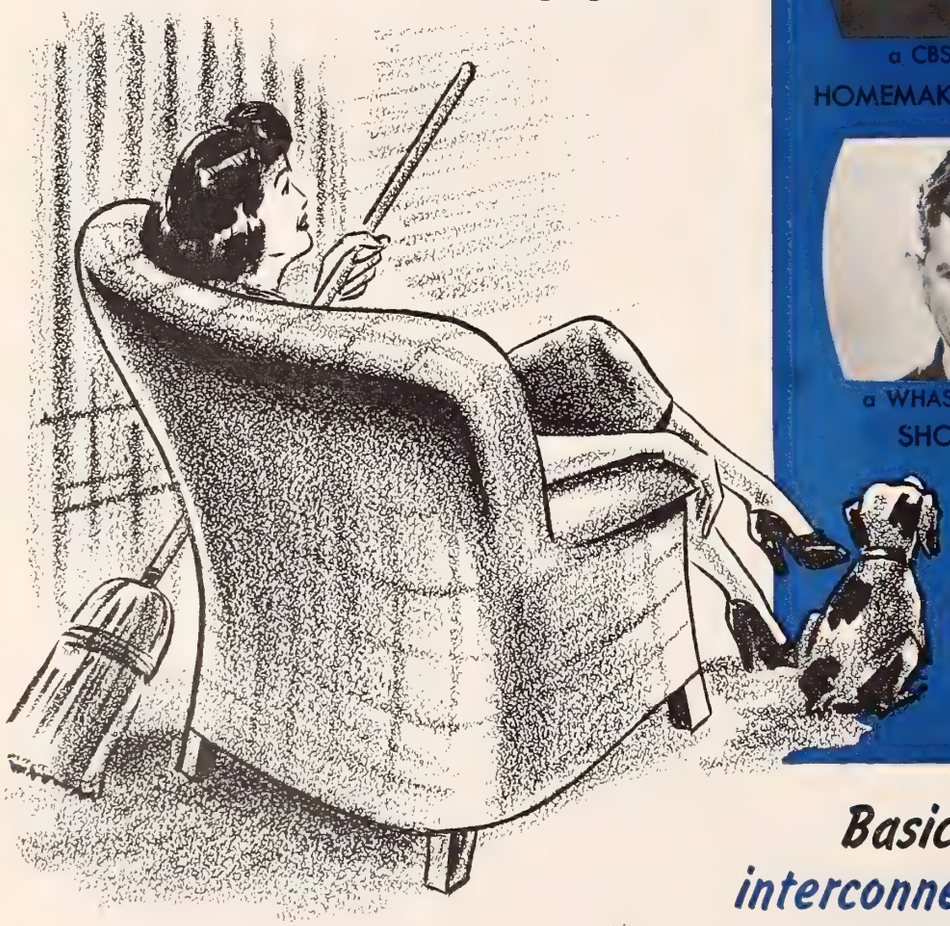
Look at

TELEVISION IN THE *WHAS* TRADITION:

Her time for relaxing is Your time for selling!

There's nothing we won't do for our women down Kentucky way. That's why so many lovely women have television sets—and time to watch 'em—during the afternoon.

We suggest you check your Petry man *now* for afternoon availabilities . . . adjacencies to top rated CBS-TV shows or participations in Louisville's favorite local television programs.



WHAS-TV Programming for a typical AFTERNOON



a CBS-TV program
GARRY MOORE



a WHAS-TV program
GOOD LIVING



a CBS-TV program
ROBERT Q. LEWIS



a CBS-TV program
HOMEMAKER'S EXCHANGE



a CBS-TV program
VANITY FAIR



a WHAS-TV program
SHOW CASE



a WHAS-TV program
BUD ABBOTT SHOW

Serving a market of more than 60,000 television homes

Basic CBS interconnected Affiliate

WHAS-TV
Louisville, Kentucky

VICTOR A. SHOLIS, *Director*
NEIL D. CLINE, *Sales Director*

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. • ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES

MANPOWER WITH PROVEN EXPERIENCE



Manager Television Division
Printers Ink Publications 4 Years
Headley-Reed Company 11 Years

HEADLEY-REED COMPANY

Radio and Television Station Representatives

NEW YORK · CHICAGO · DETROIT · ATLANTA · SAN FRANCISCO · HOLLYWOOD · NEW ORLEANS

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BROADCASTING TELECASTING ...at deadline



Closed Circuit

PRESIDENT H. Leslie Hoffman of Hoffman Radio Corp. hasn't by any means abandoned hope of acquiring Don Lee Broadcasting System, despite court acceptance of $12,320,000 offer of General Tire & Rubber Co. over Hoffman group's $11,200,000 bid [BROADCASTING, Oct. 23, 30]. Questioning whether FCC will approve transfer to General Tire, he conferred with FCC authorities last week, reiterated his group's offer still stands if General Tire plan (due for filing shortly) doesn't win FCC blessing.

THOSE reports of negotiations for purchase of ABC by United Paramount Theatres [CLOSED CIRCUIT, Oct. 30] beginning to get authoritative but unofficial confirmations, despite continued official disclaimers. One report ties CBS in on parlay deal as possible purchaser of ABC's WENR-TV Chicago if sale goes through, since Theatres already owns WBKB (TV) there.

STRONG possibility that John Herbert, one-time Hearst executive and now assistant to NBC president, will be appointed chief of NBC radio network sales, replacing Harry C. Kopf, who will move to Chicago as NBC vice president in charge of Midwestern Division. Move hinges on I. E. (Chick) Showerman, now NBC midwestern vice president, accepting transfer to San Francisco as general manager of NBC's owned and operated KNBC.

AT LEAST ONE network regional station in a television market is planning to raise rate structure as of Dec. 1.

LONG-RANGE plan to build up NAB's legislative activity may point to registration of William B. Ryan, general manager, as lobbyist. Development of state and local broadcaster contacts with legislators also envisioned.

ADVERSE effect of widespread big-league radio re-creations on minor league baseball attendance to be shown in 1950 sports survey by Jerry Jordan, famed young researcher whose work is most extensive in athletic field. New findings due within week.

WASHINGTON observers who watched World War II unfold, see in recent developments precise pattern insofar as mobilization, manpower and economics are concerned. They're advising privately that advantage should be taken of harsh lessons learned during last emergency.

MAJOR network ready to announce large national sponsor will buy FM as well as AM coverage in one metropolitan market.

GAME OF HIDE and seek on Phonevision continued last week. Latest report was that Zenith has commitments on Class A pictures from 20th Century-Fox and Warners, provided Paramount goes along. Meanwhile, Zenith is seeking its third postponement to Dec. 1 on Chicago "pay as you look" TV experiment.

ODDS ARE in favor of abandonment of excess profits tax and stepping up of corporate levies to possibly 60%, according to informed Con-

(Continued on page 90)

Upcoming

Nov. 13-14: American Public Relations Assn., Willard Hotel, Washington.
Nov. 14-16: Radio-Television Mfrs. Assn. conference, Waldorf-Astoria, New York.
Nov. 15: House Ways & Means Committee hearing on excess profits tax begins, New House Office Bldg., Washington
Nov. 15-17: NAB Board, NAB Hdqrs., Washington.

(Other Upcomings on Page 55)

Bulletins

PONTIAC MOTOR Corp., General Motors division, working on radio and television spot campaign to introduce latest models. Agency, MacManus, John & Adams, Detroit.

ALLIS CHALMERS Mfg. Co., Milwaukee, will sponsor special full-hour TV version of its *National Farm & Home Hour* to telecast International Livestock Exposition over NBC interconnected network, Nov. 28, 3-4 p.m. Agency, Bert S. Gittins Adv., Milwaukee.

NAB DISTRICT 5 MEMBERS GET TIPS ON SELLING

PROPOSED million-dollar fund for Broadcast Advertising Bureau perhaps not enough to spend on sales promotion for half-billion dollar industry but it will have to do for time being, Edgar Kobak, WTWA Thomson, Ga., NAB director-at-large and member of board's BAB Committee, told NAB District 5 Friday (early story page 24).

Selection of top-flight executive to head BAB urged by Mr. Kobak. He said BAB will make NAB stronger. Discussing station selling, he said, "Think big, sell big, sell constantly." Don't take clients for granted, he warned, urging stations to call on them regularly for ideas. He cited instances where neglect of clients by broadcasters had influenced shift to other media.

Resolutions adopted Friday afternoon proposed NAB hold series of clinics on continuity writing; endorsed BAB expansion plan; voiced confidence in NAB President Justin Miller and headquarters officials; advocated showing of slide film depicting NAB functions at state broadcaster meetings; commended speakers who took part in meeting.

Two more stations joined NAB Friday—WMLT Dublin, Ga., and WBHF Cartersville, Ga. Four others joined Thursday.

Members of Resolutions Committee were W. Wright Esch, WMFJ Daytona Beach, Fla.; Bert Benk WTBC Tuscaloosa, Ala.; Ray Rington, WRDW Augusta, Ga. Receptions held during two-day meeting by WAGA Atlanta and General Manager James E. Bailey; Lille, Neal & Battle, large Atlanta agency, and Associated Program Service.

Registered attendance of 104 at meeting set alltime District 5 record, according to Allen Woodall, WDAK Columbus, district director.

Lee Hart, BAB assistant director, presented orchid Friday by District 5 because she is only NAB-BAB executive to make all 17 district meetings.

Business Briefly

SCHAFER BUYING ● F. & M. Schafer Brewing Co., Brooklyn, buying spot radio announcement campaign in 22 markets, starting in November. Agency, BBDO, New York.

STERLING AGENCY ● Sterling Films Inc., New York, names Gross-Evans Assoc., New York, to handle advertising, publicity and public relations.

NORTON DEFENDED; STRATOVISION REVIEWED

"NOTHING has been shown in any way which impairs the qualifications" of K. A. Norton, National Bureau of Standards radio propagation authority, commented FCC Counsel Harry Plotkin Friday summarizing interrogation of Mr. Norton by Paul A. deMars, consulting engineer (see early story page 62). Mr. deMars challenged Mr. Norton's qualifications as wave propagation expert in view of alleged past errors.

Most of Friday was devoted to detailed Westinghouse reports on Stratovision and UHF tests with Walter Evans, Westinghouse Radio Stations president, and Ralph Harmon, engineering executive, appearing. Mr. Evans said his firm did not take position on Stratovision but merely reported facts for FCC. He termed it has been proved technically sound and considered economic problems "not insurmountable." He saw it usable only in UHF as practical matter but explained it could work as well in VHF.

Mr. Harmon called for flexible allocation rules for "realistic treatment" of presently known variables such as terrain, power, antenna height, irregular spacing of cities and irregular shaping of metropolitan areas. His report on Fort Wayne, Ind., UHF test on 508 mc was considered very encouraging. Pittsburgh report indicated UHF would have trouble there because of severe terrain.

Raymond Wilmotte, consulting engineer who proposes Polycasting technique [TELECASTING, Dec. 6, 1948], urged FCC to set flexible standards and permit engineering freedom. He said natural facts must not be subverted to arbitrary rules.

All direct testimony on general issues completed except on reservation of educational channels. Cross examination begins Thursday.

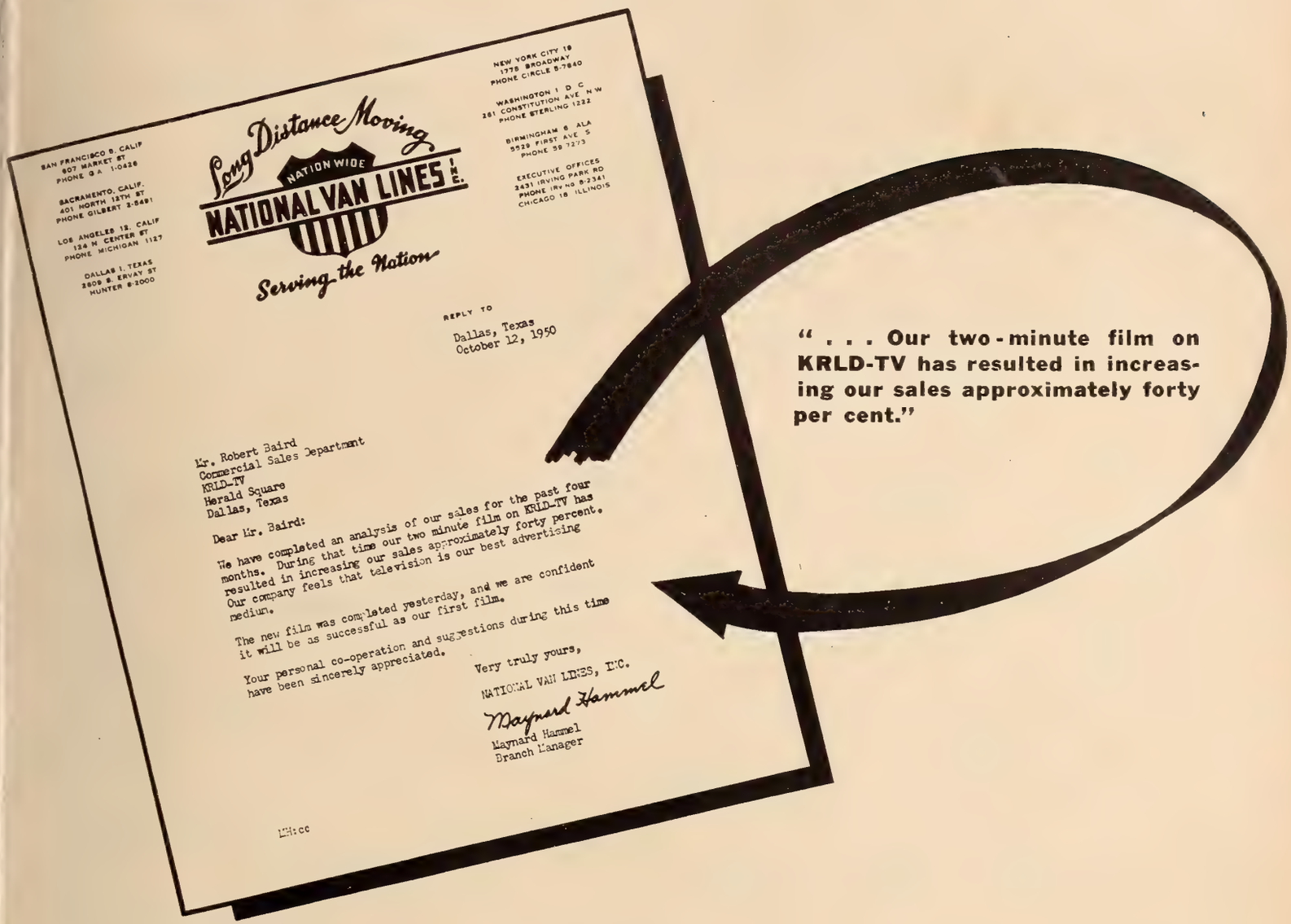
ED ZIMMERMAN RESIGNS

G. E. (Ed) ZIMMERMAN, vice president and general manager of KARK Little Rock, Ark., since 1936, resigned Friday, according to Col. T. H. Barton, president. Mr. Zimmerman, in radio since 1933, resigned due to ill health. He plans to stay at Little Rock home. T. K. Barton, 43, son of Col. Barton, with KARK in executive capacity last two years, succeeds Mr. Zimmerman.

POLITICIAN FILES SUIT

LIBEL suit for $1 million in damages and criminal indictment under Illinois radio libel law brought Friday by State Sen. William J. Connors in Chicago Superior Court against Commentator Robert Montgomery, ABC and Lee Hats, sponsor of Montgomery show, for statements about Mr. Connors aired Oct. 26. Co-defendant is Marjorie Letts, Mr. Connors rival for State Senatorial post which he won, who is alleged to have given information to Mr. Montgomery. Commentator charged with calling Mr. Connors, father of Chicago TV star Dorsey Connors, "Democratic kingpin and a power-drunk tyrant" and blaming him "for crime and corruption on Chicago's near North Side." Mr. Connors also seeks criminal indictment, provision for which is in state's libel law covering statements made on radio programs.

the proof piles up...



Long Distance Moving
NATION WIDE
NATIONAL VAN LINES INC.
Serving the Nation

SAN FRANCISCO 8, CALIF
907 MARKET ST
PHONE GA 1-0426

SACRAMENTO, CALIF.
401 NORTH 12TH ST
PHONE GILBERT 2-8491

LOS ANGELES 12, CALIF
124 N. CENTER ST
PHONE MICHIGAN 1127

DALLAS 1, TEXAS
2809 S. ERVAY ST
HUNTER 8-2000

NEW YORK CITY 19
1775 BROADWAY
PHONE CIRCLE 5-7840

WASHINGTON 1 D C
261 CONSTITUTION AVE N W
PHONE STERLING 1222

BIRMINGHAM 6 ALA
3529 FIRST AVE S
PHONE 59 7273

EXECUTIVE OFFICES
2431 IRVING PARK RD
PHONE IRVING 8-2341
CHICAGO 18 ILLINOIS

REPLY TO
Dallas, Texas
October 12, 1950

Mr. Robert Baird
Commercial Sales Department
KRLD-TV
Herald Square
Dallas, Texas

Dear Mr. Baird:

We have completed an analysis of our sales for the past four months. During that time our two minute film on KRLD-TV has resulted in increasing our sales approximately forty percent. Our company feels that television is our best advertising medium.

The new film was completed yesterday, and we are confident it will be as successful as our first film.

Your personal co-operation and suggestions during this time have been sincerely appreciated.

Very truly yours,
NATIONAL VAN LINES, INC.
Maynard Hammel
Maynard Hammel
Branch Manager

LH:cc

" . . . Our two-minute film on KRLD-TV has resulted in increasing our sales approximately forty per cent."

Owners and Operators of

KRLD
50,000 WATTS FULL TIME

CBS Station for
Dallas-Fort Worth

This is why

KRLD-TV
Channel 4

is your best buy

Now 80,000 TV Sets in KRLD-TV's Primary Coverage Area

The TIMES HERALD *Station*
The BRANHAM COMPANY—Exclusive Representatives

THE LARGEST TELEVISION MARKET SOUTH OF ST. LOUIS, EAST OF LOS ANGELES

the case of the missing tv set*



***in 8,071,430 Keystone homes...**

• There's really no mystery about the 8,071,430 Keystone radio families. They comprise the tremendous small town and rural market beyond the satisfactory metropolitan television influence ... and KBS is the ONLY established and growing Transcripton Network covering small town and rural areas exclusively. Write now for further details.

KBS

KEYSTONE BROADCASTING SYSTEM, INC.

580 FIFTH AVE., NEW YORK • 134 N. LaSALLE ST., CHICAGO

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

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TORONTO: 417 Harbour Commission, *ELgin 0775;* James Montagnes.

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*Reg. U. S. Patent Office

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ASSOCIATION OF AMERICAN RAILROADS
TRANSPORTATION BUILDING
WASHINGTON 6, D. C.

WILLIAM T. FARICY
PRESIDENT

November 9, 1950

To the PRESS and RADIO:

Subject: RAILROADS ARE INCREASING THEIR CAPACITY

The railroad industry throughout last year and well into 1950 had large and continuing surpluses of freight cars of most types.

From the close of World War II through 1949, the railroads had added more than 300,000 freight cars to their fleet at a cost of $1,500,000,000. These and other improvements to the railroad plant since the end of the war were made at an expenditure of more than $4,750,000,000.

While these improvements were being made, railroad earnings had been declining until in 1949 the return on net investment averaged less than 3 per cent. This was due to rising operating costs and reduced traffic. Compared with 1948, for example, freight traffic in 1949 declined 17.5 per cent.

In view of this combination of low earnings and a surplus of freight cars, it was natural that old freight cars were scrapped faster than new ones were built, and an increasing number of cars were held out of service awaiting repairs.

This was the situation when our great national defense effort began and transportation demand started its rapid rise. To meet rising transportation requirements, the railroads moved energetically to increase the supply of freight cars, and as a first step in that direction, they have ordered 110,000 new cars at a cost of more than $500,000,000.

The most immediate step taken, however, was an accelerated program of car repair and rebuilding. In February, when there was a surplus of more than 200,000 cars, the number of cars awaiting repair was 140,000. This was reduced to 123,000 by August 1, and on October 1 the number of cars awaiting repair was down to 102,000, or less than 6 per cent of the total ownership. This number is being further reduced by the expansion of railroad shop forces and extension of shop working time.

In these and many other ways, the railroads are improving their plant and expanding their capacity to provide the kind of transportation service which is so essential to the economic well-being and the military strength of the nation.

Sincerely yours,

William T. Faricy

How Well Do You Know

PHILADELPHIA . .



No matter how much you travel, you of course can't *know* every market listed at the right. But Colonel F&P *does.* Month in, month out, every one of us spends a considerable part of his time in studying these areas — probably knows *more* about them than many a native son!

The result? We can give you the actual home-town story on any of them. We can analyze them for your own particular purposes, and probably come up with some mighty helpful suggestions. How about it?

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives

Since 1932

NEW YORK CHICAGO

ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO

ND LOUISVILLE . . . AND OMAHA?

EAST, SOUTHEAST

WBZ-WBZA	Boston-Springfield	NBC	50,000
WGR	Buffalo	CBS	5,000
WMCA	New York	IND.	5,000
KYW	Philadelphia	NBC	50,000
KDKA	Pittsburgh	NBC	50,000
WFBL	Syracuse	CBS	5,000
. . . . .			
WCSC	Charleston, S. C.	CBS	5,000
WIS	Columbia, S. C.	NBC	5,000
WGH	Norfolk	ABC	5,000
WPTF	Raleigh	NBC	50,000
WDBJ	Roanoke	CBS	5,000

MIDWEST, SOUTHWEST

WHO	Des Moines	NBC	50,000
WOC	Davenport	NBC	5,000
WDSM	Duluth-Superior	ABC	5,000
WDAY	Fargo	NBC	5,000
WOWO	Fort Wayne	NBC	10,000
WISH	Indianapolis	ABC	5,000
KMBC-KFRM	Kansas City	CBS	5,000
WAVE	Louisville	NBC	5,000
WTCN	Minneapolis-St. Paul	ABC	5,000
KFAB	Omaha	CBS	50,000
WMBD	Peoria	CBS	5,000
KSD	St. Louis	NBC	5,000
. . . . .			
KFDM	Beaumont	ABC	5,000
KRIS	Corpus Christi	NBC	1,000
WBAP	Ft. Worth-Dallas	NBC-ABC	50,000
KXYZ	Houston	ABC	5,000
KTSA	San Antonio	CBS	5,000

MOUNTAIN AND WEST

KOB	Albuquerque	NBC	50,000
KDSH	Boise	CBS	5,000
KVOD	Denver	ABC	5,000
KGMB-KHBC	Honolulu-Hilo	CBS	5,000
KEX	Portland, Ore.	ABC	50,000
KIRO	Seattle	CBS	50,000

No WRONG Numbers on This Show
Aimed RIGHT at Alert Housewives!

TuneTest



● The "line" that jovial Jack Alexander uses, makes New Orleans housewives forget their work. They listen every afternoon to 25 minutes of well-known tunes... and wait for his phone call in order to identify the songs. Wonderful prizes await alert listeners. And wonderful results await alert sponsors.

● Write, wire or phone your JOHN BLAIR Man!

AM TV FM
WDSU
NEW ORLEANS

new business

BLOCK DRUG Co., N. Y. (Poli-Grip), starting daytime one-minute spot campaign using 13 markets in November. Agency: Cecil & Presbrey, N. Y.

GRAPETTE Co., Camden, Ark., names Henri, Hurst & McDonald, Chicago, to handle advertising for its soft drink effective Jan. 1, 1951. Agency making preliminary plans now. Yearly ad budget estimated at $1½ million. Radio has been used. **Walter Stuckslager**, account executive.

RITEPOINT Co., St. Louis (lighters), to sponsor one-minute film spots on 55 stations in 37 markets from Nov. 12-Dec. 22. Agency: Olian Advertising, St. Louis.

EVERSHARP Inc., N. Y., launches Christmas campaign late this month for Desk-Pac, combined desk and pocket writing set, using TV spots in nine markets. Agency: Biow Co., N. Y.

DELAWARE MUSHROOM COOPERATIVE Assn., Wilmington, names Weightman Inc., Phila., to handle advertising and merchandising for its First State mushrooms and First State mushroom gravy. Regional TV will be used.

LADY'S CHOICE FOODS, L. A. (Hopalong Cassidy James, grocery products), appoints Walter McCreery Inc., Beverly Hills, for radio-TV spot campaign planned in 11 western states. First spots to get underway on KFRC San Francisco Nov. 27; others start Jan. 1. Account executive is **Jere Bayard.**

SUCHARD CANADA Ltd., Toronto (candy) starts spot announcements on number of major market Canadian stations. Agency: McConnell, Eastman Co., Toronto.

THE CHATTANOOGA Medicine Co., Chattanooga, Tenn., effective Jan. 1, 1951, appoints Harry B. Cohen Adv., N. Y., to handle all advertising for Black-Draught laxative products. Agency appointed after successful test of new copy and media plans using spot radio and newspapers. Both media will continue to be used in greatly expanded list of cities.

REED PRODUCTS Co., St. Louis (manufacturing chemists), appoints Dorrance-Waddell Inc., N. Y., to handle advertising of Corbex Tablets. Spot radio planned.

ZION INDUSTRIES, Zion, Ill. (fig bars, candy), using TV participations in Chicago. More television, as well as radio, is planned. Agency: BBDO, Chicago. **George Vonderlin**, account executive.

FELD-O-CAP, S. F. (tire recapping), appoints Bernard B. Schnitzer Inc., S. F. Radio will be usd.

MAWSON De MANY FORBES, Philadelphia (Furs), appoints Franklin & Gladney Inc., N. Y. for TV promotion. **Norman Gladney** account executive.

CALIFORNIA TURKEY Sales Committee and California Turkey Growers Assn. appoint Walker, Jackson & McClure, S. F. Radio and TV will be used.

Network Accounts . . .

LUDEN'S Inc. (cough drops and candy bars) to sponsor 15-minute segment of *Meet Frank Sinatra,* Sun., 5:15-5:30 p.m. over CBS starting Nov. 26. Agency: J. M. Mathes Inc.

LUTHERAN LAYMEN LEAGUE to sponsor six separate half-hour holiday programs over ABC-TV, beginning Thanksgiving Day, Nov. 23, and including Christmas Day, Easter Sunday and New Year's Day. Thanksgiving program scheduled 3:30-4 p.m. Agency: Gotham Adv. Inc., N. Y.

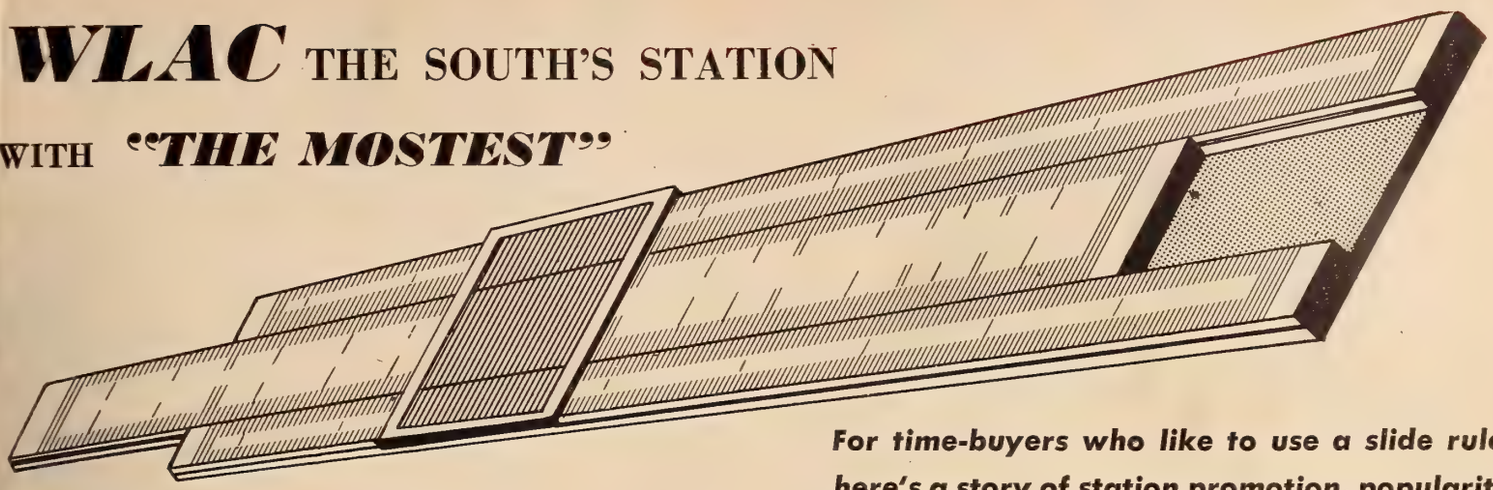
PABST SALES Co., Chicago (Blue Ribbon Beer), to sponsor simulcast of Joe Louis-Cesar Brion fight from Chicago Stadium Nov. 29 on CBS and CBS-TV, 9 p.m. CST. Agency: Warwick & Legler, N. Y.

VOICE OF PROPHECY Inc., Washington, to sponsor *Faith for Today,*

(Continued on page 56)

WLAC THE SOUTH'S STATION

WITH "THE MOSTEST"



For time-buyers who like to use a slide rule, here's a story of station promotion, popularity and pulling power that will line up!

IN NASHVILLE:

FALL AND WINTER '49-'50 Hooperatings showed WLAC leading the field, morning and night. Late night (10:30-12:00) showed WLAC with more listeners than all other stations combined.

Our Fall Promotion

Our fall promotion will cause these ratings to forge further ahead in '50-'51.

Some form of program-promotion will reach every radio owner in WLAC's home county.

RADIO: Dozens of announcements, concentrating on the theme, "The Stars' Address is CBS."

DIRECT MAIL: 60,597 printed program schedules mailed—one to every telephone subscriber in home county.

NEWSPAPERS: Column after column of display advertising carried in both Nashville newspapers.

BUS CARDS: City busses transporting 5 million fares per month are displaying WLAC bus cards.

OUTDOOR: A city-wide billboard display is reminding listeners that "Again this Fall —WLAC Has Them All."

STARS - PROGRAMS

ON THE NETWORK: This fall WLAC's program schedule will feature more of radio's greatest stars. Lowell Thomas, Beulah, Jack Smith, Frank Sinatra and Ralph Edwards are among those added.

Staff Artists

OUR GREAT STAFF of local personalities continues to grow in popularity.

GENE NOBLES, the disc-jockey genius whose nightly show has made Randy's Record Shop the largest mail order record dealer in the world.

"BIG JEFF," whose Hadacol shows keep the demand ahead of the supply.

MARY MANNING, whose "Woman's World" is the only Nashville show built strictly for women.

YOUR ESSO REPORTER, whose 12 years of reporting "News while it's news" keeps him out front in the field.

PAUL OLIPHANT, whose "Garden Gate," CBS feed makes people from coast-to-coast "WLAC-Conscious."

THESE and dozens of others work together to make WLAC one of the strongest factors in the success of Southern radio.

IN THE SOUTH

COVERAGE: BMB gives WLAC a tune-in count in 317 counties in 12 Southern states.

State	Number of Counties
Alabama	35
Arkansas	2
Florida	18
Georgia	70
Kentucky	45
Louisiana	13
Mississippi	34
North Carolina	14
South Carolina	8
Tennessee	67
Virginia	7
West Virginia	4
	317

BETWEEN 1946 AND 1949 WLAC showed an audience-gain of 95% at night, 46% in daytime.

NO TECHNICAL changes . . . this increase has been brought about by a fabulous improvement in programming.

MAIL COUNT: WLAC probably received more mail in '49 than any other Southern station . . .

832,773 Pieces

80% OF THIS MAIL came from Southern States where WLAC's SALES power is concentrated.

AMONG OTHER ITEMS, this mail contained orders for more than 3 million baby chicks!

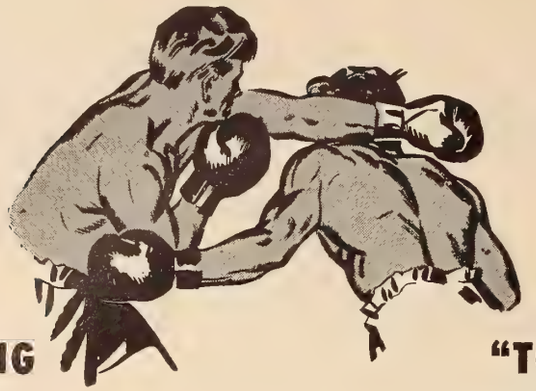
ALL THIS . . . is what you are buying when you place your schedule on

"THE NASHVILLE STATION WITH SALES POWER"

• 50,000 WATTS • • • WLAC

REPRESENTED BY THE PAUL H. RAYMER COMPANY

america's top sports event



"BOXING *at its* BEST"

"TOP FIGHTS EACH WEEK"

"The Fight of the Week"

Available to stations for local sponsorship The Fight of the Week is delivered live to your board direct from ringside at a nominal all-inclusive cost of only $32.50 per broadcast *your total cost.* And is offered on a first-come first-served basis to only one station in each city.

HERE'S WHAT YOU GET

11 spots in the fight for local sponsorship, broadcast rights—lines to your board-announcers, engineers, production, cue sheets, boxing information.

Now Broadcasting in the Following States

DELAWARE	MASSACHUSETTS	NEW YORK
DIST. OF COLUMBIA	MAINE	OHIO
	MARYLAND	PENNSYLVANIA
ILLINOIS	MICHIGAN	RHODE ISLAND
INDIANA	NEW HAMPSHIRE	VIRGINIA
KENTUCKY	NEW JERSEY	WEST VIRGINIA

TOP RATINGS

HERE'S WHAT STATIONS ARE SAYING

WFCB—Dunkirk, N. Y.—*"Our People are well satisfied with it . . . an overwhelming success"*

WRNL—Richmond, Va.—*"Response to the fights has been most gratifying"*

WSAZ—Huntington, W. Va.—*"Have had considerable favorable comment"*

WHDL—Olean, N. Y.—*"Has been received with open arms"*

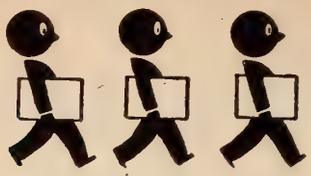
WEBR—Buffalo, N. Y.—*"We and our sponsors are very happy"*

WJTN—Jamestown, N.Y.—*"We get a rating of 17.1"*

FOR THE TOPS IN SPORTS
get the "FIGHT of the WEEK"
every Monday night at 10 P.M. E. S. T.
• For Further Information or Local Option Phone, Write or Wire . . . .

SPORTS BROADCAST NETWORK

2212 WALNUT ST., PHILADELPHIA 3, PA. LOcust 4-4383



agency

ROBERT S. CONGDON, vice president, director and group head Mc Cann-Erickson, to Ward Wheelock Co., Phila., as vice presiden and account executive.

FRANKLIN, BERTIN & TRAGERMAN Inc., N. Y., changes name t Franklin & Gladney Inc. DOLPH FRANKLIN will supervise general trade and consumer accounts. NORMAN GLADNEY specializes in depart ment store and retail TV promotions and will supervise present account in New York, Chicago, Philadelphia, Baltimore and Pittsburgh.

NORMAN HALL, public relations director Oklahoma City Safety Coun cil, to Erwin, Wasey & Co., Oklahoma City, as account executive.

DICK KNOX, Tide Water Associated Oil Co., S. F., to Wank & Wank Adv., S. F., as production manager.

TED SLADE, NBC New York, to Umland & Co., S. F., as account exec tive.

CHARLES B. RUSSELL appointed manager production and traffic for Tracy-Locke Co. Inc., Dallas. Was with Maxon Inc., N. Y.

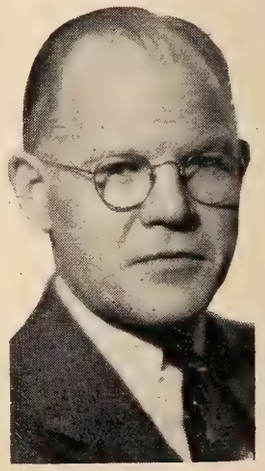


on all accounts

CHICK FREEMAN, sales manager at WLS Chicago, has been blending a grass-roots knowledge of agriculture and big-city knowhow about advertising for many years. Charles Marble (a family name) Freeman, was the son of a Hinsdale, Ill., woolen manufacturer who gentleman-farmed in his spare time. Chick spent summers on his father's farms in northern Wisconsin and winters in the 17-room family home in Hinsdale.

During grade school there and prep school at the Hillside Home School just west of Madison, Wis., Chick "sort of" planned to go into agriculture. He wanted to be a grain farmer. A three-year span between prep school and the U. of Wisconsin altered his decision. During that period, he decided to follow in the footsteps of his grandfather, who at one time was chief engineer of the Milwaukee, Northern Pacific and Great Northern Railroads.

Three years of conducting railroad surveys and working on a crew which built a Milwuakee road branch from Lewistown to Great Falls, Mont., negated his railroad ambitions. For months "the weather didn't even get up to zero," and the crew slept in tents when it was 40 below, he recalls.



CHICK

Entering the U. of Wisconsin Chick majored in agriculture joined Delta Upsilon and did "a moderate amount" of football baseball and track work until a knee was injured. After graduation, his brother, a space peddler, sold him on the idea of advertising as a career. Chick went to work selling classified ads for the *Chicago Tribune,* but it wasn't until after World War I that he began combining his knowledge of farming and salesmanship.

He left the advertising department of Kellogg Switchboard & Supply Co., manufacturer of telephone equipment in Chicago, to join the Army infantry in 1917. Because of the need for pilots, he transferred to aviation and was based on the western front with the 135th flight squadron for a year and a half.

Back in civilian life, from 1920 until 1929, Chick sold advertising for *The Farmer* and *The Farmer's Wife,* agriculture publications, out of St. Paul. Just before returning to Chicago, he married a "farmer's wife" editor, Leonore Dunnigan of

(Continued on page 14)

beat

AMES A. McGARRY, assistant to president BBDO, N. Y., named hairman radio committee 1950-51 New York campaign of Arthritis nd Rheumatism Foundation.

OHN REED BURR to John Falkner Arndt & Co. Inc., Philadelphia, n executive staff.

ACK HOUSE, United Artists Television sales manager, to William sty & Co., N. Y., in TV executive capacity.

WILLIAM R. SETH, account executive and radio-TV director O'Brien & Dorrance (now Dorrance-Waddell Inc.), N. Y., to Needham & Grohmann Inc., N. Y., as vice president and account executive.



Mr. Seth

ADRIAN BAUER named board chairman Adrian Bauer Adv., Philadelphia. ALAN R. TRIPP named president.

LEW SANDERS, head of TV department Jones Frankel Co., Chicago, to Albert Frank-Guenther Law Inc., Chicago, as TV director.

RICHARD DANA, radio writer, to Young & Rubicam's radio-TV department, N. Y., as assistant to DAVE EVY, vice president in charge of developing new radio-TV personalities nd program ideas.

ON TENNANT, television puppeteer and packager, to Leo Burnett Agency, Chicago, as member radio-TV production and writing staff.

GORDON TAYLOR, vice president Reincke, Meyer & Finn, Chicago, elected president Chicago Federated Advertising Club for 1951.

MILDRED WREN, KPIX (TV) San Francisco, to copy department Russell, Harris & Wood, S. F.

IRENE R. TUFTS, CKRM Regina, Sask., to radio director Calgary office Stewart-Bowman-MacPherson Ltd.

JAMES W. RENNELS Jr. appointed assistant account executive Griswold-Eshleman Co. Was with American Steel Foundries 1947-49.

DAVID H. ECHOLS, executive vice president Grant Adv., in-charge of New York office, resigns. Future plans not announced.

WILLIAM A. BERNS, ABC, to Kenyon & Eckhardt, N. Y., on production staff of *Mark Trail* program.

JOHN AYLESWORTH, freelance, to radio department MacLaren Adv. Co., Toronto.

HOWARD A. HELLER, producer-writer WPIX(TV) New York, to McCann-Erickson, N. Y., in radio-TV department as manager radio-TV services.

HUGH D. LAVERY, McCann-Erickson, N. Y., to C. J. LaRoche & Co., N. Y., in executive capacity.

CEDRIC TARR, Buchanan & Co., S. F., to copy department Biow Co., S. F.

H. D. MADDEN, since 1946 with Vancouver office Canadian Adv. Agency Ltd., to manager of that office.

SIDNEY BURKE, art director Rexall Drug Co., L. A., to West-Marquis Inc., L. A., as art director.

DEAN LIERLE Jr., announcer-writer KIXL Dallas, to Couchman Advertising Agency, Dallas.

2 Great Shows Starting Today—

"Hollywood Matinee"



Monday thru Friday—2 to 3 P M

A full-length feature film each afternoon for the housewife, offering suspense, thrilling love stories, delightful comedy, tuneful musicals. One minute participations available to advertisers between the "acts." The same show—the same films—that have proved a sensation in afternoon programming in other major markets!

Plus

"The Modern Woman"



Ruth Crane

—a smart, highly viewable half hour for the housewife. Tips on how to save money, time, work and worry . . . demonstrations of latest techniques in homemaking, new devices, fashion, top personalities in current affairs. **Advertisers' products to be completely demonstrated** by one of tv's most successful sales personalities—Ruth Crane, assisted by popular Jackson Weaver.

Monday thru Friday—3 to 3:30 P M

Call ABC Spot Sales for availables

WMAL WMAL-TV WMAL-FM

THE EVENING STAR STATIONS

WASHINGTON, D. C.

Milestones

► Edward T. Carstens and George W. Williams, WGN Chicago engineer and WGN-TV schedules engineer, respectively, marked 25 years of service last month.

► WSLS Roanoke, Va., Oct. 10 observed its 10th anniversary.

► I. A. Martino, chief engineer of WDRC Hartford, Conn., is observing his 27th anniversary with the station. Mr. Martino participated in early FM development.

► KXOK St. Louis celebrated its 12th anniversary Sept. 19.

► Mrs. Marguerite McEvoy, traffic manager WTAG Worcester, Mass., is celebrating her 25th year in that post.

► Carlton Brown, transmitter engineer, WDRC Hartford, last month observed his 11th anniversary with the station.

► *Hour of St. Francis*, transcribed dramatic program currently on 350 stations throughout country, last month entered fifth year of production. Universal Recorders, Hollywood, produces and transcribes show.

► Richard C. Elpers, CBS Radio Sales account executive and manager of its Los Angeles office, last month celebrated 20 years with CBS. He started as sales promotion man for the network in Chicago.

► KFAC Los Angeles nightly *Evening Concert* Oct. 31 observed its 10th year on the air for Southern Calif. and Southern Counties Gas Co. Celebration was highlighted by Lionel Barrymore, who acted as m.c.

► Lynn Murray, musical conductor on CBS *Hallmark Playhouse*, last month celebrated his 25th year in radio.

► Nancy Dixon, WWJ Detroit shopping show, has celebrated its third birthday. Miniature birthday cakes in plastic boxes honoring the occasion were sent to 250 members of the trade.



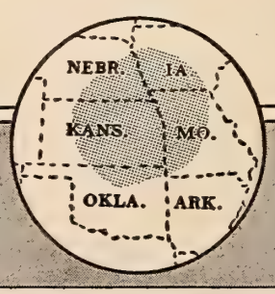
To you, Mr. Advertiser, this means an income of $6,278.00 per Kansas Farm Family.* Most of this is *spendable income* because the average farm family lives rent free and raises much of its food.

What's more, this market is easier to sell. When you use WIBW, you're practically addressing a daily meeting of Kansas farm families. You automatically get this hand-picked audience because WIBW is THE Farm Station of Kansas . . . most listened to by most farm families.**

Here's a sales "natural" . . . families with money to spend and the station they themselves prefer . . . WIBW.

* Consumer Markets '50-'51
** Kansas Radio Audience '50

W I B W



SERVING AND SELLING
"THE MAGIC CIRCLE"
WIBW · TOPEKA, KANSAS · WIBW-FM
C B S

Rep: CAPPER PUBLICATIONS, INC. • BEN LUDY, Gen. Mgr. • WIBW • KCKN

On All Accounts

(Continued from page 12)

Emmetsburg, Iowa. She still works from their home on the near north side of Chicago as consulting home economist, mainly for magazines.

Back in Chicago, Chick covered the Michigan and Ohio territories for *Good Housekeeping*, and was on the road 48 out of 52 weeks ("no way to start a marriage!"). After several years in space advertising, he began thinking seriously of entering radio—"more active and interesting than magazine work because of the rapidity of action." He figured he could "learn the most the quickest" by going to work for John Blair & Co., station representative firm.

After two years, he went to one of the Blair client stations, WLS Chicago in 1937, as a salesman, and four years later was named sales manager. Chick delegates specific accounts to his staff of five salesmen, but works as contact man on all accounts billed through the representative. These include Colgate, Lever Bros., Whitehall Pharmacal, Dolcin and Grove Labs.

WLS boasts two accounts which have sponsored the *WLS National Barn Dance* for 18 consecutive years—Keystone Steel & Wire and Murphy Feeds. Morton Salt also has bought WLS time for almost two decades.

Chick is a member of the Hinsdale Golf Club (his father was a charter member in 1898), and every summer he and his wife move to the country club there to escape city heat and guarantee their Saturday and Sunday golf games. He also is second vice president of the Western Advertising Golfers Assn., advertising men who meet for golf six times each summer. He also is on the board of the Chicago Radio Management Club.

Honor Harold Deal

NBC Western Network presented a special program last week in honor of Harold R. Deal, advertising manager of Tide Water Associated Oil Co., San Francisco, for his contribution to college football over a 25-year period. Helm's Athletic Foundation presented Mr. Deal with a trophy during the broadcast. Paul Zimmerman, sports editor of the *Los Angeles Times*, and Curley Grieve, sports editor of the *San Francisco Examiner*, paid tribute from their respective cities.

the TOUR-TEST proves

KGW THE ONLY STATION WHICH GIVES THE ADVERTISER COMPREHENSIVE COVERAGE

.....in the OREGON MARKET



In the prosperous, expanding Northwest, KGW's COMPREHENSIVE COVERAGE reaches more people, covers greater area than *any other* Portland station! "Beamed Broadcasting" plus the greater efficiency of KGW's lower 620 frequency delivers the closely concentrated population and economic heart of the Oregon Country. An authentic Tour-Test, made in cooperation with the Oregon State Motor Association, proves this fact. Dale Jacobs, assistant district attorney from Oregon City, participated in the Tour-Test visit to his town... saw how KGW blankets the Oregon City area. He points out above, to "Miss KGW of 1950", the industrial growth that means greater buying power... yours for the asking through the COMPREHENSIVE COVERAGE of KGW.

BROADCAST MEASUREMENT BUREAU SURVEYS PROVE KGW's LEADERSHIP

Actual engineering tests have proved that KGW's efficient 620 frequency provides a greater coverage area and reaches more radio families than any other Portland radio station *regardless of power*. BMB surveys bear out this fact. KGW is beamed to cover the population concentration of Oregon's Willamette Valley and Southwestern Washington.

TOTAL BMB FAMILIES
(From 1949 BMB Survey)

DAYTIME

KGW	350,030
Station B	337,330
Station C	295,470
Station D	192,630

NIGHTTIME

KGW	367,370
Station B	350,820
Station C	307,970
Station D	205,440



This chart, compiled from official, half-milivolt contour maps filed with the FCC in Washington, D.C., or from field intensity surveys, tells the story of KGW's COMPREHENSIVE COVERAGE of the fastest-growing market in the nation.

KGW

NBC AFFILIATE

PORTLAND, OREGON

ON THE EFFICIENT 620 FREQUENCY

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

first

IN THE WASHINGTON MARKET



7 A. M. NEWS
with
HOLLY WRIGHT

Here is another WRC program-personality combination doing a consistently solid selling job for over five years. Holly Wright clearly leads the field, Monday thru Friday at 7:00 each morning.*

This is NOT an availability. We merely point to this record as an example of the "sales-programming" WRC can do for you. Top-rated shows with **selling power** dominate the programming pattern.

WRC pays out, not alone in top audience ratings in the rich District, Maryland and Virginia area—but in hard "over-the-counter" retail sales.

*American Research Bureau

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON
WRC NBC
5,000 Watts • 980 KC
Represented by NBC SPOT SALES



feature of the week

TECHNIQUE of "beamed programming" for nine weekly hours of shows sponsored by C. K. Whitner & Co., Reading, Pa., was initiated recently under terms of a contract signed by the city's only home-owned department store and WEEU Reading.



Mr. Martin

The contract, signed by Thomas E. Martin, WEEU general manager, and James B. Mercer Jr., secretary of Whitner's, was reportedly one of the largest ever negotiated for a single local advertiser in Reading.

WEEU selected types of air presentations designed to touch on every facet of the department store's operation while blanketing the morning, afternoon and evening listening hours. Presentations include morning and evening quarter-hours and a half-hour afternoon period, Monday through Friday, plus evening 30-minute segments nightly except Friday, a special children's Saturday morning show, and a Sunday afternoon musical program.

Plans already are underway by the station to cross-plug each program and arrangements also are being worked out between WEEU and Whitner's to apply the same technique to newspaper advertising. WEEU has mapped out a paid newspaper advertising campaign to tie in all shows with the department store.

Prior to signing the WEEU contract, C. K. Whitner had used very little radio in the past several years. Store stood aloof until it felt it had found the "right type of radio promotion," according to Mr. Martin.

The Monday through Friday morning strip is the Nan Heckman show, aired 10:45-11 a.m. over several months as a chatty, informal quarter-hour designed to appeal to Reading women. News on women's activities and frequent interviews are featured. Plan is to keep the feature flexible so that it may originate in Whitner's store.

The five-weekly afternoon seg-

(Continued on page 36)



strictly business

GUIDING Oakite's radio rudder —the type of steering that has lifted the cleanser to household fame—is Frank A. Conolly, manager, Oakite Product Inc. package division.

Perhaps the reason why Frank is so well versed in this advertising medium is that for the past 21 years he has been holding radio's hand while it has been developing and expanding into a coast-to-coast giant.

Frank first met radio when he joined the Oakite company. His association with Oakite, as with radio, was "inevitable," he says. "I had worked on several of the introductory campaigns on Oakite with my men from the Naborhood Stores Assn., and I was simply asked to continue on the Oakite payroll, and may I say at this point, that it has been 21 years of extremely busy but happy association."

Frank fits the role of a busy executive to a "T." In addition to keeping his finger on Oakite's radio and TV—arranging for programs, selecting talent, rehearsals, arranging network appearances and shows, Frank must be up front at



FRANK A. CONOLLY

sales meetings held throughout the country.

Oakite through the years has been wide awake to catch the drama that is radio's vital contribution to the national life. Back in the late 20s when agency technical staffs were unknown, Frank remembers the advertiser was obliged to

(Continued on page 44)

once upon a time . . .

a fellow wrote a song . . . it went something like this . . .

"The longest way round is the sweetest way home"

That's alright for certain cases . . . (we know about the birds and the bees, too)

but . . .

in radio, it's a little different.

To get the most out of your advertising dollar, the shortest and quickest way into the prospective buyers' home is, by far, the "sweetest" way to the advertiser.

In the *rich* Wyoming Valley Market WBRE is a sure bet to do the best job for you.

It is definitely
the
FIRST station
in Pennsylvania's
FOURTH
largest marketing area.

NBC AFFILIATE

AM WBRE FM
WILKES-BARRE, PENNA.

NEWS AND VIEWS OF COAL



A MONTHLY REPORT TO EDITORS

MINING COAL—WITH AN AUGER!

A new method of mining coal consists of drilling horizontally into a coal seam with a portable giant auger! The auger, sometimes 70 feet in length, drills out the coal and drops it onto a conveyor. The operation requires only four men and, in some cases, as much as 80 tons of coal have been produced on one shift.

ANOTHER NEW SAFETY RECORD IN SIGHT.

The Bureau of Mines has released a report on coal mining safety which indicates that the bituminous coal industry is on its way to setting a new, all-time record for safe mining. If it succeeds, it will have the distinction of having reduced fatal accidents to new lows for three consecutive years.

COAL—FUEL OF THE FUTURE!

Dr. Arno C. Fieldner, Chief of Fuels and Explosives Division of the United States Bureau of Mines, told the Ohio Mineral Industries Conference recently, that "coal will continue to rule the fuel business in the United States. Ultimately," he said, "coal will be the primary source, not only of solid fuels, but of liquid and gaseous as well." The reason for this, according to Dr. Fieldner, is that the country has far more coal than petroleum or natural gas and, in time, oil and gas will be made from coal.

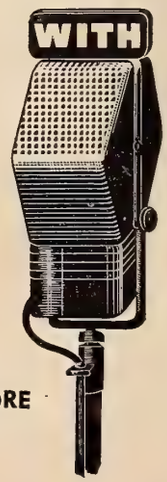
BRITAIN GETS BETTER EQUIPMENT BUT LESS COAL.

The annual report of last year's operations of Britain's socialized coal industry reveals that their major task is to obtain higher production. Even after spending large sums for American machinery and equipment, Britain's socialized coal mines produced 28 million *fewer* tons than the same coal mines did *ten years ago*—with less modern equipment, under private management.

BITUMINOUS COAL INSTITUTE
A Department of National Coal Association
Southern Building, Washington, D. C.



You get a lot for a little*



IN BALTIMORE

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY

***MORE LISTENERS-PER-DOLLAR THAN ANY OTHER RADIO OR TV STATION IN BALTIMORE**

BROADCASTING
TELECASTING

Vol. 39, No. 20 WASHINGTON, D. C., NOVEMBER 13, 1950 $7.00 A YEAR—25c A COPY

CONGRESSIONAL FACELIFTING

May Presage Radio Review

By DAVE BERLYN

THE NEWLY-ELECTED 82d Congress, destined to become a house-divided next January, can be expected to cast a long political shadow over the radio legislation and regulation of the next two years.

Resurgent Republicans, in a better position to act the role of "Peck's Bad Boy," may well enter the radio-TV arena to see what dust can be kicked up to the Democratic leadership's embarrassment.

Consensus in Washington following Tuesday's elections was that the Democrats will find the going rocky in Congress for the next two years. The GOP is just two seats away from deadlocking the Senate. It is numerically stronger in the House. Aided by Southern conservative Democrats, it can neutralize the Fair Deal bloc but avoid the responsibility.

Authorities agreed action on major radio legislation probably will not be subject to radical change in the next Congress as viewed from recent history. But the new Congress may have some strong ideas about such explosive issues as color television and NARBA.

Red Issue May Expand

The Communist question is certain to grow hotter. A great vote-getter in the nation's voting booths, anti-Communism as an issue in Congress may touch further on broadcasts and telecasts. Type of criticism such as that leveled earlier this year by Rep. Clarence Brown (R-Ohio), against Communist sponsorship of programs on the nation's airwaves, may receive greater attention.

Possibility of repeal of the new anti-Communist law, passed by the 81st Congress over President Truman's veto, now appears remote, according to Capitol observers. Some modifications, however, may be in order. A provision of this law requires Communist groups or Communist fronts to identify themselves on the air when sponsoring broadcasts or telecasts.

One of the major issues that the new Congress must iron out is the problem of new revenues to meet mounting costs in the U. S. and abroad. Groundwork by the outgoing Congress on the proposal to impose fees for commercial broadcast licenses as a revenue-raising action is certain to evoke legislative interest in 1951-1952.

The final lineup in Congress—49 Democrats to 47 Republicans in the Senate and 234 Democrats to 200 Republicans and one Independent in the House—places the GOP in a stronger position on key committees.

The Democratic leadership in the Senate will undergo a change. Sen. Ernest W. McFarland (D-Ariz.), chairman of the Senate Commerce Committee's radio subcommittee, is a contender for Senate Majority Whip succeeding Sen. Francis J. Myers (D-Pa.), the Commerce group's only election casualty. Sen. McFarland was sponsor of the twice Senate-passed but House-blocked bill to realign FCC procedures.

With the exception of Sen. Myers, the Senate Commerce Committee will be intact next January with radio-active Chairman Ed C. Johnson (D-Colo.) still at its helm. However, the committee can expect to have some new Republican faces.

Commerce Changes

In line with a forecast reduction in ratio of Democrats to Republicans on key committees, the Senate Commerce group may add one or two GOP Senators. Two likely contenders are Gov. Frank Carlson of Kansas and Everett M. Dirksen, who defeated Sen. Scott Lucas in Illinois. Sen.-Elect Carlson, from the same state as the late Committee Chairman Clyde M. Reed, holds similar interests in interstate commerce. Sen.-Elect Dirksen was active in radio affairs when he was a member of the House.

Unscathed in the election battle were Democratic Sens. Warren G. Magnuson of Washington and Brien McMahon of Connecticut, and Republican Sens. Charles W. Tobey of New Hampshire and Homer E. Capehart of Indiana. All are members of the Senate Commerce Committee.

In the House, where the Democratic leadership suffered less damage, there are few radio-significant changes in the present membership of its Interstate & Foreign Commerce Committee. There may be additions, however. Rep. Robert Crosser (D-Ohio) was re-elected and will continue as chairman. Rep. Dwight L. Rogers, Florida Democrat, may be the Democratic choice to head up the radio subcommittee if it is not drastically revamped.

Both Commerce committees may

(Continued on page 86)

RADIO RATE HIKE

Foreseen by NAB Dist. 4

By J. FRANK BEATTY

RADIO rates are heading upward, supported by value rendered and rising costs.

While the cost of broadcast time has showed little change since the war, compared to the soaring rates of competing media, many eastern and southeastern stations are scanning their rate cards and/or their actual rates charged.

Two main factors point to rate increases. First, many broadcasters feel rates have been too low all along in view of results delivered. Second, costs are rising and other media are raising rates accordingly.

In no observable instance has a station in NAB District 4 (D. C., Va., N. C., S. C., 2 Maryland counties in Washington area) cut rates because of television, judging by replies of station managers to a poll taken at the Nov. 2-3 district meeting.

* * *



DELEGATES at NAB District 4 meeting at Williamsburg included (l to r): Front row, Richard H. Mason, WPTF Raleigh, N. C.; Campbell Arnoux, WTAR Norfolk, Va.; James H. Moore, WSLS Roanoke, Va.; Harold Essex, WSJS Winston-Salem, N. C., District 4 director; G. Richard Shafto, WIS Columbia, S. C. Back row, Horace Fitzpatrick, WSLS; Calvin T. Lucy, WRVA Richmond.

A preponderant number of District 4 station managers are considering increases, or have raised rates within the last two years. Several feel rates should not be changed. Daytime rates, many executives feel, are too low and should be at least two-thirds the night scale. On the other hand, a few broadcasters fear nighttime listening in television cities is suffering from the video competition and some adjustment may be necessary if this develops into a long-term trend.

Answer Is Volume

Volume business rather than higher rates will provide the answer, one manager contends. Another would raise FM rates in view of expanded circulation.

In any case, broadcasters were in agreement that radio has a fine story to tell, a better results-per-dollar story than any other medium.

Richard P. Doherty, NAB employe-employer relations director, points out that "radio rates are low in comparison to the service rendered. The rates are lower than the prices advertisers charge for their

(Continued on page 30)

Other Dist. 4 pictures and registration on page 57.

PHONE STRIKE

Radio-TV Service Not Hit

NO INTERRUPTION of radio and television network service as a result of the nationwide telephone workers' strike called last week by Communication Workers of America, CIO, was foreseen by officials of the networks or the American Telephone & Telegraph Co., last Friday.

An AT&T spokesman said that the walk-out is expected to follow the pattern of the 1947 strike, which would not affect the networks, barring sabotage, he said.

Although only 33,000 installer, warehousemen and factory workers are striking, Union President Joseph A. Beirne has predicted that 300,000 union members would refuse to cross picket lines.

A network official said that AT&T is guaranteeing service.

H. T. Killingsworth, AT&T vice president in charge of long lines, claimed long distance service had been affected only slightly by the strike of Western Electric employes. He said:

A very high percentage of all calls have been completed to points throughout the country. Barring sabotage or other malicious damage to plants the public will continue to get adequate service. Our long distance offices are being staffed by forces of about normal size. More than 2,000 non-supervisory employes reported to work at New York today (Thursday).

Operations of the plant department which provide press, government and commercial private line service and television and radio program network service are being handled without difficulty. More than 80% of the total plant organization is on the job.

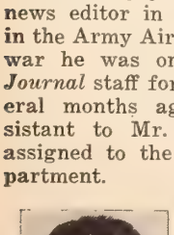
ABC CHANGES

Mullin, Pacey to New Posts

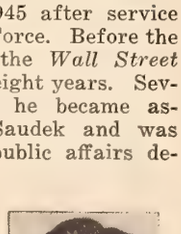
EARL MULLIN last week was placed in charge of exploitation for ABC, and John W. Pacey, former assistant to Robert Saudek, ABC vice president and assistant to the president, was named to succeed Mr. Mullin as national director of publicity.

Mr. Mullin's title will be assistant to the vice president in charge of exploitation, new department. He has been national director of publicity since 1949 and before that had been publicity director since the creation of ABC.

Mr. Pacey joined ABC as trade news editor in 1945 after service in the Army Air Force. Before the war he was on the *Wall Street Journal* staff for eight years. Several months ago he became assistant to Mr. Saudek and was assigned to the public affairs department.



Mr. Mullin



Mr. Pacey



Drawn for BROADCASTING by Sid Hix

"We had to cut that scene where you conceal your horse in a cave. . . . We don't want any hidden plugs on this show!"

NEW FIRM

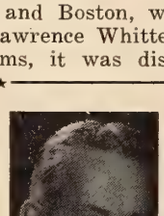
Humphrey, Alley & Richards Merge

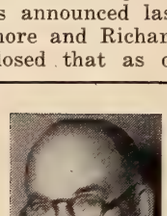
CONSOLIDATION of Alley & Richards Inc. and the H. B. Humphrey Co., both with offices in New York and Boston, was announced last Thursday. In the statement by H. Lawrence Whittemore and Richard B. Humphrey, presidents of the firms, it was disclosed that as of Jan. 1, 1951, the new firm would be called H. B. Humphrey, Alley & Richards Inc.

The H. B. Humphrey Co., founded by the late H. B. Humphrey in 1887, is one of the three oldest agencies in the country. Richard S. Humphrey, son of the founder, became president in 1933.

Alley & Richards was formed in 1916. Mr. Whittemore was elected president in 1950 after serving with the company since 1919. He will be chairman of the board of the new firm and Mr. Humphrey will be president. Other officers and directors will be announced at a later date.

In making the consolidation announcement, it was stated that the move "would give both the Boston and New York office of H. B. Humphrey, Alley & Richards Inc. the depth in personnel to substantially increase their effectiveness in the creative field as well as in the research, marketing, public relations and other phases of agency service."





Mr. Humphrey Mr. Whittemore

CBS INCOME

Nine-Month Net $3,110,783

NET INCOME of $3,110,783 for the nine months ending Sept. 30 was reported last week by CBS.

The 1950 figure was substantially larger than the CBS net for the similar period last year—$2,003,812.

The CBS gross for the first nine months of 1950 was more than $11 million bigger than the gross for the same months of 1949—$85,946,982 this year to $74,607,071 last.

Increased expenses and bigger taxes this year as compared with last accounted for the slighter difference in the nets of the two years than in the grosses.

CBS also announced last week that the CBS board declared a cash dividend of 40 cents per share on its Class A and B stock, payable to stockholders of record at the close of business Nov. 24.

LORILLARD FILES

Asks Review of FTC Order

REVIEW of Federal Trade Commission's order that it cease certain alleged advertising claims was sought fortnight ago by P. Lorillard Co., Jersey City and New York, in a brief filed with the U. S. Court of Appeals for the Fourth Circuit (Richmond, Va.) The brief supports a petition for review by the cigarette firm.

FTC's original order, issued last spring, cited Old Gold cigarettes, Friends smoking tobacco, and Beechnut and Sensation cigarettes, and was based on a complaint involving the nicotine content of the products [BROADCASTING, April 10].

P. Lorillard's brief took exception to the FTC order, asking that it be set aside pending review, and said that the firm had discontinued the questionable advertising claims set forth in the original complaint. The commission has held numerous hearings on the case, which dates back over a seven-year period.

REBROADCASTING

Sheppard Asks Change

DEMANDS that FCC amend its rules to ensure that network sponsors shall be free to contract with other stations for rebroadcasts of their programs were renewed last week by Rep. Harry R. Sheppard (D-Calif.), longtime network critic.

Following up a similar request by Gordon P. Brown of WSAY Rochester [BROADCASTING, Nov. 6], Rep. Sheppard released a letter in which he asked FCC to consider the question in connection with its pending proposal to redefine another phase of the law on "rebroadcasting" (Sec. 325 (a) of the Communications Act).

Rep. Sheppard introduced a bill (HR-7310) early in the current Congressional session which itself would permit rebroadcasting of network programs with permission of the sponsor, and in addition would require the licensing of networks [BROADCASTING, Feb. 20]. No action was taken on the bill.

His letter to FCC Chairman Wayne Coy, second he has sent on the subject [BROADCASTING, Aug. 7], said "the networks seem to believe that the commercial programs which they broadcast are their programs," when actually, in his view, the sponsors should be allowed to negotiate with any stations for the rebroadcast of their programs.

Cites Support to Views

He cited legislative history as supporting this contention. He told Chairman Coy:

I urge that the Commission clarify the intent of Sec. 325(a) in such a way as to clearly specify that permission shall be required from the originating station to rebroadcast sustaining programs or programs whose production cost is borne in its entirety by the originating station; and that permission to rebroadcast sponsors' programs or programs whose basic production cost is borne by any person other than a radio station or network shall be obtained . . . from such sponsor or person, whether the sponsor or person uses one station or network facilities to originate his program.

Rep. Sheppard noted that FCC reports show the number of "losing" stations grew from 369 in 1947 to 686 in 1949.

"Such increased spending by sponsors and increased losses by stations," he said, "indicate one thing: That the economy of radio is being locked up by the networks at the expense of the independent stations; just the reverse of the intent of the Communications Act as evidenced by the legislative history of it.

"The continued practices of the networks to restrain trade and tie up the economy of the radio industry must stop; and legislative history points out that it is the duty of your Commission to interpret the Act, make rules, and correct these deplorable situations with every source at your command."

NARBA FIGHT

CCBS Hits Tentative Agreement

By RUFUS CRATER

A LAST-DITCH FIGHT against terms of the proposed new NARBA agreement [BROADCASTING, Oct. 30, Nov. 6] was launched late last week as delegates to the Washington AM conference sought to work out details for signature possibly over the weekend or, at the latest, early this week.

The fight was led by the Clear Channel Broadcasting Service, which charged the tentative agreement "is against the best interests of the U.S." and "should not be signed—if signed it should not be ratified."

CCBS charged the agreement contains "extensive and unnecessary concessions to other North American countries, principally Cuba," which will damage the radio service to areas which rely on clear-channel stations by "legitimatizing" interference to U.S. 1-A stations and effectively blocking improvement of their service through the use of power substatially above 50 kw.

Major networks, some of whose stations are 1-A clear-channel outlets on frequencies which other North American nations also would be permitted to use, were obviously displeased with the treaty's tentative terms, though they offered no public condemnation.

There was a mounting number of protests, from members of Congress as well as private groups and individuals, which made a Senate fight over ratification seem certain even if a final agreement is reached.

Hyde Declines Comment

FCC Comr. Rosel H. Hyde, chairman of the U. S. delegation, declined to make detailed comment on the CCBS statement while negotiations were still in progress. But he noted that the decision on whether to sign any agreement will be made not only by the official delegation but by the interested government agencies, and that any agreement which is signed will be passed upon by the Senate in the ratification process.

The final decision, he asserted, will be based "on the overall needs and interests of both rural and urban U. S. listeners, and of the industry as a whole, and will not be limited to considerations of vocal and possibly short-sighted special-interest groups or individuals."

With some modifications—including a decision to give a U. S. 1-A clear channel classification to 1030 kc, curently a 1-B on which WBZ Boston operates with 50 kw—the foundations of the tentative agreement were in line with those disclosed previously.

Further efforts also were being made, authorities reported, to find a satisfactory assignment for WKAQ San Juan, P. R., to replace its present 620 kc regional frequency, which is slated to go to the Dominican Republic. WJZ New York's 770 kc 1-A channel has been prominently mentioned for use by WKAQ, with protection to WJZ and KOB Albuquerque.

The Dominican Republic also was reported by CCBS to be seeking the right to operate with 1 kw daytime and 100 w nighttime on 720 kc, on which WGN Chicago is dominant, on 890 kc (WLS-WENR Chicago), and on 1040 kc (WHO Des Moines).

The Bahamas-Jamaica reported they had reached agreement with the U. S. for Jamaica's use of 880 kc (WCBS New York) and 1180 kc (WHAM Rochester) with 5 kw Class 2 stations, and for the Bahamas' present 1540 kc Class 1-A assignment to remain unchanged.

1-A Demands Unchanged

The U. S. 1-A channels on which Cuba would be permitted to operate remained unchanged from earlier reports: 640 kc (KFI Los Angeles); 660 kc (WNBC New York); 670 kc (WMAQ Chicago); 760 kc (WJR Detroit); 780 kc (WBBM Chicago), and 830 kc (WCCO Minneapolis). Cuban use of these channels would be conditioned on protection to U. S. dominants along lines specified in the expired NARBA, authorities asserted.

In addition Cuba would be granted "special protection" by future U. S. assignments on 11 channels: 550, 570, 590, 630, 640, 690, 730, 740, 860, 920, and 980 kc.

The CCBS statement, issued by Director Ward L. Quall, declared:

From the beginning of the present negotiations during the past year or more there has been the clear understanding that nothing would be conceded by the U. S. delegation which would prejudge the Commission's decision in the pending clear-channel proceedings initiated in 1945. With respect to six of the channels, the door has been definitely closed, and with respect to still others, it has been probably or partially closed to a favorable solution of the principal issue, namely improvement of service to rural areas.

The statement labeled the tentative agreement as "even more unfavorable to the U. S., to the listening public and to the broadcasting industry than the draft which was under consideration earlier in the negotiations, while the conference was in session at Montreal [September-December 1949], and which provoked a nationwide protest and was eventually rejected by the U. S. delegation."

Other Channels Hit

In its present state, CCBS charged, "the agreement also contains numerous concessions to Cuba with respect to other classes of channels used in the U. S., particularly those used by Class 1-B and regional stations." The statement, prepared Thursday, asserted:

It must be remembered that Mexico and Haiti are not participating in the conference and presumably will not sign or adhere to the agreement, at least until their own particular demands have been satisfied. Mexico recently provided a sample of the demands which may be expected from its direction. To surrender to Cuba can only result in encouraging unreasonable demands from such countries.

The contagion has already spread

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OFFICIAL host to NAB District 4 meeting Nov. 2-3 was Bela Norton, vice president of Colonial Williamsburg, Va. Front row (l to r): Mrs. Norton and Mrs. Justin Miller. Back row, NAB President Justin Miller and Mr. Norton (also see story and pictures on pages 19 and 57).

EXCESS TAX THREAT

Radio-TV Chart Defense

WITH POST-WAR investments and earnings at stake, the radio-TV industry is forming a battle line to meet an excess profits tax proposal which poses costly kickbacks on radio-TV's "growth" period.

The House Ways and Means Committee opens hearings on the issue Wednesday. It will attempt to work out a suitable bill that can be presented to the short-lived 81st Congress. Chairman of the committee is Rep. Robert L. Doughton (D-N. C.).

Radio-TV already has asked for a hearing. Among applications received by the House group, which last Friday had not yet announced its agenda nor lists of witnesses to appear, were the following:

Ask for Hearing

NAB, Radio Television Mfrs. Assn., Television Tax Committee, Dr. Allen B. DuMont of Allen B. DuMont Labs., King Broadcasting Co. of Seattle, Philco Corp. and United Electrical Radio and Machine Workers of America.

In the past few weeks, sentiment has been growing among radio-TV leaders that an excess profits levy, if patterned after the World War II profits tax, would work undue hardship on segments of the industry. Hardest hit would be firms which invested capital for expansion of such broadcasting services as FM and TV.

General feeling is the tax would cut lopsided into radio and television earnings, particularly so if tax experts arrive at a "base period" average of earnings premised on 1946-47-48-49, the years when many firms were flexing muscles.

These arguments have been placed before Congress' Joint Committee on Internal Revenue in closed session in the past fortnight by such spokesmen as RTMA and the Television Tax Committee.

Kennedy Heads Group

The latter group, with John A. Kennedy, WSAZ-TV Huntington, W. Va., acting chairman, represents owners of a majority of independent TV outlets in the country. Other members of the committee are Richard A. Borel, WBNS-TV Columbus, Ohio; George B. Storer, WGBS-TV Miami (president, The Fort Industry Co.); Jack O. Gross, KFMB-TV San Diego, and Herbert Levy, WAAM(TV) Baltimore.

The telecasters maintain that their industry during the suggested base period failed to mark the black side of the profit ledger. They told the joint committee that not a single one of the 85 independent stations averaged net earnings upon which a base could be reached in determining excess profits.

The station owners point out that FCC's statistics of December 1949 showed 85 TV independents with an aggregate capital investment (at cost) of $36.8 million, with a like percentage of loss to the investment at $36.9 million.

RTMA echoed this sentiment a fortnight ago in closed meetings with the joint committee [BROADCASTING, Nov. 6]. RTMA suggested a "fair return" for the expanding TV industry.

Both groups take the position they do not oppose enactment of an excess profits levy but are on record as seeking recognition of the hardship such legislation would impose on TV stations. They recommend action to alleviate the special problem which exists within the industry.

NAB was working double-time to present a clearly defined position on the tax. The association is expected to ask for special tax relief under the proposed law.

Mrs. A. Scott Bullitt, chief owner of King Broadcasting Co. (KING-AM-FM-TV Seattle), had asked the committee to hear her personal views. Dr. DuMont is requesting a hearing as representative of the National Conference of Growth Cos. The conference is made up of firms,

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IN REVIEW...

PROGRAM FACTS

Don Carlo, Metropolitan Opera, on — ABC-TV stations.
Sponsor: The Texas Co. (Kudner Adv. Agency).
Cast: Cesare Siepi, Jussi Bjoerling, Robert Merrill, Delia Rigal, Fedora Barbieri.
Conductor: Fritz Stiedry.
Staged by Margaret Webster.
Decor and costumes by Rolf Gerard.
Supervisor of TV Technical Operation: Frank Marx, ABC vice president in charge of engineering. Director of Technical Operations: William H. Trevarthen.
Executive Producer: Burke Crotty.

EXCEPT for probably unavoidable difficulties inherent in telecasting a production designed for presentation on a vast stage, the ABC telecast of the Metropolitan Opera premiere last Monday was a rare accomplishment.

The opera itself, Verdi's "Don Carlo," emerged handsomely on the television screen. It was only in figuring out what to do with its cameras while the stage was dark that ABC got into trouble.

To describe the arrivals of the social and the celebrated, ABC hired Igor Cassini, the wispy society editor of the *New York Journal American*. Mr. Cassini found himself in an embarrassing position. He did not see anyone he knew. Except for those celebrities familiar to everyone, a host of resplendant but unidentified first nighters passed endlessly before the camera.

Between the first and second acts the cameras went backstage in a charming excursion presided over by Margaret Webster, who staged "Don Carlo." Miss Webster interviewed principals in the opera and described scene shifting activities in a thoroughly enjoyable visit.

After the second act the thirsty camera journeyed to Sherry's bar where Tex McCrary and Jinx Falkenburg carried on a series of pointless discussions with several celebrities who were all very happy to be there, thank you. This incident, uninteresting enough by itself, was further degenerated by three uninvited and giggling women who persisted in forcing their way into close-ups. The visit to Sherry's was doubly disappointing. Nobody got a drink.

Between the first and second acts and the third and fourth, Deems Taylor conducted an opera quiz with several music authorities. Unfortunately on both occasions, the quiz was given so little time that Mr. Taylor and his panel appeared fleetingly. The suggestion is made that in future telecasts of this kind Mr. Taylor and his kind be given more time and the boring interviews with inarticulate celebrities less.

ABC's production staff overcame extraordinary handicaps in reducing "Don Carlo" to dimensions that would make sense on a 12-inch screen. Miss Webster mounted the opera on sets that used every available inch of the enormous stage of the Metropolitan.

Problem of Large Cast

As a consequence, some of the scenes in which the whole company was assembled on the stage appeared on the television screen in impossible miniature. These were very much in the minority, however, and the ingenious use of close-ups and medium shots more than compensated for them.

Musically, "Don Carlo" may have been a not entirely satisfactory choice for the premiere performance this season. It is not well known and its score is hardly memorable. The production, however, was splendid enough to revive whatever interest might have been lost by the music. To that extent "Don Carlo" was a better choice for television than it would have been for radio. It had to be seen to be fully appreciated.

Preceding each scene Milton Cross summarized the story line, an effective measure of assistance to those unfamiliar with the opera and with Italian, the language in which it was sung. The camera, in the course of Mr. Cross' recitals,

(Continued on page 31)

* * *



Mr. Cross

PROGRAM FACTS

The Big Show on 150 NBC stations.
Sponsor: 6:30-7 p.m. segment: RCA Victor (through J. Walter Thompson) and Whitehall Pharmacal Co. (through John F. Murray Agency).
Production Cost: Approx. $34,000.
Cast: Tallulah Bankhead, Jimmy Durante, Fred Allen, Portland Hoffa, Jose Ferrer, Ethel Merman, Paul Lukas, Russell Knight, Danny Thomas, Frankie Laine, Mindy Carson, Meredith Willson.
Producer-Director: Dee Engelbach.
Writers: Goodman Ace, Welbourn Kelley, Frank Wilson, Mort Green, George Foster.
Special Lyrics: Sammy Kahn.

TALLULAH BANKHEAD, mistress of ceremonies, said at the beginning of NBC's new radio extravaganza that producing *The Big Show* was really "a simple matter, darling. All it takes is courage, vision and a king sized bundle of dough."

In two of these respects, money and the courage to spend it, there is no argument that NBC had what it takes. As to the third there is room for debate.

In an effort to recapture some of the customers it has lost to television and to the Jack Benny show on CBS, NBC assembled as many high-priced performers as could possibly be squeezed into an hour and a half. The result was a star-studded what-is-it.

The Big Show's direct answer to Jack Benny, in the 7-7:30 p.m. period that he is on CBS, was a satire on the Benny show. Aside from the fact that it represented a sort of creative incest, the satire was of such quality as to invite listeners to tune *The Big Show* out and Mr. Benny in so they could hear the real article.

Miss Bankhead, whose voice is that of the last of the great Rabelasians, was a competent mistress of ceremonies, an assignment that one feels did not tax her dramatic abilities.

Ethel Merman, Paul Lukas and Russell Knight sang numbers from "Call Me Madam," the musical comedy that NBC angeled with just such thoughts as the radio appearance of Miss Merman and the Messrs. Lukas and Knight in mind.

The Noses Had It

Jose Ferrer played a scene from his new picture, "Cyrano de Bergerac." The scene was one in which Cyrano speaks brilliantly of his big nose, and it would have been effective had it not been immediately preceded by a low-grade exchange between Jimmy Durante and Danny Thomas on the subject of their own monstrous noses.

In addition to matching noses with Mr. Durante, the only basis on which, by the way, he can hope to approach Mr. Durante's level, Mr. Thomas sang a song and told jokes, including one about the horse in the bathtub, which has been kicking around shaggy dog circles since Joe Miller's time.

Fred Allen, who was saddled with the painful job of satirizing Mr. Benny, got off some remarks that were up to his usual acid standards before he disappeared into the Benny skit. Mr. Allen has discovered why television is called a medium. "It's because nothing is well done."

When Mr. Allen had his own radio show, some of the satires he produced—notably one with Miss Bankhead spoofing husband and wife programs—were radio classics. The one on Mr. Benny, with Miss Bankhead awkwardly cast as "Portchester," was just dull.

Disassociated Acts

A bright moment occurred when Mr. Allen introduced Portland to the throaty-voiced Miss Bankhead. "How do you do, sir," Portland said.

The finale featured each star singing a George M. Cohan song. Miss Bankhead rendered "Give My Regards to Broadway" in a key that defied reproduction.

Have we forgotten anyone? Oh yes, Mindy Carson, Frankie Laine and Meredith Willson.

The Big Show was simply a collection of disassociated acts, an expensive vaudeville show. It did not seem an imaginative answer to radio's present programming problems.

* * *



Miss Bankhead

BLANKET ELECTION COVERAGE

Provided by Radio-TV

RADIO and television coverage of 1950 Congressional and state elections reached a new high in comprehensive off-year reporting, according to information received by BROADCASTING.

CBS exploited the reporting facilities of both media, under direction of Edmund A. Chester, CBS director of news. Beginning radio reports with the Allan Jackson news program at 6 p.m., Nov. 7, the network continued with early returns by Lowell Thomas at 6:45 and Edward R. Murrow at 7:45.

CBS-TV started with Douglas Edwards on his 7:30 p.m. news program, resuming thereafter at 10:30 and continuing until 2 a.m. the following morning. Longines-Wittnauer Watch Co. sponsored returns on CBS-TV 10:30-11 p.m. and 11 p.m. to midnight.

Radio coverage included five-minute reports every half-hour from 8:30-10 p.m., continuing thereafter full-time until 3:30 a.m. the following morning.

At the main CBS news studio, Edward R. Murrow, Charles Collingwood and Eric Sevareid gave the nationwide returns, their comments being interspersed with pick-ups about the country. In the nation's capital, Griffing Bancroft interviewed Guy Gabrielson, Republican national chairman. A switch to Chicago for the statement by Sen. Scott Lucas (D-Ill.), and to California for statements by Sen. Helen Gahagan Douglas (D-Calif.) and Gov. Earl Warren, followed. Also there were direct broadcasts from the headquarters of Gov. Thomas E. Dewey and Sen. Herbert Lehman (D-N. Y.) in New York.

CBS-TV Coverage

On CBS-TV returns were broadcast by Douglas Edwards, Allan Jackson, and Don Hollenbeck in New York. Remote pick-ups from Dewey and Lehman headquarters brought both candidates to the TV screen. Other pick-ups included Cincinnati for a statement by Sen. Robert Taft (R-Ohio); Baltimore for comment on elections in Maryland; and Washington for Walter Cronkite's report on various state contests. Radio broadcasts from Chicago and California were also picked up for the TV audience.

In New York Larry Lesueur reported on Dewey headquarters for CBS, and Ned Calmer on Lehman headquarters. John Merriman covered Pecora headquarters; Jack Walters covered Impellitteri; Creighton Scott covered Corsi; and Dallas Townsend covered Lynch.

Where actual pickups were not made, CBS news headquarters received direct reports from newsmen stationed in Independence, Mo.; Little Rock, Ark.; Atlanta, Ga.; Philadelphia, Denver, St. Louis, and others.

NBC provided coverage in both media through concentration of its top newsmen in Radio City studios and by reports from newsmen of its affiliated stations throughout the country. William F. Brooks, vice president in charge of public relations, supervised radio reporting, assisted by Joseph Meyers and Fritz Littlejohn.



PREPARING for Mutual's coverage in New York election headquarters (l to r): Everett Holles, MBS commentator; Milton Burgh, (standing), Mutual News director who headed the election operation; Jack Fern, who assisted in the air production and station traffic, and Arthur Feldman, director of special events who coordinated the originating points and 168 separate pick-ups.

* * *

Throughout the evening election reports followed each program until 11 p.m., when Robert Trout introduced the first period devoted entirely to returns. Thereafter, he served as general announcer-coordinator throughout the night. A roundup of municipal, gubernatorial and senatorial contests followed, with H. V. Kaltenborn, Morgan Beatty, Richard Harkness, Lockwood Doty, Ray Henle and Ned Brooks participating. Direct reports from key cities in Missouri, Ohio, Connecticut, and Pennsylvania followed.

At midnight an "election round table" for radio was presided over by Mr. Trout, the latest returns being interspersed with comment and analysis by the various commentators.

McCall Directs NBC-TV

NBC-TV coverage was directed by Francis C. McCall, director of television news and special events. He was assisted by Adolph Schneider, William Garden and Clarence Thoman, with Michael Zeamer directing the telecast. Cameras in Democratic and Republican headquarters in New York showed developments there, with Leon Pearson, James Fleming, and Bob Stanton reporting on them. Similar telecasts were made from Washington, Philadelphia, Cleveland, Cincinnati, Columbus, Chicago and St. Louis by NBC-TV affiliates.

First NBC-TV election reports were by John Cameron Swayze on the *Camel News Caravan* at 7:45 p.m. Each program thereafter until midnight, included election summaries together with bulletin interruptions.

At midnight NBC-TV devoted itself exclusively to the elections. Telecasts were sponsored on a co-

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CAMPAIGN COSTS

Radio-TV Get Big Slice

LAST-MINUTE campaigning by both Republican and Democratic parties utilized the immediacy and intimacy of radio and television in concentrated efforts to sway public sentiment.

High spot of the whirlwind preelection activity was the $136,000 political broadcast and telecast by President Truman, whose voice and image blanketed the nation in a Nov. 4 pickup from St. Louis.

Since the campaigning was largely local in nature the Democratic and Republican national organizations did not spend large sums for radio and TV. They keyed state and local activity, however, and supplied material and know-how for time purchases by local organizations and individual candidates.

Elated by GOP success in the gubernatorial and Congressional voting, Chairman Guy George Gabrielson of the Republican National Committee told the headquarters staff Thursday that the campaign just ended is "only a skirmish." He started immediately to set up machinery geared toward what he predicted would be Presidential and Congressional victories in 1952.

The Republican staff expects the task of raising funds to be eased by the Tuesday victories, calling them the best shot-in-the-arm the party has had in many years.

With additional funds, the party expects to expand its use of radio and television as the campaign proceeds. Expansion of the GOP House ranks will mean more Republican congressmen and senators will use transcriptions to reach their constituents on a public service basis. In addition the party expects to be in a position to expand its purchases of time on radio and television.

Radio's Role Lauded

Ed Ingle, director of radio and television for the Republican committee, lauded the role taken by the media in recent weeks.

"I feel radio and television played a very important role in the campaign," he said. "We have candidates who used radio and TV before they went home to start electioneering. Our members in the 81st Congress sent transcriptions back to their districts and states every week, using nearly 500 stations on a public service basis. They became accustomed to radio.

"We prepared instructions on how to buy time, what to do with it and how to use the microphone. These aids proved invaluable in local appearances on radio and television. They were sent out Aug. 15 so candidates could contact station sales managers and set up commercial schedules.

"Now we're looking forward to a great deal of radio and television activity in the next two years. TV provides a new and exciting medium alongside the nation's broadcast stations and networks. With the growth of TV coverage we have already taken into consideration its enormous political potential.

"The national committee has already encouraged party leaders throughout the country to make greater use of television. We realize 1952 will find radio and television at all-time peaks.

"In selecting a convention site in 1952 we will need extensive radio and TV facilities. The 1948 televi-

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NUMBER ONE box at the Chicago broadcast of the Old Gold *Original Amateur Hour*, benefiting cerebral palsy victims, was occupied by Mr. and Mrs. Herbert A. Kent (at r). Mr. Kent is president of the P. Lorillard Co., maker of Old Gold cigarettes. Talking with the sponsor are Tom Doughten, vice president of Lennen & Mitchell, New York, and James L. Stirton, general manager of ABC Central Division.

RADIO'S GROWTH *Lauded by Talmadge at NAB Dist. 5*

NO INDUSTRY has ever grown as fast as radio, or "has meant so much to our people," Gov. Herman Talmadge, of Georgia, told over 100 broadcasters of NAB District 5 who opened a two-day meeting Thursday at the Hotel Ansley, Atlanta.

Greeting the southeastern broadcasters, Gov. Talmadge said that because of a "hostile press" he had been forced "to rely solely on radio to tell the other side of the story."

Presiding at the meeting, last of the 17 district sessions started last August, was Allen M. Woodall, WDAK Columbus, Ga., District 5 director.

Four new stations were received into NAB membership. They were WAGA Atlanta; WDWD, Dawson, Ga.; WSFA Montgomery, Ala.; WNDB Daytona Beach, Fla. Atlanta has been one of the weak spots in the NAB structure, with only one member station over a long period.

Speakers at the opening day's meeting included President Justin Miller, who reported on top-level headquarters activity; Robert K. Richards, public affairs director, who presented the slide-film story of NAB's operation, a project developed by his department, and Richard P. Doherty, employe-employer relations director, who discussed labor and economic aspects of station operation.

Carl Haverlin, president of Broadcast Music Inc., told the story of BMI's achievement in saving broadcasters $65 million in copyright fees. Maurice B. Mitchell, vice president and general manager of Associated Program Service and original director of Broadcast Advertising Bureau, gave a 10-minute presentation on radio selling.

NPA REVISIONS

New Base Period, Cuts Seen

MODIFICATION of NPA's proposal to alter the basis governing future use of basic metals for civilian electronics equipment and an "imminent" order flatly cutting back aluminum by 20% or 30% were strongly indicated late Thursday by government officials.

A second similar order, applying to consumption of copper at the producing level, also was understood to be in preparation.

There were indications that National Production Authority may alter the proposed base period, tentatively set as the fiscal year ended last June 30, to embrace more recent months of high production. The modification may apply to all metals—aluminum, copper, nickel and cobalt—and probably would entail revision of the percentage scale of cutbacks in the light of revised base periods.

NPA authorities previously estimated limitations as ranging up to 20% or 30%, and proposed that set-makers be limited to consumption of a certain percentage of their average uses during a set period [BROADCASTING, Nov. 6, Oct. 30].

Aluminum Order

The "imminent" aluminum order, expected almost momentarily, drew sharp protests from the International Union of Electrical, Radio & Machine Workers. Its chairman, James B. Carey, declared that such orders would lead to "widespread dislocations of both business and employment."

NPA authorities would not comment on the modification covering proposed base periods to be used as guide-posts by manufacturers, but hinted that the time may be extended into the present fiscal year.

Extension of the base may give manufacturers an additional margin or higher average on which to draw basic metals, in view of production marks set during the Korean crisis, and thus indirectly serve to lessen the impact on communications-electronics output, an NPA authority said.

[Manufacturers turned out TV receivers at a new record rate in October, while radio set output for September 1950 doubled that of September 1949. Production of component parts also has jumped in comparison with last year. All four metals are used by manufacturers.]

Whether a modification of the order, with a larger base period, would have any immediate effect on set-parts output was a matter of speculation.

Sees Big Orders

On the other hand, Defense Secretary George Marshall told a Business Advisory Council of the Commerce Dept., at a meeting of industrial leaders at Sea Island, Ga., Nov. 5, that military orders will be large enough in the near future to allay fears that civilian cutbacks may bring a temporary recession in early 1951. These orders, he said, would take up any slack in industry caused by the government's emergency control program.

Secretary Marshall reportedly is drawing up a four-year program of military production to even out the flow of military orders and prevent shutdowns or layoffs.

Authorities felt layoffs were not a concern in the electronics industries which, generally, are not faced with conversion and other problems besetting other manufacturers. NPA officials cite as a major concern of set-makers and other manufacturers, however, the drain on certain specialists necessitated by military demands and the selective service system.

There also was talk in Washington last week that the government may create an overall planning agency—or possibly a requirements planning committee—to deal with allocations and priorities on the policy level, with operation divorced from the Commerce Dept.

The agency, which would be patterned after the War Production Board of the last war, would resolve problems of allocations and priorities, wage - price - rationing controls, etc. It would hold top priority over all present agencies now and correlate demands of the military, the ICC, Agriculture Dept. and Commerce Dept. Under such a setup, it is presumed that NPA as a unit, or at least its personnel, would be retained.

One NPA authority, far from discounting such a possibility, described it as "inevitable," but felt such a blueprint would not materialize before spring of 1951.

Agency Roles

The committee plan would be designed to give other agencies a larger role in allocations of machinery, and to marshal facts from the military at the top level. Each agency would outline its own needs. There was speculation that Mr. Harrison would head up any such group, making the decisions which would be subject to review by W. Stuart Symington, chairman, National Security Resources Board, and mobilization coordinator, and be implemented by the present NPA structure.

Still another proposal, though not actually confirmed, is that involving formation of a War Communications Board along the lines of the successor to the original Defense Communications Board [BROADCASTING, Nov. 6]. Functions of such an organization would serve to alleviate any manpower and material crises which may arise.

AFRA NEGOTIATIONS

Networks Continue Talks

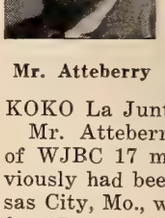
WITH a potential strike as a backdrop, networks continued negotiations with the American Federation of Radio Artists in New York last week. Although no strike seemed imminent, AFRA negotiators were authorized by the membership a fortnight ago to call a strike at their discretion. AFRA contracts with the networks expired Oct. 31, and with them the requirement by law of 30 days strike notice.

A network spokesman expressed confidence that no strike is in the offing, however, and that progress would be made when the parties meet again today (Monday).

NAME ATTEBERRY

Is Manager of KCOL

ELLIS ATTEBERRY, former manager of WJBC Bloomington, Ill., has been named manager of KCOL Ft. Collins, Col., by Herb Hollister, president of Northern Colorado Broadcasting Co., licensee. He reported for duty Nov. 8, replacing Douglas Kahle who resigned to devote fulltime to his KOKO La Junta, Col.



Mr. Atteberry

Mr. Atteberry became manager of WJBC 17 months ago. He previously had been with KCKN Kansas City, Mo., where he had worked for 17 years, 12 as manager.

Warner C. Tidemann, a former manager of KATE Albert Lea, Minn., has been named manager of WJBC. Two years ago Mr. Tidemann left KATE for the insurance business. For the past several months he has been working as night supervisor and news editor of WQUA Moline, Ill.

NAB BOARD TALKS

Includes Reorganization

REVIVAL of plans to reorganize NAB into a divisional or semi-federated association is expected this week as the NAB holds its fall session at Washington headquarters.

Though talk has been heard among broadcasters that aural and television functions of the association should be divided, the subject had been confined to informal discussions prior to the NAB District 4 meeting at Williamsburg, Va., Nov. 2-3 [BROADCASTING, Nov. 6].

At Williamsburg the topic was brought up and the debate touched off the reorganization talk.

For several years the association has been through the wringer several times as board members have proposed reorganization plans. These discussions culminated during mid-1949 in audio-video divisions when the NAB board accepted the report of a committee headed by Clair R. McCollough, WGAL Lancaster, Pa., at that time a board member. This reorganization eliminated the executive vice presidency.

Then last February the board eliminated the divisional structure and created the office of general manager. William B. Ryan, KFI Los Angeles, was named to this post last April. Mr. Ryan told the Williamsburg meeting he has been studying plans for revival of the divisional structure.

Finance and membership committees of the board will meet today and tomorrow in Washington, with the full board sessions convening Wednesday and adjourning Friday afternoon. John F. Meagher, KYSM Mankato, Minn., is chairman of the membership group, which will take up the budgetary report of General Manager Ryan.

Clyde W. Rembert, KRLD Dallas, is chairman of the membership group. His committee will take up the whole membership problem, now less serious as the tide in resignations has turned in favor of additions. The committee will hear first reports of the field trip started less than a fortnight ago by Jack Hardesty, NAB station relations director.

The board will hear reports from the three basic committees set up by the NAB board last summer at Mr. Ryan's suggestion. These committees set the pace for a possible return to divisional thinking in the NAB operation. They represent AM, FM and TV.

Committee chairmen are: AM, Hugh B. Terry, KLZ Denver; TV, Robert D. Swezey, WDSU-TV New Orleans, and FM, Ben Strouse, WWDC-FM Washington [see summary of committee projects in the Nov. 6 BROADCASTING].

A meeting of Washington members of the FM Committee was held last Wednesday to review resolutions drawn up at the committee's August meeting. Attending were Mr. Strouse; Everett Dillard, WASH-FM Washington; Frank U. Fletcher, WARL-FM Arlington, Va.; Ed Sellers, NAB FM director, and Josh Horne, WFMA-FM Rocky Mount, N. C.

The group decided a resolution covering FCC rules on recorded program identification should be revised and dropped a proposal calling for board action on FM's place in the Broadcast Advertising Bureau operation because the board already has acted.

Board emphasis will be placed on such matters as promotion of aural radio, policy on excess profits tax legislation, NARBA, the Wisconsin ruling on giveaways (see story page 30) and defense activities of radio and television.



DINNER in honor of NAB President Justin Miller was held a fortnight ago in Columbus, Ga. More than 50 leading local business men attended along with (l to r) Ralph Sayers, mayor of Columbus; Allen M. Woodall, WDAK that city; Judge Miller; Maj. Gen. W. A. Burress, commandant, Fort Benning.

ABC LOAN FUND

Withdraws $1 Million

ABC, which announced last March it had arranged a stand-by credit of $2.5 million with the New York Trust Co., drew a $1 million loan from the credit last month, it was learned last week.

The $1 million was borrowed on a five-year note, with the principal to be repaid on or before Nov. 1, 1955. Interest will be paid at the rate of 3% per year on the outstanding principal.

It could not be learned what ABC would use the money for.

ZIV PROMOTES

Gordon, Rifkin, Moore Named

FREDERIC W. ZIV CO. has announced the promotion of three of its staff to new executive positions.

Herbert Gordon has been appointed vice president in charge of production, Frederic W. Ziv Co.; M. J. Rifkin was named vice president in charge of sales, Ziv Television Programs Inc., New York, and Joseph L. Moore was appointed treasurer, Frederic W. Ziv Co., in Cincinnati.



Mr. Rifkin



Mr. Gordon

TIME RATES

Stolzoff Addresses Mich. Radiomen

STATION management problems concerning the competition of other advertising media, including television; structure of national and local time rates, and constructive sales technique were outlined Friday at the Michigan Assn. of Broadcasters meeting (see earlier story page 35) by Jerry S. Stolzoff, vice president and radio and television director of the Cramer-Krasselt Agency, Milwaukee. He spoke to members of the group in the Hotel Olds at Lansing on "What I Would Do Today If I Owned a Radio Station."

Predicting that "radio and radio stations may still have their biggest sales and success stories lying ahead," Mr. Stolzoff nevertheless believes the industry has entered "a new era," to which some stations may not be able to adjust. "Those stations will die; but the future is bright as can be for those who make the adjustment to today's radio picture."

Basic to this adjustment is a comprehension of radio's place among media. Two reasons why radio "in many respects is the most peculiar of all advertising media" are that it is one of the few with "no easy, quick check on circulation" and often does not require a large financial investment. "The duplication and multiplication of radio rating services has been confusing and progressively more expensive," Mr. Stolzoff said. Referring to money invested, he said he knew of several stations costing less than $14,000.

As a radio man, Mr. Stolzoff said he would first "admit that television has a tremendous advertising power, but I would stop measuring TV in terms of radio with pictures." Radio men "need to acknowledge radio as a fully grown, completely matured and accepted form of home entertainment and as a prime advertising medium." Secondarily, radio should consider who its competition is.

Keep Perspective

In or out of a TV market, "I would regard television as a competitor, but only as I so regard other radio stations, newspapers and magazines in that market. I would keep in my mind TV's weaknesses and its strength."

"But, above all, my belief in the power of radio would be my selling point," he said.

Referring to daytime TV, the speaker called it "dangerous" to look at figures for nighttime TV audiences and assume they can be projected "into those long hours from 8 in the morning until 7 at night." Despite the "tremendous success" of daytime TV, now and in the future, "there still remain many chores to be attended to by the housewife until Americans become completely streamlined. Radio does a splendid job of fitting into the housewife's picture—it is the background for her work day."

Mr. Stolzoff also noted the "fatigue point" in TV. "Milton Berle jumps up and down and throws custard pies; a minimum of three people are stabbed to death on *Lights Out;* 12 acrobats jump up and down on one another's shoulders on *Super Circus,* and machine guns rattle away in the latest film from North Korea. The human body can stand only so much, and the same must be said for the human mind. There comes a point where there is a need to relax during the evening, and our good old friend radio is there.

"I would be tempted, in the light of high pressure video entertainment, to do those things which radio does best and which television does not yet do well." He suggested "soft, easy-going music, up-to-the-minute news and a studied avoidance of those types of programs which television advertisers and networks are doing successfully and in quantity."

Referring to "negative selling" used by many radio men, Mr. Stolzoff cited pitches "based almost entirely on the fact that nobody

(Continued on page 31)

Election Coverage

(Continued from page 23)

operative basis. With maps and charts on the studio walls, results were presented visually with interpretation by Mr. Swayze, Ben Grauer, Robert McCormick, Radcliffe Hall and David Brinkley. Switches to important cities were made for other key interpretations.

Both radio and TV networks of NBC concluded at 2 a.m. the following morning.

MBS coverage featured seven continuous hours with more than 168 separate pick-ups throughout the country. It began at 7 p.m. and continued without interruption until 2 a.m. the following morning. News Director Milton Burgh coordinated the entire coverage from New York. Arthur Feldman, head of special events, coordinated the pick-ups from around the country. Harold Wagner, director of program operations, supervised air production and station traffic, assisted by John Newhouse, Hugo Seiler, Idella Grindlay, Jack Fern, and Joseph Keating.

MBS Coverage

MBS commentators, speaking from points throughout the country, announced results and their interpretations of them. Gabriel Heatter, Everett Holles, Fred Van Deventer, Frank Edwards, Bill Henry, Robert Hurleigh, Fulton Lewis jr., Joe McCaffrey, Les Higbie, William Hillman, Cedric Foster, Bill Cunningham, Arthur Van Horne, and Ed Pettit participated. Also, MBS reporters from Louisville, Indianapolis, Detroit, Miami, Denver, Salt Lake City, Los Angeles, San Francisco, Omaha, Minneapolis, St. Paul, Washington, Philadelphia, Cincinnati, Cleveland, Columbus, Baltimore, and St. Louis.

In the course of MBS pickups, many of the prominent figures of the election were heard, including Gov. Dewey, Sen. Lehman, Sen. Millard Tydings (D-Md.), Sen. Taft, Sen. Charles Tobey (R-N. H.), New York Mayor Vincent Impellitteri, Sen. Lucas, Sens.-elect Everett M. Dirksen (R-Ill.), and Richard Nixon (R-Calif.).

ABC began its radio coverage with Edwin C. Hill and *The Human Side of the News* at 7 p.m. and continued reporting until 2 a.m. Its television coverage began with Taylor Grant's *Headline Edition* at 8:30 p.m. and continued until 1 a.m.

Using what the network calls its "patterned plan," with coverage built upon seven regional areas, and Elmer Davis and John Daly heading up its staff, ABC reported a "record-sweeping round-up."

Thomas Velotta, vice president in charge of news and special events, and John T. Madigan, director of news, provided over-all supervision.

Regional areas were reported by Erwin D. Canham, Martin Agronsky, John Edwards, H. R. Baukhage, Paul Manning and Bob Garred. John B. Kennedy covered the New York mayorality campaign, with sidelights by Walter Kiernan and Robert Montgomery. The larger election scene in New York State was reported by Taylor Grant, Gordon Fraser, Pauline Frederick, George Sokolsky, Ted Malone, Don Gardiner and others.

TV cameras picked up the candidates at their various headquarters. Sen. Taft in Cincinnati, Gov. Dewey in New York, and Gov. Chester Bowles in Connecticut appeared before ABC cameras.

ABC-TV also telecast the "City Room" atmosphere of feverish activity at the network's election-reporting center in New York, with Walter Kiernan explaining what was going on.

WPIX Gimmick

A television reporting gimmick used by WPIX (TV) New York which may find wider use was a moving news tape telecast across the bottom of the picture, permitting the viewers to keep up with the news and at the same time enjoy the regular programs. Dan Grabel and Louis Garaventa, of its news staff, spliced bulletins into the tape, which was kept six minutes ahead of telecasting. An assembly line was set up in the WPIX projection room, with a tape recorder and operator. The tape was fed automatically through a Baloptican machine at 60 words per minute and reflected by mirrors to the television camera, adjusted to reading size.

Dumont network and WABD (TV) New York began full network coverage to six cities at 11:30 p.m. Using pooled facilities with ABC and WPIX and with national coverage and commentary provided by Newsweek magazine, DuMont provided extensive coverage under the supervision of James Caddigan, director of programming and production; Harry Coyle, manager of the remote department, and Marion Glick, news editor.

WNYC, New York City's municipal station, assisted by 300 volunteers at pickup points and continuing its coverage after 10 a.m. over WOR-FM New York, broadcast city and state returns until 1 a.m. It was assisted not only by the volunteers but by WBEN Buffalo, WAER (FM) Syracuse, WPTR Albany, and WWNY Watertown, as well as the state's "ham" operators, the New York State Amateur Radio Network. In turn WNYC fed its reports to seven New York city stations: WINS, WOR, WOV, WNEW, WHOM, WWRL, and WMCA.

Highlights of coverage by individual stations reported to BROADCASTING follows:

Stays on Until 4 a.m.

WTOP-AM-TV Washington — (Radio) stayed on the air until 4:10 a.m. Griffing Bancroft, Bill Shadel and Joe Wershba reported from capital, with pickups from party headquarters and local returns every half hour. (Television) Solid news coverage from 10:30 p.m. to 2:15 a.m. with CBS-TV cutins. Walter Cronkite, Alex Kendrick, Claude Mahoney and Bill Downs gave all returns. Informal show from election newsroom. Local portion sponsored by Simon Distributing Co. (Motorola).

WPTZ (TV) Philadelphia—Fed speech by Sen.-Elect James Duff to Pennsylvania State Television Network, including WGAL-TV Lancaster, WJAC-TV Johnstown and WICU (TV) Erie.

KOA Denver—Started regular coverage at 10:15 p.m. from *Denver Post* newsrooms and continued until late hours. Returns also on regular newscasts. Production supervised by Bill Day, manager of news, press and public affairs.

KECA-TV Los Angeles—Started at 6:30 p.m., with returns scheduled for every half hour. Production under Frank LaTourette, news and special events director, ABC Western Division, and directed by Dik Darley. Campana Sales Co. sponsored 6:30-45 p.m. returns and from 11 p.m. on until conclusion. Newsmen included Hank Weaver, James T. Vandiveer, Bob Garred and Harry Flannery. Station used Telefex rear screen projection, charts, blackboards, candidates' photographs.

KLZ Denver—Sheldon Peterson, news director, supervised local election bureau staff of 30. Station maintained direct wire lines to key points, including party headquarters. Utilized direct pickups, mobile unit tape reports, telephone-recorded interviews, and featured interviews with Sen. Eugene Milikin (R-Col.) and state Republican and Democratic officials. Concluded with election roundup by staff.

WJR Detroit—Started returns at 8:30 p.m. Utilized all press services and direct pickups from Cleveland and Columbus. Aired special broadcasts from headquarters of Gov. Mennen Williams and his opponent, Harry F. Kelly, Continuous reports from 10:15 p.m. to 2 a.m. (save 11 p.m. news) sponsored by Sinclair Refining Co.

WMAR-TV Baltimore—Featured correspondents of *Sunpapers'* locally plus CBS-TV coverage. Started at 7 p.m. and continued until after 2 a.m. David V. Stickle, director of TV news programs, was coordinator. Used charts to keep Baltimore posted on candidates. Sponsored locally by Wiessner Beer.

WNBW (TV) Washington — John Cameron Swayze, Ben Grauer and Robert McCormick reported locally. Used mobile units for pickups from Republican and Democratic Committee headquarters. Gave complete coverage of Maryland and Virginia elections. Coordinated by William McAndrew, general manager. Also NBC-TV cut-ins.

WEEI Boston—Aired five-minute returns beginning at 8:30 p.m., at half-hour segments, and also 10-11 p.m. and 11:20-12 midnight periods. Twelve-man election reports team headed by Charles Ashley, chief news editor. Sponsored by Lincoln-Mercury Dealers of Greater Boston.

WLAW Lawrence, Mass.—Coop-

Election Laughs

TWO Philadelphia stations had time for laughs on election night. When Fred Maness, WCAU announcer, interviewed a girl worker at Democratic headquarters, she looked at the Ford Dealer sponsor shield and addressed him as Mr. Ford. WFIL Philadelphia found out that it really pays to advertise. During the height of excitement on election night a man walked into WFIL with a ballot box filled with votes, the padlock still on. He wanted to turn the votes over to WFIL. He had heard the station's announcements: "Keep tuned to WFIL for election returns."



INITIAL broadcast Nov. 6 on Liberty Broadcasting System by Commentator Raymond Swing (center) was marked by a party at Liberty's Washington outlet, WOL. Extending congratulations are Johnny Dunnagan (r), regional vice president of LBS, and James Moore, manager of Peoples Broadcasting Corp., WOL licensee.

DILWORTH DRIVE

Puts Platform on Radio-TV

DEMOCRAT candidate for the governorship of Pennsylvania, Richardson Dilworth, went down to defeat before his Republican opponent, John S. Fine, but he carried his platform right to the people with radio and television.

Prior to the election, Mr. Dilworth, a state auditor, employed the talents of Suzanne Roberts, well-known Philadelphia actress-producer, to build radio and TV programs. Video shows were placed on WFIL-TV Philadelphia and WDTV (TV) Pittsburgh. He used 15-minute dramatic shows regularly in weeks before the election.

Mr. Dilworth supplemented the shows with filmed spots, which he distributed among Pennsylvania TV outlets and to homes of interested supporters. It was the "first time a political candidate has used musical programs on TV," according to Mrs. Roberts, who also produced political dramatic plays and spots for radio and television last year.

erated closely with Boston *Record-American*. Presented Gov. Paul A. Dever, re-elected, in victory message. Newspapers used news stories on broadcast as advance promotion. Station had pickups from pre-balloting spots. Station also aired message by Labor Secretary Maurice Tobin.

WAER (FM) Syracuse, N. Y.—Syracuse U. station recruited 162 election-ward reporters from campus radio and journalism classes. Aired returns and fed local results to WNYC New York. Employed well over 200 people in election coverage.

WFIL Philadelphia — Fed election returns to all stations on the Quaker State Network, including more than 20 stations throughout Pennsylvania. John Cummings and Gerson Lush, political writers of the *Philadelphia Inquirer*, were interviewed as part of the election program.

WIBG Philadelphia—Stayed on the air until 3 a.m. Station carried interviews with Sen. Francis Myers and Richardson Dillworth, Pennsylvania Democratic candidate for governor.

WIP Philadelphia—For a special feature, station had Mary Biddle, director of women's programs, interview the women who were running for office, and the wives of some of the candidates. WIP also had a roundtable program at 9 a.m. Wednesday morning of all staffers giving the latest election news.

WPEN Philadelphia — Used a tape recorder to get the reaction of the crowd. People at the election poles were interviewed, as well as in the center city area.

Additionally, all Pittsburgh radio and TV stations cooperated to give complete coverage of returns in the local, state and national races because of the newspaper strike. Continued service until early hours of the morning. Committee of station personnel, at request of the publishers, also took over the Allegheny County vote gathering agency — Tri-State News Service. Stations augmented regular staffs with newsmen from shut-down papers. Results outside county were furnished by AP, UP and INS.

BATTLEFIELD RADIO

Producing 'Block' Units

FASTER and more flexible communications will be brought to the battlefield through a new series of Army Signal Corps radio component units now in production by Raytheon Mfg. Co., Garrod Corp., and a dozen other manufacturers, the Dept. of Army announced Nov. 4. The new units, when connected together in various combinations, produce a variety of completed sets.

Thirty different radio sets can be obtained by varying the combinations on the principle of "building blocks," application of which not only affords flexible communications but economy of procurement. Blocks are manufactured separately.



CARRIED away with nostalgic memories on beginning 20th year of *Moon River*, station's music-poetry program, WLW Cincinnati announcers remained at the microphone Oct. 27 until 4 a.m. to air congratulatory messages and answer phone calls from listeners. This quartet, identified with the program for many years, consists of (l to r): Peter Grant, Ken Linn, Bill McCord and Bill Brown. NBC picked up the midnight program, which gave a start to many famous entertainers. Two organists augmented announcers and a battery of telephones were installed. Format of the program, which has remained unchanged throughout the years, is credited by WLW to Ed Byron, producer of *Mr. District Attorney*.

Campaign Costs

(Continued from page 23)

sion pool taught many lessons and this experience will be put to practical use in 1952. That 1948 job was a frontier crossing.

"Radio provides the only way a member of Congress can talk regularly and directly to his people within a few hours, and keep them up to date on what's happening in Washington. Our members regard weekly radio reports to their constituents as important weekly events."

Party Expenditures

According to a report filed with the Clerk of the House of Representatives, detailing campaign expenditures, the Democratic National Committee spent $55,391.05 for TV broadcasting and $79,827.67 for radio broadcasting. Negotiations were handled by the Biow Co., New York, which handles the committee account.

The total figure for the Chief Executive's only frankly partisan broadcast, coupled with an approximate $40,000 outlay for major addresses of Administration officials on CBS and MBS last month [BROADCASTING, Oct. 23], signified that the national committee had spent between $175,000 and $200,000 for radio and video time before the Congressional election. Additionally, individual Democratic incumbents and aspirants used the media in their own constituent areas.

By contrast, the Republican National Committee's national outlays were limited to $15,400 reportedly expended for Harold Stassen's reply on MBS to the President's speech. This figure was subject to modification for rebates covering stations which did not carry the broadcast. The President's address was carried by the four major radio and television networks [BROADCASTING, Nov. 6].

The GOP was hampered considerably by lack of funds as indicated by a comparison of expenditures since the beginning of the year. The Democratic National Committee spent more in September and October than its counterpart Republican group did since Jan. 1, according to their reports.

A last-minute ABC-MBS regional hookup was arranged Monday night by friends of Sen. Joseph R. McCarthy (R-Wis.). The network is understood to have cost about $20,000. It was directed to states where the GOP had Senatorial contests.

The Republican committee reported a substantial demand for a series of six TV films. Judging by orders for the films, Mr. Ingle said, they provided basis for at least $100,000 in TV time purchases.

The Democratic National Committee reported considerable expenses during the Sept. 1-Nov. 2 period for "services rendered" by WCFM (FM) Washington, cooperative station, and its program director, Sid Slappey. Many recordings were pressed at WCFM, which handled disbursements for Columbia Recording Inc., according to Ken Fry, radio-TV director of the committee.

WCFM Report

According to the report, WCFM received checks totaling $6,060.36 for "recording tape, copy, editing, and supplies" during the two months. Disbursements to Mr. Slappey were placed at $51.80.

Other companies which furnished recording or transcription services included NBC New York, $12.71; KXLY Spokane (Symons Broadcasting Co.), $30; KARM Fresno, Calif., $23.95; Pekin Broadcasting Co. (WSIV Pekin), $237.49; Louis Aiken, James Beattie Adv. Agency, Washington, $36.70; Evening Star Broadcasting Co. (WMAL-AM-FM-TV Washington), $25.26; Washington Video Productions, $44.16.

Sound Studios Inc., Washington, was used heavily by both the Democratic and Republican National Committees, according to their periodic reports. Funds were expended for recordings. The Democrats recorded a sum of $259.54, while the GOP committee revealed expenditure of $69.16.

The Democratic national organization also parceled out $1,200 checks to campaign committees on behalf of such FCC critics as Rep. Harry R. Sheppard (D-Calif.), Rep. Francis Walter (D-Pa.), and Reps. Peter W. Rodino Jr. (D-N. J.), Hugh J. Addonizio (D-N. J.) and Peter F. Tauriello (D-N. Y.). Rep. Frank Buchanan (D-Pa.), chairman of the House Select Lobbying Investigating Committee received a $1,200 donation, and Rep. Robert Crosser (D-Ohio), chairman of the House Interstate Commerce Committee, $750.

Radio-TV Expenditures Seen

It was presumed that a portion of these funds were expended on some radio-TV activities, especially in key pivotal areas.

The committee reported total disbursements of $848,425.30 for the period Sept. 1-Oct. 27 and $120,828.98 for Oct. 28-Nov. 2—during the heat of pre-election activity. Allowing for President Truman's single-shot major radio-TV address, the committee reported a bank balance of $177,616.65 as of Nov. 2.

Among the contributions listed by the committee was a check for $2,500 on Sept. 6 from Barry Bingham, Louisville *Courier-Journal* and *Louisville Times*, licensee of WHAS Inc. (WHAS-AM-FM-TV), a subsidiary.

The Republican National Committee has operated in the "red" since Jan. 1, 1950, with expenditures of $727,237.24 far exceeding total contributions of $705,450.62 up to Nov. 2—a fact which served to divert funds originally slated for radio-television media.

Extent of time purchased by individual candidates was not, of course, known, although GOP officials said that radio-TV funds probably had been cut as much as 50% across the board.

Such coverage as that launched

(Continued on page 28)

NBC's Experts

WHEN IT comes to predicting election results, NBC doesn't need to consult professional pollsters. It can turn to its own experts in the news department. Some 40 newsmen assembled in NBC New York studios Tuesday to handle election coverage conducted a contest among themselves on predicting results of national campaigns. Tieing for top honors were Ray Henle and Ned Brooks—who guessed wrong on only three out of *all* national campaigns.

Campaign Cost

(Continued from page 27)

by Sen. Edward Martin (R-Pa.), who campaigned over a statewide network through WJPA Washington, Pa., and in Illinois, Missouri, Nebraska and Indiana, presumably accounted for purchases of some radio and television time on the local levels.

New York Gov. Thomas E. Dewey reportedly spent a substantial sum for radio and TV time in New York last Monday. Sen. Robert Taft (R-Ohio) also used radio-TV on a large scale in Ohio.

Most of the GOP national committee's transcription services were furnished at the Capitol's Joint Senate & House Recording Facility, which was reimbursed with eight checks totaling $9,948.55.

The committee also listed "Audio and Video Productions, Old House Office Bldg.," for amounts of $216, $373.95, $70—a total of $659.95—for "transcription services and radio broadcasts," bringing the total for recordings on Capitol Hill to $10,608.50.

Other Expenditures

Other expenditures included such recipients as WWCO Waterbury, Conn., $136.42, and Jaqua Co. (transcriptions), Grand Rapids, Mich., $7.50. One of the contributors to the national committee was Sen. Karl Mundt (R-S. D.) with $60.

New York State and city radio-TV stations were deluged with requests for air time by managers of candidates who appealed at the 11th hour for voting approval at the polls. Close races for the New York gubernatorial and mayoralty posts brought unprecedented demand for radio-video time on election eve. Forty-eight radio-TV appearances were booked.

Mayor Vincent Impellitteri spoke Monday evening over WMCA New York and also appeared before the TV cameras of WPIX (TV), the *New York News* station. Rep. Walter A. Lynch, Gov. Dewey's Democrat-Liberal opponent, also took to television with addresses over WOR-TV, WNBT-TV and WCBS-TV, beginning at noon Monday. Gov. Dewey conducted an 18-hour radio-TV marathon (see separate story).

Sen. Herbert Lehman, who swamped Lieut. Gov. Joseph R. Hanley, his Republican opposition, spoke on a CBS state-wide network. Ferdinand Pecora, Democratic-Liberal candidate for mayor, spoke over WNBC and WQXR, while Edward Corsi, Republican nominee, aired two talks, one on WJZ and the other on WOR, with a rebroadcast carried by WNBC.

Time purchases were not revealed by New York radio-TV stations, but it was believed that the expenditures exceeded those of any previous Congressional campaign.

GOP RADIO-TV

Lauded by Party Leaders

RADIO and television were an "enormous factor" in the gubernatorial victory of Gov. Thomas Dewey in New York, Ed Ingle, radio-TV director of the Republican National Committee, told BROADCASTING Thursday.

Mr. Ingle noted that Gov. Dewey earlier had promised to learn more about the "fascinating" medium of television, and added that he certainly "made good" on it. He also pointed out that Sen. Robert Taft (R-Ohio) had used broadcast media extensively in his Ohio campaign to good advantage, and felt other GOP candidates would do well to look into the possibilities of television.

Republican headquarters officials in New York also expressed belief Tuesday evening that Gov. Dewey's radio-TV marathon had done much to put him over the top for his third term in the Empire state.



IT WAS Dancer-Fitzgerald-Sample Day Nov. 2 when J. James Neale, vice president and radio director, and Stanley Pulver, timebuyer, D-F-S, were guests at the National Assn. of Radio Station Representatives Spot Radio Clinic luncheon, held at New York's Biltmore Hotel. L. to r: Mr. Neale; Fred F. Hagues, George P. Hollingbery Co.; Mr. Pulver, and Thomas Campbell, Branham Co.

METROPOLITAN GROWTH

Suburbs Greatest

METROPOLITAN areas—168 of them—comprised 83,929,863 of the total U. S. population of 150,697,361 as of April 1, 1950, according to preliminary figures released by Roy V. Peel, director of the U. S. Census Bureau.

(Population figures for the 168 metropolitan areas as well as the 3,070 counties were printed in the BROADCASTING MARKETBOOK Aug. 14. The Census Bureau figures vary only slightly from the bureau's current preliminary data. Final census figures are now being compiled.)

Four-fifths of the population growth in the last decade occurred in cities over 50,000 according to the bureau, their gain amounting to 14,653,382 persons, or 21.2%. In general the communities on the outskirts of large cities grew much faster than central cities themselves or other parts of the nation.

Nearly half of the nation's population increase took place in outlying communities, with the trend pointing to increasing urbanization. Growth rate of middle-sized metropolitan areas was 24.7% compared to 18.2% in very large and 22.5% in very small cities. The Census Bureau suggested that in general the smaller metropolitan areas have not yet reached the stage of maximum development.

Metropolitan areas of 100,000 or more had 41.8% of their total population outside the central cities, whereas smaller areas had only 29.6% of their population in outlying parts. In the case of metropolitan areas under 100,00, population growth is more heavily concentrated in the central cities than in larger cities.

"Cities in which central areas are growing faster than suburbs are concentrated in the south, which has 25 of the 34 areas in this class," Mr. Peel declared. "The metropolitan centers of the south appear not to have reached a stage of development in which the growth of suburban communities is as marked as elsewhere in the country.

"In 1950, there were 40 standard metropolitan areas with less than half their total population in their central cities. These range from areas centering on such large cities as Los Angeles, Boston, Pittsburgh, and Atlanta, to the relatively small areas surrounding cities of the size of Orlando, Fla.; Asheville, N.C.; and Jackson, Mich.

"These standard metropolitan areas lie in 19 states, largely in the northeast and the south, but are most numerous in two states, Pennsylvania and California. In Pennsylvania, 9 out of 13 standard metropolitan areas have more than half their population outside their central cities, and in California 6 out of 8 areas are of this class.

Population Losses

"Of the 168 standard metropolitan areas, 161 gained population between 1940 and 1950, and 7 lost population. The areas with population losses were Altoona, Johnstown, Scranton, and Wilkes-Barre-Hazleton in Pa.; Duluth, Minn.-Superior, Wis.; Wheeling, W. Va.-Steubenville, Ohio; St. Joseph, Mo.

"In each of these areas except the Duluth, Minn.-Superior, Wis., area, the central cities also lost population. Of the 161 standard metropolitan areas that gained population, 90, or slightly more than half, had increases of 20% or more, and 43, or slightly more than a fourth of all standard metropolitan areas, had increases of one-third or more. One area, that of Albuquerque, N. Mex., with an increase of 110.4% more than doubled.

"In the territories and possessions of the United States there are four standard metropolitan areas, none of which has a population as great as half a million. The largest of the four areas is that of San Juan, P. R., which had a population of 464,956, and is slightly smaller in population than the Memphis, Tenn., standard metropolitan area which ranked 36th in size in continental United States.

"It is the only standard metropolitan area in the territories and possessions to have more population in its outlying parts than in its central city and to have a greater rate of growth in the suburban portions than in the central city.

"The Honolulu, Hawaii, standard metropolitan area has a population of 347,529, slightly less than that of the Wheeling, W. Va.-Steubenville, Ohio, area, which ranked 48th in size in continental United States. It is the only standard metropolitan area in the territory of Hawaii, and contains more than 70% of the population of the territory. The other two standard metropolitan areas outside continental United States are the Ponce and Mayagüez areas in Puerto Rico, with populations of 126,451 and 87,038, respectively."

Mr. Peel released preliminary population counts for 3,700 counties, 29 independent cities, District of Columbia, and Yellowstone Park.

Nearly half the counties lost population, and nearly a quarter lost 10% or more during the last decade, he said. "Of the 3,103 counties and similar areas," he declared, "1,543, or 49.7% lost population, and 720, or 23.2%, lost 10% or more. Of the 1,560 counties which gained population, there were 864 which gained 10% or more, 498 which gained 20% or more, and 28 which gained 100%

(Continued on page 89)

IOWA SURVEY REPORTS STARTLING LISTENERSHIP!

Average Iowa Family Listens 13 Hours Per Day!

Although much research has been done on the total *amount* of radio listening that occurs in the average home, most studies—whether interviews, telephone surveys or mail questionnaires—have been handicapped by some aspect of their technique. *One result is that the number of total listening hours per day in an average home has been seriously underestimated for many years.*

Now the Diary Study of the 1950 Iowa Radio Audience Survey* reveals some thoroughly reliable and rather startling facts about the amount of listening per Iowa home. It shows that the average Iowa family listens to the radio a total of 13.95 "listener-hours" per weekday! The total is a little less on Sundays but jumps to 15.59 on Saturdays!

These figures were compiled from 48-hour diary records voluntarily kept at the time of listening by family members of 930 Iowa homes. They include *all* the listening to *all* sets in the home by *all* members of the household over four years of age. Here is the breakdown:

NUMBER OF HOURS AVERAGE IOWAN SPENDS LISTENING TO RADIO, DAILY

(Figures are in hours, being total hours reported, divided by number living in Diary homes)*

	TOTAL, (Average Home)	Average Woman Over 18	Average Man Over 18	Average Child 12-18	Average Child 4-11
Average Weekday	13.95	6.67	4.05	2.61	2.91
Saturday	15.59	6.60	3.80	3.44	3.72
Sunday	13.52	5.86	4.35	4.41	4.19
Weekdays:					
Urban homes	13.24	6.15	3.87	2.79	3.48
Village homes	12.51	7.20	3.84	2.54	2.41
Farm homes	15.47	7.10	4.27	2.52	2.62

*A total of 100,294 different "Listener-quarter-hours" are represented in the figures.

Aside from the impressive totals, there is added significance in the fact that of the 13.95 weekday hours of listening, 6.67 hours were registered by the average adult woman and 4.05 hours by the average adult man. In other words, *less than a quarter of the total listening recorded in Iowa homes is done by children under 18 years of age!*

WHO, of course, continues to get the greatest share of Iowa listening. Out of 57 Iowa AM stations, WHO is "listened-to-most" by 37.5% of Iowa's radio families, daytime, and by 43.9%, nighttime.

The 1950 Edition of the Iowa Radio Audience Survey contains many new and important facts about listening habits in general and Iowa in particular. Write for your free copy, today!

48-HOUR DAIRY PROVEN RELIABLE

The reliability of the 48-hour, diary-type radio survey used in the 1950 Iowa Radio Audience Survey was established by a study conducted in January, 1949, by Dr. Arthur Barnes of the State University of Iowa. He obtained a ten-day diary record from 368 families in 41 Iowa counties. A careful comparison of the first three days of listening with each corresponding day of the week (eighth, ninth and tenth days of the diary) showed no tendency on the part of diary families to "listen more" when the diary was first started.

*The 1950 Iowa Radio Audience Survey is the thirteenth annual study of radio listening habits in Iowa. It was conducted by Dr. F. L. Whan of Wichita University and his staff. It is based on personal interviews with 9,110 Iowa families and diary records kept by 930 Iowa families—all scientifically selected from Iowa's cities, towns, villages and farms. It is a "must" for every advertising, sales or marketing man who is interested in radio in general, and the Iowa market in particular.

WHO

+ for Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager



FREE & PETERS, INC.
National Representatives

Radio Rate Hike

(Continued from page 19)

products and services."

Agreeing with the broadcast claim that rates are reasonable is the spokesman for one of the largest retail operations in the nation, Allied Stores, operating some two-score major department stores all over the U. S. The Allied executive, Walt H. Dennis, radio-television director, told BROADCASTING:

"In general, radio rates are too low."

TV rates are "very fair" at this stage of its development, Mr. Dennis said, with advertisers getting a good value for their television dollar as they reach a high percentage of the available audience.

Mr. Dennis contended television "will be the greatest advertising and selling force, on a dollar-for-dollar basis, in media history."

But the Allied executive pointed a warning finger at broadcasters on the subject of rates. "I think the greatest damage radio ever did itself, despite attempts to stop it, was to permit the ruinous practice of deals. Only a few radio operators have maintained a legitimate rate card. Our company deals with many radio people. I do not believe there is such a thing as a legitimate rate card.

Closer Relationship

"With development of so many independent and FM stations, all competing for the radio dollar, there now exists what almost amounts to a relationship between account man and client."

Asked about Allied's radio-TV budget, Mr. Dennis said the radio expenditures of its stores are down perhaps 20% but added that 70% of every television dollar spent by Allied is new money and not diversions from other media (see Dennis story, page 40).

Agreeing with Mr. Dennis on the evils of rate-cutting was Harold Essex, WSJS Winston-Salem, N. C., NAB District 4 director. "Who knows what a rate is these days?" he asked in condemning such practices.

Views of a score of District 4 broadcasters representing all segments of the industry follow:

Ben Strouse, general manager of WWDC Washington—"We are revising the low end of our local rate card and raising both transit and combination transit-AM rates for local accounts. Research studies show rates are too low."

Keith S. Byerly, sales manager of WBT-AM-TV Charlotte—"Everybody is under-selling. Rates are too low. We recently revised our rate card upward. Rates are too low all through the industry and may go up more. We will issue Rate Card No. 4 for TV Jan. 1, with rates going up as the audience increases."

Edward E. Edgar, sales manager of WGH Newport News, Va.—"We are holding the line on rates. Right now we have more national and local business than anytime in history, though network business is down. We haven't lost a client to TV, which has been in the Norfolk area six months. The number of AM stations in the area has increased from two in 1944 to nine, plus television. We still have a tremendous AM story to tell. There is less big program business but national announcements are up."

Philip P. Allen, manager of WLVA Lynchburg, Va. — "We raised rates two years ago. Something has to be done. Newspapers have raised their rates several times. That leaves less advertising money for radio."

Norfolk Situation

Campbell Arnoux, president of WTAR-AM-TV Norfolk—"We are sold out after 5 p.m. on television. Compared to magazines and newspapers, radio rates are down in the mud and always have been. The 50% day-night rate ratio is bad. Daytime radio is worth considerably more than half the nighttime rate. Actually, the daytime rate should be two-thirds the nighttime rate, based on actual circulation and results. We started with a $175 television rate last April, increased it to $250 Aug. 1 and plan another increase Jan. 1. Anyone in a market over 150,000 who doesn't get into television is crazy."

G. Richard Shafto, manager of WIS Columbia, S. C.—"Rates are in for adjustments, both ways. The rising demand for daytime radio justifies higher rates. There is a real need to sell nighttime local advertising though it may necessitate a readjustment downward to encourage advertisers to buy, even in non-TV markets. We're raising daytime rates."

Richard H. Mason, manager of WPTF Raleigh, N. C.—"WPTF raised its rates in October. We have been selling radio short too long. We increased rates all along the line."

Gaines Kelley, general manager of WFMY-FM-TV Greensboro, N. C.—"AM rates are too low. Broadcasters made their big mistake in the last war by not increasing rates commensurate with the service they provided. As a TV operator I'll not make that mistake. Our TV rate started at $150 last year and was raised to $200 in July. We have a circulation of around 30,000 and another increase is due Jan. 1. Our FM circulation, too, is increasing. The big problem is to get sets from manufacturers. I feel FM rates are much too low.

Mr. Essex—"Rates in general are OK if stations stick to their cards. Who knows what a rate is these days? WSJS increased local rates less than a year ago. We have no present plans to raise rates."

Doug Freeman, commercial manager of Metropolitan Network, Washington—"Too often broadcasters tend to sell their services too cheaply, if results are measured aginst those from other media. The joint sale of facilities of five independent stations in Washington should bring a strengthening and possible increase of the entire radio rate structure in this crowded market with its 14 AM, 11 FM and 4 TV stations."

M. L. Wilmer, president of WREL Lexington, Va.—"Our costs are up, more sets have been sold, so we are considering an increase. We have no daily papers in Lexington and feature local interest programming."

Charles E. Seebeck, sales manager of WTON Staunton, Va.—"WTON hasn't raised rates since 1946. The answer is volume business, not higher rates."

Frank U. Fletcher, co-owner of WARL-AM-FM Arlington, Va., NAB FM director-at-large—"We are re-evaluating the situation."

Jack Weldon, WWOD Lynchburg, Va.—"Costs are up and we are selling more. Our rates haven't been raised in four years. It's about time to do something."

Calvin T. Lucy, manager of WRVA Richmond—"We should maintain present rates and certainly shouldn't reduce them. Business is fine."

Earl J. Gluck, president of WSOC Charlotte, N. C.—"Costs are up but we're trying to hold them down."

N. W. Kidd, manager of WAYB Waynesboro, Va.—"Our costs are down. We plan no rate increase."

John W. Harkrader, commercial manager of WDBJ Roanoke, Va.—"Our costs are continuing upward. We are considering a rate increase."

Arthur W. Gates Jr., general manager of WYVE Wytheville, Va.—"We have just been on the air a little over a year. Our costs are down a little,"

James H. Moore, vice president of WSLS Roanoke, Va.—"We increased our rates late in 1948 and certainly are not going to lower them. Our percentage of cost increase has been lowered. Stations should study the day-night rate differential. Daytime rates are too low."

E. S. Whitlock, general manager of WRNL Richmond—"We haven't raised rates since 1946, and feel they are low. We have more listeners now."

Joseph Martin, manager of WDSC Dillon, S. C.—"Our rates are in line with the competitive situation. We have had only slight increase in costs in the last four years."

GIVEAWAYS

Wisconsin Broadcasters Meet Set To Discuss Issue

WHAT to do about the legal hassel over giveaway programs in Wisconsin will be decided at a Dec. 10 meeting of state broadcasters.

With stations and networks in a quandary following recent decision on the subject by Thomas E. Fairchild, state attorney general, the WBA board of directors met last Monday in Madison to go over the whole problem.

Participating with the board were Don Petty, NAB general counsel; Edwin Wilkie, counsel for Wisconsin Broadcasters Assn.; and attorneys for a number of stations. The attorneys included B. W. Huiskamp, for WKOW Madison; T. H. Spence, for WISN Milwaukee; Glenn Roberts, for WEMP Milwaukee and WIBA Madison; Edwin Conrad, for several stations. Ben A. Laird, WDUZ Green Bay, presided at the meeting as WBA president.

The Dec. 10 meeting will decide what sort of brief should be filed, Station attorneys plan an earlier meeting, probably Nov. 22, to confer on the nature of the brief. No county district attorney has yet shown any inclination to prosecute following the attorney general's ruling that a number of giveaway shows aired in the state are illegal under the Wisconsin anti-lottery laws.

Mr. Roberts suggested that the attorney general is applying state supreme court rulings in two previous cases involving a theatre bank night and drug store lottery. He agreed with Mr. Petty and others that a legislative approach could solve the problem.

Mr. Petty declared the Wisconsin interpretation of a lottery is contrary to the Post Office Dept.'s 1947 opinion and Federal decisions construing lottery statutes. He said effort should be made to have any future court test on giveaways embrace all such programs rather than specific ones.

"Have your station attorney check with the district attorney of your county on any program in question," Mr. Petty urged. "The district attorney will be less inclined to move against a broadcaster who has shown good faith in this manner."

Mr. Laird read a letter from Walter Emerson, attorney for the Central Division of ABC, whose *Stop the Music* is involved in the attorney general's opinion, stating that no court action is planned by ABC until the network has exhausted every effort to achieve an understanding with Mr. Fairchild.

L. O. Fitzgibbons of WBEL Beloit reported that his station is taking court action against a sponsor who refuses to pay his bill because, the advertiser contends, his program was illegal in the light of the attorney general's opinion.

Piel Names K & E

PIEL Bros., New York, has named Kenyon & Eckhardt, New York, as its advertising agency for Piel's Beer. Media plans are currently being formulated.

Elect Tannenbaum

S. A. TANNENBAUM, executive vice president of Weightman Inc. Adv., Philadelphia has been elected president of the agency.

NARBA Fight

(Continued from page 21)

to the Dominican Republic, whose demands for assignments on U. S. clear channels have already been greatly increased during the past week.

CCBS claimed "tragic aspects presented by the concessions" include "that they are not needed by Cuba, cannot be justified by any consideration of fairness or equity, and include major surenders by the U. S. on issues on which the Cubans themselves have previously given in during the course of the protracted negotiations."

The agreement "specifically" recognizes 115 stations for Cuba aside from "others, not specified, which can be established by Cuba pursuant to the agreement's provision," CCBS noted. By comparison with the U. S., it said, "Cuba has far more [stations] than can be justified from the viewpoint of population, area, or any other legitimate standard." Havana, CCBS noted, already has 29 fulltime stations—"far more than . . . any other city in . . . the entire world"—and would have 31 under the agreement.

CCBS Statement

The CCBS statement continued:

The major concessions by the U. S., so far as Cuba is concerned, are (1) recognizing the right of Cuba to violate the so-called 650-mile rule and thus to operate on all U. S. Class 1-A clear channels; (2) recognizing the right of Cuba to operate specific stations on six U. S. Class 1-A channels, and (3) restricting the U. S. from increasing the signal strength of its stations on these channels into rural areas which desperately need stronger signals.

The clear channel group charged that under similar Cuban threats the U. S. yielded "concessions on four of its 1-A channels in violation of the 650-mile rule" in 1946, in a "surrender" which was "accomplished at a secret midnight session." Cuba, it was noted, never used two of these four clear-channel positions, and also assured the U. S. "that the concessions made to Cuba would never be permitted to stand in the way of future increases in power which were permitted by the original agreement."

"By the new agreement," CCBS continued, "the U. S. is to permit Cuba to violate the 650-mile rule on *all* its 24 Class 1-A channels. Under standards expressed or implied in the document, Cuba may establish stations with power up to at least 7.5 kw, and perhaps more, on any of these channels, with only the paper protection of directional antennas—which, as past experience has demonstrated, do not perform according to theory.

"The number of such channels on which Cuba's rights are specifically recognized is increased from four to six. None of the six U. S. stations may increase its signal in the direction of the Cuban stations. The provisions for policing and investigation of interference have been almost entirely eliminated."

In one example, CCBS said the Imperial Valley region badly needs improved service from KFI, but that KFI would not be permitted in this direction under the proposed agreement because the agreement provides that KFI "must protect the Cuban station . . . by refraining from any substantial increase of its signal toward Cuba."

CCBS said similar concessions are being made with respect to 1-A stations in Detroit, Chicago, Minneapolis, and New York.

'Surrender' Hit

The statement also contended Cuba "until fairly recently" was willing to accept the equivalent of the 650-mile rule and to agree not to assign any station to a U. S. 1-A channel except in four and later five specific instances. "What caused the U. S. delegation to surrender on issues on which it had already won accord from Cuba is difficult to understand," CCBS declared.

It was reported that the American Farm Bureau Federation, the National Grange, the National Council of Farmer Cooperatives, and other state and regional farm groups had protested the proposed terms to the State Dept. and FCC. Sen. Irving Ives (R-N. Y.) was said to have protested alleged inroads on WHAM's rural service, among other Congressional complaints.

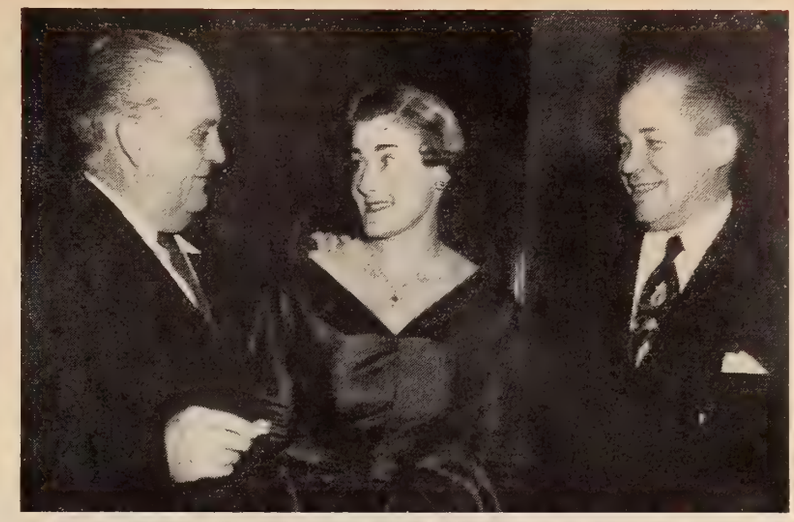
Comr. Hyde, in a statement Thursday night, said "CCBS and any other industry group is fully entitled to its own opinions," but that he could not comment in detail on the CCBS statement "until after an opportunity to study it at length, and at any rate until such time as any reply I may make will not affect our negotiations with the other contracting governments.

"In this respect," he continued, "it will be noted that we are still in the process of attempting to iron out substantial differences that continue to exist between the various parties."

Insofar as he felt "free to comment," he observed that "the ultimate decision as to whether any agreement that can be reached should be signed, is a matter of the gravest import which will be passed upon not only by myself and members of the official delegation, but by the government agencies involved—the FCC and the Dept. of State.

"The Senate," Comr. Hyde asserted, "has of course the duty of deciding upon whether any agreement that is signed should be ratified.

"I am confident that, as heretofore, the final decision to be made by this government will be made by the official delegation and the interested government agencies based on the overall needs and interests of both rural and urban U. S. listeners, and of the industry as a whole, and will not be limited to considerations of vocal and possibly short-sighted special-interest groups or individuals."



RCA AND NBC were hosts to members of the UNESCO Copyright Committee, meeting in Washington, at a television demonstration, cocktails and buffet supper in the Burgundy Room of Wardman Park Hotel, Nov. 2 [BROADCASTING, **Nov. 6]. Representing the host firms (l to r): Frank M. (Scoop) Russell, NBC vice president in charge of Washington operations; Mrs. Russell, and P. A. Barkmeier, vice president and general manager, RCA Victor Record Dept., Camden, N. J.**

In Review

(Continued from page 22)

varied between shots of him and of an attractive program book. The interludes featuring Mr. Cross were not only instructive but photographically interesting.

A word of praise must be given the Texas Co. for its restrained commercials which consisted only of a camera shot of a program book which, in addition to announcing the name of the opera, carried a small reproduction of The Texas Co. trademark. The fact that Texas Co. was sponsoring the telecast was made perfectly clear without over emphasis.

On the whole a rewarding evening.

Time Rates

(Continued from page 25)

was listening to the competition, or that other stations in the market didn't reach the type of audience wanted, and that even those people who listened to other stations weren't particularly influenced by them.

"The advertiser, instead of getting a story on why radio is his best advertising buy, hears what is wrong with other radio stations. Too often his logical conclusion is that none of the stations in the market is any good."

The speaker recommended a positive approach, utilizing other stations in a joint solicitation "of certain advertisers (spending time on selling the advertiser on a particular station and schedule later)," and supporting "the super BAB, or whatever title is ultimately given."

Because "radio has earned its right to be a salaried salesman, "I would refuse per inquiry business because I believe it is a bastard radio fathered by illegitimate principles. I would also question my personal ability to tell some advertisers I sell time on a commission basis and others that I had to set a flat price.

"If there's anything I do like about P I, it's the fact that it is another proof of radio's ability to deliver the order, to produce results now."

Rite Question

In conclusion, "I would ask myself if there is any real justification for having a national and a local rate, and I certainly would not say it can be justified because newspapers do it.

"The absence of a non-commissionable local rate is one of the reasons why advertising agencies have jumped aboard the local television bandwagon at a merry clip.

"The oft-repeated argument for the discount of 10%, 15% or 20% for local advertisers seems to be that because there is no agency in the picture, the station saves the 15%. I suspect that an honest bookkeeping check might surprise some stations. They might find that the use of a non-commissionable local rate is expensive in both lost business and increased costs."

COUGH DROP ADS

Firms Comply with FTC Order

UNQUALIFIED use of the name and emblem of the American National Red Cross in advertising cough drops will be discontinued under terms of a stipulation signed by Candy Bros. Mfg. Co., and Universal Match Corp., St. Louis, FTC announced last Tuesday.

FTC dismissed the complaint against the firms when they agreed to include in radio commercials and published advertisements a qualifying statement disclaiming any connection with the Red Cross. Universal Match Corp. controls the candy-makers through stock ownership, according to FTC.



WOR's Martha Deane . . .

a great lady of American radio . . . who believes an open mind is an open door

SOME FOLKS FAVOR the notion that if you hand a woman a microphone, she'll feed it either lacy froth or gossipy nonsense. Outstanding confounder of that theory is MARTHA DEANE, a great and gracious program conductor, who, every weekday from 10:15 to 11:00 A.M. on WOR, opens the door firmly on the world of *ideas*. And, incidentally, provides hundreds of thousands of attentive listeners with good company, good talk and good tips about good products.

Warm, intelligent Martha Deane is in reality Marian Young Taylor, wife of an advertising executive and mother of 6½-year-

(Continued)

(continued from preceding page)

old twins. Before she took to radio, her experience as women's editor of a major newspaper syndicate gave her the news-know-how which today sparks her entire show—along with the philosophy that women do want to know what's going on beyond the front lawn.

No punch-puller, forthright Martha Deane's apt to sound off on anything from eye-makeup and the latest Broadway show to the rearmament of Germany and the future of the U. N. Her guests (the Martha Deane show is usually half devoted to interviews) range from names like Christian Dior and Robert Montgomery to Harold Stassen and Gardner Cowles. Fashion, book-reviews, recipes, politics . . . all are Martha's meat, served with good verbal pepper.

Martha Deane's one of radio's greats . . . acknowledged, respected, loved. Her listeners hang onto her every program. Sponsors clamor to have her sell their products with the typical Deane common-sense sincerity. This year, Martha Deane added to her many laurels by winning, for the third time, the Ohio State University Education by Radio Award as "the best woman commentator."

WOR provides the microphone, Martha Deane says into it what she thinks. The faith and the devotion she inspires in practically all of her listeners; the steadfast loyalty of her sponsors, are additional proof—if proof be needed—that Martha Deane is today one of the great radio voices in America.

WOR agrees with Martha Deane that an open mind is an open door. That is why it is proud to have on its station a woman who, with all conscience and conscientiousness, is trying to help other women be a great force in the preservation of a decent world, as well as providing them with information, relaxation and a sparkling, stimulating daily radio program.

. . . for the programs you like the best

WOR

'Gifts' for Sale

A BOX ad in Philadelphia's *Chestnut Hill Herald* might well be described as a sign of our times as well as a stern reminder of the income tax pitfalls that can beset winners of jackpot programs. In the advertisement, a Mrs. Della Burnett of Mt. Airy, Pa., declared that on June 4 she had "Stopped the Music" but that now the income tax had her stopped. Accordingly, she declared she was offering many of the gifts at well below market prices.

WBBM-LONG SUIT

Hearing Continued to Today

DAMAGE SUIT filed by WBBM-CBS Chicago against the W. E. Long Co., Chicago, advertising agency, in Chicago Superior Court was continued from last Monday until today (Monday). Hearing will be held this afternoon at 2 o'clock before Master in Chancery Gerard Conners, after continuance was granted at request of Attorney Arthur Morse, representing WBBM-CBS.

WBBM-CBS gained a temporary injunction against three radio performers, restraining them from doing outside work for the advertising agency, but was refused a similar injunction against W. E. Long Co. Latter move sought to restrain the agency "from soliciting and inducing" station performers from working for it [BROADCASTING, Oct. 23]. Attorney Loy N. McIntosh represents W. E. Long.

Recommendations of Master in Chancery Conners will be made to Judge Joseph Graber, on whose behalf he is considering the case.

WWEZ ELECTIONS

Is Ordered by NLRB

ELECTIONS to determine bargaining representatives for announcer and engineer-technician units at WWEZ New Orleans were ordered last Wednesday by the National Labor Relations Board. Order stemmed from petitions filed with the board by the New Orleans Local of American Federation of Radio Artists (AFL) and Local 1139 of the International Brotherhood of Electrical Workers (AFL).

WWEZ Radio Inc., station licensee, sought inclusion of an announcer-librarian, part-time announcer and program director in the AFRA unit. NLRB ordered that only the part-time announcer be included though he is ineligible to vote. The board also overruled the station's claim that the chief engineer should be considered within the IBEW unit, on grounds he is a supervisor. It applied the same reasoning to the WWEZ program director.

MICHIGAN MEET

MAB Studies Sales Tax

MICHIGAN'S 3% state sales tax, election of officers and a cooperative study and work plan for college students were slated as main agenda topics of the Michigan Assn. of Broadcasters as the group began its second annual meeting in Lansing Friday morning.

Some 150 persons from 40 stations were expected for business sessions and a banquet Friday and a cocktail party and football game Saturday.

The group planned to study effects of the state sales tax, which provides that broadcasters pay 3% on equipment bought out of as well as in Michigan. MAB, cooperating with Michigan State College and the U. of Michigan, also anticipated taking definite action on a proposal by which juniors at both schools who are majoring in radio and/or television would be employed by local stations during summer vacations.

Special Show

A half hour radio show, originating in Hotel Olds, Lansing, the convention site, was planned by Worth Kramer, general manager of WJR Detroit, for Friday evening. About 50 state stations were expected to carry the feature, which traced the history of radio and Michigan contributions to the industry.

Saturday's agenda included a breakfast and a cocktail party-luncheon before the Michigan State-U. of Minnesota football game. Stanley Pratt, manager of WSOO Sault Ste. Marie, is president of the association.

GM SHOWS FILM

Reports Highest Earnings

A COLOR film depicting the General Mills story and a personal report on operations from Harry A. Bullis, chairman of the board, was presented to newsmen at a luncheon Oct. 31 held at the Waldorf-Astoria in New York, as part of the General Mills regional stockholders' meeting (one of 12 held around the country).

The film "Assignment—General Mills," was produced by Apex Films of Hollywood and concerns two college students who do a theme on the company. Mr. Bullis told the stockholders that General Mills earned 3.3 cents per dollar of sales last year, and 81 cents of every sales dollar was paid right back for supplies and services, mostly for grain and transportation costs. Net earnings for the company amount to $13,251,218, the highest in the company's history, and compare with $11,654,036 for last year.

CFCY Charlottetown, P.E.I., has increased power day and night to 5 kw on 630 kc, according to report of radio branch, Dept. of Transport, Ottawa.

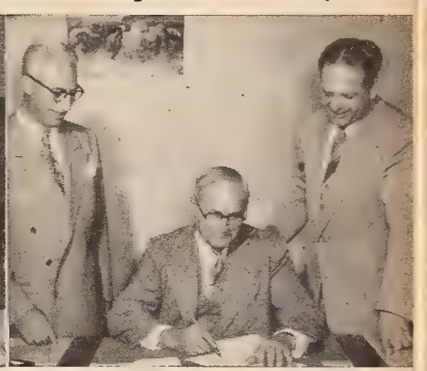


HANDSHAKE clinches deal for local Food Banks stores to sponsor daily cash awards show on KVOR Colorado Springs, Col. Shown (l to r): Tony Loetscher, Food Bank partner; Jim Russell, KVOR owner-manager; Walt Thieman, Food Bank partner; Miss Jeanette Loetscher; Cecil Seavey, m.c.

PURDUE games on WJOB Hammond, Ind., under sponsorship of local Abrahamson Motor Sales Inc., gets the written approval of Joseph L. Abrahamson, company president. Looking on are Sam J. Abrahamson (r), vice president, and Al Halus, commercial manager of WIND.



PRESIDENT of Utah Symphony Assn. Mrs. John M. Wallace and Nelson Aldrich, public relations dir., Kennecott Copper Co., conclude arrangements for Utah State Symphony on KSL Salt Lake City, beginning Jan. 4, sponsored by Kennecott's Utah Copper Div. Standing: Maurice Abravanel (l), symphony conductor; C. Richard Evans, KSL gen. mgr.



FRESNO (Calif.) State College and Fresno high schools games are on KYNO Fresno under sponsorship of Kierulff Co., San Joaquin Valley distributor for Motorola. L to r: Seated, C. T. Nystrom, v. p. and gen. sales mgr. of sponsor; Gene Chennault, KYNO gen. mgr.; standing, Ed Piston, dir., public relations, Fresno State; James Tutle, Motorola.



C. R. SANDERS, adv. dir. of Peoples Drug Stores, puts final approval on WWDC Washington contract for 24 newscasts daily Mon.-Sat. and five newscasts Sun. At left is Ben Strouse, WWDC gen. mgr. Standing: Herman M. Paris (l), station gen. sales mgr.; William D. Murdock, agency head.



MONDAY - Friday quarter - hour on KNUJ New Ulm, Minn., is taken for one year by Alois Eibner, pres., local Eibner Bakery. He's flanked by Walter K. Mickelson, KNUJ owner, and Jane Windom, station women's director, who presents show featuring barking dog Missie. Standing (l to r): Wip Robinson III, prog. mgr.; Warren Asher, coml. mgr.; Carrie Bianci, sister and business assoc. of Mr. Eibner.

NEW MEXICO Military Institute's grid games on KGFL Roswell, N. M., are arranged by (l to r): Seated, Bill Deane, GE-Goodyear distributor in Roswell; Brig. Gen. Hugh M. Milton II, NMMI pres.; standing, Maj. Ted Hunt, NMMI public relations; W. E. Whitmore, KGFL owner; Buck White, Bill Deane Co.





Feature of Week

(Continued from page 16)

ment features Jack Gounder, WEEU disc jockey, on *Ladies Choice*, a program of carefully selected music for the afternoon feminine audience.

Appeal for men is centered in a program featuring Elmer Davis, ABC network commentator, aired in early evening quarter-hours across the board.

Whitner's prestige show is *Candlelight and Silver*, which previously had enjoyed long commercial sponsorship on WEEU and carried over an appreciable audience. Whitner's is using this feature nightly except Friday primarily as an institutional medium, utilizing only one direct selling commercial in mid-program.

Children in the 4-12 age group are the audience aim of *No School Today*, the ABC co-op presentation, each Saturday morning at 9 a.m., which gives the latest on toys and clothes offered by the department store.

Whitner's radio activities are rounded out with the Sunday *Bing Crosby Show* and instrumental orchestrations by Jerry Sears, aired 3:30-4 p.m.

C. K. Whitner & Co. is cooperating fully with the station to put across the beamed program presentation, which it hopes will make it the household word in Reading.

NEWS DIRECTORS

NARND Sets Chicago Speaker Agenda

LEADING radio-TV industry officials, commentators and newsmen, and officials of the various information branches of the Dept. of Defense and news wire services will headline the speakers' agenda for the fifth annual convention of the National Assn. of Radio News Directors at Chicago's Sherman Hotel this week.

A business session at 10 a.m. Thursday will open the three-day meeting which will touch on various facets of news-gathering in private industry and government services. Jack Shelley, WHO Des Moines, Iowa, is NARND president. Business session and election of board of directors will be held Saturday.

Heading a Thursday afternoon panel on radio newsmen and Armed Forces public relations will be Moderator Cass Keller, NBC-WRC Washington. Participants will include Maj. Gen. Floyd Parks, information chief, Dept. of Army; Brig. Gen. Sory Smith, public relations director, Air Force, and Rear Admiral R. F. Hickey, information chief, U. S. Navy.

The newsman's relations with doctors and hospitals will conclude the afternoon agenda, with Russ Van Dyke, KRNT Des Moines, sitting in on the panel with medical representatives.

Wire services role in radio-TV news will be explored Friday at a 9:30 a.m. meeting of officials comprising Seymour Berkson, INS; Oliver Gramlin, AP; Hugh Baillee, UP, Herbert Moore, Transradio Inc., and Jim Borman, WMT Cedar Rapids, Iowa. Clifton Utley of NBC will speak on the obligations of a commentator.

★

Afternoon periods will be devoted to "Profitability of News," featuring station managers; "Radio News in Government," with Charles Dillon, radio-TV information chief, Dept. of Defense, and William Wood, acting chief, radio-TV and visual media branch, State Dept. Lt. Col. Barney Oldfield, public relations directorate, Defense Dept., USAF, will play a recording made in Korean radio and press camps.

E. F. McDonald Jr., president, Zenith Radio Corp., will preside over a buffet supper that evening, speaking on Phonevision. CBS Commentator Lowell Thomas also will address NARND members.

Following NARND elections Saturday at 9:30 a.m., a radio panel will take up "Crime Reporting by Radio," with Erle Smith, KMBC Kansas City; Ron Cochran, WCOP Boston; Fred S. Siebert, U. of Illinois; and Louis B. Nichols, FBI, participating. Luncheon session will have Dr. W. R. G. Baker, General Electric Corp., as speaker on "Future of Radio and Television."

Television panel will top the afternoon agenda with a report by Jim Byron, WBAP-TV Ft. Worth, and his committee. Chicago TV station directors are invited to attend. Other topics include relation of research to the radio-TV newsroom, with panelists, Mr. Smith of KMBC, Sheldon Peterson of KLZ Denver, Charles E. Swanson, Minnesota School of Journalism and Arthur M. Barnes, Iowa School of Journalism. Baskette Mosse, chairman of radio division, Northwestern U., will talk on the subject, "What Can We Do to Compete with Television?"

Annual NARND banquet will cap convention activities Saturday evening, with CBS Commentator Thomas and a government speaker slated to address members. NARND awards also will be presented.

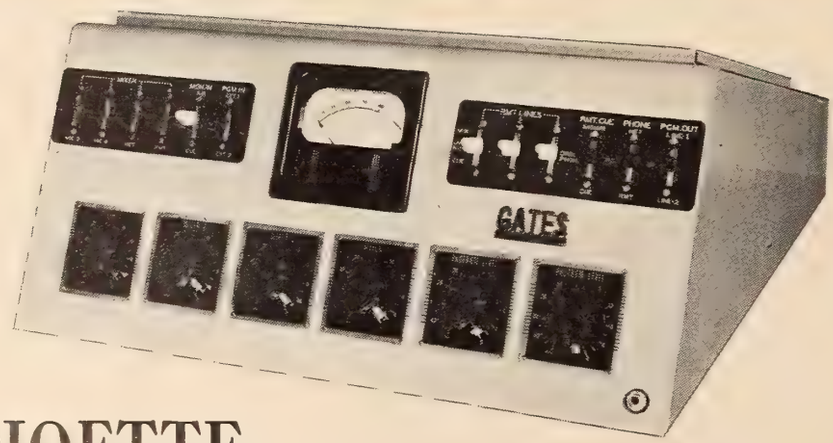
Cocktail parties will be given under auspices of INS, AP, and UP on successive convention days. Convention will be preceded by a special excursion to Milwaukee, with members visiting broadcasting stations and Blatz Brewing Co.

Tape Facilities

Bob Lyle, news director at WLS Chicago, working with NARND Program Chairman Ben Chatfield, WMAZ Macon, Ga., and Executive Secretary Soren H. Munkhof, WOW-TV Omaha, has arranged for visiting news directors to make tape recordings for broadcast at their home stations during the convention.

Space is being provided in the Hotel Sherman for two rooms equipped with a professional engineer and tape recorders, tape and acetate discs of the Audio Corp. and Magnecord.

→ Quality PLUS+++ makes GATES +++ a MUST →



GATES
52-CS
STUDIOETTE

For any modest studio control operation either aural or video, the new Gates Studioette is ideal—may be enlarged upon too, via available accessories for future expansion. Amazingly complete in facilities with high level mixing, program and monitoring amplifiers and all big console circuit provisions. Ideal as part of a master control. The Gates Studioette is fully described in the new Gates speech input catalog—yours for the asking. If it's quality, plus modern design you want—always look to Gates.

GATES RADIO COMPANY
QUINCY, ILL., U. S. A.

Warner Bldg., Washington, D. C.
2700 Polk Ave., Houston, Texas
Canadian Marconi Company, Montreal
Rocke International, New York City

TR OPPOSED

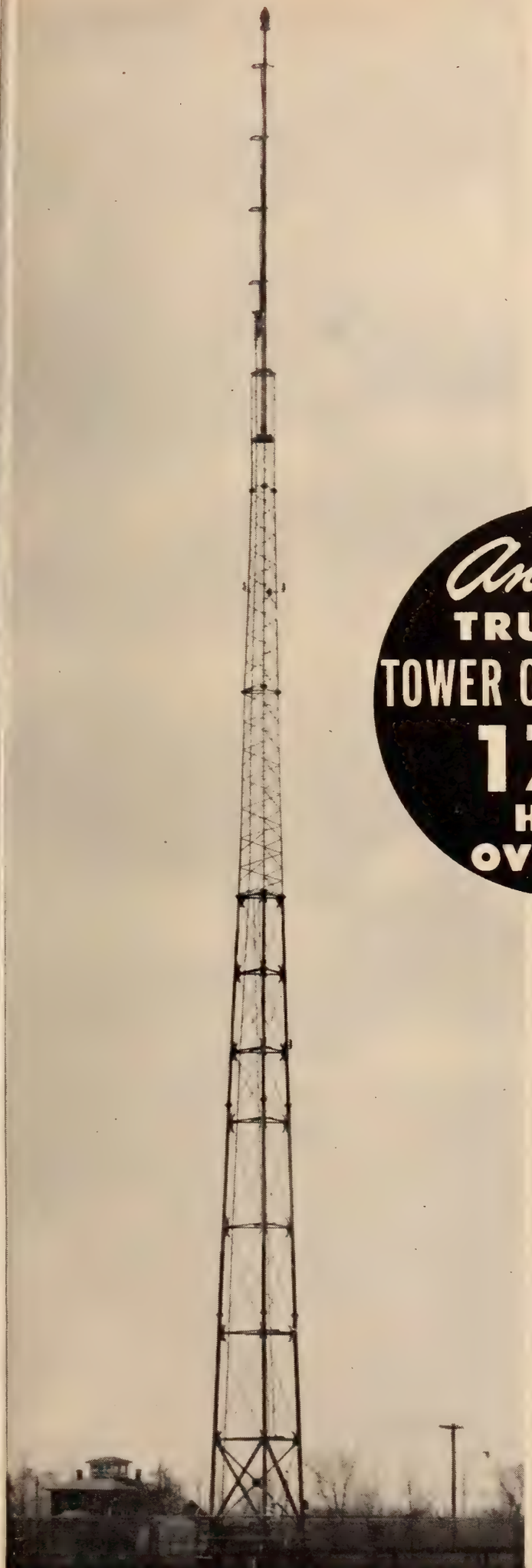
New Court Action Starts

OPPONENTS of Transit Radio in the District of Columbia have asked an appeals court to reconsider a decision by a U. S. District Court last June [BROADCASTING, June 5] that radio-equipped vehicles do not transgress the law.

At that time, Judge Edward A. Tamm, of the District Court, ruled transit service was not "inconsistent with the public convenience, comfort and safety." The ruling was based on the Public Utilities Commission's decision in D. C. [BROADCASTING, Dec. 26, 1949].

The new brief filed Nov. 4 in the U. S. Circuit Court of Appeals in Washington, D. C., by Attorneys Paul M. Segal and Franklin S. Pollak, acting on behalf of Mr. Pollak and Guy Martin, cites the First and Fifth Amendments to the Constitution. It alleges the lower court erred in not finding invasion, threat or violation of the amendments involving free speech and property laws.

Transit Riders Assn., which claims membership of streetcar and bus riders opposed to what it calls "forced listening," is supporting the suit although not a party in the action. Claude N. Palmer is president of TRA. Transit radio services are provided in the nation's capital by WWDC-FM Washington.



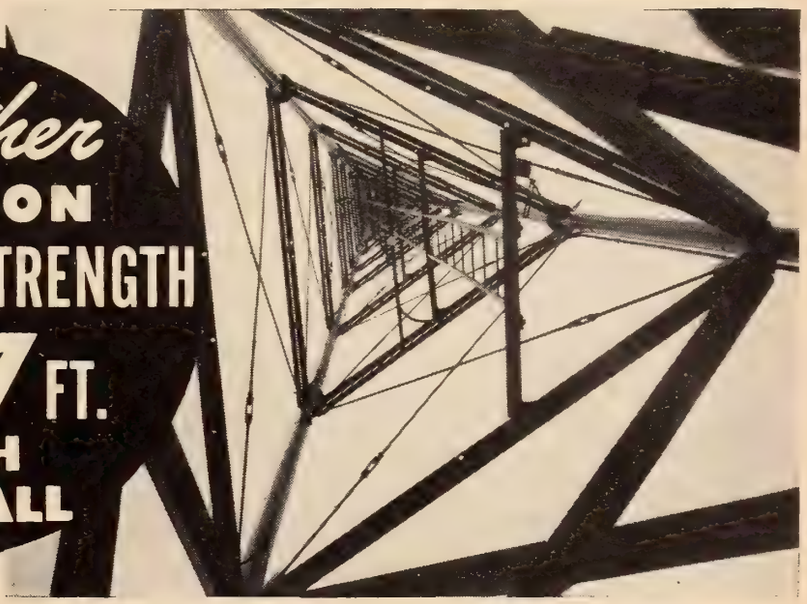
The *Union-Sun & Journal* Reaches Far Out from Lockport with WUSJ AM-FM

WUSJ AM-FM is owned and operated by the Lockport, N. Y., Union-Sun & Journal, Inc., a daily newspaper that has served the Lockport community for over 128 years.

WUSJ is the only full time AM broadcasting station in Niagara County. Its coverage, which includes all of Niagara County, extends into Erie and Orleans Counties, and across Lake Ontario into Canada.

The Truscon Radio Tower extends up 135 feet, with a 42-foot 4-bay FM tower on top, making a total combined height of 177 feet above ground. The power of the AM station is 250 watts and 1340 KC; the FM power is 750 watts and 99.3 MC.

Another TRUSCON TOWER OF STRENGTH 177 FT. HIGH OVERALL



While extreme height is not necessary to achieve the required signal strength, this tower demonstrates one outstanding characteristic of all Truscon Radio Towers—*each is designed and erected to fit the purely local conditions under which it must operate.* Truscon engineers have a world-wide background of field experience to aid you in determining all operating factors, and in fitting the right tower to them.

Whether you're planning in terms of AM, FM, or TV, call or write your nearest Truscon district office. Capable technicians will work with you in selecting location and type of tower—guyed or self-supporting, uniform or tapered cross-section, tall or small—which best will serve you and your audience.

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation

TRUSCON TOWERS
SELF-SUPPORTING
AND UNIFORM
CROSS SECTION GUYED
TRUSCON COPPER MESH GROUND SCREEN

The Market

ALBUQUERQUE
NEW MEXICO
Leads in Total Retail Sales Percentage Gains
over all "official" Metropolitan County Areas in 10 Years (1939-1949)*

Albuquerque is also tops in sales increase in Food, Furniture, Household, and Radio Stores, and second in Drug Stores sales increases.

* featured Sales Management Nov. 10th

The Station

KVER
Mutual - - Albuquerque

delivers more listeners per advertising dollar

CHECK SRDS FOR RATES

HOOPER RADIO AUDIENCE INDEX
City Zone, Albuquerque, N. M., Spring 1950

TIME	SHARE OF RADIO AUDIENCE			
	KVER	Station "B"	Station "C"	Station "D"
SUNDAY thru SATURDAY 8:00 PM - 10:00 PM	32.1	30.7	22.6	10.2
SUNDAY 1:00 PM - 6:00 PM	30.6	30.6	21.3	16.7
MONDAY thru FRIDAY 10:00 AM - 12:00 Noon	30.9	34.0	23.9	7.4
MONDAY thru FRIDAY 12:00 Noon - 3:00 PM	23.0	50.0	14.8	11.5
MONDAY thru FRIDAY 3:00 PM - 6:00 PM	30.6	36.6	21.6	9.7

M. G. M. Radio Attractions. Local and National Sports. Only Albuquerque Station with morning, afternoon, and evening Spanish programs.

WM. T. KEMP, President
KEN PALMER, General Manager
KEITH TYE, Station Manager
PAUL KEHLE, Sales Manager

Represented by

FORJOE & CO.
NEW YORK CHICAGO
LOS ANGELES SAN FRANCISCO
ATLANTA

DATA FOR AGENCIES

Venard Stresses Need at OS

"SELLING radio to New York agencies is not one bit different from selling radio to a merchant on Main St. in Toledo or Bucyrus St. in Lima," Lloyd George Venard, vice president and sales manager, O. L. Taylor Co., said Thursday in a talk at the Ohio State Broadcaster's Sales Meeting at the Neil House in Columbus.

"Give the New York agencies all the information you use to sell locally," he told the Ohio broadcasters. "See to it that it gets to them and into their files. You will get more dollars from them and when you call on them you will get more than a perfunctory hello.

"The New York agencies are important to you, but you Ohio radio men through whom the New York agencies earn more than $7 million a year in commissions are equally important to them if you conduct yourselves worthy of that importance," Mr. Venard stated.

Explaining that stations should keep agencies supplied with information on a continuing basis, creating acceptance constantly and "not just looking hungry when the agency waves a dollar bill in front of you," Mr. Venard detailed the elementary but frequently overlooked essential information the agency needs to buy time efficiently: Maps, with the source clearly identified; program releases; names of sponsors of programs when adjacencies are quoted; "complete, honest reasons" for make-goods, with names of preceding and following programs; complete facts about availabilities, whether announcements, programs or participations; detailed information about merchandising.

Mr. Venard urged the station sales executives to assume that the agency knows what it wants when it asks for a certain type of availability and to reply accordingly. "Don't come back with a lot of chain breaks when the agency has been instructed to buy minutes," he said. "Don't quote participations when the agency wants minutes or chain breaks. Don't pitch minutes when the agency wants a program unless you can offer a participation in the same type of program for which the agency has been instructed to buy full sponsorship.

"Don't forget that by the time the actual buying is underway the production department of the agency has spent from $10,000 to $30,000 for the production of the commercial. It is unreasonable for you to expect the agency to spend another $10,000 in production just to make chain breaks for your station. They won't do it and you waste teletype money when you make these suggestions."

PENCIL PARADE

WHO Helps Boy's Recovery

LITTLE Alan Hudspeth, seriously stricken with polio and since last summer lying paralyzed in Children's Hospital, Iowa City, is reported on his way to recovery—thanks in a large part to a little request in a noon newscast of WHO Des Moines and the understanding hearts of a responsive audience.

Alan's aunt in early October wrote WHO, telling of the 13-year-old's hobby of collecting pencils—not expensive ones, just the novelty type and those with advertising messages inscribed. She asked if any of the listeners might have an extra one to send.

From far and wide an avalanche of response descended. Donors were from every walk of life, from businessmen to another little boy who himself had overcome polio. Even an executive of Shaeffer Pen Co., Fort Madison, wrote Alan "it just so happens we have a few of them there things lying around hither and yon."

In barely more than a week 2,562 pencils had been received with 292 packages still unopened.

MARS ON ABC

Drops TV Period for More AM

MARS Inc., Chicago candy manufacturer, last week dropped a television show to increase money for radio expenditures. Mars, through Leo Burnett Agency, Chicago, will cancel its Friday quarter-hour segment of *Howdy Doody* on NBC-TV the end of this month, and buy what is estimated as a $1½ million package of shows on ABC.

Starting Sunday, Dec. 31, the firm will pick up four network shows, *Stop the Music*, Sunday, 7:30 to 7:45 p.m. CST; *Inner Sanctum*, Monday, 7 to 7:30 p.m. CST; *Can You Top This?*, Tuesday, 7 to 7:30 p.m. CST, and *Bob Barkley, American Agent*, Wednesday, 7 to 7:30 p.m. CST.

Shows will be aired on four successive nights on about a 170-station network, almost the full ABC network, including basic stations and special groups. Contracts, set for a minimum of 13 weeks, are expected to run 39 weeks. Products to be advertised are expected to include Milky Way, Mars Bar, Forever Yours, Snickers, Cocoanut Bar and Three Musketeers.

Periods follow immediately *The Lone Ranger* on Monday and Wednesday in all time zones. The Tuesday show will follow *Jack Armstrong of the S.B.I.*

Mars will continue sponsorship of the Monday and Wednesday quarter-hours on *Howdy Doody* on NBC-TV and *Falstaff's Fables* on ABC-AM, Monday through Friday, 4:45-5 p.m. CST.

SERIES of 20 concerts by Denver Symphony Orchestra to be carried by KOA Denver, sponsored by First National Bank of Denver.



MISS UTAH of 1950, Joanne Hinand, became "Mrs. KUTA" Salt Lake City Nov. 4 with her marriage to Ray Fadel, KUTA station manager, who served as her unofficial adviser and manager through the Atlantic City Miss America beauty contests. The former Miss Hinand had appeared numerous times on KUTA. Mr. Fadel, who joined KUTA in 1947 following his release from the U. S. Air Force as colonel, and his wife left Salt Lake City after the wedding ceremony for a honeymoon on the West Coast and in Canada. Mrs. Fadel is a student at Brigham Young U. in Provo, Utah.

IAAB Meet

Postponed to March

SECOND General Assembly of the Inter-American Assn. of Broadcasters, scheduled Nov. 15-25 at Sao Paulo, Brazil [BROADCASTING, Oct. 30], has been postponed until March 1951.

The IAAB board of directors, through Secretary Felix Maguerza, announced the postponement, attributing it to "a special request of the Broadcasters Assn. of Sao Paulo." Exact dates for the March sessions will be set later.

Gilmore Nunn, of the Nunn Stations, and Campbell Arnoux, WTAR Norfolk, have been designated NAB delegate and alternate, respectively, for the meeting. Goar Mestre, CMQ Havana, is IAAB president.

PBS Signs Three

THREE ADDITIONAL stations have been signed as affiliates of the new Progressive Broadcasting System, which goes into operation Nov. 26. They are WMEX Boston, WWOL Buffalo and WJMO Cleveland. Total of 400 affiliates is anticipated by Larry Finley, PBS president, by the time the network starts operation.

FACTS BROUGHT TO LIGHT in a full-color desk-top film presentation. Clients and prospects get graphic and helpful data of the rich market area served by the 50,000-watt voice of WGAR. For example: WGAR reaches 4,391,300 consumers with an annual effective buying income of $6,411,687,000. Such facts highlight the "SIX BILLION DOLLAR PICTURE" of Northern Ohio. GET ALL THE FACTS!





THROUGH THESE PORTALS pass statesmen, leading political figures and outstanding citizens from all over the world to mount the rostrum of the famed Cleveland City Club. For 13 years, celebrated speakers have voiced their opinions, observations and experiences through WGAR's free-speech mike. This is one of the many important public service features broadcast regularly by WGAR.

in Northern Ohio..

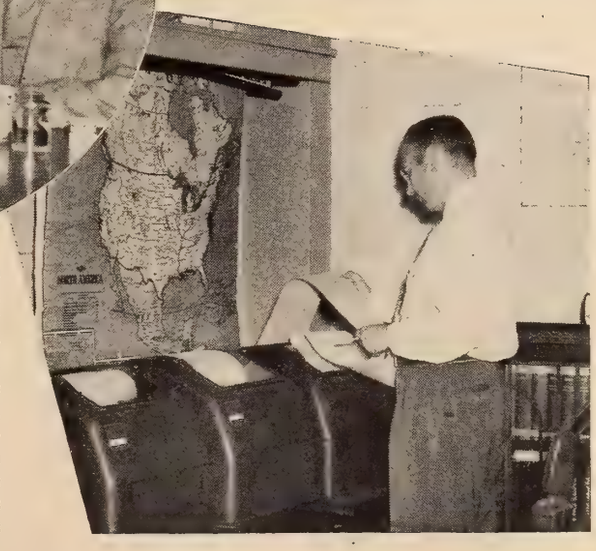
WGAR

the SPOT for SPOT RADIO

Write for helpful radio presentation: "A Six Billion Dollar Picture".



GOOD SERVICE! The Forum Cafeteria, a WGAR advertiser, serves thousands of hungry Clevelanders daily. It is ably managed by Mr. George R. Kaye (left). Mr. Kaye is a member of the Northeastern Ohio, Ohio State, and National Restaurant Associations. He has been with the Forum Cafeterias of America, Inc., since 1931. Pictured with Mr. Kaye is Bob Forker of WGAR who serves this account.



NEWSWORTHY and NOTEWORTHY. WGAR's fully-equipped newsroom receives 300,000 words of copy daily. WGAR, first Cleveland station to broadcast news on a regular basis, sends newsmen on local and national assignments. Such newscasts serve as builders of good will and as sales tools. Give people what they want to hear. Check on available newscasts.

RADIO . . . *AMERICA'S GREATEST ADVERTISING MEDIUM*

WGAR . . . Cleveland . . . 50,000 watts . . . CBS • Represented Nationally by Edward Petry & Company

IN NORTH CAROLINA

WSJS

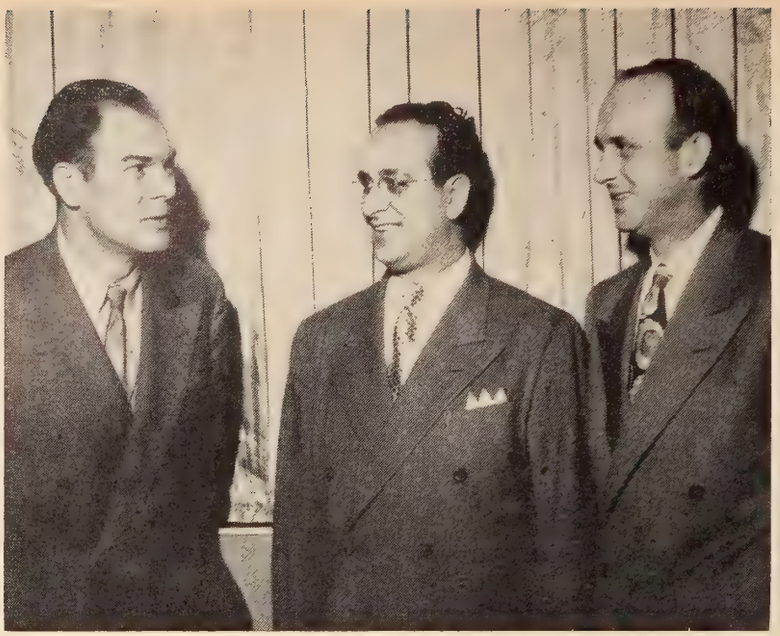
DELIVERS



A 15 COUNTY Market
With Over
$84,269,000* FOOD SALES
*Sales Management 1950
Survey of Buying Power

MORE VALUE
FOR YOUR
ADVERTISING
DOLLAR

WSJS
The Journal-Sentinel Station
WINSTON-SALEM
AM-FM
NBC Affiliate
Represented by:
HEADLEY-REED CO.



COMMERCIAL sponsorship and problems connected with "Selling and Keeping the Farm Program Sold" will provide the theme for the National Assn. of Radio Farm Directors annual convention in Chicago Nov. 25-26. Scheduled to preside over the two-day meeting at Stevens Hotel are these RFD officers (l to r): Roy Battles, WLW Cincinnati, NARFD president; Phil Alampi, WJZ New York, vice president, and Chris Mack, WNAX Yankton, S. D., secretary-treasurer. Advertising and agency representatives also will attend the sessions.

DEPT. STORE RADIO, TV

Dennis Cites Needs

DEPARTMENT stores should employ fulltime radio-television directors to guide their use of the electronic media, Walt H. Dennis, radio-television director of Allied Stores, declared Nov. 7 at the weekly luncheon of the Washington Ad Club.

Radio can give a personal approach and reach areas not touched by newspapers, Mr. Dennis said, besides providing "more depth of registration when used in concert with other media."

In addition, he said, "Radio can do the greatest institutional job of any medium except television. It is literally the voice of you, the voice of your store's character. The spoken message is more personalized than any printed medium. The spoken message with pictures is even more powerful."

Mr. Dennis said retailers should use newspapers as their primary medium and should continue using them for some years to come. He advised stores not to expect other media to do a major job if they aren't in newspapers.

Helpful Data

An enormous amount of research material is available on radio, he said, providing information on markets, population, costs, who the people are, what they spend, and where.

Television is judged far more critically than other media, from a results standpoint, according to Mr. Dennis. "If you go into radio and television expecting them to pay day in and day out," he said, "you may as well prepare for a disappointment. Television, especially, has no time or space for that kind of monkey business. Assess radio and television results on a long-term basis. Give them a fair shake."

TV won't work many miracles but will provide excellent results "if you provide the hard work," he said. He added that it probably won't produce any better than other media if the same preparation is given.

"Aim at a specific radio and television audience at a specific time and channel your message to that time and that audience," he advised.

As to color television, Mr. Dennis said: "Don't let color blind you. Advertisers need not worry about color for quite a while because tremendous technical complications are involved.

"Color will benefit television only to the extent that color itself is important. It probably is the forerunner to three-dimensional TV projection. The packaging of products will be affected to a marked degree. But right now the color controversy is remote from advertising."

In the case of radio and TV, he said, "we think in terms of the job to be done rather than just take a program and decide what to do with it."

NEW edition of "RCA Receiving Tube Manual," RC-16, now available. Revised and updated book contains over 300 pages, with numerous new features included.

RFD SESSIONS

To Stress Selling Theme

TREND of rural radio away from the strictly public service concept to that entailing commercial sponsorship, without loss of its basic "service" objective, will be explored at the annual convention of the National Assn. of Radio Farm Directors, to be held in Chicago's Stevens Hotel, Nov. 25-26.

At the same time, top representatives of advertising, agency and NARFD will be called upon to elaborate on the theme, "Selling and Keeping the Farm Program Sold," it was announced last week by Paul Visser, NBC farm director, program committee chairman for the NARFD meeting.

Releasing the preliminary program, Mr. Visser indicated that the opening (Saturday) session would fall under the chairmanship of C. W. Jackson, KCMO Kansas City farm director, with "How the RFD Should Work with the Advertiser" to be discussed by W. Judd Wyatt, advertising director, MFA Mutual Insurance Co., Columbia, Mo. Other topics include "Let's Sell Farm Radio," "Farm Programs for Advertisers" and "RFD-Television in Action."

Schneider Resume

Sam Schneider, farm director of KVOO Tulsa, Okla., will summarize past thinking on selling farm radio and stress belief that commercial sponsorship of farm programming does not in any way deter from its service purposes. He will lead a discussion to include Ed Cashman, president, Doughboy Industries; Gordon Philpott, vice president, Ralston-Purina Co.; Jack Leach, Gardner Advertising Co.; Harry Burke, manager, KFAB Omaha, and Roy Battles, WLW Cincinnati, NARFD president.

Sessions open with a business meeting Nov. 25. Annual banquet will be held the following evening (Sunday). Over 185 NARFD members are expected to attend.

FRANK APPOINTED

To Nielsen Radio-TV Post

PHILIP FRANK, former executive secretary of Broadcast Measurement Bureau and director of research and sales promotion at WSGN Birmingham, has been appointed director of public relations, radio and television division, of A. C. Nielsen Co., New York.



Mr. Frank

Mr. Frank, the co-author of *This Thing Called Broadcasting*, also was a lecturer on radio in an advertising and selling course conducted by the Advertising Club of New York. He joins the Nielsen organization Nov. 15.

NATIONAL NIELSEN-RATINGS* TOP RADIO PROGRAMS

(TOTAL U. S. AREA, INCLUDING SMALL-TOWN, FARM AND URBAN HOMES—and including TELEPHONE and NON-TELEPHONE HOMES)
REGULAR WEEK OCTOBER 1-7, 1950

Current Rank	Previous Rank	Program	Current Rating Homes %
EVENING, ONCE-A-WEEK (Average For All Programs)			(7.8)
1	1	Lux Radio Theatre (CBS)	19.4
2	18	Jack Benny (CBS)	15.2
3	4	Godfrey's Talent Scouts (CBS)	14.2
4	5	Walter Winchell (ABC)	13.8
5	3	Mr. and Mrs. North (CBS)	13.8
6		Amos 'n' Andy (CBS)	13.8
7	2	My Friend Irma (CBS)	13.2
8	13	Life with Luigi (CBS)	13.2
9	11	Mystery Theatre (CBS)	13.2
10	6	Mr. Chameleon (CBS)	12.7
EVENING, MULTI-WEEKLY (Average For All Programs)			(4.2)
1	1	Beulah (CBS)	8.8
2	3	Oxydol Show (CBS)	7.2
3	5	Club 15 (CBS)	7.0
WEEKDAY (Average For All Programs)			(4.6)
1	4	Arthur Godfrey (Liggett & Myers) (CBS)	8.8
2	1	Romance of Helen Trent (CBS)	7.7
3	3	Our Gal, Sunday (CBS)	7.7
4	12	Arthur Godfrey (Nabisco) (CBS)	7.3
5	6	Wendy Warren (CBS)	6.9
6	21	Arthur Godfrey (Gold Seal) (CBS)	6.8
7	2	Ma Perkins (CBS)	6.7
8	7	Big Sister (CBS)	6.6
9	16	My True Story (ABC)	6.4
10	17	Young Widder Brown (NBC)	6.3
DAY, SUNDAY (Average For All Programs)			(2.6)
1	1	True Detective Mysteries (MBS)	6.6
2	2	Shadow (MBS)	6.0
3		Godfrey Digest (CBS)	4.5
DAY, SATURDAY (Average For All Programs)			(4.3)
1	1	Armstrong Theatre (CBS)	7.2
2	2	Grand Central Station (CBS)	7.0
3	4	Junior Miss (CBS)	6.7

Copyright 1950 by A. C. NIELSEN CO.

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 40,700,000—the 1950 estimate of Total United States Radio Homes.
(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

HIT AD TACTICS

Objections From KNEM, KPRO

IN TWO incidents involving objections to advertising techniques, rejection of a National Guard order for three spot announcements was revealed last week by William R. Tedrick, general manager of KNEM Nevada, Mo., and protest against a free-time appeal by Western Oil & Gas Assn. was made by W. L. Gleeson, president of KPRO Riverside, Calif. Latter protest was on the grounds the association used pressure tactics and at the same time bought white space in local newspapers.

The National Guard account was rejected by KNEM on the grounds that cost of three announcements "plus the various requirements necessary to obtain payment, do not make it worth while to open an account on our books."

Tedrick Letter

Writing to Stephen G. Bowen of Robert W. Orr & Assoc., New York, Mr. Tedrick said KNEM has always cooperated with the National Guard, locally and nationally. "We have given a large amount of gratis time, both spots and programs, to the National Guard," he wrote, "yet when the time comes that the Guard has money to be spent for advertising the bulk of it goes to media that give the Guard nothing."

Mr. Gleeson informed NAB the oil-gas association "was very insistent" that free time be given to promote Oil Progress Week. A representative of the oil-gas group told KPRO "that the law required the radio stations to carry 20% of its time as public service," according to Mr. Gleeson. He added that local papers carried advertising paid for by the association.

TAB Meets Dec. 6

TENNESSEE Assn. of Broadcasters will meet Dec. 6 at the Andrew Jackson Hotel, Nashville, according to F. C. Sowell, WLAC Nashville, president of the TAB. Agenda, confined to one day, will be announced later.

IRE ELECTS

Coggeshall Is President

IVAN S. COGGESHALL, general traffic manager, Western Union Telegraph Co.'s overseas communications, has been elected president of the Institute of Radio Engineers for 1951, succeeding Raymond F. Guy, manager of radio and allocation engineering for NBC.

Jorgen C. F. Rybner of Copenhagen, professor of telecommunications at the Royal Technical U. of Denmark, was elected vice president of the institute, to succeed Sir Robert Watson-Watt, military radar authority of London.

Directors elected for the next year are:

William H. Doherty, director of electronic and TV research, Bell Labs, Murray Hill, N. J.; George R. Town, associate director of engineering experiment station, Iowa State College, Ames, Iowa; Harry F. Dart, manager, electronics engineering department, Westinghouse Electric Corp.; Paul L. Hoover, head of electrical engineering department, Case Institute of Technology, Cleveland, Ohio; William M. Rust Jr., head of geophysics research for Humble Oil & Refining Co., Houston, Tex., and Allan B. Oxley, chief engineer of RCA Victor Co., Montreal, Que.

Offices of secretary, treasurer and editor will be filled at January 1951 meeting of the board of directors.

WESTERN RWG

Elects Kanter Regional V.P.

HAL KANTER was elected Western Regional vice president of Radio Writers Guild at a Nov. 2 meeting. Newly elected to the RWG council for two-year terms were Pauline Hopkins, Milton Merlin (retiring vice president), Don Quinn, Dick Powell, Reuben Ship; for one year, Harry W. Flannery, Phil Leslie, Jack Robinson, Larry Roman, Sherwood Schwartz, Gene Stone.

Starting their second year as council members are the following elected last year to two-year terms: Irvin Ashkenazy, True Boardman, Selma Diamond, Larry Marks. Ira Marion was elected national president of the guild.

CKSO Sudbury has joined Canadian Assn. of Broadcasters.

ALUMINUM

Recorder Feels Shortage

EFFECTS of recent restrictions imposed by the National Production Authority on the allocation of aluminum already are being felt in the sound recording industry, J. Joseph Sameth, vice president in charge of sales for Radio Recorders, Hollywood, announced last week.

Coincident with NPA's announcement that less quantities of that basic metal would be available for use by record and other manufacturers [BROADCASTING, Nov. 6], an advance of 33⅓% in base cost of record blanks was made effective, Mr. Sameth said. A similar increase in cost of recordings on aluminum base blanks is imminent, he added.

SOMETHING EVERY SALES MANAGER SHOULD KNOW—

A Station Is Known by the Audience It KEEPS!

A long time ago, KRNT, Des Moines, got the audience. A close friendship was established that remains loyal and unbroken. The Hoopers show that, and they also show that KRNT continues to add to its immense family of listeners.

Any advertiser who insists upon a successful radio campaign in the rich, ripe and ready CENTRAL IOWA market MUST call on KRNT to get the job done.

To substantiate that fact, KRNT has scores of success stories or—take a look at the latest C. E. Hooper Audience Index, Des Moines, city zone, for May-thru-September, 1950. You'll see—

KRNT LEADS
IN EVERY TIME PERIOD!

And . . . THAT'S Something Every Sales Manager Should Know!



The station with the fabulous personalities and the astronomical Hoopers



TAX BAIT

Borton Alerts Advertisers

SPEAKING before the Canton Advertising Club, Elon G. Borton, president of the Advertising Federation of America, last week warned advertisers that the defense situation may provide excuses for "more regulations restricting and possibly taxing advertising."

"Laws and bureau regulations about advertising have increased in recent years," said Mr. Borton. As an illustration of the danger, he cited the initiative measure on the ballot in Oregon to prevent promotive advertising of liquor; the present study by the Congressional Joint Committee on Internal Revenue Taxation of tax deductions for advertising budgets, and the proposal of the House Lobby Investigating Committee that institutional advertising be classified as lobbying and taken out of the tax deductible category.

He further urged advertising people to inform legislators and government officials of the place advertising holds in our economy. Mr. Borton continued: "Also, the large expenditure for advertising is a tempting subject for taxation in this period when extra tax revenue is being sought everywhere. Already there are many indirect taxes on it. If one state should pass a direct tax on advertising, the other 47 would probably follow suit quickly. The danger is greater than many of us think."



ORCHID CORSAGE from WISN Milwaukee went to each woman attending a banquet at the Midwest Inter-City Conference of the Women's Advertising Clubs. Frances Haggerty (r), of the WISN sales staff, presents a corsage to Mrs. John Murphy, president of the Women's Advertising Club of Milwaukee. Graham Patterson, chairman of the board of Advertising Federation of America, smiles his approval.

Swift on NBC

SWIFT & Co., Chicago, for Jewel shortening and salad oil, will sponsor the *Red Foley Show*, quarter-hour, five-a-week feature, on an NBC 48-station southern network from Nov. 27 for 52 weeks. Show will originate at WSM Nashville, 9:30 to 9:45 a.m. CST daily. Agency is J. Walter Thompson Co., Chicago.

THE SINS OF AMERICAN RADIO

Prove Topic for Radio Moscow

THOSE American radio listeners who do not possess shortwave sets may be enlightened to know that "the American radio is a network of shameless slanders and warmongering" and that 85% of all U. S. broadcasting stations are grouped in four networks controlled by trusts, with strict allegiance to "Washington politicians."

At least that's the line currently being put out by Radio Moscow in broadcasts beamed to Rumania and other European nations as monitored by the U. S. government monitoring service.

The Voice of the USSR also attacked the Voice of America and its "head, Herbert Howard," which "juggle" figures relating to the living standard of the American workers. Radio Moscow continued:

The Voice of America supports the warmongering policy of the United States and offers the microphone to all traitors, war criminals . . . The Voice . . . is the basest office of the warmongering policy of Wall Street. It is under the direct control of the State Dept. and is financed by great industrialists . . .

Radio Moscow also told European listeners that Al Jolson, the American "Negro" entertainer, forsook the people's democracy for the American dollar. Meanwhile State Dept. officials, declining to comment on the Russian propaganda, were mulling the identity of "Herbert Howard."

PUBLIC RELATIONS

APRA Meet Opens Today

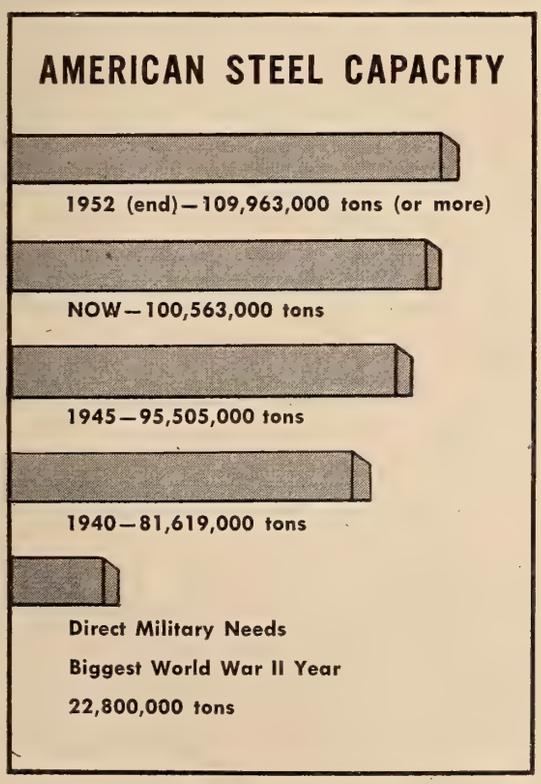
ANNUAL meeting of the American Public Relations Assn. starts today (Monday) and runs through Tuesday, meeting at the Willard Hotel, Washington. Distribution of awards to various organizations for outstanding achievement in 1949-1950 in public relations will highlight the program.

Topic for discussion at today's luncheon will be "Is The Language of Business Understood?" Subject of the final panel discussion will be "How Good Is Government Public Relations?", with both government and the public represented. Speaking for government will be Francis Russell, director, Office of Public Affairs, U. S. Dept. of State, and representing the public side will be Theodore F. Koop, director of news, CBS Washington.

Drew Pearson, columnist and radio commentator, will present a special award of a silver anvil to Howard U., Washington, for outstanding achievement in the field of international relations.



MORE STEEL
is on its way-



New steel mills are being rushed to completion . . . **still others are being planned. Existing mills are being improved, as steel companies review their plans to make sure they are ready to meet the new demands of re-armament and growing civilian needs.**

If you need some of the many, many things made from steel that make American life so comfortable, be patient.

Right now, steel supplies seem shorter than they really are. The steel industry is bigger than you think. Look carefully at the chart for proof of that. Competition has made it big and strong, taught it to lick every problem by breaking production records.

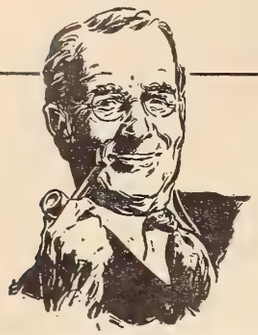
AMERICA'S **STEEL** INDUSTRY

Greatest Industrial Triumph of Free Men

More than 200 companies make up the free and independent steel industry of America.

AMERICAN IRON AND STEEL INSTITUTE • 350 FIFTH AVENUE • NEW YORK 1, N. Y.

Advertisement



From where I sit
by Joe Marsh

We Ask That "Fares" Play Fair

Judge Cunningham was telling about a taxi ride he took over to the County Seat last week. The cab was all littered with cigarette butts, plus candy and gum wrappers. This annoyed the Judge and he spoke to the driver about it.

To his surprise the cabman answered right back. "Don't blame *me*," he said. "Fast as I clear this taxi out, the fares just mess it up again. I like a clean cab as well as anybody, but a man has to have some co-operation!"

Judge figures the fellow was in the right, and maybe we ought to do a little campaigning with the public. I agree with him—that's why I'm writing this article.

From where I sit, it's important for us to remember the fellow who's going to get in the cab after we leave it. Because he pays the same as we do, he's got the same right to a clean, comfortable ride—just as he has the same right to enjoy the beverage of his choice (be it coffee, beer, lemonade, or what have you).

Joe Marsh

Copyright, 1950, United States Brewers Foundation

Strictly Business

(Continued from page 16)

pitch in to make a radio show click, aiding in copy composition, often directing and even assisting in the operation of the show itself.

That is when Frank strode side-by-side with Oakite's pioneering in radio entertainment and advertising. He recalls one of Oakite's first programs at WABC New York (now WCBS) broadcast 9:30 a.m. every Friday. The orchestra was known as the Oakite "Red Wings" (changed to "Oakidettes"). The show ran the "entire gamut of most every kind of conceivable broadcast . . . dramatized with musical accompaniment, everything from a corn husking bee in Iowa, to a train-robbery drama in Cheyenne . . . to our 'long-haired' effort of dramatizing the Passion Play on Good Friday."

No challenge was too great in those days, Frank continues, "we even did 'Custer's Last Stand,' without any actors except a couple of the boys from Oakite and some of the pageboys in Columbia (CBS)."

Frank also was a radio entertainer. He and Hugh Walton, now a leading CBS announcer, used to harmonize on the shows while Frank played accompaniment on a ukelele "which might even precede the early efforts of Arthur Godfrey."

Over the years, Oakite has sponsored, according to Frank's files, such varied programs as poetic readings, chamber music, dramatizations, musical shows, reportorial programs, news shows, band music and home economy.

Martha Deane Sponsor

He points to Oakite as the advertiser who first backed Mary Margaret McBride on WOR New York when she was known as "Martha Deane." Oakite's radio record embraces regional network shows, home economic shows and a series of radio spot announcements, to name a few.

Oakite's trademark on the air has been "Okey," who, like the nationally known "Johnny" voice of Philip Morris, talks confidentially to housewives about the product. This personal approach, Frank observes, has proved itself by the avalanche of mail pulled.

With television becoming the broadcasters' newest art, Frank says Oakite, of course, has been keeping pace. The firm sponsored *The Big Idea* for its first 26 weeks on WCAU-TV Philadelphia, participated in *Market Melodies Show* on WJZ-TV New York and *The Kitchen Clinic* on WEWS (TV) Cleveland.

Frank's formal education was received at the High School of Commerce and Columbia College in New York City. His first business experience was at Ingersoll Rand Co.'s A. S. Cameron Steam Pump Works Division. Early in his career, he was merchandising manager for Baron G. Collier Streetcar Advertising Co.

The Conolly family team is Frank and Florenz. Frank marks his hobbies as "Oakite and music." In fact, he has little time to immerse himself in hobbies. His outside activities include membership in the Explorer's Club, the American Polar Society, the Advertising Club of New York (in which he has held vice presidency), the Sales Executive Club, also New York, the Publicity Club, same city, the Cracker Barrel Club—and even the Asparagus Club.

As Frank sees it, "practically every radio campaign" by Oakite "was successful." He credits radio (and now, television) with helping —along with other advertising and promotion—to make Oakite as well known to the American housewife as honey to the bee.

CBS Holdings

SAMUEL PALEY, member of the CBS board of directors and uncle of William S. Paley, CBS chairman of the board, has reduced his holding of CBS Class B stock to 15,000 shares as a result of his giving 1,000 shares to an unidentified beneficiary, it has been learned from Securities and Exchange Commission records.

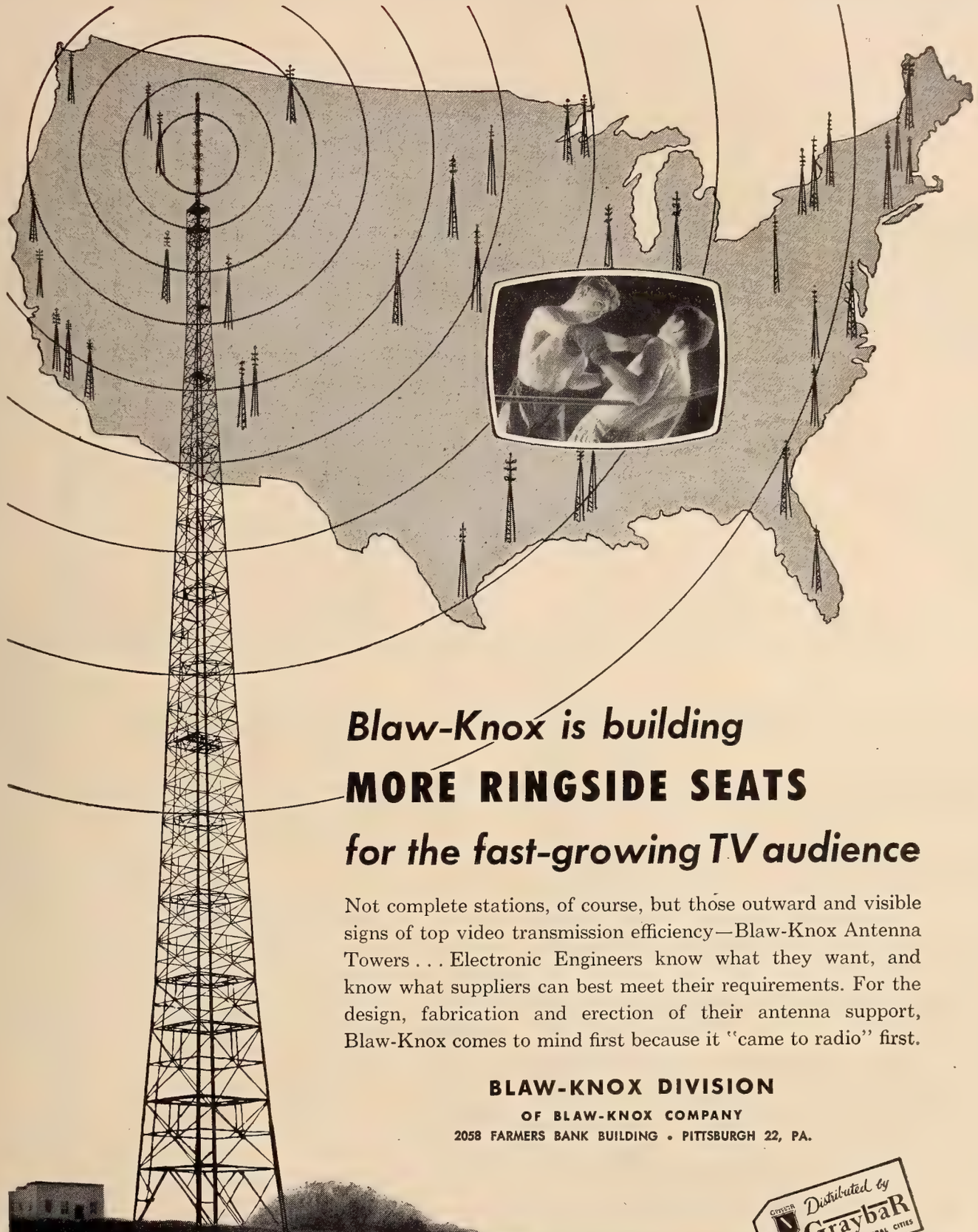
WJEH KNOW-HOW

Assures Rally Coverage

RADIO families which tuned to WJEH Gallipolis, Ohio, Oct. 27 at 11:30 a.m. — date and time for broadcast of the huge Republican rally staged at Point Pleasant, W. Va.—were well rewarded by the sun-up to sunset station. According to WJEH, telegrams and letters complimenting the job, despite difficulties, flooded the office.

The fly in the ointment proved to be the sudden grounding in Weston, W. Va., of the plane carrying former U. S. Sen. Rush D. Holt of West Virginia. In order to pick up the speech, arranged by West Virginia State Sen. Barto Jones and Truman Morris, WJEH general manager, to be broadcast with the address of U. S. Sen. Joseph McCarthy (R-Wis.) from the rally site, some radio know-how had to be employed.

By the way of the Ohio Bell Telephone Co. office in Gallipolis, the station contacted its engineers to stand by as did those of the Chesapeake & Potomac Telephone Co. in Point Pleasant, AT&T in Huntington and the C&P in Weston. Feed originated at WHAW Weston with aid of AT&T Huntington and thus relayed via Parkesburg to Gallipolis and from there over the air and also to Point Pleasant. Arrangements were worked out by Mr. Morris, his engineering staff under the director of Chief Engineer John Moorehouse, and Announcers Chuck Esterly and Bill Watterson within two hours after Mr. Holt had informed the station he was stranded.



Blaw-Knox is building

MORE RINGSIDE SEATS

for the fast-growing TV audience

Not complete stations, of course, but those outward and visible signs of top video transmission efficiency—Blaw-Knox Antenna Towers . . . Electronic Engineers know what they want, and know what suppliers can best meet their requirements. For the design, fabrication and erection of their antenna support, Blaw-Knox comes to mind first because it "came to radio" first.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2058 FARMERS BANK BUILDING • PITTSBURGH 22, PA.

Distributed by GRAYBAR
OFFICES IN 100 PRINCIPAL CITIES

BLAW-KNOX ANTENNA TOWERS

HIGHER RATINGS* MORE

ZIV

YOU NAME IT

HIGHER RATINGS*

BOSTON BLACKIE	21.7	WAVE Louisville Tuesdays 6:30 p. m.
GUY LOMBARDO	16.8	WOW Omaha Sundays 1:30 p. m.
WAYNE KING	19.1	WJR Detroit Tuesdays 7:30 p. m.

MORE RENEWALS**

CISCO KID **6th** YEAR
Interstate Bakeries in 11 States

BOSTON BLACKIE **5th** YEAR
Carolina Power & Light, Asheville & Raleigh!

EASIER SALES***

NOW ON MORE STATIONS
FOR MORE SPONSORS
THAN ANY PROGRAM PRODUCER!

1/4 HOUR SHOWS

MR. AND MRS.

★ **MEET THE MENJOUS** Starring Adolphe and Verree Teasdale Menj
★ **EASY ACES** Perennial favorites, Goodman and Jane Ace in their brand of comedy.

MUSICALS

★ **SHOWTIME FROM HOLLYWOOD** With Freddy Martin and his saxaphone and The Martin Men.
★ **PLEASURE PARADE** With Vincent Lopez and The Modernaires.
★ **THE BARRY WOOD SHOW** With Margaret Whiting, The Mel and Henry Sylvern and his Orchestra.
★ **SINCERELY KENNY BAKER** With Buddy Cole and his Men of
★ **KORN KOBBLERS** America's most humorous band, with Alan
★ **SONGS OF GOOD CHEER** With Laurence Elliott, Willard Shope, Lydia Summers, Stanley Carlson, Gerald Allaire Sears, Selinsky, Orchestra Conductor.

WESTERN VARIETY

★ **OLD CORRAL** With Pappy Cheshire, Sally Foster, Merle Trav and The Bunk House Quartette.

MYSTERY

★ **MANHUNT** An exciting mystery thriller.

SOAP OPERAS

★ **DEAREST MOTHER, CAREER OF ALICE BLAIR, FOR** Three popular soap operas.

SPORTS

★ **ONE FOR THE BOOK** Delightful 5 minute sports stories Can be combined for 15 minute show.

THERE'S A

ENEWALS** EASIER SALES***

AS IT!

½ HOUR SHOWS

WESTERN ADVENTURE

★ **CISCO KID** O. Henry's creation. Each a separate episode. Exciting western adventure. The top-rated "kid" program, coast to coast.

★ **LIGHTNING JIM** Exciting western adventure. Each episode complete.

DRAMA

★ **FAVORITE STORY** Top drama with Ronald Colman as host and narrator. Featuring distinguished guest stars.

MYSTERY

★ **BOSTON BLACKIE** The top-rated mystery adventure. Each episode complete. Starring Richard Kollmar.

★ **PHILO VANCE** Scientific sleuthing portrayed by Jackson Beck and star cast.

MUSICAL

★ **THE GUY LOMBARDO SHOW** With Guy and his Royal Canadians. Narrated by David Ross, and featuring the Twin Pianos, the Lombardo Picture Story, Don Rodney, Kenny Gardner, the Vocal Trio, and the famous Lombardo Medley.

★ **THE WAYNE KING SHOW** With the Waltz King and his incomparable music. Narrated by Franklyn MacCormack, and featuring the vocals of Nancy Evans and Larry Douglas.

FOR DETAILS, WRITE, WIRE OR PHONE...

FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK HOLLYWOOD

V SHOW TO FIT YOUR NEEDS!

editorial

Facts, War & Taxes

WITH the off-year elections over, a new tax-minded Congress will shortly convene. It will be goaded by the Administration to wring every possible dollar out of industry—and individuals—to pay the stupendous cost of total armament and to give succor, aid and wherewithal to our austerity-ridden allies.

The broadcast media expect to be taxed along with all other pursuits. But they must be alerted against inequitable burdens.

Some already are upon us. Take the excise taxes on radio, and now TV receiving sets, which were thrown into the "luxury" category. Turn to the Civil Defense Plan and you find the broadcast media classified as the "nerve system." Luxury indeed!

Those, however, are over the legislative hill. What's ahead? Notice was served last session of legislative proposals for license fees on stations to defray the cost of their administration by government. During radio's 30 years, this proposal has been advanced at least 30 times. It has been licked because of its obvious discrimination against companies which pay taxes at all established levels and get no more out of government than other arts, industries or pursuits paying no special imposts.

Excess profits taxes, or war profits taxes, which are certain to be legislated at the new session, also warrant close scrutiny by the radio-TV media, lest undue hardship be caused. Since the close of World War II (if, indeed, it has closed) many stations have expanded plant and facilities, making extraordinary expenditures. There are 107 TV plants in operation, none of which turned the economic corner until this year. They certainly are entitled to consideration in revenue legislation which would be designed to syphon off only those profits earned as a result of the emergency conditions.

At the NAB District 4 meeting in Williamsburg a fortnight ago, cognizance was taken of both the franchise and the excess profits tax projects. It's a job that can be done partially by the NAB and the RTMA, which also is at work. But it's also a task for all broadcasters and telecasters, who should acquaint their Congressional delegations with the facts —now, and on the front porch before the new session begins.

Crosby Cropper

JOHN CROSBY has stepped out of his principal character as radio-television critic of the *New York Herald-Tribune* and, by composing a damning essay on radio's "Seven Deadly Sins" (*Life*, Nov. 6), has damaged his reputation for discriminating criticism.

Mr. Crosby is himself guilty of some of the sins that he attributes to radio. Provincialism, for example.

"Radio became a troglodyte," he writes, because its production centers were New York and Hollywood, "two of the least characteristic cities in the country." Yet his article is written from a New Yorker's point of view.

Throughout the piece he treats radio in the past tense, a grammatical habit that seems inexcusable even in a writer working in New York, where television has had its most vigorous growth.

To illustrate his sweeping assertion that advertisers dominate radio, Mr. Crosby cites a Lazarsfeld study that showed only half of American women liked soap operas.

"While gratifying the rather astonishing taste of the 50% of women who like soap opera," Mr. Crosby writes, "the advertiser failed utterly to put anything on the air to appeal to the 50% of women who hated it."

Mr. Crosby must know better than this, if he does as much listening as he claims to.

Mr. Crosby's whole approach to radio in his *Life* article is that of a man who, passing a news stand on which a large number of confession, detective and spicy story magazines is displayed, concludes that the entire magazine industry panders to the drooling boobs among the populace. You have to look for what you want on radio, just as you do in magazines, newspapers, the stage, movies or any other medium of entertainment or information.

Many of the high spots of radio's history as a medium of information and entertainment were ably outlined last week in CBS' "The Sound of Your Life" [BROADCASTING, Nov. 3]. Appropriately enough it was distributed to thousands in radio and related fields at almost the same time that Mr. Crosby's article appeared on the magazine stands.

Not everything in Mr. Crosby's article is untrue. Radio, like any other enterprise, is full of frailties. The essential feature of the piece to which we object is that it exaggerates the frailties and forgets the very great strength of the biggest medium of mass communications.

NAB: Cross-roads Crossed

THE "FISCAL YEAR" of the NAB wound up last week with the completion of the last of 17 district meetings. The board of directors meets this week to appraise the results, balance the books, and chart the course ahead.

Just a few months ago, the NAB was at the cross-roads. There were serious questions whether it would survive.

All that has changed. William B. Ryan, a practical broadcaster fresh from combined AM-TV operations on the West Coast, took over May 1 as general manager. His approach was sound. A trade association, after all, was a business. He had no preconceived notions about protocol or precedent. Washington's rarified atmosphere did not awe him.

He moulded the NAB staff into a smoother machine. He has kept within somewhat diminished budget limits. He has worked well with President Justin Miller, who has gained a freer hand on policy.

This completes what might be described as the first phase of NAB's renaissance. Promises made at district meetings must be fulfilled. Foremost are Broadcast Advertising Bureau and Broadcast Audience Measurement.

And there's the ever-present Washington waterfront job—a wartime assignment in these explosive days. There's nothing more fundamental than the protection of the media that constitute the broadcasting arts—aural and visual—against the onslaughts of those who would dilute their freedom. A few weeks ago, President Truman referred to these media as "audible journalism," entitled to freedom on parity with the press.

The NAB board that meets in Washington this week will face less pressure than confronted it prior to the district meetings. Phase 1 can be recorded as "well done." From this point it's a matter of activating the blueprints, as well as keeping the association's organizational structure tuned to the needs of its AM, TV and FM segments.

our respects to:



WILLIAM STEWART GRANT

JUST 10 years ago this month a new firm name appeared in radio circles on the West Coast. It was the W. S. Grant Co. Inc., a name known today across the country as one of the largest radio representative firms in the nation, operating exclusively in secondary markets. In the short decade of its life the firm has accumulated more than 40 independent station accounts, leaving behind many older established firms in the highly competitive representative field.

The man behind this success story is William Stewart Grant, a quiet, mild, modest man of 48, who gave up a successful and promising career in the newspaper business to embark on a new career in radio, a field in which he had no previous experience and very little acquaintanceship. The move was not entirely of his own choosing.

In 1939, at 37, Mr. Grant was business manager of the *Merced* (Calif.) *Sun-Star*. Behind him were 20 years of newspaper work. He had climbed to his executive position through the various departments of numerous publications across the country. The owner of the newspaper, Hugh McClung, also was owner of four California radio stations — KYOS Merced, KHSL Chico, KVCV Redding and KMYC Marysville—and he was concerned over the light schedule of advertising his stations were receiving from advertisers outside their re-

(Continued on page 58)

By AWFREY QUINCY

IN Metropolitan New York where television receiver saturation is highest, a survey of paying customers at Rockaway Park showed that radio advertising had pulled 40 customers for every one attracted by television. Must be that all the TV families are patrons of Coney Island.

* * *

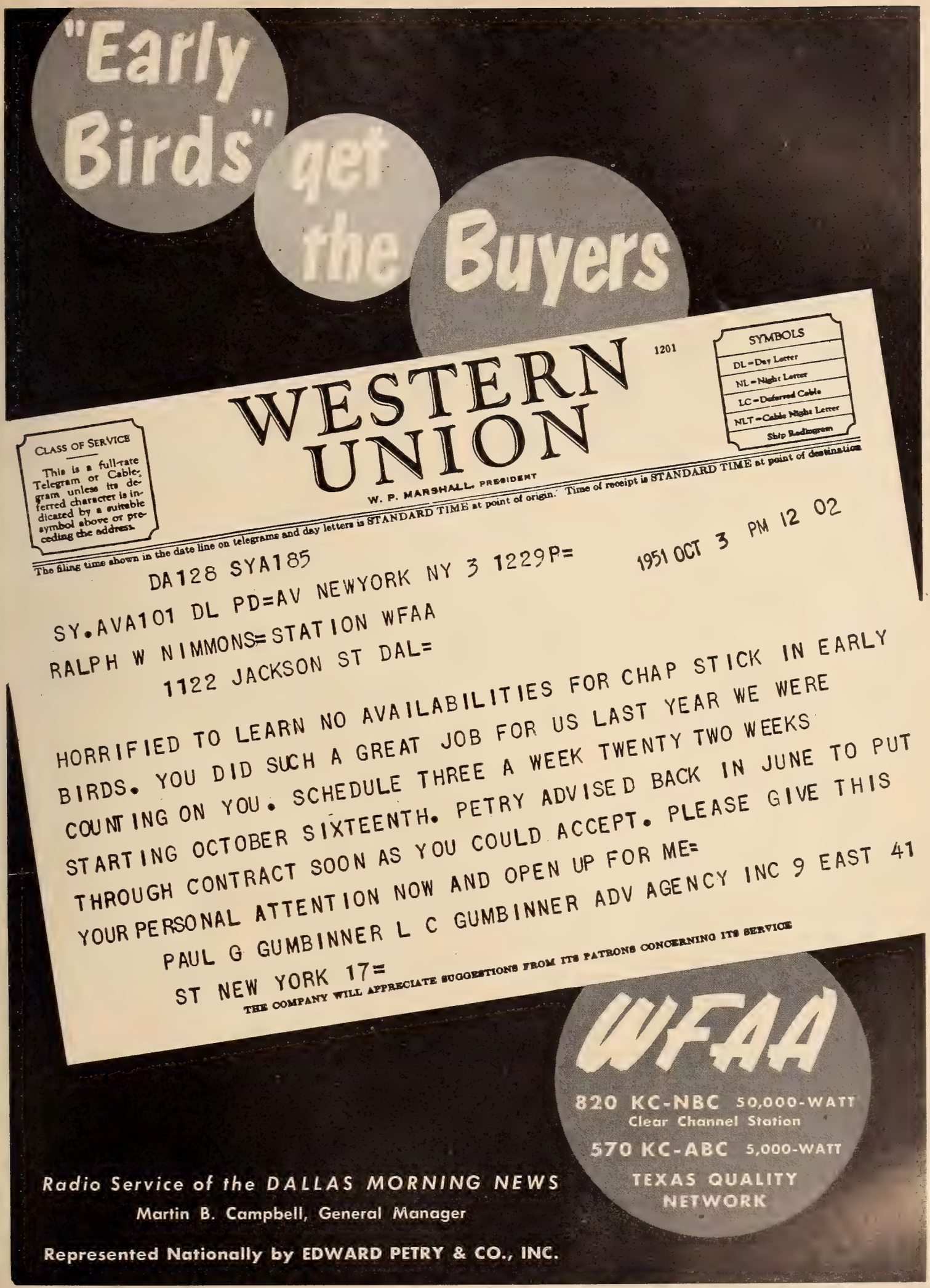
After watching Mrs. Arthur Murray introduce Mr. Arthur Murray to the TV audience, we still inquire "IS there an Arthur Murray?"

* * *

The Korean war has taken a turn for the worse, but don't worry lads. If the going gets too tough, we can always put in Hopalong Cassidy.

* * *

When talent starts passing judgment on the merits of color TV we are reminded of some of the wonderful program and sales ideas we've had from our engineers.


"Early Birds" get the Buyers
WESTERN UNION
1201
W. P. MARSHALL, PRESIDENT
CLASS OF SERVICE
This is a full-rate Telegram or Cable-gram unless its de-ferred character is in-dicated by a suitable symbol above or pre-ceding the address.
SYMBOLS
DL = Day Letter
NL = Night Letter
LC = Deferred Cable
NLT = Cable Night Letter
Ship Radiogram
The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination
DA128 SYA185
1951 OCT 3 PM 12 02
SY•AVA101 DL PD=AV NEWYORK NY 3 1229P=
RALPH W NIMMONS= STATION WFAA
1122 JACKSON ST DAL=
HORRIFIED TO LEARN NO AVAILABILITIES FOR CHAP STICK IN EARLY BIRDS• YOU DID SUCH A GREAT JOB FOR US LAST YEAR WE WERE COUNTING ON YOU• SCHEDULE THREE A WEEK TWENTY TWO WEEKS STARTING OCTOBER SIXTEENTH• PETRY ADVISED BACK IN JUNE TO PUT THROUGH CONTRACT SOON AS YOU COULD ACCEPT• PLEASE GIVE THIS YOUR PERSONAL ATTENTION NOW AND OPEN UP FOR ME=
PAUL G GUMBINNER L C GUMBINNER ADV AGENCY INC 9 EAST 41 ST NEW YORK 17=
THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE
WFAA
820 KC-NBC 50,000-WATT
Clear Channel Station
570 KC-ABC 5,000-WATT
TEXAS QUALITY NETWORK
Radio Service of the DALLAS MORNING NEWS
Martin B. Campbell, General Manager
Represented Nationally by EDWARD PETRY & CO., INC.

Cars keep rolling off line when parts "fly" to the job



Increased production at a West Coast assembly line caused a parts shortage. Shipment in transit was located at St. Louis in late afternoon and Air Expressed to coast. Delivered 5 A.M. next morning. Speed like this keeps production rolling, lets you meet every delivery date. The cost? Shipping charge for 50-lb. carton: **$24.56.**



You get door-to-door service *included* in the low rate. This makes the world's fastest transportation method convenient and easy to use. Specify it regularly to keep customer service high—and high-cost inventories low.



Shipments go on all Scheduled Airline flights. Speeds up to 5 miles a minute—dependable service, experienced handling. For fastest shipping action, phone Air Express Division, Railway Express Agency. (Many low commodity rates in effect. Investigate.)

Only Air Express gives you all these advantages:

World's fastest transportation method.
Special door-to-door service at no extra cost.
One-carrier responsibility all the way.
1150 cities served direct by air; air-rail to 22,000 off-airline points.
Experienced Air Express has handled over 25 million shipments.

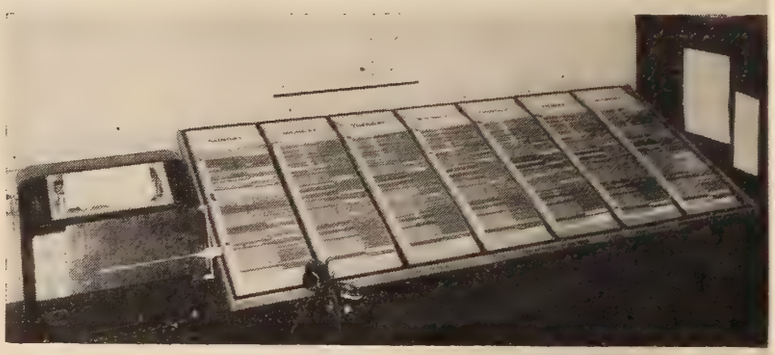
AIR EXPRESS
GETS THERE FIRST

Rates include pick-up and delivery door to door in all principal towns and cities

A service of
Railway Express Agency and the
SCHEDULED AIRLINES of the U.S.

THE TRAFFIC SYSTEM PROBLEM

WIS Uses Remington-Rand Kardex for Answer



WIS' station log and traffic system unit.

* * *

RADIO stations have long considered their traffic departments among their prime problems. How, broadcasting executives wonder, can a simplified, at-a-glance and yet complete system be devised which will immediately answer mandatory questions regarding announcement and program availabilities?

WIS Columbia, S. C., on NBC has found a solution to its trouble pertaining to the highly complicated and vital traffic department situation.

It all came about when, in 1943, Managing Director J. Dudley Saumenig—a veteran of the broadcasting business since 1927—determined that someone should perfect an "ideal" traffic system to offer an assist in this important role of the radio industry. Results were completed in 1944 and have seen no major change since that time.

Utilizing the Remington-Rand Visible Kardex system with special printed colors, Mr. Saumenig's system allows solutions to the following long-standing traffic department problems in a simplified manner:

(1) Any trained employe may see at a glance the entire picture of the week's operation, with announcement and program availabilities all visible.

(2) The unique system of color signals and tabs indicates every traffic and sales operation; shows the source of all commercial and sustaining programs and announcements; notifies the viewer of all expirations; indicates all advanced reservations and sales by date; and allows the viewer to immediately recognize all open time including segments in participating periods.

(3) A companion Kardex system allows for easy and correct scheduling of transcription tracks, as well as copy instructions by numbers on dates authorized, etc.

(4) The unusual flexibility of the system allows the individual portable trays to be lifted from their rack for typing schedules and other necessary purposes. The seven individual trays each contain 85 packets using the standard 8x5 Kardex cards. These packets rest in a rack at a 30-degree angle. Thus the rack is 65½ inches long by 28 inches deep, and may be used on a standard 60-inch desk.

(5) The upper non-visible part of the log cards are specially printed forms, containing all information necessary pertaining to a program or announcement in a readily accessible, easy-to-read manner by merely lifting the packet.

(6) Conveniently installed beside the telephone and teletype outlets in the WIS traffic department, the system allows immediate confirmation of telephone or teletype inquiries regarding availabilities, program information and the like, as well as indicating product conflicts.

Mr. Saumenig estimates that his station log and traffic system saves its original cost twice each year, considerng the time and effort saved by closely coordinating the system with other traffic department activities.

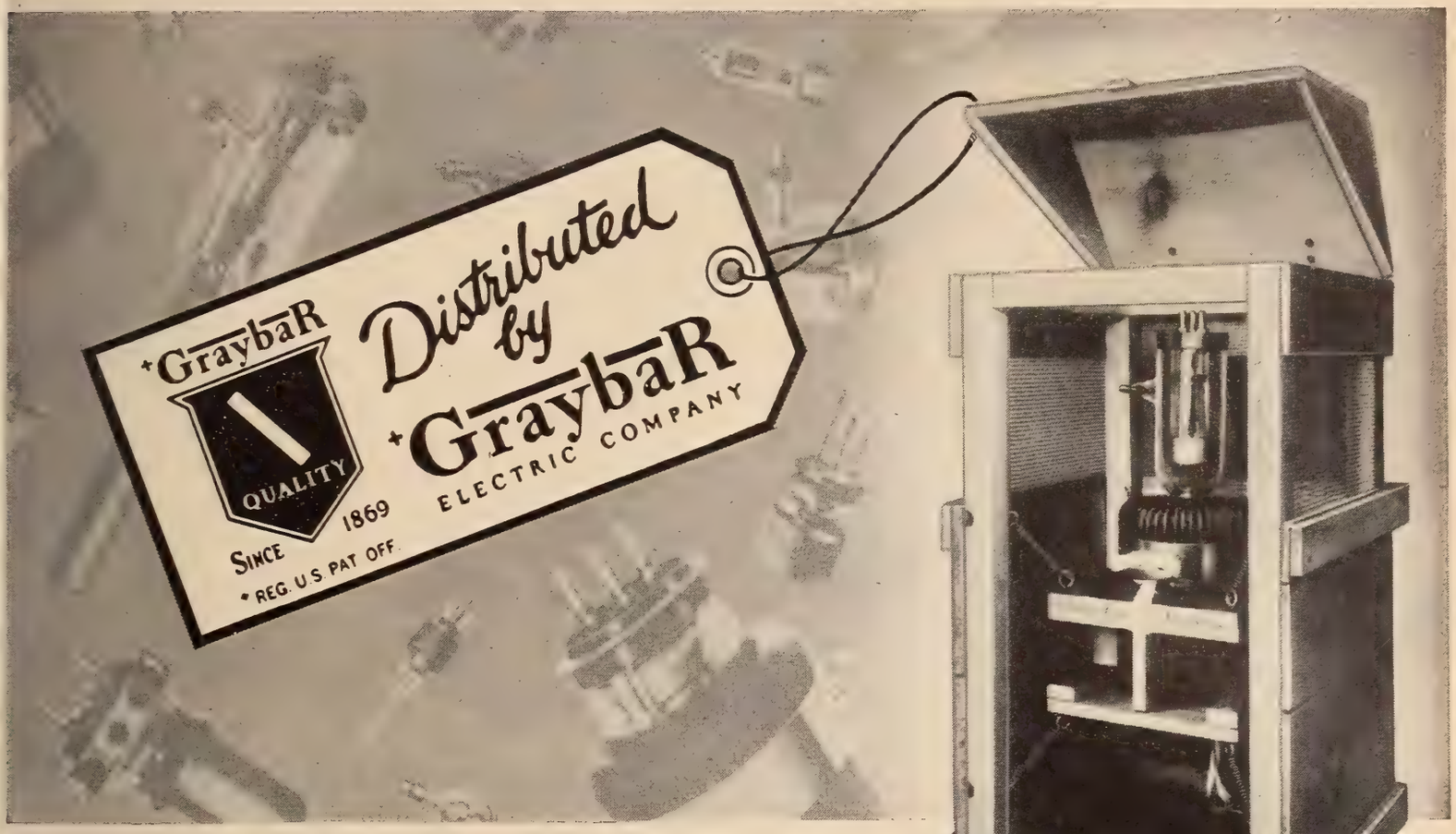
Last June Mr. Saumenig was invited by Free & Peters Inc., pioneer radio station representative, to illustrate and explain the intricately planned system as a part of an F&P sales clinic conducted at Chicago's Edgewater Beach Hotel. The 75 broadcasters in attendance were high in their praise of the easy-to-read method of traffic procedure, Mr. Saumenig reports.

Canadian Clinic

FIRST CANADIAN Television Clinic is to be held by Academy of Radio Arts, Dec. 7-9 at the Royal York Hotel, Toronto. A number of leading specialists from U. S. television stations will present first-hand insight into the many problems of telecasting, from engineering to performing. Clinic will take the form of addresses and round table discussions, and will be directed by Lorne Greene, well known Canadian announcer and director of the Academy of Radio Arts.

GraybaR recommends

MACHLETT ELECTRON TUBES



For years, it has been Graybar policy to distribute only the finest in broadcast equipment. It is natural, then, that Graybar offers the Machlett line of tried and tested electron tubes.

Machlett products are backed by more than 50 years of experience and skill—you get a bonus of extra-long life and high-quality performance in every tube.

All types and sizes of Machlett tubes, as well as *any* of your other broadcasting equipment requirements, are quickly and conveniently available from Graybar's nation-wide network of warehouses. For facts, call your nearest Graybar Broadcast Equipment Representative. *Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N. Y.* 5056

Distributor of *Western Electric* products

via GraybaR

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR

Graybar Brings You Broadcasting's Best . . .

Amplifiers (1,21)
Antenna Equipment (21)
Attenuators (7)
Cabinets (14)
Consoles (21)
Loudspeakers and Accessories (1,21,23)
Microphones, Stands and Accessories (1,12,13,16,21,23)
Monitors (11)
Recorders and Accessories (2,8,18,20)
Speech Input Equipment (21)
Test Equipment (1,7,11,22)
Towers (Vertical Radiators) (3)
Tower Lighting Equipment (6,10)
Transmission Line and Accessories (5)
Transmitters, AM and FM (21)
Tubes (10,15,21)
Turntables, Reproducers, and Accessories (8,18,21)
Wiring Supplies and Devices (4,9,10,12,17,19,23)

Manufactured By . . .

(1) Altec Lansing
(2) Ampex
(3) Blaw-Knox
(4) Bryant
(5) Communication Products
(6) Crouse-Hinds
(7) Daven
(8) Fairchild
(9) General Cable
(10) General Electric
(11) General Radio
(12) Hubbell
(13) Hugh Lyons
(14) Karp Metal
(15) Machlett
(16) Meletron
(17) National Electric Products
(18) Presto
(19) Triangle
(20) Webster Electric
(21) Western Electric
(22) Weston
(23) Whitney Blake

There are Graybar offices in over 100 principal cities. *These are the District Graybar Broadcast Equipment Representatives in 19 Key Cities.*

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E. H. Taylor, Canal 6-4100

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W. H. Hansher, Main 0600

CLEVELAND
W. S. Rockwell, Cherry 1-1360

DALLAS
C. C. Ross, Randolph 6454

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E. C. Toms, Richmond 7-3491

SAN FRANCISCO
K. G. Morrison, Market 1-5131

SEATTLE
D. I. Craig, Mutual 0123

ST. LOUIS
J. P. Lenkerd, Newstead 4700

front office



RAYMOND S. GREEN, general manager WFLN (FM) Philadelphia, elected vice president Franklin Broadcasting Co. Will continue as manager. **WILLIAM DAVISON** named sales manager and **PAUL GOODYEAR** program director.

STEVE MADDEN, general manager KPRS Olathe, Kan., resigns. Will open own agency at 113½ E. Park, Olathe.

EDDIE PHELAN, announcer-promotion man WJXN Jackson, Miss., to WVIM Vicksburg, Miss., as assistant manager. **BOB HALLGREN** to WJXN sales and promotion staff.

CHARLES E. KENNEDY appointed station manager WANE Fort Wayne, Ind. Was with WTHI Terre Haute, Ind., as sales manager.

EDNA G. PERKINS, KLAC Hollywood, named executive secretary of Television Broadcasters of Southern California.

ARTHUR H. SHERIN Jr., director TV sales Avery-Knodel Co., N. Y., to account executive in TV division Edward Petry & Co. Inc., N. Y.

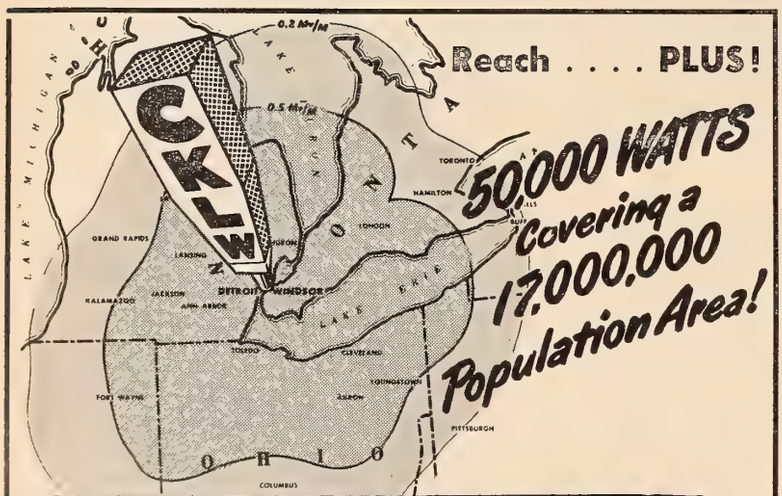
WILLIAM F. FAIRBANKS, NBC research and sales promotion-advertising departments, to ABC as account executive in radio sales.

KOME Tulsa appoints **John E. Pearson Co.**, New York, as its national representative.

TED WEBBE, sales manager and industrial relations director WCTC New Brunswick, N. J., resigns. Future plans unannounced.

ALFRED J. HARDING, account executive CBS Radio Sales, N. Y., appointed account executive with CBS-TV network sales department, effective Nov. 20.

WKST New Castle, Pa., appoints **Robert Meeker Assoc.**, N. Y., as stations representative.



CKLW with 50,000 watt power is hitting an audience of 17,000,000 people in a 5 state region. This mighty power, coupled with the LOWEST RATE OF ANY MAJOR STATION IN THIS REGION means that you get more for every dollar you spend in this area when you use CKLW—plan your Fall schedule on CKLW now!

Adam J. Young, Jr., Inc.
National Rep.

J. E. Campeau
President

Guardian Building
Detroit 26

CKLW

SAMUEL H. BENNETT, vice president in-charge of sales KMBC-KFRM Kansas City, Mo., resigns. Future plans have not been announced.

CLIFFORD H. GLICK appointed sales manager WEAT Lake Worth, Fla. Was with sales departments NBC, MBS and WNEW New York.

MARVIN CONN to KFGO Fargo, N. D., as account executive and sportscaster.

MARY SUTHERLAND, resigned as member CBC board of governors, to manager CHUB Nanaimo, B. C.

MORRIS LUCOW, to sales staff CHUM Toronto, replacing **WALTER MUZYLO**, resigned.

GENE STRACK to sales staff WXLW Indianapolis. Was assistant to director national public relations for American Legion.

ERNEST D. BEATIE, sales manager KULA Honolulu, to KGYW Vallejo, Calif., as sales representative.

AL MOREY, program director WBBM Chicago since March 1949, named director of program sales. Will direct department of four writers who will create, develop and sell new show ideas.

ROBERT M. WILLIAMS, with *Philadelphia Inquirer* in Detroit, to Harrington, Righter & Parsons Inc., Chicago office, as account executive.

ED KASPER and **JACK GROSSCUP** to Taylor Co., Chicago, station representative firm, as salesman. Mr. Kasper worked in radio department Montgomery, Ward & Co., Mr. Grosscup has been selling publicity service, both in Chicago.

GLENN R. THAYER appointed general manager WONW Defiance, Ohio. Was with WANE Fort Wayne, Ind., as manager.

Personals . . .

EARL BRADLEY, salesman WKRC-TV Cincinnati, father of a girl . . . **E. L. BUSHNELL**, director general of programs CBC Toronto, made Indian chief by Kiowa Tribe of Oklahoma. . . . **THEODORE C. STREIBERT**, president WOR-AM-FM-TV New York, made honorary deputy sheriff of New York City.

ED W. BUCKALEW, KNX Hollywood and Columbia Pacific Network general sales manager, on extended eastern sales trip. Will visit Chicago, New York and Detroit. Returns to Hollywood Nov. 21 . . . **J. D. JONES Jr.**, general manager KTAT Frederick, Okla., commissioned honorary colonel on staff of Governor of Oklahoma.

JOHN L. BOOTH, president Booth Radio and Television Stations Inc., Detroit, father of boy, John L. Booth 2d. . . . **GRAEME ZIMMER**, vice president Radio Virginia, WXGI Richmond, Va., to serve on state Civilian Defense board in publicity department . . . **LINCOLN W. MILLER**, executive vice president KXA Seattle, elected to board of governors Washington State Press Club. **FRED F. CHITTY**, general manager KVAN Vancouver, Wash., elected vice president from third congressional district.

GEORGE WHITNEY, manager KFI Los Angeles, named radio chairman Los Angeles County March of Dimes campaign. . . . **JOSEPH GARVEY**, manager WJOL Joliet, Ill., father of boy, John Thomas. . . . **JERRY VERNON**, head of TV network sales at ABC Central Division, and **MARY MOORHEAD**, former secretary to ABC Central Division Vice President John H. Norton Jr., married Nov. 4.

REXALL CONTRACT

To Take 'Amos 'n' Andy'

CONTRACT for Rexall sponsorship of the CBS *Amos 'n' Andy* show Sunday 7:30-8 p.m., to start Jan. 7 is still in the verbal stage [BROADCASTING, Nov. 6] but is expected to be put into writing at an early date, and will extend only to the end of the present season, June 10, with no options. The drug chain would take up the last 26 weeks of the current Lever Bros. contract which went into effect Oct. 1.

At the present time the firm is planning no summer show for the coming season. Rexall agency is BBDO, Los Angeles.

In 5 clinical surveys, KFMJ outsells Tulsa newspaper advertising 3 to 1 in dollar volume, actual sales. Ask us for details. KFMJ, the Fred Jones Station, Tulsa, Okla. One of America's top independents. Lawson Taylor, Mgr.



What The Advertising Council* is doing

to explain America to Americans!

WHAT! explain America to Americans? Yes, strangely enough, the truth is that altogether too many Americans don't really know what makes this great country of ours tick.

And that's a danger. For, through ignorance, Americans may permit the undermining or destruction of the economic system which has made this country the envy of all others.

Can anything be done about it? Several years ago leaders of the AAAA and ANA decided "Yes". As a result, The Advertising Council's "Economic Education Program" was born. Its objective is to "give all Americans the knowledge that is needed to appreciate our system and the determination to make it better."

After two years of preparation, this program was launched in November, 1948, and still is in operation. One of the biggest and most successful of all Advertising Council programs, it has been endorsed by representatives of management, labor and the public. It was planned with the guidance of and has received the approval of distinguished citizens from all walks in life.

Advertisers and Media Owners... Your Help is Needed!

The success of this important program depends on the public spirited and generous cooperation of advertisers and media owners. *Your* help, in the form of space and time donations, will mean a lot toward a better understanding of the American economic system. For full information write to: The Advertising Council, Inc., 25 West 45th Street, New York 19, N. Y.

Published in the public interest

by

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

*A NON-PROFIT ORGANIZATION FORMED TO UTILIZE ADVERTISING IN THE PUBLIC GOOD

air-casters



ALAN COURTNEY, director public service and guest relations NBC Hollywood, named radio-television contact L. A. Area Servicemen's Organizations, new coordinating committee of civic groups for arranging entertainment for members of Armed Forces visiting L. A.

HOWARD JOYCE, WGRD Grand Rapids, Mich., to announcing staff WHTC Holland, Mich.

LOIS FREDERICK, traffic manager WOHI East Liverpool, Ohio, to women's director. **JEAN LEWIS** replaces her as traffic manager.

TOM DONAHUE, WINX Washington, to WIBG Philadelphia as announcer.

FRED MEINKEN, head librarian music department WGN Chicago, retires. Had been with station 25 years. Mr. and Mrs. Meinken have moved to San Diego.

HARRY GRIER, veteran radio announcer, to KATL Houston doing 30-minute six-day a week show.

VIRGIL BOOTH, WKBW Buffalo, to announcing staff WBEN-AM-TV same city. **ROBERT RICH** named WBEN program director replacing **GEORGE TORGE,** who will devote all of his time to television.

BOB McVAY, graduate UCLA and Hal Styles School of Radio and Television, Beverly Hills, Calif., to KGPH Flagstaff, Ariz.

MARY B. CAMACHO to traffic department KICO Calexico, Calif.

DICK BROWN and **JAMES DUNN** to announcing staff WCSS Amsterdam, N. Y. Mr. Brown was with KLZ Denver and WPEN Philadelphia; Mr. Dunn had been with WHWB and WSYB Rutland, Vt.

CLYDE McMILLEN named music director WXLW Indianapolis.

BILL HEALION, floor manager WNBQ (TV) Chicago, father of girl, Candice.

MOLLY LOW, Hal Styles School of Radio and Television, Beverly Hills, Calif., starts two-hour nightly record show on KGFJ Los Angeles.

HARRY KOPLAN, m.c.-producer CBS *Meet the Missus,* father of girl, Carol Louise.

EUGENE B. DODSON, promotion manager WKY-AM-TV Oklahoma City, elected member board of directors Oklahoma City Gridiron Club.

STEVE ROWAN, special events director CKY Winnipeg, Man., hospitalized after being hurt in radio football league game between CKY and CBW Winnipeg.

ROBERT WEAVER, student U. of Miami, to staff announcer WTVJ (TV) Miami, Fla.

BOB MORRISON, disc jockey-announcer KFH-AM-FM Wichita, Kan., to active duty with Armed Forces.

DON MORELAND joins *Don McNeill's TV Club* (Wed. on ABC-TV) as vocalist.

JERRY WARREN, radio writer, actor and announcer, to WBBM Chicago as writer of *Saturday Night Party.*

RICK LIFVENDAHL, ABC Chicago sales service department, leaves Nov. 27 for service with a Navy intelligence unit.

ROBERT E. ROGERS, Hollywood commercial film work, to WFAA-TV Dallas as film technician for station's film production unit, under direction of **VICTOR L. DUNCAN.**

JAY SEIBEL, program manager WWOD Lynchburg, Va., resigns. Plans to enter radio-TV work in Los Angeles. **DON JARVIS,** production manager, succeeds him at WWOD.

RICHARD V. THIRIOT, spacebuyer Gillham Adv., Salt Lake City, to KSL-TV Salt Lake City as film editor.

JIMMY SCRIBNER, of transcribed *Uncle Remus* radio series, signed by Progressive Broadcasting System for new quarter-hour children's program series to be aired Sat. 10:30-10:45 a.m. PST.

PRISCILLA ELLIS and **RICHARD DUMONT** to ABC Central Division promotion staff. Miss Ellis worked at Chicago *Sun-Times,* and Mr. Dumont was transferred from mail room.

MORT GRANAS leaves Columbia Pacific Network staff to join U. S. Army Far Eastern Command.

HAPPY ISON, disc jockey WTIP Charleston, W. Va., to WPDX Clarksburg, W. Va.

GENE CHARBONNEAU, former announcer CKRC Winnipeg, Man., and CFAR Flin Flon, Man., to program staff CKY Winnipeg.

ROBERT J. McBRIDE Jr., announcer, special events, promotion and news director WPIK Alexandria, Va., to WGH Newport News, Va., as promotion director.

MARY SKAAR to KFGO Fargo, N. D., to conduct daily women's program. Also does newspaper shopping column.

News • • •

EUGENE JONES, who with twin brother, **Charles,** provided newsreel photographic coverage of Korean War for NBC-TV, awarded Purple Heart Medal on *The Kate Smith Hour* over NBC-TV Nov. 2.

RICK WEAVER to WIOU Kokomo, Ind., as sports director. Was with WCAV Norfolk, Va., and WGCM Gulfport, Miss.

RAY SPRIGLE, Pittsburgh newspaperman, to WBVP Beaver Falls, Pa., on temporary basis in news department. He will be with station "at least" for duration of Pittsburgh newspaper strike.

CHARLES W. (Bill) RUFF, staff announcer and copy writer KVON Napa, Calif., to KOLO Reno, Nev., as news editor.

JACK LONGENECKER, to WOHI East Liverpool, Ohio, as news director replacing **HOWARD BACK.**

XMAS SET DRIVE

Spot Radio Gets Big Part

IN a pre-Christmas $2 million dollar promotion campaign, launched by American television dealers and manufacturers, at least half of the amount is being spent in radio and television. More than three-quarters of the $1 million budget will be allocated to the spot radio list.

The group is sponsoring the gigantic campaign to offset the effect of a new federal tax and credit restrictions.

Media plans call for the use of spots on more than 250 radio stations and extensive use of newspapers as well as 65 television market areas.

In addition the agency, Ruthrauff & Ryan, New York, has cut a record for the group of an especially written song, "I Want a Television Set for Christmas," sung by Mindy Carson, which is being distributed to more than 20,000 dealers, distributors, disc jockeys, etc.

SCHOOL FILMS

WQAM Distributes Newsreel

THROUGH the cooperation of WQAM Miami and the *Miami Herald,* Florida schools are receiving current up-to-the-minute newsreels of world and national events as a regular educational feature.

The newsreel is the monthly issue of the "News Magazine of the Screen," a timely dramatic, informative and factual presentation of news events, and goes to the classroom at no cost to the school. Film has a scheduled release date for each of the nine months of the school year, and each copy is distributed throughout the schools of Florida under a specially devised plan that will assure speedy circulation and the greatest possible audience.

More than 20 copies of each issue are being made available by the *Miami Herald* and WQAM for use within the Florida school system. Some copies also will be available for use by various civic groups throughout the state to be shown at noon and evening meetings.

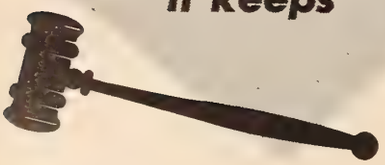
Hollinger to KPOA

FIN HOLLINGER, manager of KIST Santa Barbara, Calif., for the past three and one-half years, joins KPOA Honolulu as general manager effective the end of this year. Before joining KIST in 1947, Mr. Hollinger was for over five years manager of KDB Santa Barbara and prior to that was commercial manager of WHLD Niagara Falls, N. Y.

CFJR is new call letter of CFJM, Brockville, Ont., with 250 watts on 1450 kc., as announced by Department of Transport, Ottawa.

JUDGE

a station by the company it keeps



One of the nation's leading insurance companies, with a sizable advertising budget, uses 30 radio stations throughout the country. WINS is one of them, and is the only independent used in metropolitan New York. Why? Because low rate per thousand, plus response, makes WINS the perfect radio buy in this market.

Call your WINS representative . . . see him when he calls.

Buy WINS . . . it Sells!

WINS 50KW New York

CROSLEY BROADCASTING CORPORATION

RISING EARLY . . .
6,000 Jam KRNT Dawn Show

PEOPLE have been known to get up with the chickens and all-night radio parties are not exactly new, but KRNT Des Moines, Iowa, "pulled" some 6,000 fans right out of their beds and drew them to its Don Bell anniversary "daybreak" show at 6 a.m.

For the second straight year KRNT jam-packed its huge theatre for a three-hour party jamboree consisting of audience participation stunts, skits, musical numbers, etc. To top it off, the station served 6,000 doughnuts and 180 gallons of coffee. Occasion was Mr. Bell's fourth anniversary at KRNT where he has become a top-rated disc jockey and one of Iowa's most popular radio personalities.

The Bell anniversary is one of KRNT's biggest promotions and requires services of 40 people to stage the event. Station held a similar program last year and drew 4,500 spectators to the KRNT Theatre.

Mr. Bell also received transcribed salutes and wired congratulations from ABC network stars, and additionally was saluted on three network shows — Johnny Olsen's *Luncheon Club*, Don McNeill's *Breakfast Club* and John Reed King's *Chance of a Lifetime*.

They Say . . .

"WHEN [sports] attendance falls off, as it has been, they blame it on television and they tell you that if you don't think television hurts the gate take a look at the receipts of the Louis-Charles fight . . . Television killed the gate for that fight, they tell you.

"So, we'll tell them something, that is: Television saved the gate of the Louis-Charles fight. The only reason the television and radio rights were sold was that the advance sale of tickets was so small that the promoters faced a loss and the $140,000 they received for the rights carried them over the financial hump."

From Sports column in
The Detroit News

WDRC
CONNECTICUT'S PIONEER BROADCASTER

NOW! HARTFORD GETS MOST VOTES AS NO. 1 TEST CITY FOR THE U. S. A.*

* According to Sales Management Survey (Nov. 10th Issue)

CBS



Disc Jockey Bell put baby caps on three audience participants who race each other to empty the contents of their bottles and win a prize. Stunts like this entertained 6,000 Iowa radio fans at KRNT daybreak party on Mr. Bell's anniversary.

upcoming

Nov. 16: AAAA Michigan council meeting, Hotel Statler, Detroit.

Nov. 16-17: Board of governors, Canadian Broadcasting Corp., Ottawa.

Nov. 16-18: National Assn. of Radio News Directors Convention, Hotel Sherman, Chicago.

Nov. 20: FCC hearing on AT&T allocation of time on TV network facilities, FCC Hdqtrs., Washington.

Nov. 20: Broadcast Audience Measurement Inc. Board meeting, BMB Hdqtrs., New York.

Nov. 25-26: National Assn. of Radio Farm Directors, Stevens Hotel, Chicago.

Nov. 27: Congress resumes.

Nov. 30-Dec. 2: Western Assn. of Broadcasting Engineering Convention, Palliser Hotel, Calgary, Alta.

Dec. 1-2: Florida Assn. of Broadcasters, Mayflower Hotel, Jacksonville, Fla.

Dec. 6: Tennessee Assn of Broadcasters, Andrew Jackson Hotel, Nashville.

Dec. 7-9: Academy of Radio Artists (Canada), Royal York Hotel, Toronto.

Dec. 8: Television Broadcasters Assn. meeting, New York.

PACIFIC AAAA
Names Cole Chairman

L. C. COLE of L. C. Cole Co. Adv., San Francisco, was elected chairman of the Pacific Council of American Assn. of Advertising Agencies last week, and Carl K. Tester, Philip J. Meany Co., Los Angeles, was named vice chairman of the council for the 1950-51 term. Merle W. Manly of Botsford, Constantine & Gardner, Portland, was re-elected secretary-treasurer.

Mr. Tester and Charles R. Devine, Devine & Brassard Inc., Spokane, were elected governors of the council for the two year terms, and Gene Duckwall, Foote, Cone & Belding, Los Angeles, was named governor for a one-year tenure.

KXOK St. Louis received award from St. Louis Junior Chamber of Commerce for *Wake Up, St. Louis* weekly program carried in cooperation with Junior Chamber of Commerce and Bar Association of St. Louis.

HE CHOSE Magnecorder



PT6-A Magnecorder and amplifier in rack mount, WGAR Cleveland

THE FIRST CHOICE OF RADIO ENGINEERS

HIGH FIDELITY, LOW COST

Only Magnecord offers you such high fidelity at such low cost. Magnecorder frequency response: 50–15 kc ± 2 db. Signal-noise ratio: 50 db. Harmonic distortion less than 2%. Meets N. A. B. standards. More radio engineers use Magnecorders than all professional tape recorders combined!

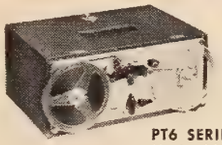


Checking a second Magnecorder installation.

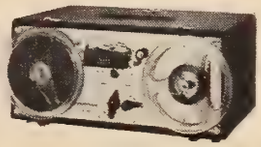
GREATEST FLEXIBILITY

Mount a Magnecorder in a rack or console cabinet for delayed studio or network shows. Slip it into its really portable cases for remotes. Add to your Magnecord equipment as you need it—combine Magnecorders to suit every purpose.

MAGNECORDER
For every purpose . . . every purse!



PT6 SERIES
Most widely used professional tape recorder in the world.



PT63 SERIES
Three heads to erase, record, and monitor from the tape.



PT7 SERIES
A complete console for only $950.00. Outstanding features and flexibility. Models for portable or rack mount also available.

MORE FEATURES

Your Magnecorder, new or old, now can have 3 heads (separate erase, record, and playback) to permit monitoring from tape. Three speeds (15"—7½"—3¾" —up to an hour on a 7" reel) available on both PT6 and PT63 equipment. Dual track heads also available if desired.

Write for NEW CATALOG

MAGNECORD, INC., Dept. B-11
360 North Michigan Avenue, Chicago 1, Ill.

Send me latest catalog of Magnecord Equipment.

Name.....

Company.....

Address.....

City.....Zone..... State.....

allied arts





Mr. Cassidy

JAMES J. CASSIDY, public relations director Crosley Broadcasting Corp. (WLW - WLWT), Cincinnati, to Hill & Knowlton Inc., N. Y. public relations consultant. First joined Crosley in 1938; has served as writer, special events director and war correspondent. Was named head of Crosley's public relations department in 1946.

RAYMOND K. MANEVAL, supervisor radio program research at NBC, to Schwerine Research Corp., N. Y., as director of commercial testing.

ED STERLING, CBS Hollywood stagehand now with National Guard producing and directing radio programs for Camp Cooke 40th Infantry Division, promoted to corporal.

RCA International Division moves to RCA Bldg., 30 Rockefeller Plaza, N. Y., Telephone, Judson 6-3800.

ETTINGER Co., formerly Margaret Ettinger & Co., public relations and industrial counselor, moves to new offices at 745 Fifth Ave., N. Y., Telephone, Murray Hill 8-4882. **LIDA LIVINGSTON,** Hollywood office, transfers to N. Y.

BETTY ANN HUDSON, freelance publicist, to Oxarart-Steffner L. A. (radio-TV packager), as publicity director.

RICHARD N. CHINDBLOM, head production supervision, Bray Studios, N. Y., named head of slide film production, Transfilm Inc., N. Y.

JOHN M. GRIFFIN, production manager Hughey & Phillips, L. A. (electronic products), named general manager of tower lighting division.

ASTATIC Corp., Conneaut, Ohio (phonograph equipment), appoints Maury E. Bettis Co., manufacturers' representative, to serve as sales representative in Missouri, Kansas, Nebraska and Iowa.

Technical . . .

NORMAN BEAN, RCA Victor TV research, to WTVJ(TV) Miami, Fla, as assistant to technical director. **MURRAY ZISSEN,** Muzak Corp., Miami, to control room operator. **WARREN BOLLING,** Allied Radio Corp., to control room operator. **JOHN DULIN,** graduate U. of Miami, to control room operator. **KENNETH LITTRELL** and **DAVID UGENT,** to control room operators. **MYRON WEIL** to camera and technical operations. **STUART BARONDESS** appointed assistant film director. **SHANNON WALLACE,** Southern Television Productions, to cameraman and production assistant. **ROBERT C. CROSBY** to transmitter operations.

JOHN CASAGRANDE, WNBQ (TV) Chicago cameraman, father of boy, Mark Richard.

HARVEY J. ADERHOLD, chief engineer WCON Atlanta, Ga., to WIBC Indianapolis, in same capacity.



Mr. Aderhold

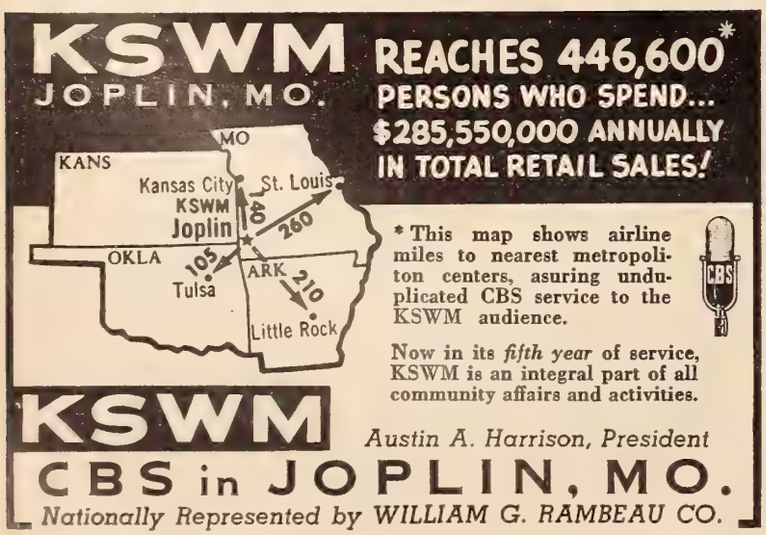
CHARLES E. BROWN, WEAT Lake Worth, Fla., to WSVS - AM-FM Crewe, Va., on engineering staff.

HUBERT C. RETT, GENE A. POTEET and **JOHN JANOW** to TV engineering staff NBC Chicago. **ROBERT RAHNERT** appointed TV technical director, succeeding **THOMAS J. BOWLES,** who entered Army. **JOHN J. NATALE,** video control engineer, appointed technical director.

E. W. MERRIMAN, Allen B. DuMont Labs, named chairman Radio-TV Mfrs. Assn. Service Committee.

Equipment . . .

TELEVISION ENGINEERS Inc., Chicago, opens new south side office at 311 E. 79th St., Chicago.



New Business

(Continued from page 10)

12:30-1 p.m., over 12 ABC-TV stations, beginning Dec. 3. Agency: Western Adv. Inc., L. A.

STANLEY HOME PRODUCTS Inc., Westfield, Mass. (household brushes, chemicals), to sponsor *Boys' Town Choir,* one-time commentary and choral program, over ABC, Dec. 10, 5-5:30 p.m. Agency: Charles W. Hoyt Co. Inc., N. Y.

LEVER BROS Ltd., Toronto (soaps), Nov. 27, starts *Arthur Godfrey* on 34-Trans-Canada network stations, Mon.-Fri. 4:30-4:45 p.m. Agency: Ruthrauff & Ryan, Toronto.

RANGER JOE Inc. Chester, Pa. (cereals), to sponsor new series of children's western programs,, *Ranger Joe,* over 19 ABC-TV stations, starting Dec. 3, 12-12:15 p.m. Agency: Lamb & Keen Inc., Phila.

BRITISH COLUMBIA Telephone Co., Vancouver, Jan. 23 starts monthly 45-minute broadcasts of Vancouver Symphony Pop Concerts on British Columbia stations, Tues., 12:15-1 a.m. EST. Account placed direct.

P. LORILLARD Co., N. Y. (Old Gold cigarettes), renews *The Original Amateur Hour,* Tues. 10-11 p.m. over NBC-TV for 52 weeks. Agency: Lennen & Mitchell Inc., N. Y.

McCOLL FRONTENAC OIL Ltd., Montreal (gasoline), Nov. 11 started to March 10, *Metropolitan Opera* on 35 Trans-Canada network stations, Sat. 2-5 p.m. Agency: Erwin, Wasey of Canada Ltd., Montreal.

ANDREW JERGENS Co., Cincinnati, renews Louella Parsons' *The Jergens-Woodbury Journal,* 9:15-9:30 p.m. Sun., over ABC, for 52 weeks. Agency: Robert W. Orr & Assoc., N. Y.

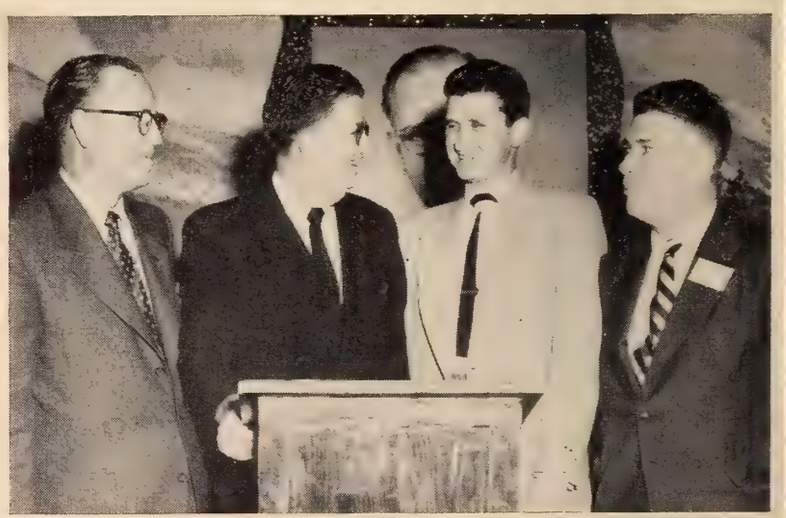
KELLOGG Co., Battle Creek, Mich., renews its two segments of *Howdy Doody* over NBC-TV, Tues. and Thurs., 5:30-5:45 p.m., for 52 weeks. Agency: Leo Burnett Co. Inc., Chicago. Contract provides for 37 live stations and 2 by kinescope.

Adpeople . . .

JANE SHALER, *Harper's Bazaar,* named director of advertising and publicity for Adam Hat Stores, N. Y.

EMMET RIORDAN, TWA public relations department, appointed acting L. A. public relations manager, succeeding **JAMES W. SIMMONS,** resigned.

WILLIAM CALLENDER, account executive Lamport, Fox, Prell & Dolk Inc., South Bend, Ind., agency, to Brand Names Foundation Inc., N. Y., as assistant to president.



NEW OFFICERS were elected at the 10th (Southwest) District convention of Advertising Federation of America at Amarillo, Tex. [BROADCASTING, Nov. 6]. Gathering after the district meet are (l to r): Curtis Taulbee, R. E. Cox Dept. Store, Ft. Worth, second lieutenant governor; A. B. Penny, Humble Oil & Refining Co., Houston, governor (president); Dale C. Rogers, Mid-Continent Petroleum Corp., Tulsa., first lieutenant-governor, and Tom McHale, advertising manager, *Dallas Magazine,* and president, Dallas Advertising League, executive secretary.



FIRST district meeting appearance was made at Williamsburg, Va., by William B. Ryan, NAB general manager. In group (l to r): E. J. Gluck, WSOC Charlotte, N. C.; Mr. Ryan; Ben Strouse, WWDC Washington and Frank U. Fletcher, WARL Arlington, Va., NAB FM directors; Gaines Kelley, WFMY-FM-TV Greensboro, N. C.; Ed Sellers, NAB; J. Frank Jarman, WDNC Durham, N. C.



NAB District 4 delegates at Williamsburg, Va., reception (l to r): Philip P. Allen, WLVA Lynchburg, Va.; Frederick L. Allman, WSVA Harrisonburg, Va.; Mrs. Allman; Cecil B. Hoskins, WWNC Asheville, N. C.; Mrs. Carla B. Keys, WFLO Farmville, Va.; Graeme Zimmer, WXGI Richmond; Mrs. Horace E. Henderson; Horace E. Henderson, U. S. Jr. Chamber of Commerce; Charles A. Batson, NAB.

NAB District 4 Registration

See separate story this issue

Philip P. Allen, WLVA, Lynchburg, Va.; Frederick L. Allman, WSVA Harrisonburg, Va.; Campbell Arnoux, WTAR Norfolk, Va.; Raymond W Baker, WARL Arlington, Va.; William A. Banks, WINX Washington; Charles A. Batson, NAB Washington; J. Frank Beatty, BROADCASTING, Washington; Sterling B. Beeson, Headley-Reed, New York; Edward E. Bishop, WGH Norfolk, Va.; J. W. Blackburn, Blackburn-Hamilton Co., Washington; Charles P. Blackley, WTON Staunton, Va.; Harrol A. Brauer, WVEC Hampton, Va.; Charles B. Britt, WLOS Asheville, N. C.; Robert J. Burton, BMI, New York; Keith S. Byerly, WBT Charlotte, N. C.; Sam Carey, WRVA Richmond, Va.; O. L. Carpenter, WPTF Raleigh, N. C.; T. M. Carruthers, WINA Charlottesville, Va.; S. O. Carter, World Broadcasting System, New York; Charles L. Coker Jr., WVEC Hampton, Va.; John C. Cosby, WMSC Columbia, S. C.; Charles H. Crutchfield, WBT Charlotte, N. C.; Charlie W. Curtin, Capitol Transcriptions; G. S. Cuthbert Jr., WTMA Charleston, S. C.

R. P. Doherty, NAB, Washington; John M. Dunnagan, Liberty Broadcasting System, Washington; Edward E. Edgar, WGH Norfolk, Va.; Peter Edman, WVEC Hampton, Va.; Harold Essex, WSJS Winston-Salem, N. C.; Wm. B. Faber, Headley-Reed, New York; Mrs. Grace Fauson, WCBY Bristol, Va.; Samuel E. Feldman, ASCAP, Baltimore; Horace Fitzpatrick, WSLS Roanoke, Va.; Frank U. Fletcher, WARL Arlington, Va.; Arthur Gates Jr., WYVE Wytheville, Va.; Henry A. Gillespie, RCA Thesaurus, Atlanta, Ga.; E. J. Gluck, WSOC Charlotte, N. C.; Charles Godwin, MBS, New York; James A. Hagan WWNC, Asheville, N. C.; John W. Harkrader, WDBJ Roanoke, Va.; Earl Harper, WNOR Norfolk, Va.; Lee Hart, BAB, New York; Philip B. Hirsch, WREL Lexington, Va.; Cecil B. Hoskins, WWNC Asheville, N. C.; Gilbert M. Hutchison, WBIG Greensboro, N. C.; L. B. Hyman, WDSC Dillon, S. C.; J. Frank Jarman, WDNC Durham, N. C.

Bob Keller, Robt. S. Keller, New York; Gaines Kelley, WFMY Greensboro, N. C.; Earl M. Key, WKEY Covington, Va.; Mrs. Carla B. Keys, WFLO Farmville, Va.; N. W. Kidd, WAYB Waynesville, Va.; J. W. Kirkpatrick, WDXY-WORD Spartanburg, S. C.; Frank E. Koehler, WROV Roanoke, Va.; W. T. Lane Jr., WCYB Bristol, Va.; John D. Langlois, Langworth, New York; Arthur C. Livick Jr., WJMA Orange, Va.; Fred N. Lowe, WTAR Norfolk, Va.; Bert Lown, Associated, New York; Calvin T. Lucy, WRVA Richmond, Va.; Robert J. McBride Jr., WGH Norfolk, Va.; C. R. Maillet, WFLO Farmville, Va.; C. W. Martin, WMSC Columbia, S. C.; Joe Martin, WDSC Dillon, S. C.; Richard H. Mason, WPTF Raleigh, N. C.; Clyde F. Meades, WGH Norfolk, Va.; John H. Midlen, Washington, D. C.; Justin Miller, NAB, Washington; Miller Montgomery, WIS Columbia, S. C.; James H. Moore WSLS Roanoke, Va.; Robert L. Moore, WMFR High Point, N. C.; R. S. Morris, WSOC Charlotte, N. C.; Stover Morris, WDVA Danville, Va.; Ray L. Moss, WSSV Petersburg, Va.

Malvern L. Powell, WGH Newport News, Va.; T. H. Patterson, WRRF Washington, N. C.; Louis H. Peterson, WSSV Petersburg, Va.; Emerson J. Pryor, WDVA Danville, Va.; Paul E. Reynolds, WDBJ Roanoke, Va.; Richard A. Rhodes, WAYB Waynesboro, Va.; Robert K. Richards, NAB, Washington; A. Wayne Rollins, WRAD Radford, Va.; William B. Ryan, NAB, Washington; A. B. Sambrook, RCA Thesaurus; Charles E. Seebeck, WTON Stanton, Va.; Ed Sellers, NAB, Washington; G. Richard Shafto, WIS Columbia, S. C.; William H. Shaw, WGH Norfolk, Va.; Welford Sherman, WJMA Orange, Va.; Alex Sherwood, Standard Radio, New York; John W. Shultz, WMVA Martinsville, Va.; Wendell N. Siler, WRAD Radford, Va.; John Sinclair, WXGI Richmond, Va.; R. H. Smith, WCYB Bristol, Va.; Ken Sparnon, BMI, New York; Frank M. Stearns, AP, Washington; Ben Strouse, WWDC Washington; Bill Stubblefield, Capitol; Gerald Sullivan, WMFR High Point, N. C.; E. W. Sweatman Jr., Headley-Reed, Atlanta, Ga.

Sol Taishoff, BROADCASTING, Washington; W. R. Van Buren Jr., WGH Newport News, Va.; Vic Vickrey, SESAC, New York; George Walker, WAIR Winston-Salem, N. C.; Charles A. Wall, BMI, New York; W. W. Walling, WCYB Bristol, Va.; George Walston, WRRF Washington, N. C.; Jack Weldon, WWOD Lynchburg, Va.; E. S. Whitlock, WRNL Richmond, Va.; A. D. Willard Jr., WGAC Augusta, Ga.; M. L. Wilmer, WREL Lexington, Va.; Mr. and Mrs. Robt. C. Wolfenden, WMEV, Marion, Va.; Graeme Zimmer, WXGI Richmond, Va.

Sponsors Scout Troop

SPONSORSHIP of local Boy Scout Troop 570 was recently undertaken by WNAX Yankton-Sioux City in an effort to combat juvenile delinquency in Yankton. The project is the responsibility of nine WNAX staff members. Formal presentation ceremonies were held Oct. 16 when the troop received its charter and flag from WNAX. The troop number 570 has been the dial spot of the station for the past 27 years.

MYERS RESIGNS

Leaves NBC for Law Firm

ROBERT P. MYERS, assistant general attorney for NBC, has resigned from the network to become a member of the law firm of Lillick, Geary & McHose, in charge of its Hollywood office, effective Dec. 15.

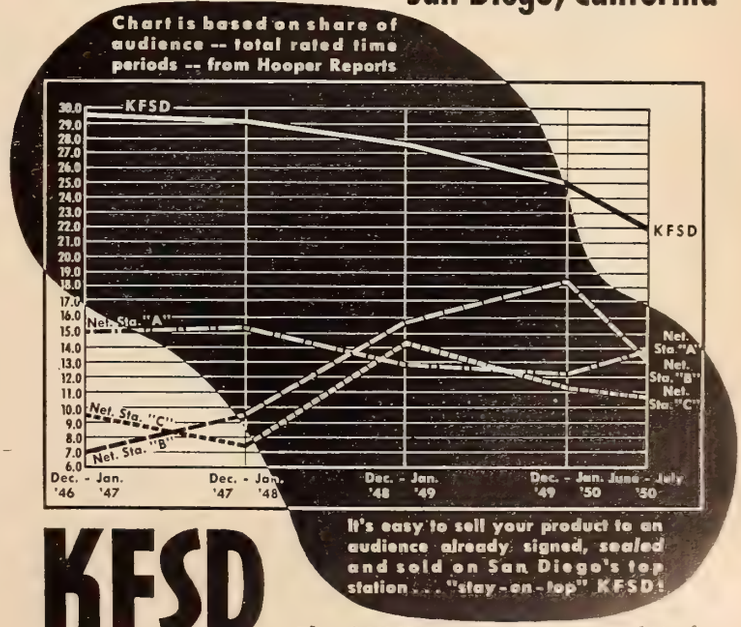
Mr. Myers joined the legal staff of NBC in 1934, after serving for six years with RCA Communications, RCA International Division, RCA Victor Division and RKO. In his legal capacity, he took part in many of the successful negotiations between the networks and ASCAP and recently was chairman of the TV committee which is negotiating a TV contract agreement with the music society.

Considered one of the leading legal authorities in radio on copyrights, Mr. Myers is a member and former chairman of the copyright committee of the Assn. of Bar of the City of New York and a member of the American Bar Assn. committee on copyrights.

STAY ON TOP With KFSD



The Station First in Audience, Coverage, Power Year After Year in San Diego, California



It's easy to sell your product to an audience already signed, sealed and sold on San Diego's top station . . . "stay-on-top" KFSD!

KFSD NBC

The ONLY 5000 watt Day and Night Station in San Diego . . . Dial 600

Represented Nationally by PAUL H. RAYMER CO.
BOSTON • CHICAGO • DETROIT • LOS ANGELES • NEW YORK • SAN FRANCISCO

Respects

(Continued from page 48)

spective areas. He turned to his newspaper business manager to help him out and asked Mr. Grant to represent the four radio stations.

Mr. Grant pointed to his lack of experience in the radio business. Mr. McClung pointed to his success and experience generally in the advertising and business field. Still Mr. Grant hesitated. Reluctant to abandon a career built over two decades, he hesitated almost a year. But finally, on the continued urging of his employer, he agreed to represent the stations on an independent basis, as a radio representative unassociated with the newspaper or radio stations directly.

In November 1940, he opened his radio representative firm, W. S. Grant Co. Inc., with offices in San Francisco. Almost immediately Mr. McClung began to get increased advertising accounts for his stations. And almost as fast the name of W. S. Grant and his ability to get results spread through California, and then through Oregon and Washington and other Western states. Owners of other small stations began to approach Mr. Grant to request that he represent them. Almost all of his earlier accounts came to him this way, unsolicited. Gradually the number of stations grew; sometimes only three or four were added a year, some years they came in faster.

He had no "secret" for success, no special "pitch" to offer prospective accounts. His firm was built merely on a steady, conscientious approach that somehow (he himself is at a loss to explain how) got results. Today he handles approximately a million-dollars-worth of business annually for his more than 40 small independent stations. He believes his firm represents more stations than any other firm confined entirely to secondary markets. He has offices in Los Angeles, New York and Chicago, as well as San Francisco. The San Francisco office still is headquarters for the firm and the bulk of his stations are concentrated on the West Coast.

Born in Washington

William Stewart Grant was born on June 29, 1902, in Washington, D. C. His father was a government worker. He was reared in the Capital and attended Washington Central High School. He began earning his way early in life, working at various part-time jobs after school hours and during vacations. At 18 he started his newspaper career in the mechanical department of the *Washington Star*. Subsequently he also worked as a pressman and in the circulation department of the same newspaper.

Then, in the newspaper tradition of the day, he began wandering around the country. For the next seven years he learned his trade in a number of widely separated newspaper offices— the *New Orleans Item, Knickerbocker Press, Washington Times, Baltimore Sun* and the *San Francisco Call-Bulletin*. In 1927 he became advertising manager of the *San Jose* (Calif.) *News*. He moved to Mr. McClung's *Merced Sun-Star* in 1936 as business manager, having by that time accumulated journeyman ratings in almost every department of newspaper work.



LOOKING over a contract affiliating WQUA Moline, Ill., with CBS are G. La Verne Flambo (l), general manager of WQUA, and Dalton Le Masurier, president of the Moline Broadcasting Co., owner of the station. WQUA became the exclusive CBS outlet for Davenport, Rock Island, Moline and East Moline Oct. 15.

In 1940, when Mr. Grant opened his representative firm with the four McClung stations (he still represents the same four stations today though KYMC Marysville is now owned by Horace E. Thomas), secondary markets were to a great extent ignored by national radio advertisers. Mr. Grant pioneered national spot business for the small markets of the West. He approached the job of selling national advertisers on the use of his stations as he would approach any customer with any other commodity he had to sell. He had a market to sell. He presented the advertisers with facts and figures on the populations and buying power in his markets. He showed them that these markets were not being reached to best advantage and showed how his radio stations could do the job.

Simple Philosophy

In Mr. Grant's modest review of the growth and success of his firm, it was as simple as that. He's never used high pressure techniques; never been a glad-hander or back slapper, And he's never been a joiner. Unlike most businessmen who see club and civic associations as a necessary part of their business in securing contacts, Mr. Grant has never joined anything. He holds memberships in not a single club, lodge, social, civic or fraternal group. He does attend advertising club luncheons on occasion, when an interesting program is presented, but he is not an advertising club member.

Outside of working hours he prefers to spend his time quietly at home with his family—his wife, Phyllis Ann, and his son, George Young Grant. Young George, 16 and a student at Burlingame High School near San Francisco, is a son by a former marriage. He married his present wife in 1947.

He tried ranching as an avocation for awhile, on some farmland in Sonoma County, north of San Francisco, but sold the place a short while ago. Now he spends most of his free hours at his home in Burlingame, listening to good music, reading and enjoying his family. He also likes to dance and ride horses, both of which he does frequently.

Like everyone else in the radio and advertising business Mr. Grant has thought a great deal about television and its possible effects on advertising expenditures in other media. For his particular field he's not worried about TV; in fact, he welcomes it as an increment to radio advertising in secondary markets.

What effect television will have on other media in major markets, he won't hazard to say. But as advertisers enter television on an ever greater scale in the major markets, he says, they are going to notice more and more that they are missing the secondary markets where there is no television and won't be any television for some time to come. To reach these secondary markets they will have to turn more and more to radio.

It will take constant promotion and some education to impress advertisers and advertising agencies with the importance of outlying areas as they build their new budgets around a TV campaign, Mr. Grant says. But he tackled just such a job of promotion and education when he first started representing secondary market stations 10 years ago. And with the new TV outlook and the possibility of new business it holds for his markets, he feels confident that a little more of the same now will continue to bring results in ever increasing quantities.

Frank Hodek

FUNERAL services for Frank Hodek, former NBC Hollywood music director who died Nov. 2 following a heart attack were held Nov. 6 from Blessed Sacrament Church, Hollywood. Interment was in Holy Cross Cemetery. Well known as a pianist-composer, Mr. Hodek was at one time conductor of Omaha Symphony Orchestra. He is survived by his widow and two daughters.

KGST Fresno, Calif., joins Liberty Broadcasting System as 41st West Coast affiliate.

Promotionwise

There's ALWAYS Something Going On at WSYR

Without a penny of added cost to the advertiser, WSYR's radio shows get the full promotion treatment:

- 18,073 lines of newspaper advertising each month
- Full schedule of courtesy announcements
- Lots of direct mail
- Frequent contests and other publicity stunts
- Merchandising counsel and service

You want your program to be heard, don't you? So—you put it on WSYR

WSYR SYRACUSE AM • FM • TV

The Only COMPLETE Broadcast Institution in Central New York

NBC Affiliate • Headley-Reed, National Representatives

Why buy 2 or more... do 1 big sales job on RADIO BALTIMORE

Contact EDWARD PETRY CO.

WBAL

NOVEMBER 13, 1950

TELECASTING

A Service of BROADCASTING Newsweekly

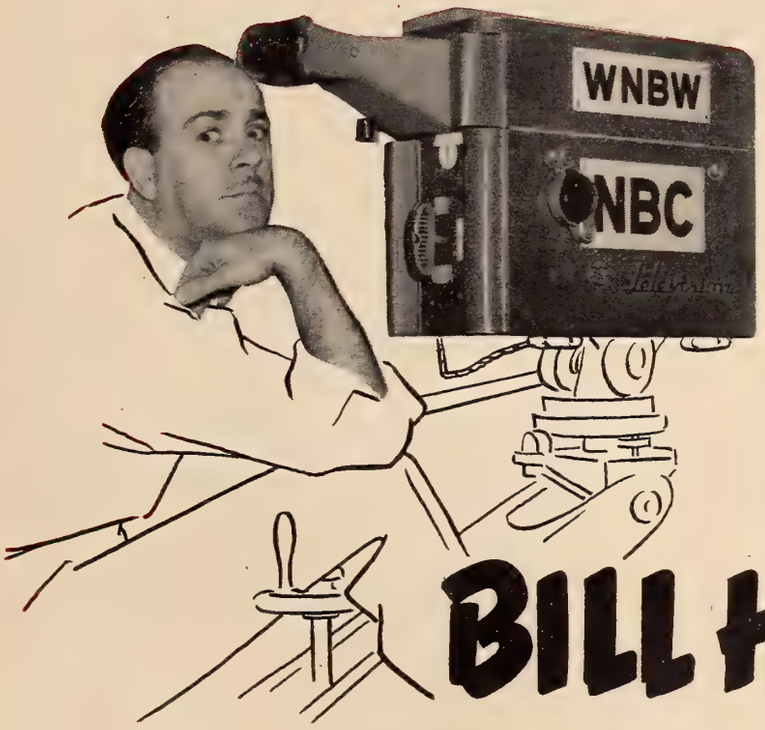
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Latest Set Count By Markets
Page 68



YOUR 9 YEAR
RADIO FAVORITE
ON WRC
WASHINGTON . . .

BILL HERSON

NOW ON WNBW

Nine years as Washington's favorite radio personality assures you of a large and established audience for BILL HERSON's new Monday through Friday television show. HERSON-IN-PERSON (2:00-3:00 p.m. Mon. thru Fri.) has the same appeal for audience and advertisers that has made BILL HERSON Washington's number 1 salesman. It's Live—It's Lively—It's New!!

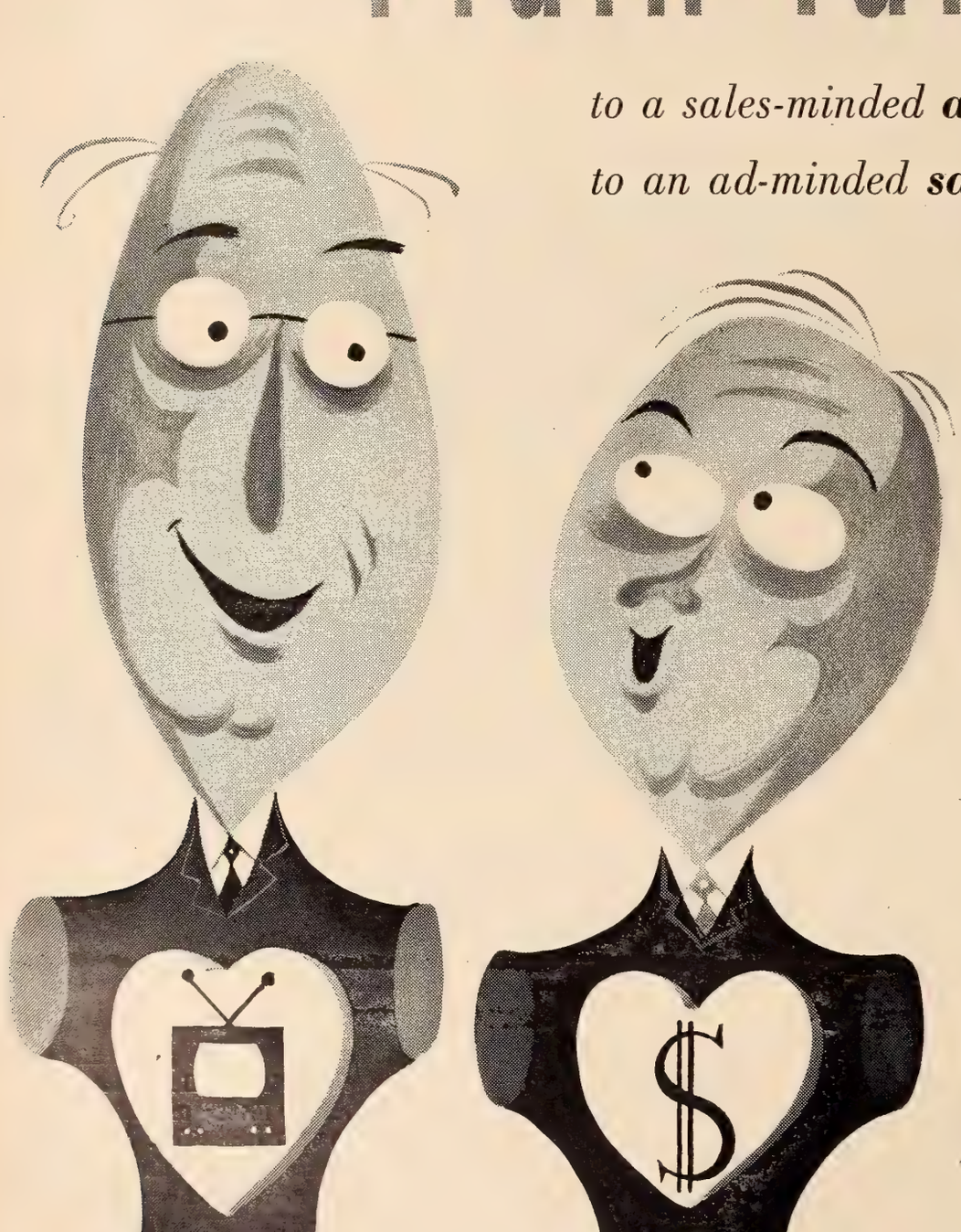
Live demonstrations or film commercials at $50 each. For further information contact your nearest NBC Spot Sales Office, or the WNBW Sales Department at REpublic 4000.

WNBW • CHANNEL 4 • NBC TELEVISION IN WASHINGTON, D. C.

Plain talk

to a sales-minded ***ad manager***

to an ad-minded ***sales-manager***



The new KATE SMITH SHOV
—costs you less than ⅓¢ *per sal*
demonstration inside the home

—costs you less per thousand women viewers than the average full page ad noted in leading women's magazines

—reaches *over 10 times more homes* than the average daytime woman's program

THE KATE SMITH SHOW
on **NBC** Television

(Source: The U. S. Television Audience, American Research Bureau, October 1-8, 1950)

A Service of Broadcasting Newsweekly

TELECASTING

tional Press Bldg.
ashington 4, D. C.

NOVEMBER 13, 1950

BROADCASTING, Telecasting
$7 annually, 25c weekly

COLOR BATTLE TO COURT

Initial Showdown Tomorrow

THE COLOR television battle moved ahead on multiple fronts last week, with the basic legal phases—RCA's suit against FCC approval of the CBS color system—headed for at least an initial showdown in Chicago's Federal District Court tomorrow (Tuesday).

In a surprise move Pilot Radio Corp., which is seeking to intervene in the suit on the side of RCA, subpenaed color TV correspondence of Sen. Ed C. Johnson (D-Colo.) with FCC and CBS, as part of the court proceedings.

Pilot President Isidore Goldberg issued a statement saying Sen. Johnson, chairman of the Senate Interstate and Foreign Commerce Committee and an ardent color advocate, has "evinced far more than a legislative interest in the controversy," and that his interest "and its influence on the Commission should be fully disclosed in the public interest."

Sen. Johnson promptly dispatched telegrams to FCC Chairman Wayne Coy and CBS President Frank Stanton saying "I hope that every shred of correspondence between me and the FCC and the CBS will be made a matter of public record. I have nothing to hide and I have nothing to cover up. I am sure that any correspondence will only go to show that my sole interest has been to see that the public is not denied color television.

"In addition," he said, "I believe it would be well for Pilot Radio Corp. to make full disclosures of meetings, correspondence and understandings between them and other TV manufacturers in relation to color television."

Pilot Gets Court Order

Pilot attorneys, Munchin & Smith of New York, obtained a court order for the subpenas, which were served Wednesday on CBS and FCC representatives in Chicago. They are returnable tomorrow—date of the hearing on the RCA suit.

The hearing will be conducted by a three-judge court and will cover RCA's request for a temporary injunction to stay the scheduled Nov. 20 effectiveness of the FCC color order and an FCC counter-motion for dismissal of the suit and for summary judgment upholding the color decision, along with Pilot's petition to intervene in the case.

Judge J. Earle Major of the Court of Appeals and District Judges Philip Sullivan and Walter LaBuy have been named to hear the suit, which was brought by NBC and RCA Victor Distributing Corp. as well as RCA, their parent corporation [TELECASTING, Nov. 6].

Meanwhile, as CBS made plans to begin demonstrations of its color system in New York tomorrow—and for inauguration of a network program service of colorcasts starting Nov. 20, unless the court issues a stay order—there were these other color TV developments:

● In a letter pointedly critical of FCC, RCA told the Commission it would be unable to provide samples of its tri-color tubes to CBS "until we have completed our research work" (story page 62).

● In a change of mind, John Meck Industries announced it is now shipping television sets built to accommodate "Add-a-Color" converter units to be supplied later (story page 72).

Columbia's color plans call for the launching of a series of public demonstrations in New York starting at 11 a.m. Tuesday. The showings—five a day, at 11 a.m., 12 noon and 1, 4 and 6 p.m., Monday through Saturday—will be held at 401 Fifth Ave., with space for several hundred viewers. Admittance will be by complimentary tickets, which CBS arranged to distribute from four New York hotels, its own headquarters, and the demonstration site.

By midafternoon of the first day that tickets were made available, the entire batch for the entire first week's showings were spoken for. CBS passed out 12,250 tickets—capacity for the week—by midafternoon Thursday, and before the day was over had been obliged to turn down several thousand requests, spokesmen said.

Extended Showings

CBS said showings will be continued indefinitely, with programs—some broadcast and some sent by closed circuit—to be received on ten color receivers installed on the street floor of the building. Demonstration programs will originate in Studio 3, on the 21st floor of the network's headquarters building, utilizing a standard black-and-white TV camera converted for color pick-ups.

Demonstration programs will include a variety of subject matter selected "to show the scope, appeal and effectiveness of color TV as a broadcast service for the home," CBS explained. They will be broadcast under the network's experimental license for colorcasting until Nov. 20, effective date of the FCC authorization for commercial operation.

On that date—barring a stay order from the courts—CBS will inaugurate network program service of a regular schedule of color programs for broadcast in other cities as well as in New York. The network has not announced what

(Continued on page 64)

DAY NETWORK TIME

Three More to Sponsor

WEEKDAY daytime network television is actively catching on with national sponsors, with at least three major advertisers starting early in January to join the seven already sponsoring daytime TV.

Many agencies are recommending daytime television to their clients so that they can pre-empt the time.

Among the national advertisers to take to daytime is Quaker Oats Co., Chicago, through its agency, Sherman & Marquette, Chicago, which will sponsor Gabby Hayes introducing western films, three times weekly on NBC-TV, 5:15-5:30 p.m. Quaker also will continue to sponsor its *Gabby Hayes Show*, a Martin Stone production, on Sundays 5:10-5:30 p.m. and its *Zoo Parade*, 4:30-5 p.m. Sundays, both on NBC-TV.

General Mills, through BBDO, New York starts Jan. 2 sponsorship of its *Betty Crocker* program Tuesdays and Thursdays, on CBS-TV.

Another sponsor as yet undisclosed expects to sponsor a television version of *Bride and Groom*, three quarter hours weekly. Program is a Masterson, Reddy & Nelson package. Agency and sponsor are currently negotiating with CBS and NBC for time.

Another show, *It's in the Bag*, a gigantic merchandising program featuring Wynn Elliott as emcee and the Four Jesters with a grocery store backdrop revealing the sponsor's products on the shelves, will be launched Thursday, Nov. 16, on the DuMont Network. Program will run five half hours weekly, 1:30-2 p.m. To promote the program and the sponsor, more than one million paper bags carrying the program and sponsor's names, will be distributed to grocery stores to be given to customers free of charge. Several large soap and food manufacturers are understood to be ready to underwrite the program.

General Foods Added

Of the nine daytime sponsors already on the air General Foods is the latest to launch into TV with its *Bert Parks Show*, three times weekly, 3:30-4 p.m. on NBC-TV, through Young & Rubicam, New York.

Others are International Latex, sponsoring Ilka Chase, on CBS-TV through Foote, Cone & Belding, New York, 3:30-4 p.m., Mondays and Fridays.

Procter & Gamble Co., Cincinnati, through Benton & Bowles is sponsoring *First Hundred Years* on CBS-TV 2:30-2:45 p.m., Monday through Friday.

Sterling Drug sponsors Dennis James on the DuMont Network, 1-1:30 p.m., Monday through Friday, through Dancer-Fitzgerald-Sample, New York.

American Home Products Corp., and five others are sponsoring the participation *Kate Smith Show*, Thursdays, 4:15-4:30 p.m. on NBC-TV.

Owens-Corning Fiberglass Corp., through Fuller, Smith & Ross sponsors *Vanity Fair*, Tuesdays, 4:30-5 p.m. on CBS-TV.

Thirteen advertisers are sponsoring *Homemakers Exchange* Monday through Friday, on CBS-TV, 4-4:30 p.m.

Such advertisers as Lever Brothers, Libby, McNeill & Libby, etc., are also understood to be processing program formats for early starting dates on daytime video.

ALLOCATIONS

deMars Challenges Norton

By LARRY CHRISTOPHER

FCC'S VHF-UHF television allocation hearing—the giant key to eventual lifting of the Commission's two-year freeze on new station construction—lumbered into the home stretch on general issues last week and appeared headed for possible consideration of final specific city-by-city allocation bids in December.

Even though planning to meet only the latter part of this week, FCC hopes to complete all cross examination on general allocation issues. Beginning Nov. 27 the Commission will hear presentation in behalf of the reservation of channels for educational purposes. This will require one or two weeks according to present estimates.

Then, after arriving at least upon "implied" conclusions respecting fundamental general policy, FCC last week indicated, the Commission would get underway on reviewing specific allocations. This phase will require about a month, it was estimated, which means FCC cannot start work on a decision until after the new year.

There was no estimate on how long it will take FCC to arrive at even "implied" conclusions respecting such fundamentals as usability of the UHF and basic propagation factors to be considered in determining station spacing, all of which are critical to establishing an allocation pattern before specific requests could be considered.

The date on lifting the freeze therefor falls well into 1951 by anybody's guess. Informed sources consider mid-'51 very optimistic since even after the decision on allocation the Commission has promised a reasonable period would be allowed for the filing of new applications before the freeze is lifted.

Hearing Highlights

Held Wednesday afternoon, Thursday and Friday chiefly before Acting Chairman E. M. Webster, last week's hearing included:

● Observation that UHF service area should be substantially greater than that shown by RCA-NBC in report on its Bridgeport project [TELECASTING, Oct. 30], based on interpretation of data by FCC's E. W. Allen.

● Airing of Consulting Engineer Paul A. deMars' attack on qualifications of Kenneth A. Norton, National Bureau of Standards radio propagation authority, and indication Mr. deMars no longer wished to question Mr. Allen's qualifications to head the Ad Hoc Committee of government and industry experts which has sought to resolve basic engineering problems [TELECASTING, Oct. 23].

The brief Wednesday session, also heard by Comrs. George E. Sterling and Robert F. Jones, covered further testimony by Donald Fink, member and ex-chairman of the Joint Technical Advisory Committee, and two Radio-Television Mfrs. Assn. witnesses, Daniel E. Harnett of General Electric and John F. Bell of Zenith Radio Corp. Mr. Fink returned to present data requested earlier by Comrs. Sterling and Paul A. Walker.

The JTAC witness said he surveyed 20 stations listed by FCC as holding special temporary authorizations for offset carrier operation and received 18 replies. Of these he said 17 reported they were employing offset while the 18th stated it was part of an offset chain but it was not necessary for it to employ the technique.

Results of such operation were termed "generally satisfactory" by 16 stations, Mr. Fink related, while one reported results were "unsatisfactory" and another had no comment since it had not been operating long enough.

None of the stations reporting gave any quantitative data, he testified, although 13 said from a quality standpoint there was "noticeable improvement" through increased coverage or fewer complaints of interference. One felt as much as 10 miles was added to coverage, Mr. Fink recalled. Cost of offset operation was termed "reasonable" by 17 stations, citing $100 to $200 as full expense for making changes in the crystal control.

Mr. Fink introduced a report by the British Broadcasting Corp. on offset operation which said improvement was 10 db better than operating in absolute synchronism. The BBC report had been submitted last spring to the International Radio Consultative Committee whose deliberations included TV standards. He indicated British and U. S. experience on offset operation is similar.

Receiver Selectivity

On the subject of receiver selectivity as it relates to co-channel and adjacent channel interference, Mr. Fink observed there appears to be no difference in retail pricing of sets which have good selectivity and those which do not. He indicated the cost involved is small compared to other factors of cost.

As for the use of FM for video carriers, which now function upon the AM principle, Mr. Fink said experience has shown FM is not suitable for public telecasting. He said the National Television Systems Committee considered FM for this purpose in 1940-41 but tests and experience have ruled it out because of multipath effect on picture synchronization.

On subject of receiver image rejection capabilities, Mr. Fink urged FCC not to allocate on the basis of either extremely poor or good sets since a burden would be imposed on FCC's allocation on one hand and the public on the other through excessive cost. He believed JTAC would approve standardizing the intermediate frequency of sets in the 40 mc area but personally did not feel this would deter manufacturing progress on IF.

Mr. Harnett, former Hazeltine chief engineer and now assistant manager of the GE receiver engineering department, reviewed technical data presented at recent NTSC panel meetings on oscillator radiation and image rejection. Similarly, Mr. Bell, Zenith engineer, presented technical data on sessions dealing with 41 mc IF proposals and cross and intermodulation problems. Mr. Bell also offered an outline of basic receiver data to be considered in VHF and UHF allocations, submitted by Zenith.

On Thursday, W. H. C. Higgins, engineer with Bell Telephone Labs. military electronics department, appeared in his own behalf to offer general allocation views. He has petitioned FCC to assign a metropolitan UHF channel to LaPorte and Michigan City, Ind., his native area. He contended Home News Pub. Co., New Brunswick, N. J., misinterpreted his opposition to

(Continued on page 88)

TUBE LOAN

FCC Silent on RCA Refusal

FCC KEPT close silence last week on RCA's sharply worded refusal to turn over samples of its tri-color picture tube to CBS "until we have completed our research work."

Responding Monday to FCC's request of the previous week [TELECASTING, Nov. 6], RCA President Frank M. Folsom wrote the Commission that "your request . . . cannot be regarded as in the public interest or in accordance with the well-established American principles of free competition and fair play.

"If this kind of thing goes on in America," Mr. Folsom continued, "the Phillies certainly missed a bet in the last World Series. They should have asked the Yanks for Joe DiMaggio."

Mr. Folsom told FCC that "until we have completed our research work, we will not be able to make models of our tri-color tubes available to others. As soon as we can produce tri-color tubes that can form the basis for commercial design and factory production, we will, as we have previously said, make such tubes generally available."

FCC in its request had pointed out that RCA said last July it hoped to have samples of its tube available for industry study this fall, and asked RCA to indicate when it could make some of the latest models available to CBS for tests on the FCC-approved CBS color system (also see story page 61).

RCA saw in FCC's request "an implied threat to revoke our experimental licenses unless you got from us what you 'requested.'"

Mr. Folsom said "we were both shocked and surprised at your request, coming only a few weeks after your color television decision. Already it is evident that your attempt to force an incompatible color television system on the American public has backfired."

Outlines Stand

He said that "of course the public interest is of first concern," and continued:

But what you ask us to do amounts to a request that our stockholders bear the heavy cost of color television research and transfer the benefits to a private interest. We understand of course how that company would be benefited by our doing what you ask. In this connection it is to be recalled that CBS has sworn that it "expects to receive substantial revenues of many millions of dollars" as a result of your order adopting its system.

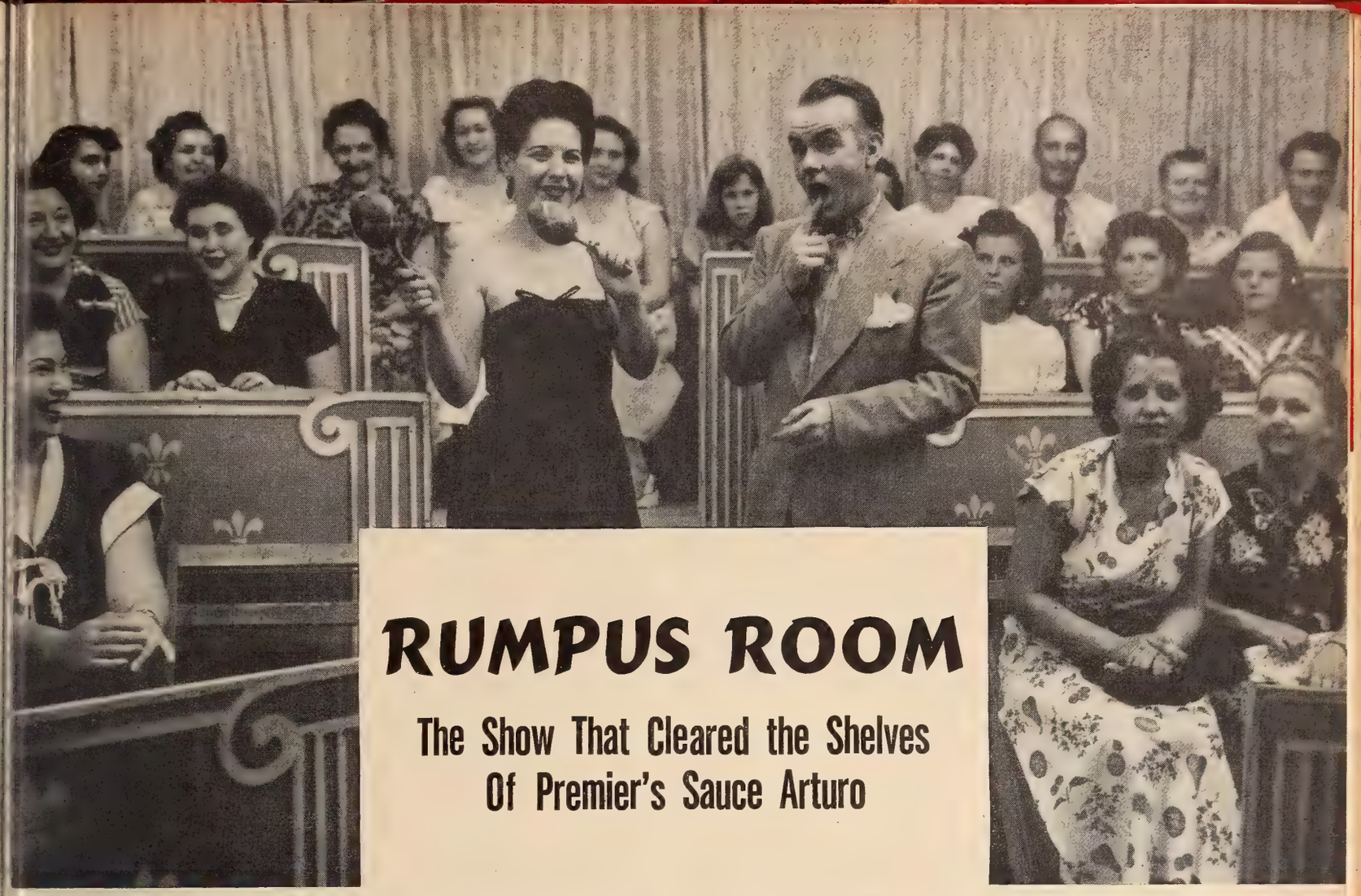
. . . You seek to justify your request on the ground that you have renewed for us a 90-day license to conduct experimental broadcasts. Every informed person in this industry knows that the experimental license had nothing whatsoever to do with the development of our tri-color tubes.

Your action in adopting standards for a system of color television which uses spinning disks, instead of an all-electronic system which requires the use of color tubes, has disrupted and delayed our previously contemplated program for factory production and commercial sales of color sets and tri-color tubes. In spite of the handicaps imposed by the FCC upon our program of experimental research, we are continuing that work with the objective of developing for the public the best tri-color tubes that can be made. We are making steady and substantial progress in this direction.

It is clear from our past performance that RCA, as the pioneer in radio and television, recognizes its responsibility to the public to make available the products of its laboratories and factories. For example, the image orthicon, now basic in all television cameras, was developed by RCA, and, when the product was ready, we made it available to the industry. We expect to follow the same policy with respect to tri-color tubes . . .

Mr. Folsom said "nothing—not even our tri-color tube—can rem-

(Continued on page 70)



RUMPUS ROOM

The Show That Cleared the Shelves Of Premier's Sauce Arturo

WOMEN televiewers of WABD (TV) New York, the DuMont Network's flagship station, are returning to classrooms to learn attractive new dishes and some new uses for old established food products.

And in trade circles, Johnny Olsen's noontime show for Premier Food Products, demonstrating the intricacies of practical home economics, has been stirring an enviable "rumpus" as a practical selling force.

It took Premier (Francis H. Leggett & Co.) a mere three months to promote one of its products, Sauce Arturo, to the point of "exhaustion"—the kind advertisers dream about but only sporadically experience in an exhaustively competitive field. Johnny Olsen's *Rumpus Room* created a "run" on a product which originally was deemed sufficient to meet a year's demand.



This completely naive estimate was evolved long before Premier had occasion to reckon with the demonstrative abilities of television—and before a former motion picture advertising and producing executive decided that something new should be added to Premier's media schedule.

Late last fall Sidney E. Alexander, Premier's account executive with Peck Advertising Agency, was so impressed with the rapid rise in video set ownership in the firm's service area that he weighed the possibility of adding television to the advertising program of Francis H. Leggett & Co.

For Premier, a foremost eastern food wholesaler for some 80 years, Mr. Alexander's suggestion that its advertising was ultra conservative and needed some "showmanship" may understandably have come in the nature of a shock.

"But it became apparent very quickly that video could not only provide that quality but that, in addition, it was a practical selling medium," Mr. Alexander recalls. "So we set to work to 'isolate' its several potentialities and to develop activities designed to utilize each one in our promotional program."

Housewives Share Compliments with TV

TV-minded housewives who proudly purr at dinnertable compliments on their culinary accomplishments and confess "I saw it on television," merely profess the aspiration of sponsor and agency alike.

"We went into television to tell a product story for Sauce Arturo and decided that the best way to use the medium was to show the housewife how she could use it to prepare many attractive and wholesome dishes," Mr. Alexander explains.

Underscoring the problem of getting the campaign successfully launched was the recognizable need for obtaining a program and personality that would hold a women's audience. Happily for the fair sex and advertiser, the agency chose Johnny Olsen and his *Rumpus Room*, an already established feature on DuMont Network, which had—and still has—an excellent rating. It's telecast daily 12:30-1 p.m. (EST)

Commercials Also Can Entertain

Realizing that it would take showmanship to hold Mr. Olsen's audience while Premier did its selling, Mr. Alexander evolved his commercials with elements of entertainment and information. Seeking a cartoon character to drive home Sauce Arturo's selling points, Mr. Alexander gave life to "Premier Pete" and put him through a series of activities, on film, to emphasize qualities of the sauce. Pete is shown holding a giant, lighted match under a can of sauce to stress that it is "complete—just heat and eat;" on another strip, he is filmed in a Sherlock Holmes outfit to emphasize Premier's care in selecting fine-quality vegetables. Announcer Don Russell reads the copy to amplify the film presentation.

"Television's unique advantage is its capacity to demonstrate a product in use," Mr. Alexander points out. "To us that means showing women how to use Sauce Arturo successfully—not only in spaghetti but in many other dishes. . . . We decided to utilize the 'subjective camera' technique . . . let the camera take the place of the housewife . . . give her a sense of actually preparing the day's dish herself."

After devoting a great deal of care to choice of recipes—they must be "easy-to-fix," economical and simple to understand—the Peck agency copywriters prepare a simple narration, highlighting each important step and the product's selling points. To add credibility to the showing, the demonstrator displays the dish after it has been cooked.



Actual rehearsals and the program itself represent a painstaking project to the minute detail—from the demonstrator and announcer down to the

(Continued on page 85)

Television's
TOP
Sales
Opportunity

WILMINGTON
—first in income per family among all U.S. metropolitan centers of 100,000 or over.
Sales Management 1950 Survey of Buying Power.

DELAWARE
—first in retail store purchases; has highest per capita expenditure of any state.
U. S. Census Bureau figures released 7-2-50.



The only Television station in Delaware—it delivers you this buying audience.

If you're on Television—
WDEL-TV
is a must.

Represented by
ROBERT MEEKER
Associates
New York · San Francisco
Los Angeles · Chicago

SET SHIPMENTS

RTMA Reports 845,000 For August

THE television manufacturing industry shipped 845,000 TV sets to dealers during August, according to monthly estimate by counties computed by Radio-Television Mfrs. Assn. Shipments for the first eight months of 1950 totaled 3,952,000 sets. Figures apply to the entire industry.

County-by-county shipments follow:

State and County	Sets Shipped Month	Year to Date
ALABAMA		
Jefferson	4,065	9,741
ARIZONA		
Maricopa	935	3,327
CALIFORNIA		
Alameda	4,738	23,887
Contra Costa	887	4,036
Los Angeles	*15,243	262,436
Orange	1,482	13,081
Sacramento	262	1,197
San Bernardino	1,224	8,709
San Diego	4,457	23,362
San Francisco	5,538	23,798
San Joaquin	254	1,760
San Mateo	1,306	5,441
Santa Clara	1,720	7,808
Solano	489	2,077
CONNECTICUT		
Fairfield	6,634	22,359
Hartford	4,407	17,044
New Haven	6,848	27,882
New London	257	1,350
DELAWARE		
New Castle	3,477	13,556
DISTRICT OF COLUMBIA	11,503	60,447
FLORIDA		
Dade	2,236	10,365
Duval	1,083	3,689
Hillsborough	307	694
Pinellas	3	9
GEORGIA		
DeKalb	974	4,428
Fulton	6,717	32,304
ILLINOIS		
Cook	65,490	288,087
Fulton	39	245
Knox	170	427
Madison	948	5,298
McLean	34	299
Peoria	49	1,105
Rock Island	985	3,290
St. Clair	1,018	5,657
Tazewell	25	137
INDIANA		
Delaware	231	1,225
Lake	2,913	15,930
Madison	1,102	3,215
Marion	9,404	27,567
IOWA		
Clinton	158	392
Polk	714	4,170
Pottawattamie	374	1,361
Scott	1,408	2,924
KANSAS		
Wyandotte	1,876	4,294
KENTUCKY		
Campbell	750	3,830
Jefferson	5,421	18,223
Kenton	2,175	7,964
LOUISIANA		
Orleans	3,067	19,732
MARYLAND		
Baltimore City	11,534	56,873
Baltimore County	5,803	20,672
Montgomery	1,168	5,291
Prince Georges	271	1,580
MASSACHUSETTS		
Berkshire	816	4,004
Bristol	2,640	16,846
Essex	5,519	29,876
Hampden	1,052	2,796
Middlesex	8,276	45,855
Norfolk	2,737	15,409
Plymouth	1,129	5,902
Suffolk	20,413	92,729
Worcester	3,108	16,170
MICHIGAN		
Calhoun	655	2,484
Genesee	1,094	3,893
Ingham	726	4,675
Jackson	345	2,226
Kalamazoo	1,282	5,196
Kent	3,024	10,272
Macomb	1,255	5,285
Muskegon	456	1,769
Oakland	5,28	17,031
Saginaw	262	887
Washtenaw	1,609	4,504
Wayne	37,221	153,413
MINNESOTA		
Hennepin	6,515	31,124
Ramsey	3,544	15,351
MISSOURI		
Buchanan	294	776
Jackson	8,393	40,731
Madison	18	542
St. Louis	12,953	64,527
NEBRASKA		
Douglas	2,950	8,482
Lancaster	208	791
NEW JERSEY		
Atlantic	1,019	5,445
Bergen	3,821	20,306
Camden	2,608	13,365
Essex	11,849	60,406
Hudson	6,981	34,707
Mercer	1,934	11,423
Middlesex	2,511	12,572
Monmouth	1,737	11,048
Morris	1,188	5,816
Passaic	3,446	18,290
Union	4,011	20,146
NEW MEXICO		
Bernalillo	416	1,903
NEW YORK		
Abany	1,886	11,733
Bronx	5,845	25,465
Broome	878	3,789
Chautauqua	554	2,998
Erie	12,588	56,932
Kings	34,224	147,738
Monroe	5,889	35,978
Nassau	9,063	30,077
New York	41,561	157,662
Niagara	2,144	8,486
Onondaga	5,094	24,450
Oneida	2,662	11,772
Orange	812	4,418
Queens	16,840	66,731
Rensselaer	1,179	11,807
Richmond	1,168	7,563
Schenectady	579	7,535
Westchester	5,109	23,031
NORTH CAROLINA		
Alamance	199	631
Cabarrus	345	1,030
Durham	19	80
Forsyth	426	947
Gaston	842	1,715
Guilford	814	2,339
Mecklenburg	1,655	3,607
Rowan	153	525
OHIO		
Butler	2,345	9,592
Clark	736	5,291
Cuyahoga	19,686	96,652
Franklin	9,605	38,301
Hamilton	15,634	61,520
Lucas	5,425	21,934
Montgomery	6,589	35,674
Scioto	195	607
Summit	4,071	20,390
OKLAHOMA		
Muskogee	56	236
Oklahoma	1,586	6,321
Tulsa	968	3,750
OREGON		
Marion		
Multnomah		
PENNSYLVANIA		
Allegheny	15,889	71,970
Berks	2,474	12,169
Beaver	1,723	6,065
Blair	308	1,160
Cambria	1,428	6,256
Dauphin	1,202	4,244
Delaware	3,350	15,559
Erie	3,098	14,222
Fayette	709	4,712
Lackawanna	96	509
Lancaster	2,381	10,461
Lebanon	450	3,245
Lehigh	1,753	8,555
Montgomery	2,450	14,724
Northampton	1,206	5,915
Philadelphia	32,157	144,049
Washington	926	5,577
Westmoreland	2,035	8,627
York	1,217	6,492
RHODE ISLAND		
Providence	5,432	35,477
SOUTH CAROLINA		
York	175	538
TENNESSEE		
Davidson	3,690	4,454
Shelby	4,184	19,352
TEXAS		
Bexar	2,001	12,953
Dallas	5,718	25,419
Galveston	122	848
Harris	3,823	19,621
Tarrant	2,754	14,174
UTAH		
Salt Lake	1,961	9,240
Weber	21	204
VIRGINIA		
Arlington	1,374	6,160
Henrico	2,488	11,269
Norfolk	2,176	15,414
Pittsylvania	3	28
Warwick	593	2,439
WASHINGTON		
Clarke	11	336
King	2,003	9,019
Pierce	619	2,705
WEST VIRGINIA		
Cabell	1,892	4,112
Kanawha	662	1,444
WISCONSIN		
Milwaukee	14,013	50,628
Sub-Total	730,007	3,443,200
AREAS UNLISTED	114,993	508,800
GRAND TOTAL	845,000	3,952,000

* Adjusted to reflect reduction of 43,289 units representing correction applicable to the month of July.



HAWAIIAN orchid-strung lei valued at $400 was presented to Mrs. Gloria Beasley by Ed McMahon (r), star of WCAU-TV Philadelphia's *Strictly for the Girls*, as Coolerator took over sponsorship of Thursday presentation of the five-weekly show Nov. 3. Sponsor was represented in person of John Wear (l), appliance sales manager of Graybar Electric Co., and Fred Margolf, Coolerator Co. district manager. Breakfast club program is telecast 9:15-10 a.m. Mon.-Fri., over WCAU-TV.

Color Battle to Court

(Continued from page 61)

cities will have color telecasts at that time but it was learned that plans are being made for starting this service either Nov. 20 or shortly thereafter in Philadelphia, Baltimore, Boston, Washington and Chicago.

Details of program content and the time schedule for the network colorcasts were still being worked out by CBS TV executives last week. The volume of color programs fed to the network is expected to reach about 20 hours a week by mid-December, including about two hours of daytime programming, a half-hour between 6 and 8 p.m. and another half-hour in the 11 p.m. to midnight period.

In San Francisco
Bay Area Television:

THE BIG NAMES OF SHOW BUSINESS



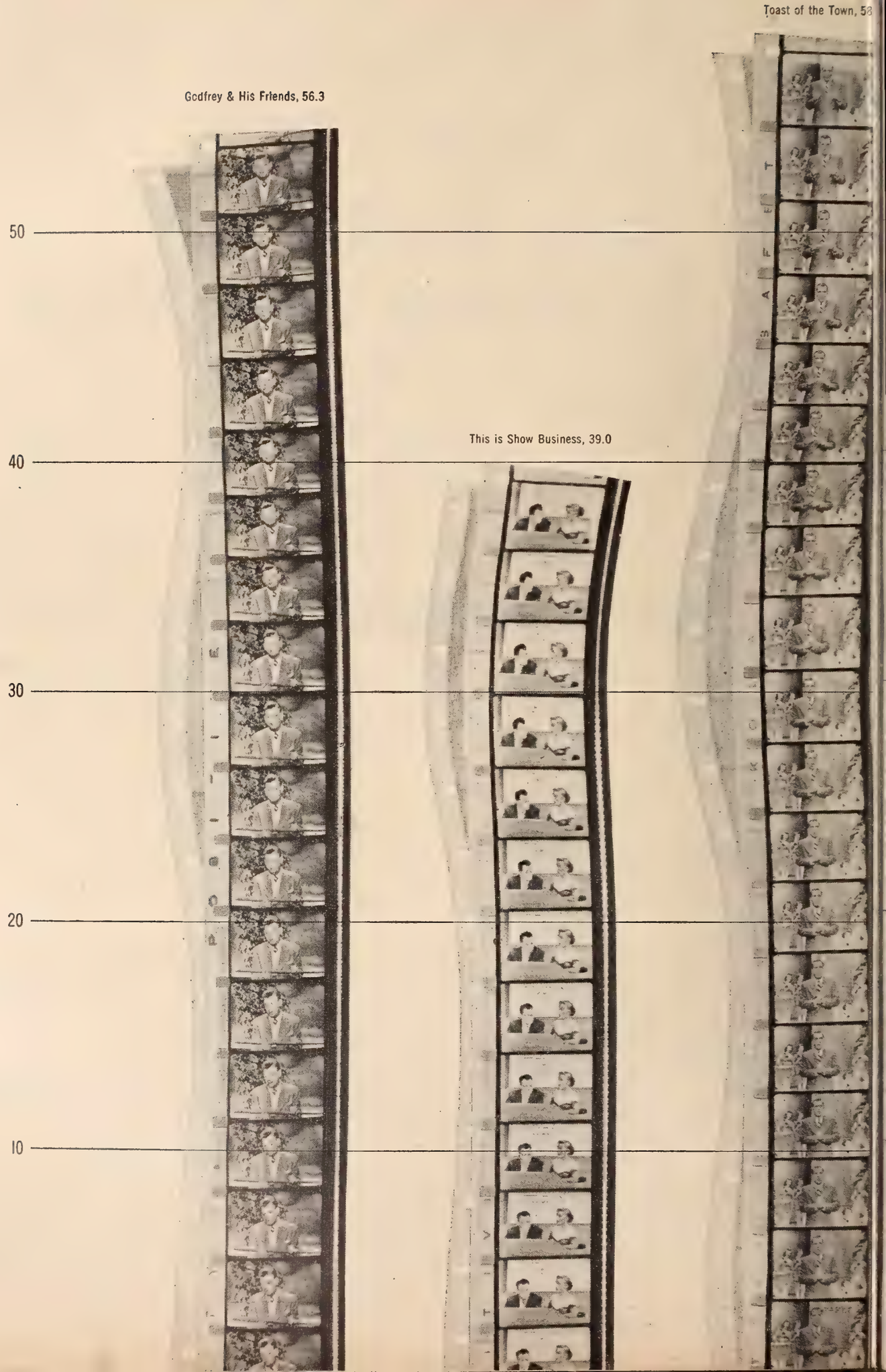
PUT MORE EYES ON KRON TV SPOTS

Where the big shows draw the big audience —on KRON-TV—that's where *SPOTS* do their best selling. Yes, your "A" spot schedules get top attention on San Francisco's "Clear Sweep" station...

(to mention just a few of our big fall shows...the company you'll keep!)

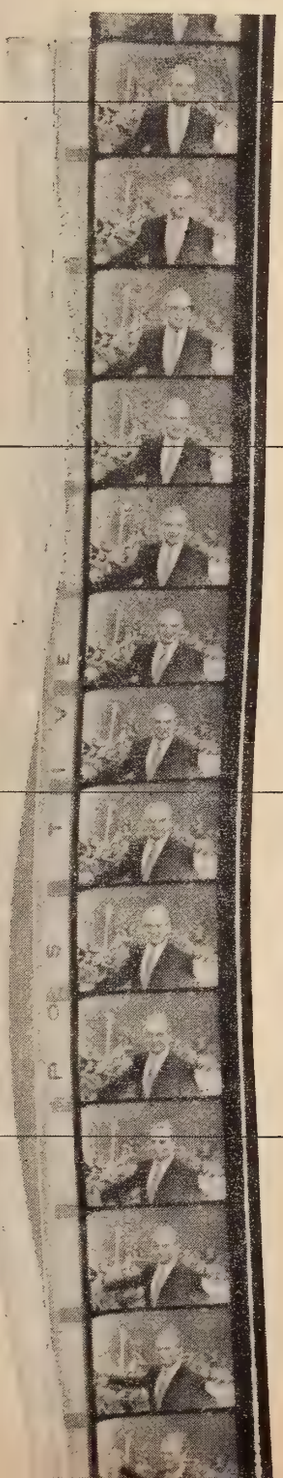
KRON TV
SAN FRANCISCO CHRONICLE • NBC AFFILIATE
SELL MORE ON CHANNEL 4

Represented nationally by FREE & PETERS, INC.... New York, Chicago, Detroit, Atlanta, Fort Worth, Hollywood. KRON-TV offices and studios in the San Francisco Chronicle Building, 5th and Mission Sts., San Francisco


Toast of the Town, 58
Godfrey & His Friends, 56.3
This is Show Business, 39.0
50
40
30
20
10

You can have live television in 61 markets!

The Fred Waring Show, 42.3



Live *programs* are what make live television. It's not half so important *how* people see a show—"live" or on television recordings (TVR)—the vital point is *what* they see. Some advertisers today are staying out of television because they're afraid they can't get into enough markets. Others are accepting inferior programs just because they are able to get cable time for them. Neither way is very smart.

Because there's abundant proof a *good* program on TVR can do a superb job for an advertiser. Take the records of four top-rated CBS shows you see graphed across the page. These ratings were won in *cable cities*, where both "live" and TVR are regularly seen. And in each case listed here, the TVR broadcasts of the shows not only won big ratings, but actually *bigger* ratings than the same shows in cities where they're seen "live"!

	LIVE	*TVR*
GODFREY & HIS FRIENDS	55.8	56.3
THIS IS SHOW BUSINESS	26.7	39.0
TOAST OF THE TOWN	51.3	58.9
THE FRED WARING SHOW	18.9	42.3

To reach the optimum television market... to pro-rate costs to cover as wide an area as possible, the wise advertiser will take his show wherever there's a market he wants to hit. He'll do it with *both* live and TVR. And the wisest will pick a CBS show to do it with... on the record, it's a better guarantee his show will really go places.

CBS *television*



It's like a four-ring circus—having the best shows from all four TV networks—and even more fun for 228,000 viewers.

No wonder Toledoans are climbing aboard at a lively clip. Sets sales now stand at . . .



And—as an added attraction, remember WSPD-TV bonus coverage in Northwestern Ohio and Southern Michigan.

There's still a spot for you. Why not climb on, too? Katz has the story. Get it today.

WSPD
TOLEDO, OHIO
A FORT INDUSTRY STATION
5000 WATTS • NBC
Represented by
THE KATZ AGENCY, INC.
WSPD-TV
CHANNEL 13
Nat. Sales Hq: 488 Madison Avenue, New York 22, ELdorado 5-2455

telestatus



TV Set Ownership Data Covered by Survey

(Report 137)

HIGHER percentage of craftsmen and skilled laborers own television sets than members of any other occupation group, and more than 11 in every 100 families in the lowest quarter of the economic strata have sets in their homes.

This data was reported last week in Chicago by Samuel G. Barton, president of Industrial Surveys Co., independent market research firm. Figures were based on a survey of the company's National Consumer Panel, nation-wide group of 4,500 representative families distributed according to population concentration, Mr. Barton said.

Next in line to craftsmen and skilled laborers when it comes to set ownership are clerical, sales and service personnel, and professional men and women executives. Although 11 of every 100 of the "poorest families" own sets, only 24 in every 100 of the top quarter income homes have receivers.

Other findings reported were:

TV sets are owned by 17.9% of *all* American families. With about 40.3 million families in the U. S., this means there are 7,213,700 families owning television sets.

More than half, or 55.3%, of these sets are in homes of people living in the Northeastern states; more than one-fourth, 26.5%, by families in the North Central section. More than one out of every three Northeastern families has a video set, and about one in seven North Central families.

Almost three out of four families owning a set, or 72.9%, live in cities of 500,000 population or more; and four out of 10, or 40.2%, of these urban families have a set.

Almost 16% of all U. S. families whose main providers have a grade school education or less own sets, compared with less than 17% who have a college degree.

About a fourth of all families having four or five members own sets, but little more than a tenth of the one and two-member families own them.

Mr. Barton said his company is also preparing reports to show the volume of product and brand purchases by families continuously exposed to television. This data will be compared with purchases by non-TV families.

* * *

WOR-TV October Billings Reach New Peak

OCTOBER billings and contracts for WOR-TV New York reached a new peak in the station's history, according to Robert C. Mayo, sales director. He said that nighttime hours were 78% sold out; that weekly billings had risen 57% and the number of advertisers doubled since Aug. 1.

"Eighty-eight percent of our business is in national spot contracts," Mr. Mayo said. "And there has been 95% renewal of contracts since Aug. 1. The other 5% represented seasonal advertisers." WOR-TV went on the air Oct. 5, 1949.

Tele-Que Ratings Extended to San Francisco

EXTENSION to San Francisco of the Coffin, Cooper & Clay Inc., Tele-Que ratings, currently covering only the Los Angeles area, was announced last week by Joseph H. Coffin, president of the television audience research firm. Expansion of the service, to start in early December, was taken because of the increased number of requests for audience analysis data in San Francisco similar to the firm's Los Angeles service, Mr. Coffin said.

Survey will be taken the first seven days of each month and cover all telecasting between 9 a.m. and midnight. A sample of 500 set owners in the area will be covered by personal interview. Results will be reported at the end of each month. Separate reports will be issued for San Francisco and Los Angeles with single ratings available for programs in both cities.

Robert Seelye, field manager for Coffin, Cooper & Clay, Los Angeles, will head the new office.

* * *

Benny TV Debut Gets 76.6% of Audience

DEBUT of Jack Benny on Oct. 28 over CBS-TV registered a rating of 41.5 and a share of audience of 76.6%, according to a ten-city survey by C. E. Hooper Inc., released last week. Opposite the Benny show, the next highest rating was 8.1 and a share of audience of 14.8.

Weekly Television Summary—November 13, 1950, Telecasting Survey

City	Outlets On Air	Number Sets
Albuquerque	KOB-TV	5,000
Ames	WOI-TV	21,346
Atlanta	WAGA-TV, WSB-TV	65,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	222,186
Binghamton	WNBF-TV	26,090
Birmingham	WAFM-TV, WBRC-TV	26,500
Bloomington	WTTV	11,000
Boston	WBZ-TV, WNAC-TV	525,130
Buffalo	WBEN-TV	149,331
Charlotte	WBTV	36,238
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	679,417
Cincinnati	WCPO-TV, WKRC-TV, WLWT	178,000
Cleveland	WEWS, WNBK, WXEL	349,319
Columbus	WBNS-TV, WLWC, WTVN	95,000
Dallas, Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	82,544
Davenport	WOC-TV	27,962
Quad Cities	Include Davenport, Moline, Rock Isc., E. Moline	
Dayton	WHIO-TV, WLWD	106,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	330,539
Erie	WICU	41,350
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	82,544
Grand Rapids	WLAV-TV	56,211
Greensboro	WFMY-TV	30,508
Houston	KPRC-TV	47,970
Huntington-Charleston	WSAZ-TV	27,500
Indianapolis	WFBM-TV	95,000
Jacksonville	WMBR-TV	20,000
Johnstown	WJAC-TV	37,800
Kalamazoo-Battle Creek	WKZO-TV	45,570
Kansas City	WDAF-TV	73,565
Lancaster*	WGAL-TV	63,743
Lansing	WJIM-TV	31,000
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH, KTLA, KTSL, KTTV	747,867
Louisville	WAVE-TV, WHAS-TV	52,399
Memphis	WMCT	60,176
Miami	WTVJ	40,000
Milwaukee	WTMJ-TV	160,665
Minn.-St. Paul	KSTP-TV, WTCN-TV	163,400
Nashville	WSM-TV	8,500
New Haven	WNHC-TV	109,700
New Orleans	WDSU-TV	37,371
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	1,635,000
Newark	WATV	Inc. in N.Y. Estimate
Norfolk	WTAR-TV	39,960
Oklahoma City	WKY-TV	54,633
Omaha	KMTV, WOW-TV	44,566
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	695,000
Phoenix	KPHO-TV	17,400
Pittsburgh	WDTV	160,000
Portland, Ore.	.....	978
Providence	WJAR-TV	86,880
Richmond	WTVR	42,534
Rochester	WHAM-TV	56,205
Rock Island	WHBF-TV	27,962
Quad Cities	Include Davenport, Moline, Rock Isc., E. Moline	
Salt Lake City	KDYL-TV, KSL-TV	31,500
San Antonio	KEYL, WOAI-TV	32,208
San Diego	KFMB-TV	58,000
San Francisco	KGO-TV, KPIX, KRON-TV	99,022
Schenectady Albany-Troy	WRGB	106,800
Seattle	KING-TV	43,200
St. Louis	KSD-TV	206,500
Syracuse	WHEN, WSYR-TV	71,295
Toledo	WSPD-TV	57,000
Tulsa	KOTV	43,875
Utica-Rome	WKTV	27,900
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	188,585
Wilmington	WDEL-TV	46,749

* Lancaster and contiguous areas. Total Markets on Air 63 Stations on Air 107 Sets in Use 8,732,687

Editor's Note: Source of set estimates are based on data available from dealers, distributors, TV Circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate.



WSAZ-TV *Channel* 5

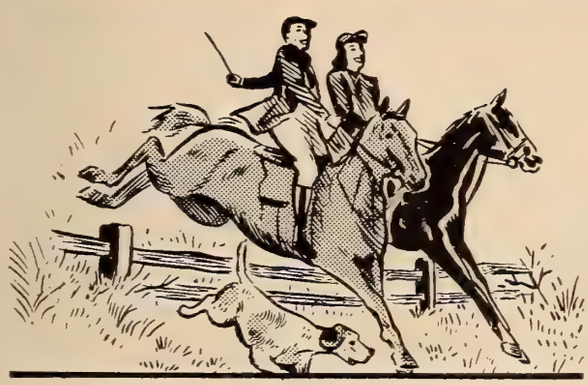
West Virginia's only television station delivers EXCLUSIVE coverage of the rich*

HUNTINGTON-CHARLESTON

market



Now Interconnected



*THE 27th MARKET — $601,425,750 in 1949 retail sales makes this the equivalent of the 27th ranking U. S. Market. Figures direct from Sales Management "Survey of Buying Power" May 10, 1950.



ABC - CBS - DTN - NBC

Represented Nationally by

THE KATZ AGENCY

WSAZ-TV

MEDICAL COLOR

CBS-S.K.&F. Labs Renew

CBS and Smith, Kline & French Laboratories have renewed for another year their agreement covering color telecasting of medical demonstrations.

CBS technicians will operate color equipment to telecast surgical and medical exhibitions at medical meetings throughout the country. CBS also will produce new equipment to replace that which has been used in the past. A new camera weighing only 32 pounds is being developed.

TV COMMERCIALS

Favorable Reaction Seen

MORE than three fourths of television set owners think television commercials provide more useful data about products than do radio commercials, according to a Daniel Starch & Staff survey.

Of 400 set owners in New York, Chicago, Philadelphia and Boston queried in the Starch survey, 79.5% thought TV commercials were more informative than radio commercials; 3.3% voted for radio commercials, and the other 17.2% thought the informational value of the two was about the same.

WTMJ-TV Milwaukee takes air at 11:30 a.m. Sun., with reading of comics in Milwaukee *Journal*.

DEWEY'S VICTORY STAND

Climaxes Campaign With 18-Hour Radio-TV Event

AN 18-HOUR performance by radio, TV and telephone from the studios of WOR-TV New York was the pioneering twist with which Gov. Thomas E. Dewey climaxed his camapign for a third term last Monday.

Beginning at 6 a.m., the Governor made 14 appearances before his departure that midnight. Eleven of them lasted 15 minutes, two 30 minutes, and one 45 minutes. Some of them were simulcast over WMCA New York, and one over NBC. In addition there were quarter-hours on state networks of MBS and ABC, and on WABD (TV) New York. Gov. Dewey spent $15,000 for his AM-TV marathon.

Answers Phones

When off the air, Mr. Dewey answered queries telephoned into him via one of 50 telephones rigged for the occasion. Several times he brought his wife before the cameras to answer queries about the campaign, and the draft status of their sons.

Why hadn't the Governor campaigned in "such a human way" in the 1948 presidential campaign? one woman questioner wanted to know. Mr. Dewey said that he had "had to read from prepared



Gov. Dewey

* * *

scripts, or so I thought."

WOR-TV used three cameras on the set, which consisted of desk, chair, sofa, clock, and sample voting booth. Gov. Dewey used the voting machine for demonstrations of how to vote.

Ford Bond directed the telecasts. Wick Crider, vice president of BBDO, New York agency which placed the telecasts, supervised.

A Republican party spokesman in New York, following the election, said that television results had been impressive, although he refused to say what proportion of the Governor's city vote was attributable to it. Very likely, he said, television will replace the street-corner-rally technique as a means of meeting the most people face to face.

He revealed that the telephone company estimated that six times as many calls were actually made as the 50 special operators could handle, and estimated that about 25,000 calls were either made or attempted. At peak periods, he said, about 300 calls were handled at one time, each call averaging about 3½ minutes.

Dr. Tyler Named

DR. I. KEITH TYLER, coordinator of radio activities at Ohio State U., has been named chairman of a national committee representing educational organizations and institutions interested in presenting testimony before FCC at its hearing on reallocation of TV frequencies, it was announced last week. Dr. Tyler, who also heads Ohio State U.'s Institute for Education by Radio, is now in Washington in connection with the Nov. 27 hearing on reservation of educational TV channels.

WDTV(TV) ADDS

Names 14 New Staff Members

FOURTEEN staff additions at WDTV (TV) Pittsburgh have been announced by General Manager Donald A. Stewart.

Jack Tolen, formerly with Twin City Television Labs., Minneapolis has been assigned to the WDTV administrative department. Added to the promotion and publicity department are Gertrude H. Lieblich, former UP staff writer, and Morris M. Siman. Joseph W. Bock of McKeesport, Pa., has been named staff artist. New members of the technical staff are John W. Berninger, Edward J. Young, Robert L. Markle, Frederick Wood and Vito Twaska. Five additions to the office staff are Mary Jackson, Helen Krizmanich, Jean Steuber, Thomas Seger and Ralph Cunningham.

PACKAGE FIRM

Marshall Productions Formed

MARSHALL Productions Inc. has been formed in Chicago by Ed Marshall, former sales manager of WSRS Cleveland and previously associated with WJBK Detroit. Mr. Marshall is president of the firm, and Mrs. Nancy McIver, who was "Nancy Grey" on WTMJ Milwaukee for 18 years, is secretary.

Company will package radio and television shows, one of which will be the half-hour radio program, *Nancy McIver*, featuring Mrs. McIver, a noted commentator on travel, industry, foods and women's apparel. Marshall Productions is located at 105 W. Adams St., Chicago.

Tube Loan

(Continued from page 62)

edy the basic defect" of the CBS system, which he described as its incompatibility with present standards.

"Your decision denied the public an opportunity to have the RCA all-electronic compatible system of color broadcasting," he told the Commission. He said RCA offered on July 31 and again on Oct. 4 to show FCC its improvements in the color tube, but that the first offer was ignored and the second rejected.

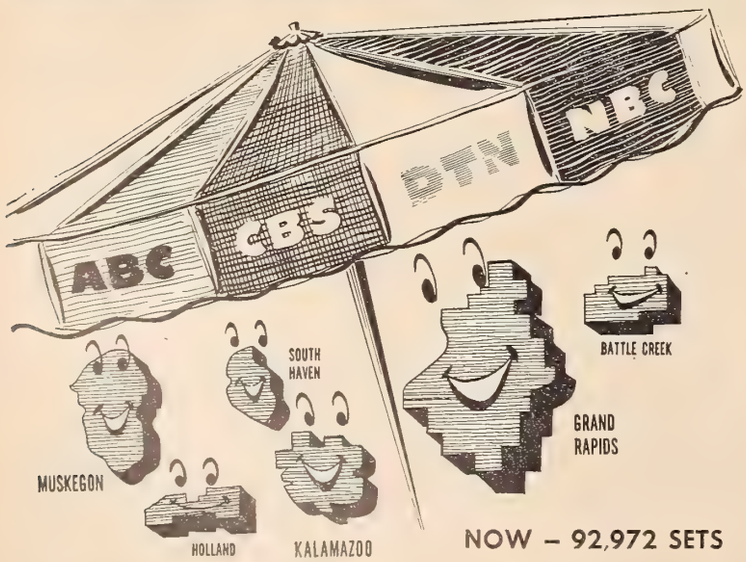
"Now after your decision has been made you write us that you are 'pleased to note the progress' we have made," he said.

He said FCC's letter to RCA incorporated "identical language with that which the promoter of the incompatible system used in a previous letter to us making a similar demand."

"This promoter of the system you adopted swore under oath that they had developed a color tube," he asserted. "Later they admitted that they had failed in their attempt to build one."

NEW all-driven-element antenna announced by Technical Appliance Corp., Sherburne. N. Y.

nothing but smiles under our umbrella!



NOW – 92,972 SETS



WLAV-TV

CHANNEL 7 – GRAND RAPIDS

LIVE – INTERCONNECTED

Represented by John Pearson

Eye Witness reports from a fiery furnace!

A new television development which adds to industry's efficiency

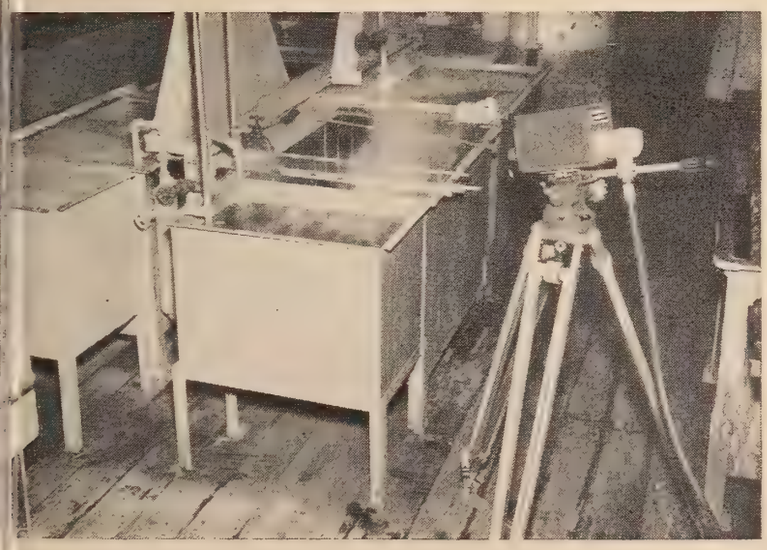
No. II in a series outlining high points in television history

Photograph and painting from the RCA collection



Compact industrial television system—*developed at RCA Laboratories—lets industrial engineers and research scientists see the unseeable in safety.*

Something's wrong in a big blast furnace, and it is too hot for engineers to approach in safety. But now, with the Vidicon camera of an RCA Industrial Television System focused on the flames, the furnace can be studied closely and carefully on a television receiver.



Here's RCA's Vidicon system at work *beside a steaming vat. Note how the television camera is getting a safe "close-up" of the action.*

One of the great advantages of this system—other than its contributions to industrial safety—is its ability to save both time and money. No longer need engineers "shut-down" machines or processes to observe them. Normal operations can continue without waste of time, while the Vidicon System gathers information.

Key to the success of the Vidicon System is a tiny television camera—small enough to hold in one hand—and relatively inexpensive. The camera's "eye" is the sensitive Vidicon tube developed by scientists at RCA Laboratories. The only other equipment needed is the Vidicon camera's suitcase-size portable control cabinet, which operates on ordinary household electric current, and with *any* television receiver—on which to view the pictures.

Adaptable to many uses, RCA's Vidicon camera could easily be lowered deep under water to watch divers at their dangerous work—or stand watch on atomic piles, to keep scientists and workers secure from radiation. And this RCA Industrial Television System can also easily be arranged for *3-dimension pictures* . . . real as life!

Radio Corporation of America

WORLD LEADER IN RADIO—FIRST IN TELEVISION

BETWEEN COMMERCIALS

BY KAY MULVIHILL

• Under sponsorship of the Longine-Wittnauer Watch Co., KPIX and KSFO brought Northern Californians the first combined television-radio-newspaper coverage of election returns.. The San Francisco Call Bulletin cooperated with the two stations in making a complete source of political material available.

Maps, charts, blackboards, and a unique "thermometer" system especially designed for vote tabulations, were devised by Sandy Spillman, KPIX program director, as visual aids for viewers.

The election coverage, which followed a two week campaign on KSFO and KPIX, in which citizens were urged to go to the polls and vote, proved to be one of the most outstanding public interest programs ever attempted in Northern California.

• Ben Alexander's "Watch and Win," seen on KPIX Wednesdays at 9:00 PM, is proving to be the Bay Area's leading telequiz. Each week, Ben and wife, Lesley, seat themselves behind a battery of ten phones and pose questions at the viewing audience, with correct answers bringing prize returns. Sponsor Acme Beer has even gone so far as to omit the middle commercial, so that fast-moving pace of show might continue.

• The KPIX Kitchen promises to take on a festive air when star, Fay Stewart, prepares a special Thanksgiving Party with turkey 'n trimmings for a group of children from a local orphanage.

• SEEN AND HEARD: Renowned author Dean Jennings is now doing a weekly TV series on KPIX . . . Roy Whaley has recently returned to KSFO to air the nitely Dance Date show for Regal Pale Beer . . . 75% of the mail requesting fairy tales to be dramatized on KPIX's "Once Upon A Time," is coming from the 'little people,' who manage to pen their story favorites in a most descriptive style.

KPIX CHANNEL 5
Represented by The Katz Agency, Inc.
560 KC KSFO
Represented by Wm. G. Rambeau Co.
SAN FRANCISCO



PREVIEW screening of Snader Telescriptions, series of 3 to 3½-minute musical films for video, is conducted in Chicago for agency and trade people by Louis D. Snader, president of the California firm. L to r: Theodore F. Shaker, Katz; Mr. Snader; Maurice B. Lipsey, Music Corp. of America; James R. Hoel, Katz; J. R. Fishburn and Bruce Bryant, Edward Petry & Co.

TBA CLINIC

Thomas Named Chairman Of Dec. 8 Meet

EUGENE THOMAS, manager of operations of WOR-TV New York, has been appointed chairman of the Television Clinic to be conducted Dec. 8 at New York's Waldorf-Astoria Hotel by Television Broadcasters Assn. in conjunction with the annual TBA membership meeting. Attendance is expected to exceed that of over 400 at the last TBA clinic [TELECASTING, Feb. 13].

Clinic, to start at 10:30 a.m., will be based on the theme "Keeping Pace With Television's Growth" and will include seven topic sessions, to run consecutively in the same room (the Starlight Roof)—not concurrently in different rooms as at previous TBA clinics. The clinic sessions will run from 10:30 a.m. to 12:30 p.m. and from 2:30 to 5:30 p.m., with a two-hour luncheon session which will include both a headline speaker and entertainment.

Topics to be covered by the clinic sessions, according to present plans which are necessarily tentative until acceptances have been received from the invited speakers, include:

(1) Programming, which will embrace such sub-topics as "The Daytime Television Audience," "Video Network Problems," "Opportunities in Multi-Station and Single-Station Markets," "Ways of Reducing Expenses" and "Catering to Local Audiences."

(2) Recent developments on television research.

(3) TV sales, comprising discussions of "Keeping Sales Volume Abreast of Expenses" and "The Dilemma of Sponsor and Agency."

(4) Effects of the proposed excess profits tax on TV broadcasters.

(5) Negotiations with ASCAP for per-program licenses for TV broadcasters.

(6) TV as an educational tool.

(7) Color television, with a three-member panel discussing the impact of colorcasting on the broadcaster, viewer and performer.

Membership Session

Clinic sessions will be preceded by a TBA membership meeting which will receive reports from officers and committee chairmen and elect directors to succeed Dr. Allen B. DuMont, president, DuMont TV Network; Joseph A. McDonald, vice president, ABC; Richard A. Borel, general manager, WBNS-TV Columbus, Ohio, whose terms expire Dec. 8. Three members of the nine-member TBA board are elected each year for three-year terms. Officers for the coming year will be elected by the new board at its first meeting, presumably also to be held Dec. 8.

Storage Tube

STORAGE tube which he claims will eliminate flicker and lines of present TV reception has been announced by Philo T. Farnsworth, vice president and director of research of Capehart-Farnsworth Corp. He described it as the "biggest single development in television in the past 5 or 10 years." The new "memory tube," which permits flashing of completed images on the TV screen at the rate of one every 60th of a second, will be available commercially within a maximum of two years, Mr. Farnsworth stated. The tube "remembers" the components of an image until it is completed, then flashes it upon the screen. In existing TV, the picture is formed line by line.

JOHN F. RIDER Publisher Inc. releasing *Rider's Television Manual Volume 5*, in firm's TV manual series, and new encyclopedia on *Cathode-Ray Oscilloscopes and Their Uses.*

MECK RECEIVERS

To Take Any Type Color

JOHN S. MECK, president of John Meck Industries, video set maker, changed his mind last week about the CBS color television system and announced he is shipping sets which accommodate units for any type of color reception. Mr. Meck reported that all Meck sets built since Nov. 1 have incorporated "special design and circuit features" to be used with Meck "Add-a-Color" units for the CBS system. The sets will be available "as soon as production schedules permit."

In addition, sets will be equipped to handle any electronic system of color TV, which "may later be approved," he said. Prices remain the same, and color attachments can be added "at moderate cost."

"Our engineering department has not had enough time to determine that the CBS system is practical, though it may not be the ultimate in color transmission. We believe as manufacturers we should let the public have a chance to decide what type of television it wants."

Meck dealers and distributors are receiving adapter kits to equip receivers built by the firm before Nov. 1, so that "Add-a-Color" units can be added when desired. These units will match the TV receiver. "Add-a-Color" attachments get their power from the TV set, and the video signal from the set's tuning and amplifying circuits.

"It is time for the television industry to stop sniping at a constructive effort by CBS to advance the science," Mr. Meck asserted. "We may not agree with the technical details of the CBS system or the method used to publicize it, but a unified effort to let the public determine its own interest in the CBS system will be far better for the industry and for the public. I believe all manufacturers should make auxiliary color units available. I also believe CBS, which has so much to gain if its method succeeds, should help some of the manufacturers of components absorb tooling costs on necessary mechanical parts . . ."

CAAB MEET

Gets Reports on Color

CBS Affiliates Advisory Board, at its second 1950 meeting last Thursday and Friday in New York, heard reports from top CBS executives on such provocative subjects as color television and the FCC proposed rule to limit programs stations may take from television networks.

The CAAB saw a demonstration of color television, conducted by Adrian Murphy, vice president and general executive, and Dr. Peter Goldmark, vice president in charge of engineering development.

Louis Hausman, vice president in charge of advertising and sales promotion, gave a report on the trade promotion plans that were announced several weeks ago [BROADCASTING, Oct. 30].

EEK FEE RAISE
For PCL Baseball Rights

IGHER fees for television rights o West Coast baseball games dur- ng the 1951 season were demanded y officials of the Pacific Coast baseball) League at a recent con- erence in Oakland, Calif.

Television will be banned from CL ball parks or greatly re- tricted in 1951 unless the league ets adequate compensation for at- endance losses, officials announced. Delegates to the conference were old that attendance at league ames in the West Coast's two ajor television centers, Los An- eles and San Francisco, had de- lined sharply during the past sea- on.

Amount of compensation to be sked for TV rights was not dis- ussed but was tabled for further tudy. It was reported that some fficials of the eight-club league avored a formula similar to that dopted by the Pacific Coast (col- ege football) League. Under this ormula TV rights are sold on a ee plus attendance guarantee asis.

While television was blamed in ome quarters for the drop in at- endance during the past season, a umber of prominent critics blamed he decline primarily on the heavy chedule of games played by the eague teams. The games were too umerous to draw heavy attend- ance at all contests, these critics aid.

To satisfy this criticism, the eague directors have drawn up a 72-game schedule for the 1951 sea- on, rather than the 200-game chedule followed this year.

MOVIE MONITOR
Firm Uses KTTV Cameras

EFFECTIVE way for television to help out motion picture production was employed last week by Lippert Productions, Los Angeles, when the firm used KTTV (TV) Los Angeles facilities to rehearse a film "The Steel Helmet," being produced at the KTTV lot where Lippert has studios.

Television cameras were set up on the motion picture sound stage for rehearsal, with producer and director Samuel Fuller, able to watch on the TV screen how the film will look projected in movie theatres.

In this manner much of the production costs can be saved by eliminating need for hundreds of sketches of scenes in action by production designers before cameras turn, and by making it possible to do much of the film cutting in advance. Artistic composition of the scenes and lighting set construction are among other benefits resulting from the use of television, according to the film producer.

FIVE new "Black-Daylite" TV receiver models added to General Electric's fall line, firm announces.

INDIANS ON TV
In '51 for Leisy Brewing

IN A MOVE that contradicts the cry from some quarters that television is hurting major league baseball attendance, the Cleveland Indians have come out solidly for the visual medium by authorizing telecasts of all 77 home games of the club during the 1951 season. In an announcement last week from WXEL (TV) Cleveland, which will carry the games, it was also indicated that some of the out-of-town games will also be telecast although full details of the season plans have not been completed.

The games will be sponsored by the Leisy Brewing Co. Bernard London will do production and direction. The telecasts will not be simulcast as they were in 1950, however an announcer for television has not yet been selected.

WDTV STUDIOS
Opening Is Nov. 19

WDTV (TV) Pittsburgh has set Nov. 19 as target date for opening of new studios in the Chamber of Commerce Bldg., Donald A. Stewart, general manger, has announced. A heavy schedule of local shows will be telecast "live" when the studios are completed. WDTV is owned and operated by Allen B. DuMont Labs Inc.

Construction has proceeded at a brisk rate, although the Pittsburgh newspaper strike slowed down work on the facilities for about two weeks, according to Mr. Stewart. Several local department stores turned to the DuMont TV outlet for help when their daily advertising space was unavailable in printed media. Station put its uncompleted studios at stores' disposal and helped advertise and display their merchandise by TV.

Studios will be 51 ft. by 48 ft. and were designed by W. T. Myer, architect for Allen B. DuMont Labs Inc. They are located on the second floor of the Chamber of Commerce Bldg. Station formerly occupied space in the Clark Bldg. Studio facilities include two image orthicon cameras, one iconoscope film camera for use with two 16mm film projectors, two microphone booms and dual video and audio facilities for rehearsals during air periods. Station operates on Channel 13 (60-66 mc) with 8.3 kw aural power and 16.6 kw visual.

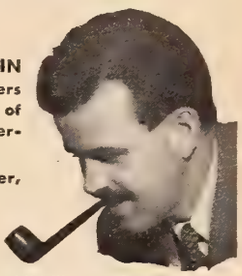
Firm Plans TV

INTRODUCTION of Chlorophyll deodorant has been so successful that Lester Amster, president of the Pearson Pharmacal Co., has laid plans for an extensive advertising campaign. A sizable television schedule, newspapers and magazines will be used. Harry B. Cohen, New York, is the agency.

SUCCESSFUL

because they have the

Right Disc Recorders



THE LARGEST INDEPENDENT RECORDING STUDIO IN THE EAST SAYS: "We've been using Fairchild Disc Recorders exclusively for many successful years. They stand the test of continuous operation with high quality output. That's the international reputation of the work we turn out—high quality!"

Mr. C. L. Stewart, Business Manager, Reeves Sound Studios



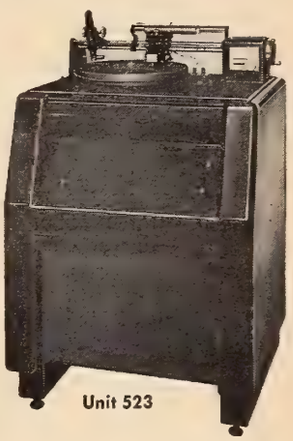
MERCURY RECORDS SAYS: "Reeves-Fairchild Thermo-Dynamic Margin Control represents an unbeatable combination . . . puts Mercury Records at the top in progressive recording techniques".

Mr. David Hall, Musical Director of Mercury Classics

With Fairchild's exclusive features, you too can be successful in the new markets for low noise LP, TV and Theatre film sound track recording.

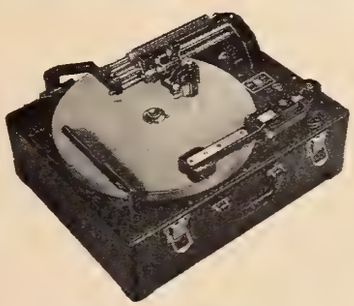
The FAIRCHILD STUDIO RECORDER with pitch-variable-while-recording is shown on the right. No lead screws or gears to change. Continuous pitch change from 80 to over 500 lines per inch simply by rotating the convenient knob. This is the famous MARGIN CONTROL which puts up to 25% more recording time in the same space—without reducing top recording levels.

70 db dynamic range on disc is now made possible with the Fairchild THERMO-STYLUS and MARGIN CONTROL—"an unbeatable combination".



Unit 523

Fairchild Synchronous Disc Recorders



Accurate Program Timing—Synchronous direct to the center gear drive for "shows on the nose".

Freedom From Wow—No slippage. No musical pitch change to make listeners aware the show is transcribed—extremely important at 33⅓ rpm.

Sound on Film Dubbing—Many of the motion picture sound tracks you hear and enjoy are first recorded on Fairchild Synchronous Disc Recorders.

Microgroove and Standard Pitch recording can be done with any of the 3 Fairchild Disc Recorders: Unit 523 for the finest fixed installation, Unit 539-K for the small budget studio, Unit 539-G (shown above) for console performance in a portable case. Fairchild "sync-disc" recorders for standard and microgroove recording are made in 3 models, from $715 (less cutter head and pickup).

FR 110

Fairchild RECORDING EQUIPMENT CORPORATION

WRITE FOR SERIES DRS LITERATURE TODAY IT'S FREE

154TH ST. AND 7TH AVE. WHITESTONE, L.I., N.Y.

NBC-TV PROJECT *Hollywood Expansion Cited by McConnell*

AN ACCELERATED program to prepare for NBC transcontinental telecasting from Hollywood upon completion of the coaxial cable, estimated at about January 1952, was announced by Joseph H. McConnell, NBC president, last Thursday at a news conference when he introduced John K. West, newly appointed Western Division vice president.

Expansion plans include production of motion pictures especially for television, as well as facilities for live telecasting of Hollywood shows over the cable.

"Studies have already begun to determine the types of facilities and locations for our network television operations here on the West Coast, and one of Mr. West's first tasks will be to carry this important project to a successful conclusion," Mr. McConnell said. "He will at the same time head up our expanding radio operations here which now include more program originations than at any time in NBC history." He estimated 60% of NBC programs originate from Hollywood.

Mr. McConnell said NBC is making plans for the day when Hollywood will occupy the same leading position in TV which it now has in radio and motion pictures. In programming for TV, NBC plans to "work hand in hand with the motion picture studios, just as we have for so many years in radio." He pointed out many highly successful TV programs are being filmed in Hollywood, including *You Bet Your Life* starring Groucho Marx, *Fireside Theatre*, *Stars Over Hollywood*, *The Hank McCune Show* and *Smilin' Ed McConnell*.

Whether NBC will buy existing Hollywood facilities for its TV expansion or purchase property for new construction depends upon studies now being made, according to Mr. McConnell. He pointed out that in order to service the existing coaxial network for television it had been necessary to expand in an unprecedented way, to take over the Center Theatre in New York, in addition to three other legitimate houses. He further declared that in a national emergency television would be as vital a means of communication as any in existence and that eventually facilities equal to those at the other end of the nationwide network would be essential to the Hollywood operation.

HELPED BY TV

Notre Dame Lauds Gridcasts

TELECASTS of Notre Dame football games have made millions of friends for the university, which will carry its games on TV again next season if the National Collegiate Athletic Assn. approves. This was revealed in Chicago Tuesday by Edward Krause, athletic director of Notre Dame, as he addressed the Chicago Quarter Back Club.

Notre Dame has been helped also "by other than the football phase" of telecasting, Mr. Krause said. "In a 20-minute period before the start of each televised game both Notre Dame and the visiting school can emphasize their educational facilities, in which football is only a small part."

The speaker said the NCAA, which has stipulated one year as the time limit on video commitments, will probably act on the matter of telecasting college games at its meeting in Dallas in January. Mr. Krause said if the NCAA grants an extension for continued telecasting, Notre Dame will telecast its games again in 1951.

ATLAS FILM CORPORATION

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CREATORS and PRODUCERS
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Oak Park, Illinois

CHICAGO: AUSTIN 7-8620

NEW TV CHAIN

GPL Announces Unit

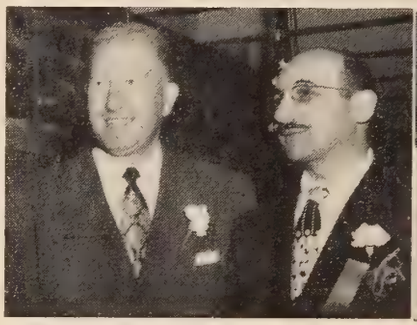
A COMPACT and simplified image orthicon camera chain was announced last week by General Precision Laboratory Inc., Pleasantville, N. Y. A single GPL chain consists of four basic elements, the image orthicon camera, camera control unit, synchronizing pulse generator and camera power unit. The equipment for a chain can be carried in a station wagon, according to the company.

The camera itself weighs 75 pounds. The camera iris is motor driven and can be controlled not only from the back of the camera but also from the camera control unit. GPL said fast focusing was possible because of coordinated turret control. GPL reported it had been working on design of the new chain for three years.

ACHIEVEMENT plaque for "outstanding contributions in the field of public service" has been awarded WPTZ (TV) Philadelphia by the city's Chamber of Commerce. Clement V. Conole, executive director, C of C in Philadelphia, presented award to Rolland V. Tooke, WPTZ assistant general manager, on station's *Public Invited* program, Nov. 1.



SPONSOR'S Rock of Gibraltar symbol on CBS-TV *Prudential Family Playhouse* is discussed by (l to r): Donald Davis, program prod. dir.; S. W. Toole, Prudential vice pres.; H. E. Edel, company's radio adv. mgr.; H. L. McClinton, pres. of Calkins & Holden, Carlock, McClinton & Smith; H. M. Kennedy, dir. of adv., Prudential.





JIM MORAN (left), who spends $400,000 yearly on Chicago television, and Hal Barkun, account executive at Malcolm-Howard Agency, watch 22,000 persons pour into Mr. Moran's new half-million dollar Courtesy Motors Service Center. Event was also telecast on WGN-TV's *Courtesy Theatre*.

COLUMBUS Day was marked on *Spanish Varieties*, language program now in its second year on KEYL (TV) San Antonio. Gathered are (l to r): Manuel Leal, show m.c. and mgr. of KIWW, San Antonio AM outlet; Pedro de Lille, pres. of XESE-TV, being built at Matamoros, Mexico; Mort Dank, prod.-dir. of KEYL.





IT'S family day and homecoming for this trio at a WLW and WLWT (TV) party during the National Assn. of Food Chains convention in Cincinnati. They are (l to r): K. T. Murphy, comptroller, Crosley Bcstg. Corp., who met his second cousin, NBC Star Dennis Day, and Breckenbridge Jones, vice pres. of Colgate-Palmolive-Peet.

GETTING together in studios of WFMY-TV Greensboro, N. C., after program featuring Vaughn Monroe are (standing, l to r): Gaines Kelley, station gen. mgr.; Gomer R. Lesch, WFMY-TV prog. dir.; Mr. Monroe. Seated is Ernie Johnson, Mr. Monroe's pianist.

A KPIX San Francisco highlight is the "cue receiver," worn by Vernon Appleby (l, floor director, for inventor Allan Kees, KPIX assistant eng. dir. Portable, radio operated set, attached to belt, eliminating headset and extensive wiring, contacts floor director with control booth.



MOVIE TV INTEREST

TOA Finds Trend

LIKELIHOOD that motion picture exhibitors will begin shortly to seek entrance into the TV broadcasting field on a substantial scale was foreseen last week following the Theatre Owners of America's convention in Houston.

In sessions dominated by television, TOA for the first time affirmatively recognized the existence of broadcast or "home" television as a major entertainment medium, and recommended that exhibitors interest themselves in it as well as in theatre television.

The preamble of a television resolution adopted by the convention declared:

Motion picture entertainment in the theatre has been, and always will be, we believe, the finest entertainment available to the public.

The development of television services—both theatre and home television—will bring new forms of entertainment and information to the public, and thus advance the public's appreciation and enjoyment of all entertainment. We feel there is a definite place for television in the home and the development of a new service of television in the theatre which will bring additional benefits to the public.

Theatre owners should investigate these opportunities and participate in the development of television, wherever possible.

It is appropriate that exhibitors recognize the existence and growth of the new electronics medium and participate to the fullest extent in television both for the public and their own interests.

The resolution held that "expanded use of television broadcasting as an advertising and promotion medium for motion picture film exhibited in theatres is necessary." It recommended "that the producer-exhibitor use television for the promotion and pre-selling on a national basis of motion pictures, by trailers or any other method best suited to this purpose. . . .

"It is recognized that television broadcasting can be of tremendous aid in stimulating attendance at the box office. It is recommended that the industry continue to explore and utilize the various techniques of promotion and showmanship in the medium of television as they have in the past with newspaper, radio, and other advertising and public relations media."

The resolution called upon "all exhibitors" to cooperate fully in preparation for the hearing FCC has called to consider the question of establishing a theatre television service—a hearing which, it was reported, is now slated to follow completion of FCC's current hearings on broadcast TV allocations.

Program Development

Commercial theatre TV equipment already permanently installed in some theatres "has proved to be absolutely adequate for the regular presentation of theatre television to the satisfaction of paying audiences," the resolution declared. It recommended that "theatre owners install theatre television equipment in their theatres," to make it possible "to develop more outstanding theatre television programs."

Adoption of the resolution followed a report of the TOA Television Committee by Chairman Mitchell Wolfson, part owner of Wometco Theatres, which operates WTVJ (TV) Miami, and speeches by other TOA authorities including Nate Halpern, television consultant; Marcus Cohn of the Washington law firm of Cohn & Marks, TV counsel, and Stuart L. Bailey of the Washington engineering firm of Jansky & Bailey, theatre TV engineering consultant.

Mr. Wolfson—who was elected chairman of the TOA board of directors—termed television "a natural for the motion picture exhibitor," and described Wometco's use of WTVJ to promote attendance in its theatres. "The results have been most satisfactory," he declared.

Mr. Wolfson conceded that TV broadcasting will have a tremendous impact on motion picture attendance, but insisted that it "need not be unfavorable," and that "the two industries can be mutually helpful." He noted that in non-TV areas "the box office is off just about as much as it is in television areas," and that the same is true in non-TV Canada.

"To my mind," he said, "motion picture exhibitors should use television rather than shy away from it."

He predicted TV broadcasting will reach the break-even point by the end of 1950, with profits for almost all TV broadcasters in 1951.

Sees Greater Urgency

FCC's approval of a color TV system, Mr. Wolfson said, makes it even more urgent that theatre television equipment with high fidelity color be made commercially available. He said he was confident that theatre-TV equipment with color pictures comparable to those of Technicolor will be available in the near future.

He described Zenith's Phonevision as "the flying saucer" of the television industry and predicted it will fade away.

Mr. Cohn reviewed general television developments within the past year, and went into detail on FCC's as yet undecided question of adopting a "uniform policy" toward applicants who have violated anti-trust, income tax and other non-radio laws.

He noted that this question has been expanded to include the question of concentration of control over the media of mass communications—which would include exhibitors as well as newspapers, etc. Mr. Cohn expressed confidence, however, that no hard-and-fast rule would be adopted by FCC to bar any particular type of business from radio and TV operation.

He predicted that color TV will arrive within five years of the industry's start in that field, whereas the development of color movies took 20 years.

Mr. Bailey discussed the technical phases of issues raised by FCC for the forthcoming theatre TV hearing, and Mr. Halpern outlined his views on principal questions regarding plans for establishing a theatre television service.

COOKING SHOW

WTMJ-TV Cites Success

THANKS to television, Milwaukee is more conscious of economical home cooking than ever before. Credit for this awareness is claimed by WTMJ-TV Milwaukee through its *What's New in the Home* program with Breta Griem and Connie Daniell.

WTMJ-TV points out that since the program was first telecast 18 months ago, its popularity with viewers and advertisers alike has resulted in expansion of *The Milwaukee Journal* station's programming in several ways. Mrs. Griem, a home economics consultant for more than 30 years, has given up her private practice to become a fulltime member of the station's staff.



Mrs. Griem

In addition, the Monday-Friday show has been increased from a half hour to 45 minutes and a new one-hour program, *Breta Griem's Kitchen*, is being started Saturday mornings to give youngsters cooking pointers. Promotion of *What's New in the Home* includes sale of a series of 24 cook books at grocery stores throughout the Milwaukee area. Released weekly, along with a cover and binder, the complete set of books makes up an encyclopedia of cooking.

'TV Tinkers'

CURRENT issue of *Better Homes & Gardens* carries an article entitled "Look Out for the Television Tinkers," based on shady dealings of some TV dealers and repairmen. The article cites several cases that have been reported to the Better Business Bureau. It also contains suggestions by the Better Business Bureau and the Television Installation Service Assn. for the protection of prospective buyers.

- 17 TUBES INCLUDING 5" CRT.
- 10 MILLIVOLT SENSITIVITY
- 12 MEGACYCLE BANDWIDTH
- DEFLECTION PLATES AVAILABLE ON TERMINAL BOARD
- CONTINUOUSLY VARIABLE CALIBRATOR
- SWEEP MAGNIFICATION 5 TIMES SCREEN SIZE
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$349.50 LIST COMPLETE WITH LOW CAPACITY PROBE

WRITE FOR DATA SHEET B

Now! A top quality engineer's oscilloscope combining ALL the features of a laboratory instrument in one convenient size, light-weight, low cost unit.

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FILM SYNDICATE

KTTV Calls Second Meeting

REPRESENTATIVES from 10 television stations are expected to attend a second meeting to discuss a television film syndicate, called for Nov. 20 by Norman Chandler, president of KTTV (TV) Los Angeles and *Los Angeles Times*. Meeting will be held at the Ambassador West, Chicago.

Although most of those attending represent newspaper-owned stations, any syndicate formed would not be restricted to such stations, as was originally planned, it was reported. First meeting was held this summer in Hollywood.

With recent purchase of the former Nassour motion picture lot in Hollywood KTTV now has facilities for producing film programs.

Those expected to attend the Nov. 20 meet:

Ben Larson, WPIX New York; Frank Schreiber, WGN-TV Chicago; Charles Vanda, WCAU-TV Philadelphia; J. Leonard Reinsch, WSB-TV Atlanta; Charles Thierot, KRON-TV San Francisco; P. A. Sugg, WKY-TV Oklahoma City; John Runyon, Clyde Rembert, KRLD-TV Dallas; Richard Borel, WBNS-TV Columbus, Ohio; Robert Swezey, WDSU-TV New Orleans. Mr. Chandler and Harrison Dunham, manager, will attend from KTTV.

WSM-TV Joins CBS

WSM-TV Nashville, has become the 61st CBS-TV affiliate, Herbert V. Akerberg, network vice president in charge of station relations, announced last week. A new contract supersedes a temporary arrangement since Oct. 1, whereby the station carried certain of the network's programs, he said. WSM-TV is owned and operated by WSM Inc., Nashville, and is connected by private microwave relay to Louisville, Ky. Station also is a DuMont TV Network affiliate.

Bloomington Relay

WTTV (TV) Bloomington, Ind.'s relay between Cincinnati and Bloomington is expected to be completed this month, barring bad weather, the station has reported. Unique feature of the relay, it was explained, is that it will pick up the regular broadcast signals of Cincinnati TV stations and beam them to WTTV.

LIBEL and SLANDER

Invasion of Privacy
Plagiarism-Copyright-Piracy
INSURANCE
For the wise Broadcaster
OUR UNIQUE POLICY
provides adequate protection.
Surprisingly inexpensive
CARRIED NATIONWIDE
For details & quotations write
Employers Reinsurance Corporation
Insurance Exchange Bldg., Kansas City, Missouri



CUBAN President Carlos Prio inspects television camera before his appearance during dedication of Union Radio Television Havana, Cuba's first TV station [TELECASTING, Oct. 30]. Standing behind Senor Prio (second from right) is Jose Mestre Jr., president of Union Radio Television. Inaugural ceremonies, held Oct. 24, were viewed by the public on receivers set up in the station's courtyard.



film report

Herbert S. Laufman & Co., Chicago, will release two of firm's video package shows on film shortly. One features Dr. George Crane, owner of syndicated newspaper feature, "The Worry Clinic," while other stars Golf Professional Johnny Revolta in series on how to play golf. This is first film activity of company. . . . Half-hour television film series *Piano by Eye*, starring Frankie Carle teaching piano by new identification method, now under production by **Jerry Fairbanks Inc.**, Hollywood. Series to total 10 films scheduled for national release this winter. . . . *Romance of the Ages*, 15-minute television film series featuring Manly P. Hall, head of Philosophical Research Society, Los Angeles, in little-known stories about historical and legendary figures, under production by **Davenport Productions.** Series will total 52. **Ned Davenport** is producer-director. Firm has offices at 418 S. Robertson Blvd., Los Angeles. Phone: Crestview 6-2057.

* * *

Cate & McGlone, Hollywood, is producting for **United Airlines** series of 12 one-minute TV film spots, six 20-second and six 10-second chainbreaks. Film firm also producing series of one-minute and 30-second TV film shorts on Hawaii to promote UA's direct flight to Hawaii. Agency: **N. W. Ayer & Son, Hollywood.** . . . Series of 29 TV films on behalf of **March of Dimes** campaign completed by **John Swallow**, Hollywood, for distribution to TV stations for use during March of Dimes drive Jan. 15-31. Films, shot in 35mm to be reduced to 16mm, feature such talent as Cab Calloway, Pinky Lee, Frank Fontaine, Ray Anthony, Diana Lynn, Tom Harmon, Robert Stack and others. . . . **Academy Film Productions**, Chicago, has just completed TV commercials for **Kalamazoo Stove & Furnace Co.**, through **Fulton-Morrissey** Agency; **Chicken Bones** candy, **Phil Gordon** Agency; **Safe-T-Smoker**, through **Rocklin Irving**; **Community Motors, Leo P. Bott Jr.** Agency; spots with Willie Shore for the **Dodge Dealers of Chicago**, through **Ruthrauff & Ryan**, and an animated cartoon for **Rival Dog Food, Charles Silver Agency.**

* * *

Jerry Fairbanks Inc., Hollywood, scenario and publicity staffs move to new offices at 6000 Sunset Blvd. **Lenard Kester**, artist, joins firm as art director of animation department; **Walter Grady** as head lighting technician . . . **Paul Phillips**, Fairbanks West Coast sales manager, joins **Ray Patin Productions**, Los Angeles as sales manager. . . . **Wallace Stark**, mural and portrait painter, signed by **Courneya Productions**, Hollywood, as art director for series of 52 TV shorts firm is doing for Bing Crosby Enterprises, Los Angeles.

* * *

Swank Films, Dayton, Ohio, move to new quarters at 627 Salem Ave. Telephone TA. 4192. . . . **Kasco Mills Inc.**, Toledo, has introduced its "Melody Mutts," to televiewers through series of one-minute film commercials produced by **Paul Hance Productions**, New York. The "Melody Mutts," an all-dog aggregation, consist of a seven piece orchestra, a trio and "Snooty" the announcer. **Clark & Rickerd Inc., Detroit**, is the Kasco dog food agency. . . . **Jerry Fairbanks Inc.**, Hollywood, has applied first use of Multicam system in color photography with filming of special TV featurette for **Dodge Div.**, Chrysler Motor Corp. Most releases of film, which will introduce next year's auto models, will be in black-and-white with special color prints to be distributed to stations scheduling color telecasts.

Subscription of two first-in-operation television stations in South America, Tupi Radio in Rio de Janeiro and Union Radio in Havana, to **INS-Telenews** daily TV newsreel service announced by firm INS service now extends to 15 foreign countries.

PRACTICAL VIDEO

Engineers' Guide Issued

PRACTICAL TELEVISION ENGINEERING. By Scott Helt. New York: Murray Hill Books Inc. (subsidiary of Rinehart & Co.) 708 pp. $7.50.

INTRICACIES of television engineering are made easily understandable to the practicing and prospective TV engineer in this authentic working guide written by Scott Helt, Research Division, Allen B. DuMont Labs Inc. and instructor at Columbia U. Equipment, methods and picture transmission phenomena are clearly explained in the book, which also includes some 387 illustrations.

Mr. Helt has served as chief engineer of the DuMont Television Network and also spent 15 years as engineer of numerous AM and FM stations, including WALA Mobile, Ala.; WIRE Indianapolis, Ind.; WLAP Lexington, Ky.; WIS Columbia, S. C.; WABD (TV) New York, and W2XMN (FM) Alpine, N. J. His new book, designed particularly to meet the needs of the TV broadcast engineer, was five years in preparation, according to Mr. Helt. The author also is head instructor in Principles and Practice of Television course at Columbia U.

TV AIDS DEAF

Columnist Writes WSB-TV

TELEVISION is to the deaf what radio is to the blind in making available sports, international and other great events for their enjoyment, according to Morgan Blake, *Atlanta Journal* columnist, in an open letter to John M. Outler Jr., general manager WSB-AM-FM-TV Atlanta.

Mr. Blake pointed out that programs, such as *Charade Parade* over WSB-TV, offer the deaf unusual fare. Quiz programs also open up new vistas for those who cannot hear, the columnist wrote.

However, Mr. Blake continued, the deaf would receive enjoyment "10 times more" if a way could be found to flash a few words of explanation on TV programs—such as questions and answers on quiz programs—to help deaf people's appreciation.

programs promotion premiums

TALENT SHOW ● ● ●

KSTP-TV Minneapolis, amateur show, 6-6:30 p.m. Sat., sponsored by Stokely-Van Camp Inc. (food products); agency, Gardner Adv., St. Louis. Viewers vote for contestants by sending labels from sponsor's products, with each label counting 10 points and post cards counting one. Each week label from special Stokely product will count 25 points. Winner will receive watch as prize and chance to participate in championship contest held every seventh week for grand cash award.

SCHOOL PROGRAMS ● ● ●

WRR Dallas, *The Texas School Of The Air*, series in two volumes "Music Is Yours" and "Your Story Parade" for elementary and junior high grades. First program covers instruments of orchestra and singing voices and is produced and directed by staff members and students of U. of Texas. Second show features dramatized productions of children stories. Script by Wesley Davis, U. Houston. Programs beamed to schoolrooms and auditoriums.

SEVEN-ELEVEN ● ● ●

KNBC San Francisco sending promotion piece to trade. Red and white folder shows two dice on front and is entitled "Where can you roll 7 or 11 every time?" Inside copy points out that San Francisco rates seventh in metropolitan area and 11th in population for a city in 1950 census.

SAFETY PROGRAM ● ● ●

WFIL Philadelphia, *What's News.* In cooperation with school and safety agencies of city, broadcast beamed to classrooms asked students to observe safety and good conduct rules. Appeal made by municipal, law enforcement, school and traffic authorities. Program is classified as required listening in schoolrooms.

EXCLUSIVE BROADCAST ●

WMBG Richmond, Va., broadcast official observance of opening of National Pharmacy Week. Occasion marked opening of 18th century apothecary shop in Williamsburg, Va. Special events staff covered event which was broadcast exclusively in Virginia.

★ ★ ★ ★ ★ ★ ★ ★ ★

ADD MORE RADIOS

ALL stations in Worcester, Mass., Nov. 8, began promoting radio with spots and information given on disc jockey and other chatter programs. Campaign theme is: "Radios . . . Like Windows . . . Should Brighten Every Room in Your Home." Promotion is to run two months with stations promoting outstanding programs, entertainment and informational services offered by radio. It will also point out how inexpensive radio sets are and how helpful radio is.

★ ★ ★ ★ ★ ★ ★ ★ ★

HOG AUCTION ● ● ●

WOC-TV Davenport, Iowa, hog auction, one hour weekly. Show originates from livestock pavillion on Mississippi Valley Fairground. Before auction begins, auctioneer gives talk with charts explaining types of hogs that are to be sold along with prices offered by packers. Viewers can see hog and hear prices being offered by bidders. Audience also is offered opportunity to bid by telephone.

BIRTHDAY CAKES ● ● ●

CKVL Verdun, Que., sent birthday cakes with candles to advertisers and agency executives in Montreal and Toronto on station's fourth anniversary. Cakes were shipped by air from Montreal to Toronto, and delivered with lighted candles by telegraph messengers.

TOWN MEETING ● ● ●

WOL Washington, *Jr. Town Meeting of the Air*, started Wed., Nov. 8. Features students from all District of Columbia high schools. Program patterned after *America's Town Meeting of the Air*. Students chosen by speech and debate departments of various schools. Each broadcast will originate from school selected. Dr. Hobart Corning, superintendent of schools for the District, acted as moderator for first program.

LATE SHOW PROMOTION ●

WJW Cleveland sending to trade promotion piece entitled "UP LATE?" Cover in light and dark blue with contrasting lettering. Piece points up six late programs offered on station. Cover is reproduced from series of car cards used in greater Cleveland area. Piece opens in middle displaying large call letter center inside. Copy points to coverage claimed by station and urges advertisers to use these shows to sell late audience.

MAILING PIECE ● ● ●

WEAM Arlington, Va., sending mail piece to advertisers and agencies. On front black letters against white background declare: "$1,000 If You Know This Man!" with arrow pointing to inside. Inside is reprint of STRICTLY BUSINESS column [BROADCASTING, Aug. 21], featuring Don Cooke, of Donald Cooke Inc. Copy adds that first new client to WEAM to call Don Cooke will be given $1,000 in radio time.

'TRUTH FOR TODAY' ● ● ●

WMBI Chicago, *Truth for Today*, Sun. 3-4 p.m., sponsored by Moody Bible Institute, Chicago. Dr. William Culbertson, WMBI president, regular weekly featured speaker. Special music and hymns are presented by Institute along with mixed choral groups formed of students and radio personnel. Guests include special instrumental and vocal groups.

COVER GIRL ON WGH ● ●

WGH Newport News, Va., capitalized on appearance of local Norfolk girl on cover of current *Ladies' Home Journal*. With almost perfect timing, Pat Leech, the cover girl, was interviewed on *Conversation Time* by Mildred Alexander, WGH women's director, just as magazines were hitting newsstands. Both program and appearance of magazine were given advance publicity by newspapers and by station. The *Journal* placed spots on station which were aired following interview.

EASTERN OFFICE ● ● ●

ANDREW Corp., Chicago, sending trade promotion piece announcing opening of Eastern District office at 18A Georgian Court, Bergenfield, N. J. Piece features picture of District Manager Karl Sterne along with some background material about him.







November 2 Applications . . .

ACCEPTED FOR FILING

License for CP

KCON Conway, Ark.—License for CP new AM station.

License Renewal

Request for license renewal AM station: KCHE El Reno, Okla.; WBBL Richmond, Va.

Modification of CP

KCHC El Paso, Tex.—Mod. CP AM station for extension of completion date.

License for CP

KTIS-FM Minneapolis, Minn.—License for CP new FM station.

License for CP new commercial TV station: KFI-TV Los Angeles; WGN-TV Chicago.

November 3 Decisions . . .

ACTIONS ON MOTIONS

By Commissioner Paul A. Walker

WKXY Sarasota, Fla.—Granted dismissal without prejudice of application.

FCC General Counsel—Granted extension of time to Nov. 15, in which to file reply to petition of KMA Shenandoah, Ia., to dismiss application of KIOA Des Moines, Ia.

By Examiner James D. Cunningham

G. A. Richards, Transferor, and Harry J. Klinger, et al, Transferees—Ordered that further hearing in Dockets 9402 et al (For consent to transfer of control of KMPC Los Angeles, WJR Detroit, WGAR Cleveland, and for renewals of licenses of same) be continued from Nov. 9, to Nov. 21 Detroit, Mich.

By Examiner Jack P. Blume

WKNX Saginaw, Mich.; WKMH Jackson, Mich.—Granted petitions to reopen record in proceeding re applications for the purpose of permitting applicants to offer current information as to their financial conditions. Further hearing to be held 11-6-50 in Wash., D. C.

By Examiner Fanney N. Litvin

The Toledo Blade Co., Toledo, Ohio—Granted motion to amend application so as to reduce maximum expected operating values for nighttime operation in direction of CFOS Owen Sound, Ont., Canada.

By Examiner Elizabeth C. Smith

WICH Norwich, Conn.—Granted leave to amend application so as to clarify and supplement engineering data upon which pending petition to sever and grant rests.

November 6 Applications . .

ACCEPTED FOR FILING

License for CP

License to cover CP new AM station: KOBK Owatonna, Minn.; KSEY Seymour, Tex.

KTRB-FM Modesto Calif. — License for CP new FM station.

Modification of CP

Mod. CP new FM station for extension of completion date: KRON-FM San Francisco; KDFC San Francisco; KSCJ-FM Sioux City, Ia.; WRCM New Orleans; WROW-FM Albany, N. Y.; WEPM-FM Martinsburg, W. Va.; WCAR Pontiac, Mich.; WINR Binghampton, N. Y.

WDLP
Panama City, Fla.
USES
Magnecorder
Used By More Radio Stations Than All Other Professional Tape Recorders



PT6-JA
Greatest professional recording value on the market! Portable high fidelity recorder and amplifier—as low as $499.50

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Chicago 1, Ill.

FCC actions



NOVEMBER 3 TO NOVEMBER 9

CP-construction permit	**ant.-antenna**	**cond.-conditional**
DA-directional antenna	**D-day**	**LS-local sunset**
ERP-effective radiated power	**N-night**	**mod.-modification**
STL-studio-transmitter link	**aur.-aural**	**trans.-transmitter**
synch. amp.-synchronous amplifier	**vis.-visual**	**unl.-unlimited hours**

STA-special temporary authorization **CG-conditional grant**

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

KUGN-FM Eugene, Ore.—Mod. CP FM station to change ERP to 0.390 kw, ant. to 57 ft.

License Renewal

WSVS-FM Crewe, Va.—Request for license renewal FM station.

KSDS San Diego, Calif.—Mod. CP noncommercial educational FM station to change ERP to 0.380 kw.

WLWD (TV) Dayton, Ohio—Mod. CP new commercial TV station for extension of completion date to 6-4-51.

APPLICATION RETURNED

Heart of the Black Hills Station, Rapid City, S. D.—RETURNED Nov. 6 application for new station on 1340 kc 250 w fulltime.

November 7 Decisions . . .

BY THE SECRETARY

WORK York, Pa.—Granted license increase power and install new trans. 1350 kc 5 kw-D 1 kw-N DA-N.

KSUI Iowa City, Ia.—Granted license change in noncommercial educational FM broadcast station; Ch. 219 (91.7 mc) 3 kw.

WABE Atlanta, Ga.—Granted license change in noncommercial educational FM station: Ch. 211 (90.1 mc) 4.8 kw; 300 ft.

Mountcastle Bcstg. Co. Inc., Knoxville, Tenn.—Granted request to cancel license for remote pickup KA-2970.

WROV-FM Roanoke, Va.—Granted license for new FM station; Ch. 279; (103.7 mc) 285 w, minus 5 feet.

WLEE Richmond, Va.—Granted license change frequency, increase power, change hours of operation, install new trans. and DA-2 and change in trans. location and mount FM ant. on #1 tower; 1480 kc 5 kw DA-2, S-WBBL.

KTOE Mankato, Minn.—Granted license new AM station; 1420 kc, 1 kw, DA-N, unl.

WFCB Dunkirk, N. Y.—Granted license new AM station; 1410 kc, 500 w, DA-2, unl.

KCIM Carroll, Ia.—Granted license for new AM station; 1380 kc, 1 kw, DA-2, unl.

San Antonio Television Co. Area, San Antonio, Tex.—Granted CP for new experimental TV relay; KA-7896.

WAAM Inc Area, Baltimore, Md. — Granted license for new experimental TV relay; KA-7258.

Caprock Bcstg. Co., Lubbock, Tex.—Granted license for new remote pickups; KKB-979, KA-5729.

WLAG-FM LaGrange, Ga.—Granted license new FM station; Ch. 281; (104.1 mc); 1.3 kw; 120 ft.

WEOL-FM Elyria, Ohio—Granted license for new FM station; Ch. 297; (107.3 mc); 15 kw; 290 ft.

Mid-Hudson Bcstrs. Inc., Poughkeepsie, N. Y.—Granted license for new remote pickups, KA-6132-3.

Iowa State College of Agriculture and Mechanic Arts, Ames, Ia.—Granted CPs and licenses for new experimental TV stations KAD-35, KA-7885.

WJBK-TV aux. Detroit—Granted CP to install aux. trans. at main trans. site of WJBK-TV, ERP vis. 1.48 kw and aur. 0.83 kw.

Allen B. DuMont Labs Inc., New York—Granted CP to change KE2XDR from temporary frequency assignment of 520-540 mc. to 700-720 mc. or such frequencies as may be assigned by Commission's Chief Engineer; ERP vis. & aur. 5 kw; change trans. location; condition.

Nebraska Rural Radio Assn., Lexington, Neb.—Granted CP new AM STL KAC-89 station; 925.5 mc; 5 w; F3 emision, to be used with KRVN Lexington, Nebr.

WGBR Freeport, N. Y.—Granted CP to install new trans.

WLIL-FM Lenoir City, Tenn.—Granted mod. CP to change type trans.

WAJC Indianapolis, Ind.—Granted mod. CP to change ERP from 820 w. to 700 w. and make changes in ant.

KXEL-FM Waterloo, Ia. — Granted mod. CP for extension of completion date to 2-22-51.

WSYR-FM Syracuse, N. Y.—Granted mod. CP for extension of completion date to 12-1-50.

KAHU Waipahu, Oahu, Hawaii—Granted license for new AM station; 920 kc, 1 kw, unl.

WHPM Smithfield, N. C.—Granted license new AM station; 1270 kc, 1 kw, D.

WEPM Martinsburg, W. Va.—Granted license install new vertical ant. and FM ant. mounted on top.

WABI Bangor, Me.—Granted license change in automatic frequency control equipment.

KAFY Bakersfield, Calif.—Granted license change in frequency, increase power, install new trans. and DA-DN and change trans. and studio locations; conditions. 550 kw, 1 kw DA-1, unl.

WADE Wadesboro, N. C.—Granted request for voluntary assignment of license to Robert Phillip Lyon and Risden A. Lyon d/b as R. P. Lyon and Son.

WLWB Dayton, Ohio—Granted mod. license to change studio location.

WBOK New Orleans, La.—Granted request for voluntary assignment of CP to WBOK Inc.

KTEC Oretech, Ore.—Granted CP to replace CP which authorized new noncommercial educational station which expired 9-4-50.

WSUN City of St. Petersburg, Florida, St. Petersburg, Florida—Granted mod. CP to change type of trans. and remove the FM ant. from top of AM northwest tower; conditions.

Following granted mod. CPs for extension of completion dates as shown: WSM-TV Nashville, Tenn. to 5-6-51; WOC-TV Davenport, Ia. to 1-1-51; WGTR Paxton, Mass. to 12-1-50; WMBD Peoria, Ill. to 1-15-51.

Granted following renewal of licenses of remote pickups on a regular basis: KA-5548 Peoria Bcst. Co., Peoria, Ill.; KA-7025 Griffith-Buenning Bcstg. Co., Atchison, Kans.; KA-2312, Calcasieu Bcstg Co., Lake Charles, La.; KA-5229, KA-5230; KQA-829, Summit Radio Corp., Akron, Ohio; KA-3472, Radiohio Inc., Columbus, Ohio; KGB-402, KA-7117, 7118, WHP Inc., Harrisburg, Pa.; KA-4871, Portorican Amer. Bcstg. Co. Inc., Ponce, Puerto Rico; KA-4776 Textile Bcstg. Co., Greenville, S. C.; KA-5744 Union Carolina Bcstg. Co., Union, S. C.; KA-2768; 2767; 2766, Black Hills Bcstg. Co. of Rapid City, Rapid City, S. D.; KA-4139 Brownsville Bcstg. Co., Brownsville, Tex.; KA-3821 Oil Center Bcstg. Co., Odessa, Tex.; KA-3361, 3857, 3858, 3859, 3860, KKB-980, Frontier Bcstg. Co., Waco, Tex.; KA-3889, 3888 Interstate Bcstg. Corp., Ogden, Utah; KA-2403, KAA-632, Grand Forks Herald Inc., Grand Forks, N. D.

Granted renewal of licenses on regular basis, subject to change in frequency which may result from proceeding in Docket 6651: KA-7875 (formerly WAIN), Peoria Bcstg. Co. Peoria, Illinois; KA-7876 (formerly WATB), Indianapolis Bcstg. Inc., Indianapolis, Ind.; KA-4546, E. E. Krebsbach, Sidney, Mont.; KA-7877, (formerly WTVT), The Fort Industry Co., Toledo, Ohio; KA-7878 (formerly WHPA), KA-7879 (formerly WEND) WHP Inc., Harrisburg, Pa.; KKA-796, KA-3540, Brownsville Bcstg. Co., Brownsville, Tex.; KA-7880 (formerly KREJ), Redwood Bcstg. Co., Eureka, Calif.; KA-7881 (formerly KABH), Radio Station KTES, Inc., Shreveport, La.

Granted following renewal of licenses of remote pickup on regular basis: KA-2989, Mosby's Inc., Missoula, Mont.; KA-5646, Commonwealth Bcstg. Corp., Norfolk, Va.

Extended following licenses of remote pickups on temporary basis to March 1, 1951: KA-6974 Nueces Bcstg. Co., Corpus Christi, Tex.; KA-3891, Turlock Bcstg. Corp., Turlock, Calif.

Extended following licenses on temporary basis to March 1, 1951, subject to change in frequency which may result from proceedings in Docket 6651: KA-2130, Modern Bcstg. Co. of Baton Rouge Inc., Baton Rouge, La.; KA-2244, Lou Poller, Chester, Pa.; KA-3596, McKinney Air Enterprises Inc., McKinney, Tex.; KKA-861, McKinney Air Enterprises Inc., McKinney, Tex.

Community Bcstg. Co., Corpus Christi, Tex.—Granted license for new remote pickup KA-7264.

Hilliard Co., Scottsbluff, Neb.—Granted license for new remote pickup KAB-730.

Tacoma School District No. 10, Tacoma, Wash.—Granted license for new remote pickup KA-5887.

Cornbelt Bcstg. Corp., Lincoln, Neb.—Granted license for new remote pickup KA-7474.

Cleveland Bcstg. Inc., Cleveland, Ohio—Granted license for new remote pickups KQB-620, KA-7280.

Land O'Lakes Bcstg. Corp., Cambridge, Ohio—Granted license new remote pickup KA-7279.

The Altus Bcstg. Co., Altus, Okla.—Granted license for new remote pickup KA-5777.

WKBZ-FM Muskegon, Mich.—Granted license change FM station; (98.9 mc) Ch. 255, 4.7 kw, 230 ft.

KSIL Silver City, N. M. — Granted license install new trans.

WGNC Gastonia, N. C.—Granted license install new trans.

WSOY Decatur, Ill.—Granted license install new trans.

Southern Idaho Bcstg. and Television Co., Twin Falls, Ida.—Granted mod. license to change emission of remote pickup KA-3499. F3 to A3 and change equipment.

Lake Bcstg. Co. Inc., Gary, Ind. — Granted CP new remote pickup KSB-678.

WJRI Lenoir, N. C.—Granted CP to install new trans.

WSUN St. Petersburg, Fla.—Granted CP to install aux. trans. near west end of Sandy Bridge, near St. Petersburg, to be operated on 620 kc 1 kw, unl. DA-N; conditions.

WCFC Beckley, W. Va.—Granted mod. CP to change type trans.

KOKX Keokuk, Ia.—Granted mod. CP to change type of trans.; conditions.

KLIX Twin Falls, Ida.—Granted mod. CP to change type trans.; conditions.

Following granted mod. CPs for extension of completion dates as shown: KOB-TV Albuquerque, N. M. to 1-1-51; KO2XRB Detroit to 5-3-51; WIVI St. Croix, Virgin Islands to 2-13-51 condition; WVOW Logan, West Virginia to 5-1-51.

(Continued on page 84)

SERVICE DIRECTORY

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COMMERCIAL RADIO MONITORING COMPANY
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WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
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Riverside, Ill.
(A Chicago suburb)

ADLER ENGINEERING CO.
TELEVISION AND BROADCAST FACILITIES
DESIGN AND CONSTRUCTION
1 Le Fevre Lane, New Rochelle, N. Y.
New Rochelle 6-1620


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CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted, 10¢ per word—*$1.00 minimum* • Help Wanted, 20¢ per word—*$2.00 minimum*
All other classifications 25¢ per word—*$4.00 minimum* • Display ads. $12.00 per inch

No charge for blind box number. Send box replies to
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All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

General manager for successful 5 kw outlet located in small town. Fine opportunity for man with good background and references. Send full details, picture first letter. Box 929G, BROADCASTING.

Capable manager to organize productive sales force, immediately, large upstate New York major market station. Write full qualifications. Box 936G, BROADCASTING.

Wanted: Manager for new daytime, one kc station in excellent market. Must be strong in sales and able to furnish A-1 references regarding both character and ability. Salary arrangements will be attractive to top man. Job also available for complete staff. Give complete information in first letter. Call or write Mr. J. R. Minton, Pyramid Radio Broadcasting & Television Co., Inc., West Frankfort, Illinois.

Salesmen

Guarantee $100 per week and 15 percent commission over guarantee. Midwest NBC regional in market over 150,000. Send full details. Box 887G, BROADCASTING.

Experienced. For young aggressive New England independent. Single station, good market. Liberal draw against 15%. Box 977G, BROADCASTING.

Salesman for new 5000 watt fulltime station. Excellent opportunity for thoroughly experienced time salesman to build his own future in booming community. Population almost doubled in last ten years. Now crowding 50,000. Will pay salary plus commission or straight commission with good drawing account. Ready to start about 4 weeks. Write Allan Curnutt, General Manager, KOOK, Billings, Montana.

Salesman to work territory. $250 month guarantee against 15%. WGVM, Greenville, Mississippi.

WRAC, Racine, Wisconsin's second largest market, needs one good salesman. $50 draw against 20% commission. Contact Herschell Lewis.

Announcers

Deep south 5000 watt NBC affiliate in excellent market has an opening for an experienced staff announcer with opportunities for talent. Send all details, including disc, photograph, references and minimum salary requirements, with initial inquiry. Box 942G, BROADCASTING.

Good opportunity in metropolitan Michigan market for sparkling "man on street" announcer. Send disc of this type show, resume and salary expected to Box 965G, BROADCASTING.

Announcer wanted by Pennsylvania network affiliate. Permanent position. Good pay for capable, experienced DJ. Some news. Send disc or tape and details to Box 970G, BROADCASTING.

Wanted: Three combination announcer-engineers with first class ticket, one as chief engineer. Write, giving full information in first letter, to Jack Haddock, Manager, Station KBYR, Anchorage, Alaska. (Box 1960.)

Topflight staff announcer with stable background wanted by 50,000 watt CBS station. Applicants must send complete audition covering entire repertoire and letter giving complete radio experience. Personal data and reference to KWKH, Shreveport, La.

Immediate opening for all-round announcer. Must be experienced on news and disc shows. Good opportunity for the right man at Springfield, Illinois, largest radio station. Contact WMAY, Reisch Building.

Help Wanted (Cont'd)

Staff announcer, good commercial man. permanent position, future for reliable, experienced person. **Send disc, photo, details. WPIC, WPIC-FM, Sharon, Pa.**

Combination man wanted. Excellent pay offered for announcer with reasonably good voice and first phone license. Send disc, or telephone Manager, WUSN, Charleston, S. C.

Technical

Wanted, first phone man immediately. Combination job includes announcing. Start $55 per week for 48 hours. Car required, southwest. Box 968G, BROADCASTING.

Wanted, experienced chief engineer and announcer. Car necessary. Announcing shift plus maintenance. Southwest, fulltime, 250 watt station. Gates equipment. Growing station. Start $255.00 month, 48 hour week. State complete background first letter. Picture and disc. Box 969G, BROADCASTING.

Opening available in middlewest station for engineer with license and control room experience. Must be good audio production man. Exceptional opportunity for right man to grow into combination AM-TV operation. State salary, experience, send photo first letter. Reply Box 976G, BROADCASTING.

Wanted, Combination engineer - announcer with first phone. Experience not necessary if good voice. Prefer man from southwest with station that is progressive and good working conditions. Salary attractive. Contact Manager, KEYE, Perryton, Texas.

Engineer with announcing capabilities. Not necessarily experienced. Needed immediately by CBS affiliate, contact Jim Duncan at KSIL, Silver City, New Mexico.

Wanted: Transmitter engineer, 1 kw daytime station. Car necessary. Advise salary expected first letter. WDBL, Springfield, Tennessee.

Opening for engineer-announcer with first phone ticket. Progressive 1000 watt station, excellent working conditions, good salary, exceptional opportunity. **Contact Station WJAT, Swainsboro, Georgia.**

Immediate opening for transmitter engineer with first class license. Some remotes and maintenance. Permanent position. WNEX, Macon, Georgia.

Production-Programming, others

Sharp traffic manager desired by dual network affiliation 5 kw operation. Experience necessary to keep completely straight a rather complicated traffic department in midwest location. Box 930G, BROADCASTING.

Situations Wanted

Managerial

Manager over 18 years experience net and independent stations. Box 560G, BROADCASTING.

Manager, extensive independent and network experience, young, college graduate, now heading 1 kw net affiliate; unexcelled record; background and record will stand closest scrutiny, highest industry references. Heavy on sales and low cost operation. Solid, radio business man. **Excellent** record of employee and **public relations. Seeking challenging market. Box 828G, BROADCASTING.**

Management opportunity. Know radio, no bull. Experience continuous four states since '37. Program director 3 stations. Hold license. Age 33, 2 children. Draft status favorable. **Minimum $5,000 year. Box 876G, BROADCASTING.**

Situations Wanted (Cont'd)

Nine years all phases will assure production with profit. Present employer knows of this advertisement. Box 933G, BROADCASTING.

Manager, 9 years local and network experience in all phases of operation. Box 938G, BROADCASTING.

Successful, experienced manager, age 34, with eleven years all-round experience, desires change. Presently general manager of 250 watt Mutual affiliate in market of 100,000. Will go to any part of country. This is opportunity to get a competent, dependable man who can assume full responsibility. Excellent references. Box 940G, BROADCASTING.

Commercial manager who gets results. Employed but desire change. Ten years radio, twenty years advertising. Married, over draft age. Prefer average town, Carolinas or Virginia. Box 944G, BROADCASTING.

Well known California radio executive with 12 years experience desires change. Past three years manager successful AM station. Available on reasonable notice for management, production or sales executive position in AM, TV or allied fields. California only. Best references. Box 956G, BROADCASTING.

Manager. You can hire sales manager on percentage basis, no draw, no salary. Family, includes 3 competent salesmen, programming, etc., included if necessary. No announcers or technicians. Will take over your problems, but make it fair, please. Stanley Holmes, 719 Colorado, Louisville, Ky.

Salesmen

Experienced salesman desires larger market and opportunity to increase earnings. Married. Will move anywhere that provides possibilities. Please state all in first letter. Box 937G, BROADCASTING.

Salesman, program director, announcer, write copy. Six years radio all departments except engineering. $75 minimum, married, permanent. Box 948G, BROADCASTING.

Salesman, some radio selling experience. Teaching background. Salary and commission. Box 964G, BROADCASTING.

Announcers

Basketball, play-by-play. One of nation's best. $150 weekly. Box 755G, BROADCASTING.

Draft exempt vet, have experience on small Chicago AM-FM, some TV. Strong, friendly voice. DJ, news, commercials, know board. Will travel. Tape and photo on request. Box 762G, BROADCASTING.

Announcer 3½ years. Married, 27, veteran. Experienced: sports, news, DJ. Prefer sports. Upper midwest. Appreciate shot at station over ¼ kw. Indie or net affiliate. Box 799G, BROADCASTING.

Sportscaster. Four selling years play-by-play football, basketball, hockey, baseball. Can permanently help sports minded station midwest or east. Box 860G, BROADCASTING.

Announcer, single, 27, veteran. College and law degrees. Two years radio experience. Salary secondary. Will reply with discs, information to all inquiries. Box 865G, BROADCASTING.

Sports announcer with ticket. Presently employed sports, special events and program director small indie. Seeking stable station with organized baseball and/or heavy sports programming. West coast only. Solid references. Details etc. in letter. Box 867G, BROADCASTING.

Situations Wanted (Cont'd)

Announcer, veteran, single, 28. Excellent background. Radio school and commercial experience. Can handle any type program, operate console. **Box 883G, BROADCASTING.**

Top sportscaster. Five years commercial experience in play-by-play all sports. Excellent in basketball and baseball. Former station sports director. Best of references. Box 923G, BROADCASTING.

Experienced announcer - copywriter, presently working in that capacity. Single, veteran, desire position in New England. Will accept straight copy writing, announcing, or both. All offers considered. Disc and resume available. Box 928G, BROADCASTING.

Announcer, 1st phone ticket, 26, two years experience. University graduate. Draft exempt. Will travel. Full details and disc. Box 932G, BROADCASTING.

Announcer-engineer, 14 months commercial broadcasting experience. First phone. Married. Draft exempt. Presently employed as station manager. Hard worker. Prefer combination work in Virginia. Reference. Sixty dollars weekly minimum. Questions answered. Write Box 935G, BROADCASTING.

Basketball, football, baseball, play-by-play news, special events, 8 years experience west coast. Presently employed, desire change. For more complete sports schedule, air check, tapes available. Box 941G, BROADCASTING.

Available December 1st. Sport announcer, experienced. Looking for job with station that has year round sports coverage. Experienced in all phases of play-by-play. Looking for hard work not a soft touch. Enclose salary. Disc, tape and complete details available. Box 943G, BROADCASTING.

Experienced announcer. Four years staff and special events, some sports. Age 24, married, draft exempt. Presently employed. Box 945G, BROADCASTING.

Experienced announcer, employed, desire better opportunity. Straight shifts, news, DJ, remotes, basketball and baseball. All replies answered immediately. Box 946G, BROADCASTING.

Announcer, DJ. Mature, friendly style, authoritative news. 3 years program director. Box 951G, BROADCASTING.

Combination announcer-engineer. Veteran, 26, single. Total experience, 2 years plus with indie and present network affiliate. Desire permanent position with progressive station. Dependable, conscientious, willing to work. Tape, photo on request. Box 953G, BROADCASTING.

Announcer, top morning and afternoon audience. Sells products, married Marine veteran. News, straight announcing, 3 years radio, driving south from Michigan in two weeks, interview en route. Married. 27. References. Box 957G, BROADCASTING.

Announcer, all night DJ, top newsman, draft exempt, veteran, 3 years experience, a good salary will give you good production, references. Box 960G, BROADCASTING.

Announcer, 3 years experience, references, sober, neat, reliable, draft exempt veteran, married. Box 958G, BROADCASTING.

Announcer, newsman, DJ, ad lib and special events, draft exempt, 3 years experience. Usual notice. Box 961G, BROADCASTING.

Announcer, news, heavy DJ. Experience, 3 years staff announcing, veteran, married. References. Box 959G, BROADCASTING.

Announcer, top news and disc man. 3 years experience, 24, single. Draft exempt, ad lib and special events my specialty. Show business background. Good all night disc jockey. Top references. Box 962G, BROADCASTING.

Staff announcer, 24 years old, 2 college degrees, extensive training, news casting at Radio City. Pleasing voice. Can write. Veteran. Will travel. Disc available. Box 966G, BROADCASTING.

Announcer-newscaster, 3 years experience with networks and independents. Draft exempt, 24, single. References, usual notice. Box 963G, BROADCASTING.

Situations Wanted (Cont'd)

nnouncer, writer. Veteran, not in reerves. Excellent news style, have done diting. Thorough knowledge of jazz nd popular music. Have program ideas hat are certain pull. Have done radio riting. College background, looking or hard work, but with a future. Box 67G, BROADCASTING.

louble dealing? So are we. Two trained, xperienced announcers, with a modrn radio approach. Employed this past ear and half with 1 kw station, one as hief announcer, now seeking larger narket of at least 100,000. Deep resoant voices. Music? From Gillespie to ounoud! Authoritative news delivery. ll phases of programming. Married ets. A-1 references, taped audition. double deal for any staff! Box 971G, ROADCASTING.

ombination man, strong on sports, lay-by-play, fully experienced, hold rst class license. Box 972G, BROADASTING.

nnouncer: Thoroughly trained in all hases of radio including the operation f the console. Sales, DJ, news, sports. raft exempt, travel anywhere. Box 75G, BROADCASTING.

wo and half years experience all departments. Announcer to program dilector. Box 980G, BROADCASTING.

nnouncer-DJ, 31. Seven years experince. Three and half years with Illinois egional. Now with southern outlet. refer morning, late night, all night DJ stint. Copy, sales, music librarian, raffic PD experience. Music conscious utlet desired. Make offer. Box 981G, BROADCASTING.

op sportscaster-announcer. Play-bylay all sports. Excellent references. mployed. Available immediately for op basketball coverage. 2053 Palm ourt, Riverside, Calif.

nnouncers, writers, all board trained nd capable. Pathfinder School of Raio, Kansas City, Mo. Phone Harison 0473.

nnouncer-engineer: 2½ years experince, 1 year as program director. Colege graduate. Married, 2 children, age 0. Have car. Available immediately. refer middlewest or Florida. Best refrences. Acton Tillery, Shamrock, exas. Phone 679-W.

Technical

8 years 1st telegraph, 1st phone liense, last five years 1 kw broadcast, ooking for something better, anywhere U. S. Box 702G, BROADCASTNG.

Engineer, experience includes 5 years onsulting engineering, highly skilled in irectional antenna design and perormance. Previous experience includes everal years as chief engineer. Draft xempt. Box 813G, BROADCASTING.

First phone, married, vet, low draft tatus, presently on one kw. Desires rogressive organization with opporunity to learn, earn. Prefer northast. Box 840G, BROADCASTING.

Chief engineer, 17 years experience. eeks change to progressive station. alary secondary to opportunity. Best eferences. Box 842G, BROADCASTNG.

Chief engineer, experienced all phases roadcasting, construction. Have made wo installations. Permanent position stablished station. Best references. amily, age 28. Box 870G, BROADCASTING.

Engineer, five years experience operaion and maintenance of transmitter nd studio equipment. Want permanent osition. Excellent references. Married, ne child. Box 871G, BROADCASTING.

First phone, age 22, single, have car. Draft exempt under present laws. **Army training in high power equipment.** Enrolled in CREI broadcast ourse. 6 months experience. Free to ravel. Available immediately. Box 880G, BROADCASTING.

Engineer, 2½ years broadcast experience, graduate leading radio school, presently employed. Box 882G, BROADCASTING.

Engineer, first phone, experienced, FM transmitter and control, have car. Box 905G, BROADCASTING.

Experienced engineer. Constructed and working for 1000 watter. Remotes and maintenance. Box 922G, BROADCASTING.

Situations Wanted (Cont'd)

Engineer, 3 years experience. Ham over 15 years, wants permanent position. No combo. Available immediately. Box 934G, BROADCASTING.

Married, vet, eighteen months experience transmitter, control room, remotes, recordings. Draft exempt. Prefer New England, New Jersey, New York. Box 947G, BROADCASTING.

Engineer now employed; six years experience in installation, maintenance and operation of AM, FM and TV studio and transmitter equipment. Want permanent position with progressive station. Sober; excellent references. Box 950G, BROADCASTING.

Engineer. Experienced studio, phasing and directional equipment, maintenance and remotes. Box 952G, BROADCASTING.

Chief engineer desires position with progressive station. Long experience in all phases of broadcast engineering includes multi-element directionals. Ready for TV. Draft proof. References? The best. Box 954G, BROADCASTING.

Engineer, phone first, complete offer first contact. Box 974G, BROADCASTING.

First class phone license, will accept job anywhere. Belmont Peters, 173 Raymond, Staten Island 10, N. Y.

Production-Programming, others

Announcer-program director. Seek larger outlet with room for advancement. Now employed local N. Y. area station. B.F.A. Married. All inquiries answered. Box 920G, BROADCASTING.

Program director, announcer. Youthful, married, draft exempt. 3½ years successful announcer. Box 921G, BROADCASTING.

Looking for someone with unqualified recommendation of employers? I've got it, but am as high as can go present position. Experienced complete station operation except engineering. Little announcing, but do have most popular hillbilly show in area. Looking for permanent job with future. Minimum $70. Married. College graduate. Prefer southeast. Let me tell you my story. Box 924G, BROADCASTING.

Program director, available soon. Let's talk about the future. Good production and ideas. Good background. Married. State salary offered. Box 927G, BROADCASTING.

Program director, capable, versatile, responsible. Background includes extensive special events work. Excellent record of employment past 9 years. Box 939G, BROADCASTING.

Program director, salesman, announcer, write copy. Six years radio all departments except engineering. $75 minimum, married, permanent. Box 949G, BROADCASTING.

Newsman. Mature, experienced, fully qualified in all phases. Own minitape. Box 955G, BROADCASTING.

Television

Managerial

Television executive, experienced in designing, building, staffing and making stations run. Box 973G, BROADCASTING • *TELECASTING.*

For Sale

Stations

Will sell a number of shares in independent producing station. Located in small city in the Gulf states area. Can furnish financial statement to worthwhile interested parties. Write Box 978G, BROADCASTING.

Equipment, etc.

For sale, 5 kw composite AM transmitter, Doherty circuit, originally Western Electric linear, operating, available January 1. Two 343A, two 212E, four 321A tubes new. Best offer. Box 760G, BROADCASTING.

Wincharger tower, 280 feet, heavy type 300, guyed. For price and details contact KSTT, Davenport, Iowa.

For sale; one G.E. dual channel console, excellent condition, contact KTRN, Wichita Falls, Texas.

For Sale (Cont'd)

Composite tower, 4-leg cross membered square 205' guyed. Less insulators, $500. Available immediately. WFTC, Kinston, N. C.

For Sale—Truscon tower (172 feet, lighted); Western Electric transmitter; sundry 1,000 W parts; available because we've increased power. Jim Healey, WOKO, Albany, N. Y.

Make offer FM WE 506B-2 complete, spares, 10 kw transmitter. New, never uncrated. H. Edwin Kennedy, WILM, Wilmington, Delaware.

For sale—One kw RCA transmitter 833A finals and modulators. John Pomeroy, c/o WILS, Lansing, Michigan.

Wanted to Buy

Stations

Wanted, independent or network station. Located anywhere in eastern half of United States. Arkansas dividing line. All information will be held in strict confidence. Willing to pay up to three years earning power over past years. Box 926G, BROADCASTING.

Equipment, etc.

FM frequency modulation monitor. Box 979G, BROADCASTING.

One insulated self supporting tower approximately 150 feet. Address Manager, WDLP, Panama City, Florida.

Wanted to buy. Two used remote line amplifiers. Five microphones. WOPA, Oak Park, Illinois.

Used RCA 76 or Western Electric 23 or 25 console. Two turntables. Urgent. Speech-Radio Dept., School of Religion, Butler University, Indianapolis.

Situations Wanted

Announcers

NEWSCASTER—2½ years experience, currently employed 5000 watt CBS affiliate, desires betterment. Journalism university graduate. 27, single, draft exempt. Box 925G, BROADCASTING.

Technical

TECHNICAL DIRECTOR
Available

Electrical engineer, presently employed as technical director NY metropolitan area AM operation, seeks new connection with combined AM-TV or AM operation planning the addition of TV. Outstanding record of performance over a period of years, both in AM and TV plant operation. Will relocate. Box 931G, BROADCASTING.

Miscellaneous

NOW! CUSTOM JINGLES! Proven sales results at a cost you can afford. Created by Berg—composer of some of America's most famous jingles and top hit songs. Need we say more? **RICHARD STROUT PRODUCTIONS, BOX 2261, Hollywood 28, Calif.**

Donates Transmitter

COMPLETE TV transmitter unit has been donated by the Capehart-Farnsworth Corp. to Indiana Technical College, Fort Wayne, Fred D. Wilson, Capehart's president, announced last week. The college's president, A. T. Keene, said the equipment would be operated with an experimental signal in the school only for use in educational and training purposes. Mr. Keene added that the transmitter will enable the school to equip a greater number of students to enter TV engineering, manufacturing, broadcasting and servicing.



SPEAKER Frank White (center), MBS president, takes time out at the Boston Radio Executives Club luncheon Nov. 1 in the Hotel Touraine, Boston, to get the station viewpoint. Flanking him are Harold E. Fellows (l), WEEI Boston general manager and club president, and Linus Travers, vice president and general manager, Yankee Network Inc. Mr. White reviewed network and independent station operations.

International First

INTERNATIONAL television "first" is reported from abroad where a 1 hour and 50 minute program was telecast from Calais in France to London, a distance of about 95 miles. The event, occurring exactly a century after the first submarine cable was laid across the channel, was marked with exchange of greetings from the Mayor of Calais to the Mayor of Dover. It is estimated some half-million televiewers in London watched the historic program. Transmitted from a tower in the Calais town hall, signals were received in Dover and microwaved another 20 miles where a VHF link carried the waves 18 miles further to a London location and thence to Alexandra Palace in the English capital.

Seminar Talks Held

FIRST Annual Regional Television Seminar will be held in Baltimore in mid-February, it was decided by the group's Steering Committee. Seminar is sponsored by WAAM (TV) Baltimore in cooperation with the U. S. Office of Education, Johns Hopkins U., American U. and Temple U. The first seminar will cover "Career Opportunities in Television." Speaker, well known to the industry, is to be selected.

Crosley Grant

EXPERIMENTAL UHF television station on 529-535 mc was granted by FCC Nov. 3 under special temporary authority to Crosley Broadcasting Corp. for the purpose of testing UHF receiving equipment. To be located at the transmitter site of WLWT (TV) Cincinnati, the UHF station will use 100 w visual and 50 w aural power. Only test pattern or monoscope pictures may be aired.



THIS group of WNAX Yankton officials, representatives of the Katz Agency, and entertainers at the station's Farmstead Improvement Program performance includes (l to r): Bill Dix, Katz, New York; Robert R. Tincher, vice president and general manager, WNAX; Sam Cowling, ABC *Breakfast Club;* Don D. Sullivan, WNAX commercial manager; Fran Allison ("Aunt Fanny"), *Breakfast Club;* Gene Emerald, m.c.; Bill Joyce, Katz, Chicago; Patsy Lee, *Breakfast Club;* Tom Flanagan and Gene Gray, Katz, Kansas City; Eddie Ballantine and Johnny Desmond, *Breakfast Club.*

FARMSTEAD IMPROVEMENT

WNAX Three-Year Project Has Gala Climax

CLIMAX of WNAX Yankton's three-year Farmstead Improvement Program, most ambitious public service promotion in the station's history of nearly a quarter of a century, drew a capacity crowd of 6,000 to the Sioux City Municipal Auditorium Saturday night, Oct. 28. Hundreds were turned away from the hall.

During a widely advertised Midwest Farmer Day, WNAX staged three events in Sioux City, which it claims as a primary listening area and where it maintains studios.

In the afternoon, an estimated 2,000 farmers and their families, from five states, were guests at a two-hour show at the Municipal Auditorium, featuring the WNAX *Missouri Valley Barn Dance*, which has had a high program rating in the region for many years.

In the evening, a banquet for winners in the Farmstead Improvement competition was held at the Warrior Hotel, with Robert R. Tincher, vice president and general manager of WNAX, as toastmaster. Several national legislators, and officials of five states and of Sioux City were at the head table.

At night, the windup event was highlighted by the award of farm and home utility prizes worth $10,000 to this year's state winners in the Farmstead contest, as well as to two-year and three-year over-all regional winners. The program was embellished with entertainment by ABC's *Breakfast Club* performers — Patsy Lee, Johnny Desmond, Aunt Fanny (Fran Allison), Sam Cowling, and Eddie Ballantine — plus a brief recital by the two-time national champion Sioux Falls American Legion Chorus.

The WNAX Farmstead Improvement contest, conducted annually since the summer of 1947 in cooperation with the Agricultural Extension Services of North and South Dakota, Nebraska, Iowa, and Minnesota, drew entries from 1,691 farm families in 243 counties of the five states. The program was designed by WNAX to raise the standard of farm living in the midwest by promoting actual improvements to farm homes, yards, and farm buildings.

The project was terminated with this year's awards because, in the opinion of Chris Mack, WNAX farm service director, "farmers have so raised their standards in this region that there is little or no room for further improvement."

With the Oct. 28 awards, WNAX increased to $40,000 the total of merchandise given to winning contestants over the three-year period. In addition to state and county prizes each year, WNAX wound up the promotion with the two-year and three-year over-all improvement awards of $2,000 and $3,000 in merchandise, respectively. To determine these regional winners, the station recently chartered two airplanes and sent a blue-ribbon judging committee to two farms in each of the five states. One judge was selected from each state. WNAX lined up an imposing list of manufacturers who furnished prizes for the Farmstead Improvement contest in return for promotion during the three-year period.

Speakers at the Saturday night performance included some of the nation's best known personalities, including U.S. Sen. Karl Mundt and Gov. George Mickleson of South Dakota, U.S. Representatives Karl Stefan of Nebraska, Charles Hoeven of Iowa, Francis Case of South Dakota, Nebraska's Secretary of Agriculture Rufus M. Howard, and Mayor Dan J. Conley of Sioux City.

Mundt Praise

"WNAX is an institution of which we are very proud," said Sen. Mundt. "I have seen with my own eyes the results of this fine program of encouragement. This is a great manifestation of the American spirit in action."

Rep. Stefan said: "In the early days of radio when WNAX was one of the first on the air, little did I believe that radio would participate in great programs like this. I congratulate the station on what it has done."

Gov. Mickleson termed the project "one of the most worthwhile in the history of the Midwest."

California
$28,000.00

An ideal 250 watt fulltime facility for a good owner-manager. Located in one of California's very attractive and rich small markets, this property is showing a nice profit. Operating costs are very low and business is increasing. Substantial down payment—balance out over a reasonable period of time.

Southeast
$95,000.00

An excellent fulltime network facility covering a rich, growing southeast area. This station shows a good consistent profit and business is increasing. Plant and equipment far above average. Building appraised at $30,000.00 and will be retained by owner if desired reducing price to $65,000.00. Several thousand in net quick assets included.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
Washington Bldg.
Sterling 4341-2

CHICAGO
Harold R. Murphy
360 N. Mich. Ave.
Randolph 6-4550

SAN FRANCISCO
Ray V. Hamilton
235 Montgomery St.
Exbrook 2-5672

Smith Buys Ritter Co.

FRED SMITH, president of Fred Smith & Co., New York public relations and business consultants, has purchased Philip Ritter Co., 50-year-old New York advertising agency. The firm will be known as Philip Ritter Co., a division of Fred Smith Inc. Philip Ritter III, who was president, will become associated wth the Smith organization.

PHILCO SALES UP

Increase 76% Over 1949

PHILCO Corp.'s sales in the third quarter of 1950 increased 76% over the corresponding period last year, William Balderston, president, announced Nov. 6. Earnings were up to $4,256,000 ($2.47 per common share) compared to last year's third quarter when volume and income were down because of costs in starting Philco's new radio and television line and earnings were $508,000 (24¢ per common share), according to Mr. Balderston. Total sales for first nine months this year were $229,205,000 with earnings at $10,412,000 compared with sales of $150,043,000 with earnings at $2,506,000 for the same period last year, he said.

According to Mr. Balderston, television output at Philco has continued on the increase with a new production record established a fortnight ago. In the future, he added, Philco is looking to substitute materials to make possible maintenance of quality standards while filling customer requirements.

BAB FOLDERS

Urge Hotels To Buy Time

BROADCAST Advertising Bureau has distributed retail information folders on hotels, a $5 billion industry.

The BAB radio folder on hotels points out that only 19% of the hotels in the country use radio, despite conspicuous success of those that have used broadcasting, and urges stations to make vigorous solicitations to expand hotel use of the air.

The television folder says hotel managers have recognized TV as an "unprecedented opportunity" to "display their wares."

'WGAY' Scratched

LATEST tipsheet from Bowie (Md.) racetrack has scratched "WGAY." The two-year-old bay gelding, named after WGAY Silver Spring Md., by his part-owner, Announcer Ben Schwartz, was secreted away from Barn 19 stall at 3 p.m., Nov. 5, Ernie Tannen, WGAY program director, reported last week. Saddled with suspicion that the two-time track participant may have been the victim of foul play, Maryland authorities investigated. State police found "WGAY" had been moved to Lincoln Downs, R. I., a case of mistaken "horse identity." "WGAY" was returned late last week.

WKY Oklahoma City sent custom built bus-type mobile unit to cover Kansas City stock show. One show daily was aired from arena and recordings for use on other broadcasts were made.

HORSE RACE ISSUE

WTUX Asks FCC Reconsider

EW FIRE has been built under e horse race programming issue the petition of WTUX Wilington, Del., for reconsideration FCC's decision denying license newal to the station [BROADCASTG, Oct. 16, Nov. 6].

The WTUX petition charged at:

- FCC erred in concluding the sta-n's owners intended its horse race ograms to be of aid to illegal gamng.
- "Important new" evidence relatg to the question of intent on the part the WTUX owners has been disclosed "deliberately false statements" of drew J. Kavanaugh, Wilmington dictor of public safety, before a Senate mbling investigation committee.
- The Commission ruling constitutes ogram dictatorship and violates the nstitution as well as FCC's rules and e Administrative Procedure Act.
- The hearing record shows other ations were hiring horse race shows f an equal or higher degree of value bookmakers" than WTUX but FCC justly acted only against WTUX while newing licenses of certain others.

Prepared by Thomas W. Wilson nd John P. Carr of Dow, Lohnes Albertson, WTUX counsel, the etition said it is "most impornt," in considering the question the intent of owners Gordon K. acIntosh and Howard R. Robinn, that FCC "understand the tuation as it existed in Wilmingn" during the period in question.

The petition asserted that until May 49 the owners of WTUX thought Mr. avanaugh "was a part of a local plan eliminate the competition" of TUX "from the local radio picture." pointed out that as a city official r. Kavanaugh should have first come rectly to WTUX with his complaint ather than resorting to the seemingly derhanded method" of going first FCC.

Started in 1947

WTUX began the *1290 Sports arade* program, which included acing information, in the fall of 947, the petition noted, but it was ot until three days after Armtrong Daily Sports Inc. comenced sponsorship of the proram in October 1948 that Mr. avanaugh filed his complaint. rmstrong publishes a daily racg paper.

The petition said WTUX later learned of Mr. Kavanaugh's past differences with Moe Annenberg, whom he alleged owned Armstrong, and it was this "strong resentment and evident bad feeling" which "seemed to be the real reason" why Mr. Kavanugh filed his complaint.

WTUX stated that during this period WAMS Wilmington, owned by "several local businessmen," was also broadcasting horse race programs "in approximately the same form as WTUX" and Messrs. MacIntosh and Robinson "were extremely puzzled as to why this complaint had been lodged against their station only and not also against WAMS."

WTUX notified Mr. Kavanaugh of the WAMS programs, the petition said, and was told a "similar complaint" would be lodged "immediately."

WTUX said that when this was never done, it was considered clear confirmation of "suspicion that Kananaugh was a tool of local interests and that his charges were without foundation."

'Absolutely False'

FCC was told Mr. Kavanaugh made four separate accusations in his complaint, and that only one was correct—that WTUX was carrying horse race programming. WTUX said the hearing proved "absolutely false" the accustations that WTUX owners were collecting money from local bookie rooms, that WTUX explained on the air how to use the Armstrong publication to place bets and that WTUX broadcast the statement, "This will not interfere with the races."

WTUX said all of these factors "convinced the station that Kavanaugh was insincere and untrustworthy." In light of this, the petition stated, the WTUX owners did not believe Mr. Kavanaugh's allegation that a number of horse race rooms raided during past months had receivers tuned to WTUX.

If all the allegations had been correct, the petition contended, this last allegation "would no doubt have been heeded and as a result, the station's racing format would have been altered many months earlier than it was."

As to FCC's conclusion the WTUX owners failed to heed Commission policy on racing programs as defined in the February 1948 Capital Broadcasting Co. (WWDC Washington) decision, the petition claimed WTUX did heed this policy and considered WTUX programming to be in accord. The petition said the Capital Broadcasting ruling "is very confusing and except for the dissenting opinion, seems to endorse horse racing programs in general."

The petition explained WTUX owners belived this opinion correct because "scores of stations" throughout the U. S. continued to broadcast horse racing programs "in approximately the same manner" as WTUX. The petition further stated WWDC "was giving race results on a rapid basis and was giving most if not all of the details (with the exception of the Armstrong numbers) that WTUX was broadcasting.

The petition presented a tabulation of race results allegedly broadcast by WWDC on May 16, 1949, "which format is believed to be generally the type which had been employed by the station for the entire period being questioned" for WTUX. Similarly, a tabulation of information purportedly relating to race programming by WGAY Silver Spring, Md., a Washington suburban outlet, was presented for the same date.

The "confusion on the part of the owners of WTUX as to the meaning" of the WWDC decision "was further exaggerated by the fact that horse racing is illegal under the laws of the District of Columbia and as found by the Commission in its WTUX decision,

(Continued on page 89)

WANT TO GOBBLE UP TURKEY (Ky.)?

Little ol' *Turkey* is a sure 'nuff Kentucky town—friendly as can be, but way too small to satisfy your appetite. . . .

So instead of gobbling Turkey, WAVE caters to the 27 *really important* counties of the Louisville Trading Area—turns profits by serving folks who have a Purchasing Power 41% *above the average of Turkey and all the rest of Kentucky combined!*

All Kentucky indexes tell the same story. WAVE does a fowl job in Turkey, but laps up the gravy around Louisville! Want some?

LOUISVILLE'S WAVE

NBC AFFILIATE . . 5000 WATTS . . 970 KC

FREE & PETERS, INC. National Representatives

*In Percentage Increase Of Sales 1939-49**

Miami (Dade County) Ranks High Among The Top 20 Official Metropolitan Areas

Among the 53 metropolitan areas in its own population group... Miami ranks

1st in retail sales
1st in drug sales
1st in furniture-household-radio sales
3rd in automotive sales
6th in general merchandise
7th in food sales

In addition to the rankings in this group, Miami stands exceedingly high among all metropolitan areas with a rating of 4th in retail sales; 6th in furniture-household-radio sales; 7th in food store sales; 10th in drug sales; 14th in automotive sales.

For a two-fisted selling job here, call on WIOD. For details, see our Rep, George P. Hollingbery Co.

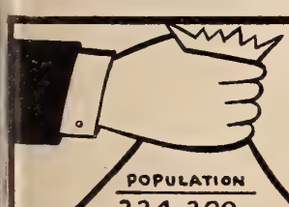
*SM Estimate



WIOD FIRST IN MIAMI

JAMES M. LeGATE, General Manager

5,000 WATTS • 610 KC • NBC



the KOKOMO *market is rich!*

Distribution of Listening Homes among stations . . .
Latest Conlan Figures . . .
WIOU . . . 67.0%

POPULATION	
224,200	
BMB RADIO FAMILIES	EFF. BUYING INCOME
74,210	$302,329,000
RETAIL SALE SALES	FOOD SALES
$181,967,000	$46,980,000
NO. FOOD STORES	DRUG SALES
591	$6,539,000
NO. DRUG STORES	FARM $
77	$65,071,000

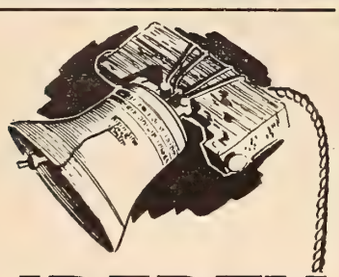
WIOU 1000 WATTS ON 1350 KC

KOKOMO, INDIANA

Columbia Broadcasting System

National Rep: Weed & Co.

FOR SOME INTERESTING INFORMATION ON RADIO IN IOWA, PLEASE SEE PAGE 29 OF THIS ISSUE



LIBERTY
Rings the Bell
IN LOS ANGELES
WITH
KMPC
THE
"50,000 WATT STATION OF THE STARS"
LIBERTY BROADCASTING SYSTEM
DALLAS, TEXAS
AMERICA'S THIRD LARGEST NETWORK

FCC Actions

(Continued from page 78)

Decisions Cont'd.:

BY COMMISSION EN BANC

Hearing Designated

Charles L. Cain, Grand Prairie, Tex.—Designated for hearing application for new station on 1480 kc 500 w D, in consolidated proceeding with applications of KRMD and Lakewood Bcstg. Co., scheduled to be held at Washington on Nov. 20.

ACTION ON MOTIONS

By Commissioner Geo. E. Sterling

Cecil W. Roberts, Kewanee, Ill.—Denied continuance of hearing, presently scheduled for Nov. 15 at Washington, D. C., in proceeding upon application.

KXRN Renton, Washington—Granted continuance of hearing in proceeding re application from Nov. 17, to Jan. 17, 1951, at Washington, D. C.

WVOW Logan, West Virginia—Granted continuance of hearing in proceeding upon application to March 1, 1951, at Washington, D. C.

Tribune Pub. Co., Tacoma, Wash.—Granted request that Commission accept late appearance in hearing upon its application et al.

WJMR New Orleans, La. — Granted extension of time in which to file replies to exceptions of the initial decision issued in proceeding re application and time extended to Nov. 13.

FCC General Counsel—Granted request that transcript of testimony in proceeding re revocation of CP of KFMA Davenport, Ia., and revocation of license of station WXLT Ely, Minn. be corrected in various respects.

KSRV Ontario, Ore.—Granted leave to amend application so as to revise its directional array, financial and program data.

Robert Hecksher, Ft. Myer, Florida—Granted request that the Commission dismiss as moot his petition for reconsideration, and grant without hearing filed on Sept. 29.

FCC General Counsel—Granted extension of time to Nov. 16, in which to file proposed findings of fact in the matter of revocation of license Station KFTM Fort Morgan, Colo.

Dalrad Associates, Memphis, Tex.—Granted petition of Dalrad Assoc. requesting dismissal without prejudice of application

Marshall Formby, Spur, Tex.—Application of Formby is removed from the hearing docket.

By Examiner J. D. Bond

WFTC Kinston, N. C.—Granted in part motion for order to take depositions in proceeding re its application. Granted motion to accept late appearance in proceeding re appliction and that WELS Kinston, N. C. and statement of appearance filed Oct. 25, is accepted.

By Examiner Fanney N. Litvin

WTOD Toledo, Ohio—Granted leave to amend application so as to reduce nighttime radiation toward CFOS Owen Sound, Ont., Canada, and make other minor changes in radiation resulting from change in pattern toward CFOS.

By Examiner Basil P. Cooper

WRFC Athens, Ga.—Granted leave to amend application so as to specify new DA-N with power of 500 w, said proposed ant. being so designed as to permit WRFC to operate unl. time without causing interference within the normally protected contours of any existing or proposed station; granted insofar as it requests that application, as amended, be removed from hearing docket; dismissed as moot pet. for recons. and grant without hear.

By Examiner H. B. Hutchison

The Central Ohio Broadcasting Company, Galion, Ohio—Granted leave to amend application so as to request frequency 1250 kc, with 1 kw unl. employing DA-DN, in lieu of 560 kc 1 kw D, and for removal of application, as amended, from hearing docket.

November 8 Decisions . . .

BY COMMISSION EN BANC

Extension Granted

KMLB Monroe, La.—Granted extension of temporary authority for period of 15 days from Nov. 5 to operate night hours with non-directional ant. and power reduced to 500 w pending restoration of west tower and submission of sufficient proof that array is in proper adjustment together with submission of Forms 302, power to be determined by indirect method.

WIOD Miami, Fla. — Granted extension of temporary authority for a period of four months from Nov. 5 to operate with power reduced to 1 kw, and non-directional antenna pending reconstruction of the authorized directional array.

WINZ Hollywood, Fla.—Granted extension of temporary authority for period of 90 days from Nov. 3 to operate 90 ft. vertical temporary ant. with power of 1 kw-D, 500 w-N; power to be determined by indirect method.

November 8 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WILK Wilkes-Barre, Pa.—Mod. CP AM station to change frequency, power etc. for extension of completion date.

License for CP

License for CP new FM station: KMAR Bakersfield, Calif.; WKBN-FM Youngstown, Ohio.

FM—98.5 mc

WKPT-FM Kingsport, Tenn.—CP FM station to change ERP to 4.8 kw, ant. to minus 89 ft.

November 9 Applications . . .

ACCEPTED FOR FILING

License for CP

WEED Rocky Mount, N. C.—License for CP to increase power etc. install DA-2, AM station.

WAAA Winston-Salem, N. C. — License for CP new AM station.

AM—1080 kc

WIVY Jacksonville, Fla.—CP AM station to change from 1050 kc, 1 kw-D to 1080 kc, 1 kw-D, 500 w-N DA-N.

AM—1300 kc

KMMO Marshall, Mo.—CP AM station to change from 1300 kc, 500 w-D to 1300 kc, 1 kw-D.

Modification of CP

Mod. CP new FM station for extension of completion date: WDAE-FM Tampa, Fla.; KIRO-FM Seattle, Wash.

NEW ENGLAND UNIT

Names Three Radio Executives

THREE radio executives have been appointed members of the Committee of New England, the National Planning Assn. announced Friday. They are Harold E. Fellows, general manager of WEEI Boston; Craig Lawrence, general manager of WCOP Boston, and Paul W. Morency, vice president of WTIC Hartford.

The committee holds its first meeting today (Nov. 13) in Boston to form its program for analyzing the effects of government policies on the full development of New England's economy.

RWG ELECTION

Marion Named President

RADIO WRITERS GUILD faction alleging pro-Communist leanings among the Eastern Council membership was in effect voted down by the national RWG membership in election of officers announced last week. Ira Marion, senior ABC staff writer, was elected national president and promptly signed the anti-Communist- affidavit required by law.

Others elected to the council from the same slate included Jim Hart, Bob Cenedella, Sam Moore, Jack Bentkover, David Kogan and Jack Gerber, representing news writers. Alternates elected were Sig Miller, Addie Richton, George Fass, Abe Ginnes and Fred Freed.

Mr. Marion won out over Knowles Entrikin, who represented the defeated faction, by about two-to-one in the national vote and by 173 to 108 in the eastern region vote. The election leaves none of the dissenting members on the eastern region council, but the group is reportedly holding together with the intention of continuing its opposition.

Holiday Package

ASSOCIATED Program Service, New York, has provided its subscribers with a special 9-hour-and-45-minute holiday package program which includes 18 quarter hours of holiday music and stories, a one-hour *Christmas Show*, three half-hour children's programs, one 15-minute choral program, a half-hour review of 1950 and two-hour *New Years Eve Dance Party*.

WCDL Joins MBS

WCDL Carbondale, Pa., has become an affiliate of MBS. The call letters of WCOL, an ABC affiliate in Columbus, Ohio, were inadvertently used in a story reporting the affiliation of WCDL in the Nov. 6 BROADCASTING. WCOL retains its ABC affiliation.



WILS of LANSING, Mich. will stand on its head if necessary to give you clever program promotion and merchandising service tailored to drive!

SEE RAMBEAU

Rumpus Room

(Continued from page 85)

dio prop man—to assure that all ential steps of the commercial completed in the allotted min- and a half time.

Working on cue, the demon- ator moves from table to stove back again while the prop as- ant replaces the dish in prepa- ion with one showing the finished duct.

Besides finding TV an effective ling medium, Premier likewise s derived useful applications as nerchandising aid.

One of the most productive was recipe contest, which not only vided new basic recipes but ened the eyes of the firm to the satility of its product. Premier, king its cue from Madame House- fe, changed the label on the can m "Excellent Spaghetti Sauce" "Sauce of Many Uses."

Premier also uses *Rumpus Room* build good will with grocers and sewives. It has equipped one its giant demonstration trailers h DuMont television sets. Trailer moved each day to a different ghborhood grocery where Johnny en salutes the grocer and in- duces customers to the program.

Tickets Allocated

Tickets are allotted to grocers o have booked Mr. Olsen's erant studio through coming nths. Upwards of 10,000 ticket quests are on file.

The choice of Mr. Olsen as Pre- er's personality man, competing y with Premier Pete, doubtless s a fortuitous one and had its spiration largely in the fact that e likeable m.c. has won and held female audiences, not only in w York, but also in Chicago ere he previously presided over BC's *Ladies Be Seated.*

Mr. Olsen is assisted on the po- lar DuMont show by his able fe Penny, Announcer Russell, e demonstrator, and such inani- te objects as pop up from time time. Mr. Olsen's duties con- t of stunts and other audience rticipation features which in- riably transform the studio into rumpus room.

Premier's campaign for its sauce



Johnny Olsen (r) with Penny Olsen and Announcer Don Russell.

* * *

also created somewhat of a rumpus in wholesaling circles by the manner in which it disappeared from dealers' shelves. One salesman wrote the company:

"An account of mine in Bloomburg, N. J., who took six months time to sell one case of Sauce Arturo, gave me an order for 10 cases two weeks ago and has called me for five more cases this week. He says, 'All these people down here watch television. They have been buying two and three cans at a clip.'"

Within 60 days after Premier undertook sponsorship of *Rumpus Room,* demand for the sauce within WABD viewing range became so heavy that the company had to restrict its distribution to stores in this area, according to Mr. Alexander. In one day alone, he noted, Premier received more orders than it had recorded *in a two-month period before using television.*

Wholesome Effects

The show had some other wholesome effects, too. TV housewives pressured chain stores so persistently that several groups which had never handled the product began stocking up.

Last April Premier beseeched South Jersey tomato growers to supply a quota five times the quantity it had canned last year. Meeting with no success, and unable to replenish its supply, Premier May 15 switched products, placing video's impact behind two other products, mayonnaise and Roquefort cheese dressing.

And now, once again, Premier is pushing its Sauce Arturo, which it began promoting last Jan. 2, 1950, with every indication that it will continue to do so for some time to come, for nothing succeeds like success, the sponsor and station say.

Excess Tax

(Continued from page 21)

including some radio-TV manufacturers, who have common problems arising from expansion and growth during the base period.

Two broadcasting firms—Meredith-Syracuse TV Corp. [WHEN (TV) Syracuse] and May Broadcasting Co. [KMA Shenandoah, Iowa]—have asked to file statements with the Ways and Means Committee.

Confusing the tax picture is the result of the Nov. 7 national elections. A lame duck Congress has been the legislative body expected by a harassed Administration to come up with a workable war profits levy, retroactive Oct. 1 or July 1, 1950.

What enthusiasm legislators will carry with them to Washington on the entire tax problem is questionable. A decline in enthusiasm for settling the issue this year already had been noticed.

There have been comments, like that of Sen. Ralph Flanders (R-Vt.), to the effect that an increase in corporation taxes would be more desirable than a war profits levy [BROADCASTING, Nov. 6].

In addition, President Truman is not on the same ground as he was prior to the elections in regard to calling Congress back before the Nov. 27 date set for a last brief sitting of the outgoing 81st Congress. The new 82d Congress convenes next January.

To further complicate the tax picture, recommendations have been made to abandon the relief provision as contained in the profits law in effect during World War II. In its place, some experts advance the idea of including a mechanical formula that would apply to individual tax problems of industries—like radio-TV—which could be considered to be in the "hardship" category [CLOSED CIRCUIT, Nov. 6].

'MARK TRAIL'

Lauded by Educators

NEW JERSEY Education Assn. used the *Mark Trail* radio series, a juvenile adventure program based on a theme of conservation, as a model of education by radio at its annual convention in Atlantic City, Nov. 9-12.

To demonstrate how education of children can be aided by commercial radio, a special session to hear two recordings of the show was on the conference agenda. Program is heard three times weekly on MBS and is sponsored by the Kellogg Co., Battle Creek, Mich.

NORTH CAROLINA
OFFERS MORE
FARM INCOME
$944,900,000*
*1949 Sales Management, Survey of Buying Power
THAN ANY OF THE 12 STATES IN THE RICH GROWING SOUTHEASTERN MARKET

Here in one state is an economy soundly balanced between agriculture and industry—a market with more people with more money to spend on their unfulfilled needs than ever before. 44 daily and 156 weekly newspapers, 85 radio stations and 2 television stations blanket this market of over 4 million people, with money to spend.

NORTH CAROLINA
Department of Conservation and Development, Raleigh

Mr. Al Capley
Lake-Spiro-Shurman, Inc.
Memphis, Tenn.

Dear Al:

Tho't y'ud like ter know jest what a bargain yuh bought when yuh started sellin' St. Joseph Asperin on WCHS! Yessir, Al, yuh made th' best buy in West Virginny! F'rinstance, yuh gits 83,500 REGULAR lisseners ever' day on WCHS — more'n 12,500 per dollar! Now, ain't thet sumthin', Al? Jest keep thet in mind when yuh wants ter sell sumthin' else! Yuh buys th' best when yuh uses WCHS!



Yrs.
Algy

WCHS
Charleston, W. Va.

YOU CAN CALL YOUR SHOTS
ON THE
ARROWHEAD NETWORK

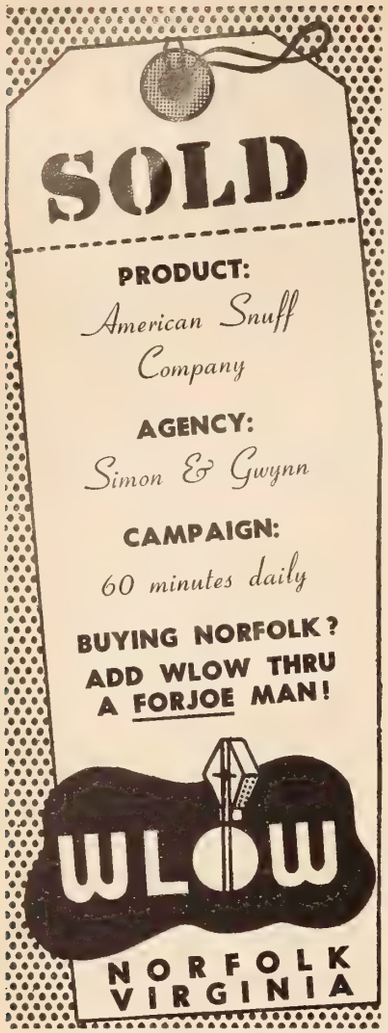


To cover the rich dairyland markets of Wisconsin; the industrial centers of Northern Minnesota . . . use the Arrowhead Network. You're interested in sales—and that's what we deliver!

ARROWHEAD NETWORK

WMFG HIBBING | WHLB VIRGINIA | WEBC DULUTH | WJMC RICE LAKE | WEAU EAU CLAIRE | WISC MADISON

Represented nationally by RA-TEL Reps., Inc. and regionally by BULMER-JOHNSON, Inc. Mpls.





SPOTS

with pulling power!

Spot radio has tremendous pulling power when good time buying is coupled with good spot production. Good spots pull better on a station with more and better listeners. In the vast and prosperous El Paso Southwest, KROD is THE station with the biggest group of loyal and responsive listeners.

KROD

CBS, EL PASO

KEY STATION, SOUTHWEST NETWORK

5000 WATTS

600 TOP O' THE DIAL

RODERICK BROADCASTING CORP.

DORRANCE D. RODERICK, *President*

VAL LAWRENCE, *Vice Pres. & Gen. Mgr.*

REPRESENTED NATIONALLY BY THE O. L. TAYLOR COMPANY

Congressional

(Continued from page 19)

be torn by internal strife on the color television question. Rep. Crosser promised to bring up the issue to his committee when the 81st Congress returns this month. If GOP sentiment is for a probe, the demands probably will receive more attention than they would have been given a few months ago.

Rep. Charles Wolverton (R-N. J.) will continue as ranking minority member on the committee. Speculation has mounted that Rep. Wolverton may be prevailed upon to press for an inquiry on color. Two leading TV manufacturing firms, DuMont and RCA, both opposed violently to CBS color, have plant facilities in New Jersey.

In the Senate, most outspoken critic of FCC's position on color TV is Sen. Capehart. He had asked FCC, prior to its final decision, to hold back until the 81st Congress returned. The Indiana Senator is a former owner of the radio manufacturing firm bearing his name and is now active in a commercial phonograph producing firm.

Other demands for a full dress inquiry may be forthcoming during 1951 Senate and House debate, providing the color TV question still burns in that year.

The proposed NARBA agreement, a target of clear channel broadcasters, may be in for a hail of protests when it is presented to the Senate for ratification (see story page 21).

Not to Return

The following Democratic members of the House Commerce group will not be in the 82d Congress: Reps. George G. Sadowski, defeated in the Michigan primaries; Andrew J. Biemiller of Wisconsin; George Howard Wilson of Oklahoma; Neil J. Linehan of Illinois, and the late Alfred L. Bulwinkle of North Carolina who died earlier this year while in office. The Republicans on the committee were all re-elected, including Rep. Harris Ellsworth, who has part interest in KRNR Roseburg, Ore.

Tuesday's elections climaxed the most extensive radio and television campaigning by candidates ever witnessed before in the annals of American politics. Standout in the media's use was Gov. Thomas E. Dewey, who was re-elected in New York. (See separate stories).

The balloting also brought new names to the Washington political scene, many of them long familiar in radio circles. Among them is Frank T. Bow, successful in his bid for the Republican seat in Ohio's District 16. The former commentator at WPAY Portsmouth, Ohio, has a background of particular interest to government and radio people. He served as counsel for the House Select Committee to Investigate FCC during the 80th Congress.

Most dramatic Senatorial race was in Connecticut where Sen. William D. Benton, advocate of world radio and champion of the Voice of America, squeaked by his challenger, Prescott S. Bush, a CBS stockholder and New York businessman. Democrat Benton, former partner of Benton & Bowles, New York, was re-elected by a narrow margin of less than a thousand votes.

Formal action by Connecticut Republicans for a recount is expected. If Mr. Bush were to win, the Senate would find itself in a 48-48 party tie. A U. S. attorney in the Nutmeg State was quoted last week as ready to ask help of the FBI if evidence is found to support allegations of irregularities at the polls.

Sen. Benton's former agency associate, Gov. Chester Bowles, is no longer a political partner in the New England state. Imcumbent Bowles was defeated by Rep. John Davis Lodge, a Republican.

Taft Family Holding

Sen. Robert A. Taft served candidate Joe Ferguson a crushing defeat in the Ohio Senatorial contest. Republican Taft's family holds interests in WKRC Cincinnati and the *Times Star*, as well as Transit Radio Inc.

The Taft heavy plurality is seen as the factor which may spur a bold bid to capture the Republican nomination for President in 1952. Sen. Taft took to the air in the Buckeye State to answer President Truman's last-minute radio appeal to voters in the final heat of the election campaign. [BROADCASTING, Nov. 6].

An Ohio radio executive was newly elected to Congress. Frazier Reams, president of Community Broadcasting Co., which operates WTOL-AM-FM Toledo, won the Ninth District in a three-party contest. Defeated were Democrat Thomas H. Burke, the incumbent, and Republican Joseph A. Raney. Mr. Reams, a Toledo attorney who has been active in Democratic Party affairs for many years, ran as an Independent.

Rep. H. R. Gross (R-Iowa) was returned to Congress. He was formerly a radio news commentator, as was Rep. Karl Stefan (R-Neb.), re-elected. Rep. Mike Mansfield (D-Mont.), who heads a special House Committee to Investigate Campaign Expenditures, was re-elected. His committee was scheduled to open hearings on campaig funds, including candidates' rad and television spending.

Also returned was Rep. Richar W. Hoffman, president of WHF Inc., licensee of WHFC Cicero, Il Mr. Hoffman is a Republican i Illinois' Tenth District. Rep. Alvi E. O'Konski, president and owne of WLIN Merrill, Wisc., was r elected. He is a Republican i Wisconsin's Tenth District. Re Clinton D. McKinnon (D-Calif. reelected, founded KCBQ Sa Diego in 1946 which he later sol

Back for another term wer Reps. John Phillips (R-Calif.), fo mer part-owner of KPAS Bannin and Francis Walter (D-Pa.), wh has often been at odds with FCC.

In California, Rep. Harry I Sheppard, Democrat, outspoke critic of the radio networks an author of legislation proposin their licensing, was re-elected a though the contest was in doul for some time after the polls close Even while engaged in his can paign, Rep. Sheppard last wee found time to demand of FCC tha

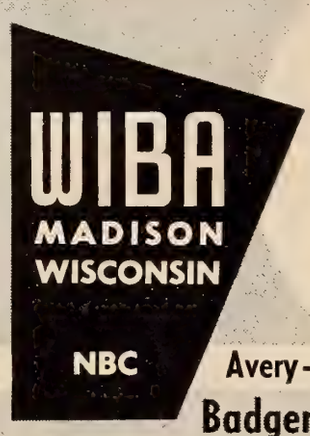
WWDC'S CHARM

All Candidates Successf

OFFICIALS of WWDC Washin ton aren't sure whether it was stroke of fate or the station's stro 5 kw signal, but election retur revealed that all Maryland can dates who campaigned over WWD were elected.

Rep. Lansdale G. Sasscer, a Dem ocrat running for re-election in t state's 5th Congressional distric made two major political speech over WWDC and was the on Democratic Congressman to survi the Republican landslide in Mar land. Same was true of LeR Pumphrey, Democrat of Prin Georges County, who was elect to Maryland's House of Delegate

Biggest upset was the victory Republican William R. Hughes, w conducted a "rock 'em, sock 'em campaign over WWDC exclusivel with eight quarter-hours. T three candidates said they selecte WWDC for campaigning purpos because of the station's coverage Southern Maryland. Time wa purchased at political time rates.



1950

OCTOBER SURVEY

FACTS FOR MADISON ARE NOW AVAILABLE

AND WIBA STILL TOPS THE LIST

FOR THE DETAILS CALL OUR REPS

Avery-Knodel, Inc., Representatives

Badger Broadcasting Company

5000 WATTS ON 1310 ... ESTABLISHED 1925

mend its rules to free network nsors to contract with other sta- s for rebroadcasts of their pro- ms (see story page 20).

n a contest for State Governor, vard Pyle, vice president and gram director, KTAR Phoenix, ged an upset in Arizona. In a saw battle, Mr. Pyle defeated s. Ann Frohmiller, the Demo- tic standard-bearer, when late rns assure re-election of GOP didate who had been given only outside chance. James F. nes, former Secretary of State minority stockholder of WORD XY (FM) Spartanburg, S. C., he new Democratic governor of th Carolina. Gordon Persons, mer owner of WSFA Montgom- , Ala., was elected governor of bama.

Democrat D. Worth Clark, part ner of KJBS San Francisco led in his bid for the Senate en Herman Walker, Republican, eated him in the Idaho race. Mr. rk had ousted former Sen. Glen Taylor in the Democratic pri- ries last August.

Significant popular vote on an tiative measure in Oregon de- ted an attempt to bar the sale alcoholic beverages "promo- ely" advertised within the state. e proposal, sponsored by the mperance League of Oregon, was ght by broadcasters who warned shington State radio executives t if the proposal had succeeded Oregon, its neighbor Far West te would be next.

Milestones of WFHR'

WFHR Wisconsin Rapids, Wis., celebrated its 10th anniversary Sunday, Nov. 5, with a one-hour program, *Milestones of WFHR*, during which highlights of the decade were reviewed and recorded, and congratulatory messages aired. Among those commending the station and its general manager, George T. Frechette, were Wisconsin's Gov. Rennebohm, NAB President Justin Miller, NAB District 9 Director Charles C. Caley, WMBD Peoria, and such radio notables as Fulton Lewis jr., Jack Bailey and Walter Mason.

open mike



'One Big Market'

EDITOR, BROADCASTING:

. . . I have spent the past two weeks introducing WQUA, the newest CBS affiliate, to the time buyers of both Chicago and New York, and on several occasions I was told that it was impossible for WQUA to cover the Quad-Cities market. . . . I found these timebuyers had their information from your 1949 BROADCASTING map on the wall of their office. . . .

. . . We make a considerable point of the fact that the Quad-Cities—one big market—are as close together as the boroughs of New York City. . . .

John Grandy
Commercial Manager
WQUA Moline, Ill.

* * *

EDITOR, BROADCASTING:

I have just returned from a week in New York . . .

Everywhere we went it seems we saw the map from your BROADCASTING YEARBOOK either prominently framed or conveniently handy. Unfortunately for WQUA, the city of Moline, Ill., is improperly located on your otherwise flawless map. Several prospects refused to believe that WQUA, located in Moline some 20 or 30 miles away from Rock Island and Davenport, could possibly do a job in the Quad Cities. It took an aerial photograph to convince some of them that BROADCASTING could be wrong . . .

Dalton LeMasurier
General Manager
KDAL Duluth Minn.

[EDITOR'S NOTE: Our apologies to Moline. Our map-maker will correct the location on the next issue of the map.]

* * *

The 'Early Bird'

EDITOR, BROADCASTING:

Maybe stories about Al Jolson memorial shows are a little superfluous now, but I've been surprised by all the to-do about such programs being run mid-morning or afternoon of Oct. 24. . . . What's so speedy about that? . . .

First news of Jolson's death was aired to WPIC listeners on our 7 a.m. newscast, Oct. 24. When his *Early Bird* program took to the air, 8:05 to 9 . . . M. C. Joe Prelee threw out his prepared show and devoted the entire 55 minutes to Jolson records.

The *Early Bird* has since flown the coop. Joe Prelee enlisted with the Air Corps yesterday. The city of Sharon gave him a warm send-off. His last day here began with a spectacular half-million-dollar feed mill fire at 5 a.m. Joe was on hand with a tape recorder.

Evelyn L. Keller
Publicity Director
WPIC Sharon, Pa.

* * *

Hurricane Service

EDITOR, BROADCASTING:

In the recent hurricane . . . WORZ remained on the air on a 24-hour basis . . . WORZ also made over 300 announcements of special interest to different groups such as churches, schools, and various other organizations.

The response to this public service has been phenomenal. . . .

Sammy Roen
Promotion Manager
WORZ Orlando, Fla.

CHRISTMAS PARTY

Hadacol Plans 600 Dec. 23

WHAT may well be one of the biggest Christmas parties on record is being planned by Sen. Dudley J. LeBlanc, president of the radio-minded LeBlanc Corp. (Hadacol). The firm is planning to hold parties in 600 theatres throughout its distribution area on Dec. 23. A live Santa Claus is slated to be on hand at each theatre. Admission will be one Hadacol box top.

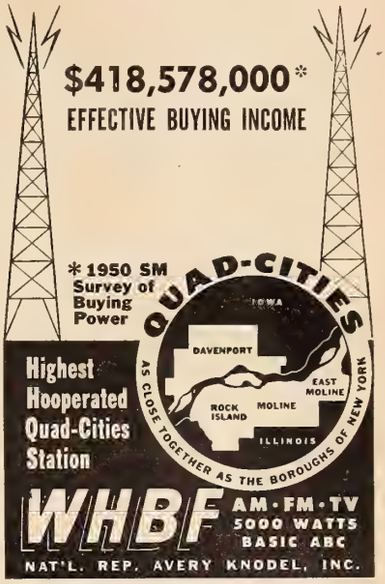
Sen. LeBlanc reportedly closed a deal last Thursday with Fred Jack, United Artists' southern and western sales manager, for *Hopalong Cassidy* features in all theatres. In addition there will be cartoons, stars from local radio stations and gifts for all the children.

The 600 stations which are reportedly used a minimum of four times daily by Hadacol are to join in local promotions. Extra spots will be purchased by the firm and $5,000 in cash prizes will be given to stations doing the best merchandising jobs, the LeBlanc Corp. reports.



Delivering MORE Listeners at a LOWER COST in the Quad-Cities
Rock Island, Ill. Moline, Ill.
East Moline, Ill. Davenport, Ia.

233,012
(1950 Census)
$246,605,000
RETAIL SALES
(1948 U. S. Business Census)



Time Buyers, NOTE!
NO TV
Stations within
60 miles of
YOUNGSTOWN, O.
Ohio's 3rd
Largest Trade Area
Buy
WFMJ
The Only ABC
Station Serving
This Market
5000
WATTS
All programs duplicated on
WFMJ-FM
50,000 Watts on 105.1 Meg.
CALL
Headley-Reed Co.,
National Representatives

Allocations

(Continued from page 62)

FCC's proposal to allocate community UHF channels to some cities and not others [TELECASTING, Nov. 6].

He wants such channels to be available equally to communities on demand basis which would consider important economic and technical factors. He also urged that minimum power requirements be relaxed where good service with less power is possible so as to encourage UHF development.

Mr. deMars, only individual to refuse to endorse Volume I of the Ad Hoc Committee and one of several to decline endorsement of Volume II [TELECASTING, Sept. 18], said he appeared "reluctantly" but felt it his public duty to challenge Mr. Norton's expert qualifications since they concern basic concepts relied upon by FCC in deciding television's future. He indicated no personal animosity was involved.

Mr. deMars indicated he planned first to interrogate Mr. Norton on his practical experience and then submit evidence concerning the NBS authority's qualifications, but upon insistence by FCC's counsel, Harry Plotkin, his direct questioning of Mr. Norton was delayed until Friday.

Hits Conclusions

Both Volumes I and II of the Ad Hoc Committee were based upon References C and E by Mr. Norton, Mr. deMars asserted. He claimed certain conclusions in both of these supporting documents are "contrary to known fact" and not all assumptions involved are "technically sound."

The consulting engineer alleged Mr. Norton has made mistakes befor, which he has "belatedly acknowledged." Questioned by Comr. Webster, Mr. deMars said he did not merely differ in opinion with Mr. Norton but specifically questioned his qualifications as an authority on wave propagation.

The alleged errors of Mr. Norton cited by Mr. deMars included:

● **Statement in 1944 general allocation proceedings by Mr. Norton that VHF stations of high power on 80 mc in such places as South America and Australia during times of high sun spot activity would interfere with TV and FM stations in the U.S. When asked in November 1947 during another proceeding by Prof. E. H. Armstrong whether 80 mc was right, he admitted he was wrong and about 40 mc should have been specified.**

● **Again in 1944, testifying in Docket 6651, Mr. Norton said service range increased with frequency, noise fields decreasing with frequency. Mr. Norton termed this "fundamental" in locating TV and FM in the spectrum. In 1948 he testified high band stations would have smaller service areas than low band stations and said abandonment of channels lower than 88 mc would mean abandoning hopes of providing extensive rural and suburban TV service.**

● **Mr. Norton predicted in 1944 that expected range for a transmitting antenna at 100 ft. would be a maximum in the band between 500 and 1500 mc.**

● **In 1945 Mr. Norton and Mr. Allen presented a paper before the Institute of Radio Engineers, later published under Mr. Allen's name, which said service area increased with frequency, based upon Mr. Norton's calculations.**

"Here is a man who has contradicted himself," Mr. deMars stated. He explained this "casts serious doubts" on his qualifications.

Mr. Norton's earlier predictions were proved wrong, Mr. deMars said, and the factors which he took into account in 1948 were known in 1944 "and many years before that." He made such "flat statements" up to and beyond 1946, Mr. deMars told FCC.

Comr. Webster asked at what point FCC should disqualify the testimony of an engineer. Mr. deMars replied, "Just as soon as it's established that his testimony has been in error according to the known facts."

"Do you think he should be disbarred from appearing before this commission?" Comr. Webster asked after several attempts to learn Mr. deMars' "formula" for determining qualification.

"I think that is so," Mr. deMars replied as far as Mr. Norton's qualifications relate to propagation.

At this point Mr. Plotkin asked Mr. deMars if he ever testified that stations higher in frequency should be spaced farther apart. "I have no such recollection . . . I can't believe that I did," Mr. deMars replied.

Asked his view now, he stated there are many factors to be considered but every evidence is that such separation should be "at least as far" as those of lower frequency.

Mr. Plotkin observed if Mr. deMars was only attacking the weight which should be given Norton data he was "wasting time," but if he was attacking qualifications it was "something else." He indicated while he did not believe Mr. deMars should be allowed to examine Mr. Norton on the witness stand, he should be given full opportunity to show alleged mistakes since the dispute has been so "bruited about."

Comr. Webster noted that, if the situation was going as far as to involve disbarment, FCC may consider a separate proceeding necessary. Mr. deMars explained his plea was not for disbarment of the witness. "I was asked the question and I answered it," he said.

"You can see what this leads to when you get into it," Comr. Webster observed.

"I think I have established he is not qualified as a propagation authority," Mr. deMars contended.

"If an expert makes a mistake and is honest enough to admit it, is he still an expert?" Mr. Plotkin asked.

That "depends on the number of times" he does this, Mr. deMars replied.

"If he makes a mistake and is not honest enough to admit it, is he still an expert?" was Mr. Plotkin's next query.

"Until he is exposed," was Mr. deMars answer.

"I don't think this testimony is compentent," Mr. Plotkin commented, observing the Ad Hoc Committee was an "eminent group" of experts and if mistakes were made Mr. deMars did not submit positive values to correct them.

Comr. Webster was curious why Mr. deMars failed to oppose the appointment of Mr. Norton to the Ad Hoc Committee in the first place. Mr. deMars explained he has appeared before FCC since 1940 and has showed his disagreement with Mr. Norton.

To Comr. Webster's observation this did not relate to qualification, Mr. deMars said he has doubted Mr. Norton's qualifications since 1945.

"Working with Norton on the Ad Hoc Committee, how did you feel?" Comr. Webster asked.

Mr. deMars replied he didn't feel Mr. Norton or "some other members" were qualified, but since they were appointed to do a job they would work as best they could.

Must Be 'Specific'

"Taking off my hat as chairman and speaking as an engineer," Comr. Webster said it was a "very serious matter" to question the qualifications of any engineer in "our profession." He told Mr. deMars he must be "very specific here as to what you are doing."

"I am not clear at all as to what your purpose is," Comr. Webster concluded.

Mr. deMars stated he had presented all affirmative evidence and would question Mr. Norton Friday if he were available.

Mr. Allen, chief of FCC's Technical Research Division and chairman of the Ad Hoc Committee, returned to the stand to present considerable technical detail and comments on the Ad Hoc reports and questions raised about the reports. He indicated part of his further comments answered opposition of Thomas J. Carroll, National Bureau of Standards physicist who severely criticised Volume II.

He stated his data on UHF propagation did not differ with that of Raymond F. Guy, NBC manager of radio and allocations engineer-



JOHN BLAIR & Co. and Blair-TV Inc., representatives, were feted recently by WBNS and WBNS-TV Columbus with a weekend of entertainment in the Ohio capital. Chatting after luncheon meeting are (l to r): W. I. Orr, WBNS sales director; Lindsey Spight, John Blair & Co. vice president, San Francisco; Paul Ray, John Blair, Chicago; Jack Denninger, Blair-TV, New York; Robert D. Thomas, WBNS-TV sales director.

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COVERING WISCONSIN'S LARGEST RADIO VOID
WTTN
The Nation's Richest Farm Market
Local Retail Sales, 1949, 18% above the Nation's Average—1950—higher.
WTTN WATERTOWN, WISCONSIN

ing, who presented the RCA-NBC Bridgeport report. He said interpretation as to service area was different, however.

Mr. Allen contended Mr. Guy in effect included the terrain factor twice in his results, which reduced the service area circles more than they should be.

The Technical Research Division chief presented several highly technical reports dealing with effects of antenna height on adjacent channel stations, relation between antenna height and Grade A service under FCC's proposed rules, a summary of recent VHF tropospheric propagation measurements over southern and midwestern paths by George V. Waldo, and a report on long distance tropospheric propagation in the UHF, 288-700 mc by Harry Fine and Frank V. Higgins.

E. W. Chapin, chief of FCC's Laboratory Division, submitted similar technical reports dealing with the Commission's observation of NBC's tests on 500 and 850 mc in 1948, 400 mc troposphere recording test in Maryland, determination of minimum channel separation for simultaneous interference-free operation in the 152-162 mc band in the same area, interference in this band from intermodulation products, and tests of TV receiver and converter for the UHF.

Horse Race Issue

(Continued from page 83)

is legal under the laws of Delaware," the petition said.

"The lack of truthfulness and honesty on the part of Andrew J. Kavanaugh which was first discerned by the owners of WTUX in their conference with him in October of 1948," the petition contended, "is further borne out and substantiated by very important developments which have taken place since the record in this case was closed."

WTUX alleged that in hearings last April before a subcommittee of the Senate Committee on interstate and foreign commerce [BROADCASTING, April 24], Mr. Kavanaugh "knowingly gave false testimony and made misrepresentations which have either been later retracted or refuted by other witnesses appearing before this committee." The petition alleged the testimony dealt with his relations with WTUX owners as well as the local telephone company and other matters.

The petition asserted it is "quite understandable" Messrs. MacIntosh and Robinson did not amend their programming in the fall of 1948 because they "did not believe the allegations made by Mr. Kavanaugh to this Commission."

RCA INSTITUTES, INC.

One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.

Address inquiries to Placement Director
RCA INSTITUTES, INC.
A Service of Radio Corporation of America
350 W. 4th St., New York 14, N. Y.



MAYBE television should confirm it but Jack Huston, WCCO Minneapolis announcer, brought this 5 lb. bass to work one day and regaled listeners with his catch at Lake Minnetonka near the Twin City. Presumably they were unable to determine whether it was a small, large or loud mouth bass.

WTUX contended FCC erred in stating it had submitted a copy of the Kavanaugh complaint when it sent the station in October 1948 a copy of the WWDC opinion. WTUX said it did not get a copy of the complaint "until sometime later" when its owners visited FCC and then "only after threatening to see the Chairman" was a copy supplied.

The WTUX owners were first aware of the use being made of the programs during the actual hearing of the case in May 1949, the petition indicated the record showed, when immediate format changes were made. However, WTUX actually had inaugurated a policy of delaying all results from 10 to 15 minutes the previous March, it stated, in order to comply with the WWDC policy ruling of the Commission. This change was suitable to the local police authorities, WTUX asserted, according to a letter to FCC by Mr. Kavanaugh.

WTUX entered a detailed summary of the general interest in horse racing in the Wilmington area and cited a Robert S. Conlan & Assoc. audience survey showing there were "strong indications of the widespread interest of the listening public in the *1290 Sports Parade*. The petition said the WTUX owners reasoned that a few people who might be placing illegal bets "could not possibly influence this audience survey which was conducted by selecting radio listeners at random."

Hits FCC Findings

WTUX held FCC improperly found imbalance in the station's programming. The station pointed out that "news and information concerning sports other than horse racing takes three and four times as much time as the racing news."

"If this is program imbalance," WTUX asked, "the same objection could be raised with respect to the programs of every radio station in the United States carrying baseball broadcasts during the baseball season which extends from May to October each year." Through renewals to such stations FCC has found "such baseball programming does not create program imbalance," WTUX said, even when it is known baseball betting pools exist.

"By what authority can this Commission dictate to any radio station that it must carry educational or women's programs at any particular time, or that the absence of forum programs or agricultural features result in a fatal deficiency," WTUX asked. The record "clearly indicates that WTUX has an outstanding program record and has devoted inordinately large amounts of time to all worthwhile causes" in that area, the petition added.

"It was under no obligation to broadcast farm or agricultural programs unless it found a need for this type of program and the record reveals no such need," WTUX stated, adding it had abandoned such shows after it was found no interest existed.

WTUX charged that through the years FCC has renewed the licenses, without exception, of "literally scores" of stations which have broadcast racing data in varying forms, and to decline renewal to WTUX constitutes a change in basic policy, unjustly applied retroactively.

The petition alleged the hearing record showed six other stations "were broadcasting horse racing information which was of an equal or higher degree of value to bookmakers than were the programs of WTUX." It cited WWBZ Vineland, N. J.; WAMS Wilmington; WPWA Chester, Pa.; WITH Baltimore; WSNJ Bridgeton, N. J., and WANN Annapolis.

No Action Taken

WTUX stated the record was closed 17 months ago and FCC "has taken no action against these other radio stations and has, in fact, in several instances renewed the licenses of these stations.

The petition said FCC has granted WWBZ an expansion of facilities to fulltime operation; granted license renewal to WMEX Boston "even though that station broadcast race results in approximately the same detail and format as WTUX in the past"; and granted renewal to WWDC "even though the station has been broadcasting race results in approximately the same way as WTUX during its previous license period."

WTUX concluded FCC's action in singling it out was "arbitrary and capricious and therefore illegal."

Metropolitan Growth

(Continued from page 28)

or more.

"All of the counties which more than doubled in size were in the south or in the west. In the northeast more than 4 out of 5 counties and in the west more than 3 out of 5 counties gained population. Of the 217 counties in the northeast, 177, or 81.6%, had population gains. In the west, 254 out of 414 counties, or 61.4%, gained during the decade. In the north central region and in the south, 43.9 and 47.0%, respectively, of all counties had population increases.

"The fastest growing county in the United States was Benton County, Washington, which increased by 324.3%. At the other extreme, the county with the greatest percentage decline in population was the relatively small Esmeralda County, Nevada, which declined by 61.1%."

Milk Sales Up

WTMA Charleston, S. C., sponsor, The West Side Dairy, reports outstanding success, in terms of a 30,000 quart weekly increase in milk sales, by originating promotion stunts to stimulate interest in *The Cisco Kid* program featured by the dairy. According to WTMA, a pony-naming contest, theatre presentation of two *Cisco Kid* shows, giveaway of whirling lariats and adornment of station executives and dairy personnel with colorful Cisco Kid sombreros contributed to the overwhelming interest aroused in the Frederic W. Ziv package show. WTMA has already been assured of a 52 week renewal upon expiration of the present contract.

SYLVANIA ELECTRIC PRODUCTS Inc., Towanda, Pa., developed two groups of fluorescent powders, now available in engineering sample quantities, as TV color phosphors.

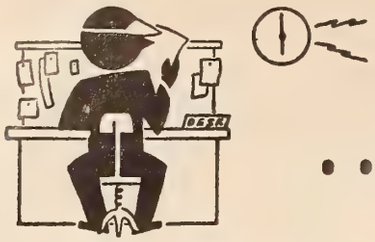
When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Gale & Gayles

THE WINTER WALTZ

On Records: **Russ Morgan — Dec. 27258; Frankie Carle—Vic. 20-3952; George Cates—Coral 60238; Trudy Richards—MGM 10831.**

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.



...at deadline

STATIONS URGED TO LEARN PROBLEMS OF RETAILERS

BROADCASTERS should study retailer operations and help them solve their problems, Tim Kilduff, manager of H. S. Pogue Co., Cincinnati department store, told Ohio Assn. of Broadcasters sales clinic Friday at Columbus meeting (early story page 38).

Mr. Kilduff said network stations, with good time sold, offer stores only second-rate periods.

Carl George, WGAR Cleveland, president of OAB, presided at meetings, based on theme radio is America's greatest advertising medium. Frank Shaffer, WJER Dover, speaking on small market operations, said station has 28 news programs sold, along with major league baseball and other sports. He runs promotional announcements urging attendance at these games and uses transcriptions voiced by individual players.

Ralph Failor, account executive of Fuller, Smith & Ross, Cleveland, said broadcast medium will endure as long as it justifies its role. He noted, however, that when he sent a questionnaire nine out of nine newspapers replied whereas only nine out of 25 radio stations submitted requested market material.

Mr. Failor suggested announcers do a sales job instead of reading or acting. His clients want to buy sales, not time, he said. "Sell your market, then sell you," he proposed.

Officers of the Ohio association, besides Mr. George, are Robert Felman, WHBC Canton, vice president, and Robert Kearns, WLOK Lima, secretary-treasurer.

Elected to board of directors for one year were Tom Rogers, WCLT Newark, and Gene Trace, WBBW Youngstown; for two years, E. Y. Flanigan, WSPD Toledo, and Joel W. Stovall, WKRC Cincinnati.

Friday speakers included Robert W. Ferguson, WTRF Bellaire; Leonard E. Nasman, WFMJ Youngstown; Vernon A. Nolte, WHIZ Zanesville; Mr. Stovall; Maurice B. Mitchell, of Associated Program Service.

EDUCATORS NAME TAYLOR

GEN. TELFORD TAYLOR, FCC general counsel from 1940-42, named counsel for educators in FCC hearing on allocation of educational TV frequencies which opens Nov. 27 (story page 62). Appointment announced Friday by I. Keith Tyler, Ohio State U. director of radio education and chairman of Joint Committee on Educational Television. Now practicing law in New York, Gen. Taylor was U.S. chief of counsel for war crimes trials, 1946-49, and has not appeared before FCC for any commercial interests, Mr. Tyler noted.

HOOPER PROTEST

C. E. HOOPER, president of C. E. Hooper Inc., Friday wired Dr. Kenneth H. Baker, NAB research director and chairman of special test survey committee, noting that when Mr. Hooper accepted observer instead of member status on committee it was on condition he would be invited to all committee meetings and asking why he received no invitation to Nov. 2 meeting reported in BROADCASTING's Nov. 6 issue.

CHICAGO IBEW LOCAL, 4 TV MAKERS IN COLOR SUIT

CHICAGO's IBEW Local 1031 (AFL) and five television firms, including Emerson Radio, sought permission Friday to intervene on side of RCA in its suit to upset FCC's approval of CBS color television system (early story page 61). RCA also filed affidavit charging FCC's decision forced "inferior" color system on U. S. "arbitrarily and capriciously," and Chicago's Federal District Court, where preliminary arguments in suit will be heard Tuesday, gave CBS until today (Monday) to file counter affidavit.

District Judge Philip Sullivan, one of three judges named to hear suit, said he hoped decision on Tuesday's hearings can be reached before Nov. 20, when CBS commercial color standards become effective. He also said court would rule this week on intervention petitions, which were filed by following in addition to earlier one by Pilot Radio Corp.: Wells-Gardner & Co., set manufacturer; Television Installation Assn., composed of 23 Chicago area service firms; Radio Craftsmen Inc.; Sightmaster Corp., Emerson and IBEW Local 1031.

Television firms claimed CBS system is inferior and charged its adoption would cause financial hardship to present set owners and industry.

Early operation of CBS color TV would create unemployment and retard entire TV industry, IBEW contended. Attorneys Joseph M. Jacobs and Alfred Kamin filed on behalf of local president, N. Frank Darling, who said more than 18,000 members work in manufacture of TV sets or parts in Chicago and Bloomington.

Union has responsibility to maintain decent wages and conditions for members and opposes any "ill-considered program likely to resolve in unemployment and earnings losses," union officials said. Local members would stand to lose estimated $50 million yearly in wages, it was added. Union move made "to eliminate confusion in TV and guarantee stability of production."

FCC's brief answering RCA's charges and defending its decision due to be filed over weekend by Assistant General Counsel Max Goldman, who will argue FCC's case.

RCA-IT&T SIGN PACT

BRIG. GEN. DAVID SARNOFF, RCA board chairman, and Sosthenes Behn, chairman of International Telephone & Telegraph Corp., Friday announced agreements to exchange licenses permitting each company and subsidiaries to manufacture and sell under radio, television, and electronic inventions owned by other, including those of color television, transmitters, radar, cathode-ray and power tubes. Agreements effective immediately and extend to Dec. 31, 1954.

POST PROMOTES EBEL

EDWIN W. EBEL promoted to sales and advertising director of Post Cereals Division, General Foods Corp.; D. B. Caton to assistant to general manager, and George Hornberger to director of division's new Industrial Engineering Dept.

Closed Circuit

(Continued from page 4)

gressional opinion last week. Signs were brighter for dispensation to both radio and TV licensees for relief from any extraordinary tax provisions in light of peculiar circumstances, particularly as to video art.

BALL BROTHERS Co., Muncie, Ind., manufacturer of fruit jars, caps and rubbers, which has not used radio for several years, is planning television campaign in 1951. Applegate Adv., Muncie, is agency.

IMMINENT drying up of cobalt supply for private industry has radio-TV set makers scurrying for substitutes in speaker portions of receivers. No cobalt, no magnets, according to highly placed source.

WITH top-ranking Congressional Democrats unseated Tuesday, President Truman is better able to resolve problem of filling proposed Civil Defense Administrator post. Sen. Scott Lucas (D-Ill.) and Gov. Chester Bowles mentioned as candidates. Look for appointment and order creating agency within next fortnight. Administrator will be responsible for implementing President's communications' "master plan."

BBDO, New York, preparing annual television campaign for Hamilton Watch Co. Five-minute films will feature famous *Peg & Jim* series, starting Nov. 27 in 52 markets for four weeks.

GODFREY HAWAIIAN SHOW TO OPEN CBS COLORCASTS

FIRST color television program to appear on CBS Nov. 20, day FCC has authorized beginning of commercial colorcast, will be special half-hour featuring Arthur Godfrey in Hawaiian show. On Nov. 20 CBS will telecast Mr. Godfrey 12-12:30 p.m. and still unselected program from 12:30-1 p.m.

Rest of that week CBS will carry two hours daily of color, 11 a.m.-1 p.m. with program not yet chosen. Colorcasts will be aired on WCBS-TV New York and WTOP-TV Washington, originating in New York and networked via AT&T coaxial cable to Washington.

NARBA PROGRESS SLOW

"SUBSTANTIAL differences" still persisted between U.S. and Cuban delegations Friday, authorities reported, as NARBA conference continued slowly with task of working out technical details of proposed new international AM treaty and casting them in language acceptable to all delegations (see story page 21). Despite several night meetings and prospect of Saturday and Sunday sessions, chances of meeting weekend target for completion were considered remote.

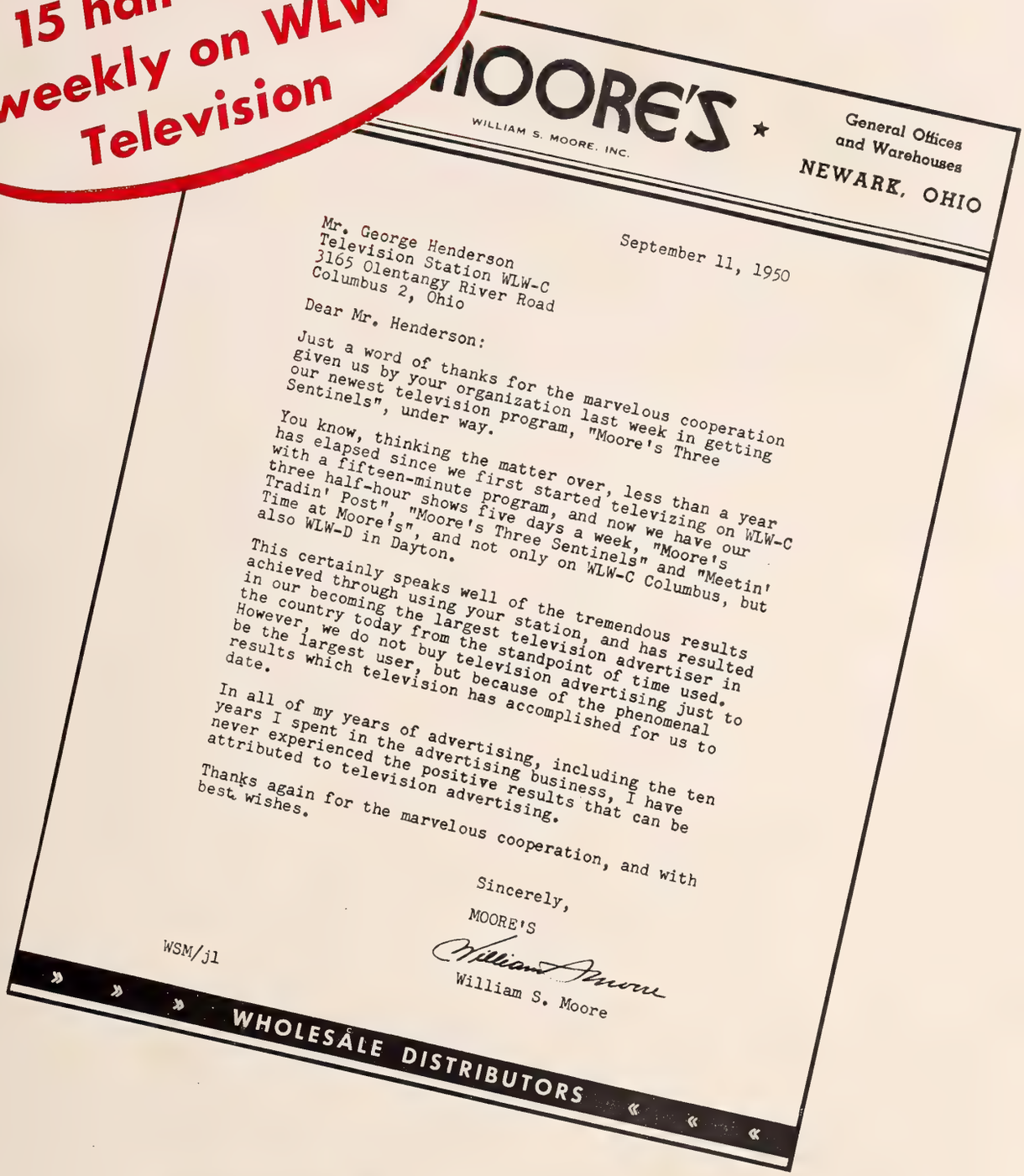
SET OUTPUT REMAINS HIGH

RADIO set production continued high pace in first week of November, according to Radio-Television Mfrs. Assn. estimate for entire industry, with 365,751 receivers produced. They consisted of 233,546 home, 20,827 portable and 111,378 auto sets. TV receivers also maintained October rate, 218,378 having been produced. This compares with record 219,000 production in mid-October.

STREIBERT, HENNOCK TO TALK

THEODORE C. STREIBERT, MBS board chairman and president of WOR and WOR-TV New York, and Frieda Hennock, of FCC, will speak before Advertising Women of New York luncheon Nov. 15 at Waldorf-Astoria. Mr. Streibert will discuss "The Listener Speaks," and Miss Hennock will speak on "Seeing Is Believing."

15 half-hours weekly on WLW Television



MOORE'S ★
WILLIAM S. MOORE, INC.
General Offices and Warehouses
NEWARK, OHIO

September 11, 1950

Mr. George Henderson
Television Station WLW-C
3165 Olentangy River Road
Columbus 2, Ohio

Dear Mr. Henderson:

Just a word of thanks for the marvelous cooperation given us by your organization last week in getting our newest television program, "Moore's Three Sentinels", under way.

You know, thinking the matter over, less than a year has elapsed since we first started televizing on WLW-C with a fifteen-minute program, and now we have our three half-hour shows five days a week, "Moore's Tradin' Post", "Moore's Three Sentinels" and "Meetin' Time at Moore's", and not only on WLW-C Columbus, but also WLW-D in Dayton.

This certainly speaks well of the tremendous results achieved through using your station, and has resulted in our becoming the largest television advertiser in the country today from the standpoint of time used. However, we do not buy television advertising just to be the largest user, but because of the phenomenal results which television has accomplished for us to date.

In all of my years of advertising, including the ten years I spent in the advertising business, I have never experienced the positive results that can be attributed to television advertising.

Thanks again for the marvelous cooperation, and with best wishes.

Sincerely,
MOORE'S
William S. Moore

WSM/jl

» » » WHOLESALE DISTRIBUTORS « « «

WLW-TELEVISION

WLW-D 4595 South Dixie Highway Dayton 9, Ohio
WLW-T 140 West Ninth St. Cincinnati 2, Ohio
WLW-C 3165 Olentangey River Rd. Columbus 2, Ohio

For further information, contact any of these sales offices:

630 Fifth Avenue
New York 20, N. Y.

360 North Michigan
Chicago 1, Illinois

6381 Hollywood Blvd.
Hollywood 28, Calif.

CROSLEY BROADCASTING CORPORATION



During the world series, all 3 Detroit TV stations carried the televised broadcasts of all 4 games.

Videodex ratings showed that WWJ-TV's share of the listening audience was GREATER THAN BOTH OTHER STATIONS COMBINED . . . FAR greater!

Here is proof indeed that WWJ-TV is the outstanding television station in the great Detroit market . . . and countless advertisers count on its leadership to get BIG business out of Detroit via WWJ-TV.

FIRST IN MICHIGAN

WWJ-TV Owned and Operated by THE DETROIT NEWS

NBC Television Network

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY
ASSOCIATE AM-FM STATION WWJ

NOVEMBER 20, 1950

BROADCASTING
TELECASTING

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ains on Page 53

Wins First Round Chicago Court
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20TH
ne Newsweekly Radio and levision.
year
00 Annually
cents weekly

WOR
SELLS MORE
FOR MORE PEOPLE
TO MORE PEOPLE
THAN ANY OTHER
STATION IN THE
UNITED STATES!

FISH IN RICHER WATERS IN RICHMOND



For a whopping big sales catch, be a part of the WMBG signal which booms out to 245,000 families with an effective buying income of nearly $1,100,000,000.

Advertisers are constantly amazed at the appreciation these families show Havens & Martin stations (AM, FM, and TV) for their pioneering efforts in bringing Richmond the finest entertainment radio and television can provide.

By using WMBG, WCOD, WTVR you are assured a larger share of Richmond's vastly expanded buying power than ever before in history.

Get the facts today from your nearest Blair man. You'll be delighted to learn how much you can achieve at sensible cost.

Havens & Martin Stations are the *only* complete broadcasting institution in Richmond.

WMBG AM
WCOD FM
WTVR TV

FIRST STATIONS OF VIRGINIA

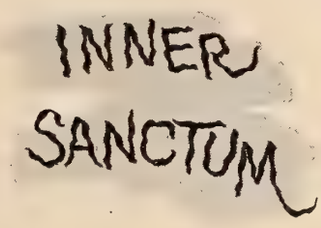
Pioneer NBC outlets for Virginia's first market.
Represented nationally by
John Blair & Company

MEN FROM MARS INVADE RADIO!

MARS BUYS ABC FOR 4 NETWORK RADIO SHOWS



Sunday, 8:30-8:45 P.M.



Monday, 8:00-8:30 P.M.



Tuesday, 8:00-8:30 P.M.



Wednesday, 8:00-8:30 P.M.

Here's proof that for the *national* advertiser with national distribution, radio is the most effective, most efficient national mass selling medium.

Mars, Inc.—one of the biggest names in candy—launches a huge, new advertising campaign . . . of nearly *two million dollars* . . . socks it all into network radio . . . and places it all on the ABC Network. *Why?* Because where else but in radio can an advertiser get all these advantages?

PAST EXPERIENCE—Radio has proved itself to Mars, played a major part in building the Mars business.

WIDE CIRCULATION—Different shows on different nights give Mars nationwide circulation —from the largest cities to the smallest towns.

FLEXIBILITY—Mars can change commercials from one show to another, can "billboard" one show through another.

READY-MADE AUDIENCE—Well-established ABC shows assure Mars of large, loyal, receptive family audiences.

PRIME TIME—All the shows are broadcast at top evening times, give Mars a reservoir of top evening audiences.

FREQUENCY—This new multiple show idea gives continuity, greatly increased impact, unlimited merchandising possibilities.

ABC American Broadcasting Company

ublished every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



Closed Circuit

IN RECENT unpublicized talks, top-level FCC'er spilled views on wide range of policy issues, casting doubt on ultimate fate of newspaper ownership of stations, forecasting more stringent network regulations, implying possible breakup of clear channels occupied by network-owned stations, asserting he's always been wrong on FM, sticking by guns on CBS color TV, and expressing personal dissatisfaction with FCC's controversial Pt. Huron decision on political libel, which he thinks Supreme Court may some day overrule.

CAPSULE ON COLOR: As waterfront observers appraise it, (1) CBS has won great moral victory and prestige by dint of having its system adopted; (2) time runs with opponents who have greater opportunity to develop compatible system under Chicago court stop order; (3) Christmas black-and-white set rush now destined to break all records; (4) shortages in base metals might stop any new system and result in sharp reduction or wiping out of black-and-white set production, as was done in World War II when 100% of radio plant capacity was diverted.

IT'S NO LONGER question whether FCC Chairman Wayne Coy will resign to go into private business, but how long he will stay on beyond expiration of his term June 30. Fighting mad over RCA and over-all manufacturing industry opposition to FCC color decision favoring CBS, he's determined to see encounter through. There have been pressures aplenty—one report indicating that President Truman himself had taken cognizance of it.

WITH J. R. POPPELE, WOR-TV vice president and technical head, definitely not candidate to succeed himself as president of Television Broadcasters Assn., nominating committee is searching for successor. George B. Storer, Fort Industry Co. president, and Robert D. Swezey, WDSU-TV, are mentioned as calibre sought, but former already has indicated he won't be available, and no word yet forthcoming from Mr. Swezey. TBA committee —Paul Raibourn, Paramount-DuMont; E. B. Loveman, WPTZ-Philco; F. M. Russell, NBC Washington—will make nominations prior to Dec. 8 one-day convention in New York.

UNDISCLOSED results of NAB sample survey shows general support for million-dollar Broadcast Advertising Bureau, but growing symptoms of chilliness among small stations observed in many areas may lead to over-hauling of plans. Feeling noted that job could be done for fraction of amount and that whole thing has been oversold to industry.

CARLING'S RED CAP ALE, beginning Jan. 20 will sponsor Florida winter racing season, Saturday, 4:45-5 p.m. (EST), over 255 MBS stations. Agency is Benton & Bowles, New York.

AT LEAST two other concerns understood to have negotiated unsuccessfully for acquisition of Jack Gross' KFMB and KFMB-TV San Diego (see story page 68). Successful bidder—

(Continued on page 86)

Upcoming

Nov. 20: FCC hearing on AT&T allocation of time on TV network facilities, FCC Hdqrs., Washington.
Nov. 20: Broadcast Audience Measurement Inc. board meeting, BMB Hdqrs., New York.
Nov. 25-26: National Assn. of Radio Farm Directors, Stevens Hotel, Chicago.

(Other Upcomings on Page 68)

Bulletins

ASCAP Friday notified TV broadcasters that blanket licenses signed last fall are now fully effective, as ASCAP has secured TV licensing rights from members representing more than 85% of revenue distributed in 1948. Blanket licenses taken by TV networks and stations run until Dec. 1, 1953.

LeVALLY AGENCY, Chicago, named to handle national advertising for Kitchen Art Foods Inc., Chicago. R. V. Newbell is account executive. Spot radio and television used extensively and will probably be bought again, although 1951 media plans have not been set.

TVA STRIKE ALERT

TVA actors-actresses alerted late Friday to appear at strike positions at 10 a.m. Saturday (early story page 22). Union and network negotiators were scheduled to meet Saturday morning. If no agreement reached, union was in position to call quick strike.

BAB RETAIL GUIDE

MAILING chart designed to answer what-who-when-how questions asked by local retailers about radio sent to all NAB members as quick selling guide for station salesmen by Broadcast Advertising Bureau.

Business Briefly

KRUGER APPOINTS ● Kruger Brewin Co., Newark, billing $750,000 annually, move account from Geyer, Newell & Ganger t Charles Dallas Reach, Newark.

WALKER NAMED ● KVER Albuquerqu names The Walker Co. as national representative.

COMMUNICATION INDUSTRY MEN MEET WITH HARRISON

COMPONENT PARTS suppliers are failin to deliver supplies for maintenance and som industries are buying tubes, resistors, etc. a over-market prices, communications users an makers complained to NPA Administrato William H. Harrison at meeting Friday. The also called for recognition of industry's "es sentiality" and priority system just belo military or inclusion with it.

Gen. Harrison, announcing appointment o Communications Industry Advisory Committee said he recognized "essentiality" of all com munications, but warned against hope fo expansion. He asserted industry must main tain equitable distribution of supply or NP would control normal channels. Hardshi cases would be studied, he added, with pos sibility they may be resolved with priorit over defense orders.

Gen. Harrison also met with copper-bras mills representatives to discuss proposed orde cutting back copper consumption, to hinge o base period of first six months 1950. Pe centage not set. Official also indicated h would modify directive to African Metal Corp., cobalt importer, easing original pr hibition on consumption (early story page 23)

NAB-TV Convention Slated in January

NAB acted Friday to implement plan to give TV stations greater autonomy in association, as voted earlier in week by board of directors (early board story page 21).

President Justin Miller named five-man committee to arrange first details of reorganization under which television members will have own board of directors. Members are Harold Hough, WBAP-TV Fort Worth, chairman; Robert D. Swezey, WDSU-TV New Orleans; William A. Fay, WHAM-TV Rochester; Eugene S. Thomas, WOR-TV New York; George M. Burbach, KSD-TV St. Louis. Messrs. Swezey, Fay and Thomas are NAB directors.

Convention of TV members to be held in early January to consider committee recommendations by which video achieves high degree of autonomy in NAB. Report on convention to be submitted to next board meeting, scheduled second week in February at site in Florida.

Resignation of Don Petty, general counsel, formally announced effective Jan. 1. Board paid ovation to Mr. Petty after he submitted report on NAB's Legal Dept. activities.

Committee to be named to study plans to redistrict nation and revise formula for boar representation. By-laws amendment, subjec to referendum, approved by which unexpire board terms would be filled by appropriat voting group instead of by board itself, pr vided 90 days of term remain. If less tha 90 days, director-elect will fill vacancy.

Another by-laws change would make due classification retroactive to fiscal instead c calendar year in which class is changed.

Board approved plan to petition FCC t amend transcription rule to remove need c announcements if program is transcribe within one week of broadcast. Under this pla station would announce each day that som of programs are transcribed.

Report on NARBA treaty (see story pag 19) submitted by Neal McNaughten, NAB e gineering director. Resolution adopted b District 5 calling for series of continuity writing clinics referred to Broadcast Adve tising Bureau. Resolutions adopted by mo districts, calling for study showing radio greater impact and circulation, referred t BAB.

Judge Miller honored by board on his birth day and presented with cake.



One does it in Mid-America

KCMO is the **one and only** 50,000 Watt Station in Greater Kansas City that offers coverage of the metropolitan areas of Missouri and Kansas **plus** rural Mid-America. And KCMO programming is tailor-made for this rich market. Ask the Katz man for our latest news availabilities.

One station

One rate card

One spot on the dial

One set of call letters

50,000 WATTS
Daytime
810 KC.
10,000 Watts Night

KCMO

KANSAS CITY 6, MISSOURI

Basic A B C for Mid-America

New National Representative:
THE KATZ AGENCY



Here's the Sensational

LOW-PRICED WESTERN

That Should Be On Your Station!

MODEL DAIRY REPORTS...

300% SALES INCREASE WITH "CISCO KID"





SENSATIONAL PROMOTION CAMPAIGN

. . . From buttons to guns —is breaking traffic records!

LOW PRICED!

½-Hour Western Adventure Program . . . Available: 1-2-3 times per week. Transcribed for local and regional sponsorship.

Model Dairy, of Owensboro, Kentucky, hired "Cisco Kid" as a milk-products salesman. Against tough competition—in three months—their sales showed a 300% increase! "Cisco Kid's" merchandising program pulled over 7,000 requests for Model Dairy in a few weeks' time! Dealers phoned . . . demanding Model Dairy milk! Youngsters crowded the company's office for "Cisco Kid" giveaways.

"Cisco Kid" can do a great selling job for your sponsor. Write, wire, or phone for details. It's a *TERRIFIC* story!



FREDERIC W. ZIV COMPANY

Radio Productions

1529 MADISON ROAD • CINCINNATI 6, OHIO

NEW YORK HOLLYWOOD

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices:

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Washington 4, D. C. Telephone ME 1022

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HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, *ELgin 0775;* James Montagnes.

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*Reg. U. S. Patent Office

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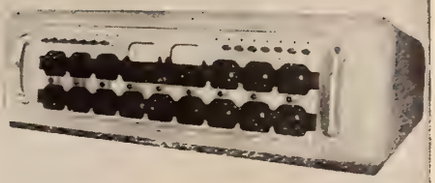
ARE THESE GATES '50 DECADE PRODUCTS MAKING MONEY FOR YOU?



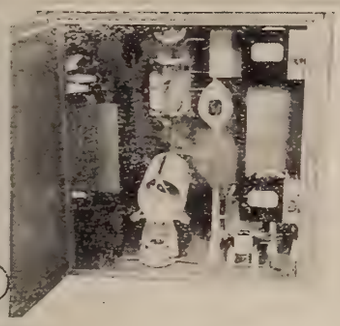
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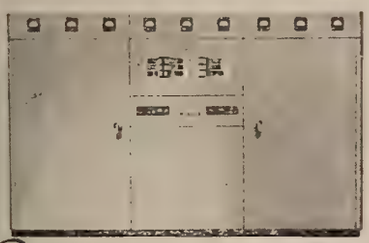
GATES

RADIO COMPANY

QUINCY, ILLINOIS, U. S. A.



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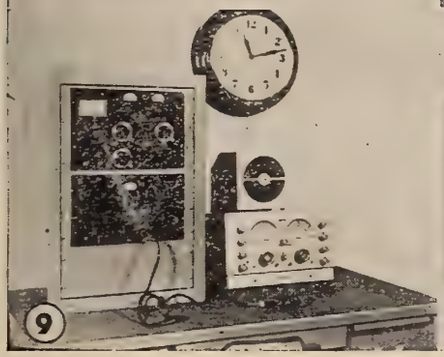
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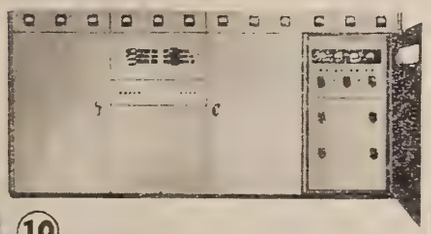
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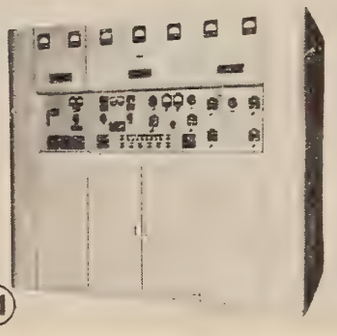
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9



10



11

1. 52-CS Studioette Speech Console.
2. BC-1F Air-conditioned 1KW Broadcast Transmitter.
3. SA-50 Dual Channel Speech Console.
4. Gates Antenna Coupling Equipment.
5. Typical 4-Tower Centralized Phasing Cabinet.
6. HF5-10 High Frequency Phone and Telegraph Transmitter.
7. SA-40 Single Channel Speech Console on CB4 Control Desk.
8. GY-48 Complete 250-watt Radio Broadcasting Station.
9. 50-watt Telephone and Telegraph Communications Transmitter.
10. BC-5B 5KW Transmitter with Phasor.
11. HF-15 15,000-watt Telegraph Transmitter.

→ Quality PLUS makes GATES a MUST →


Make hay before the su

hines!

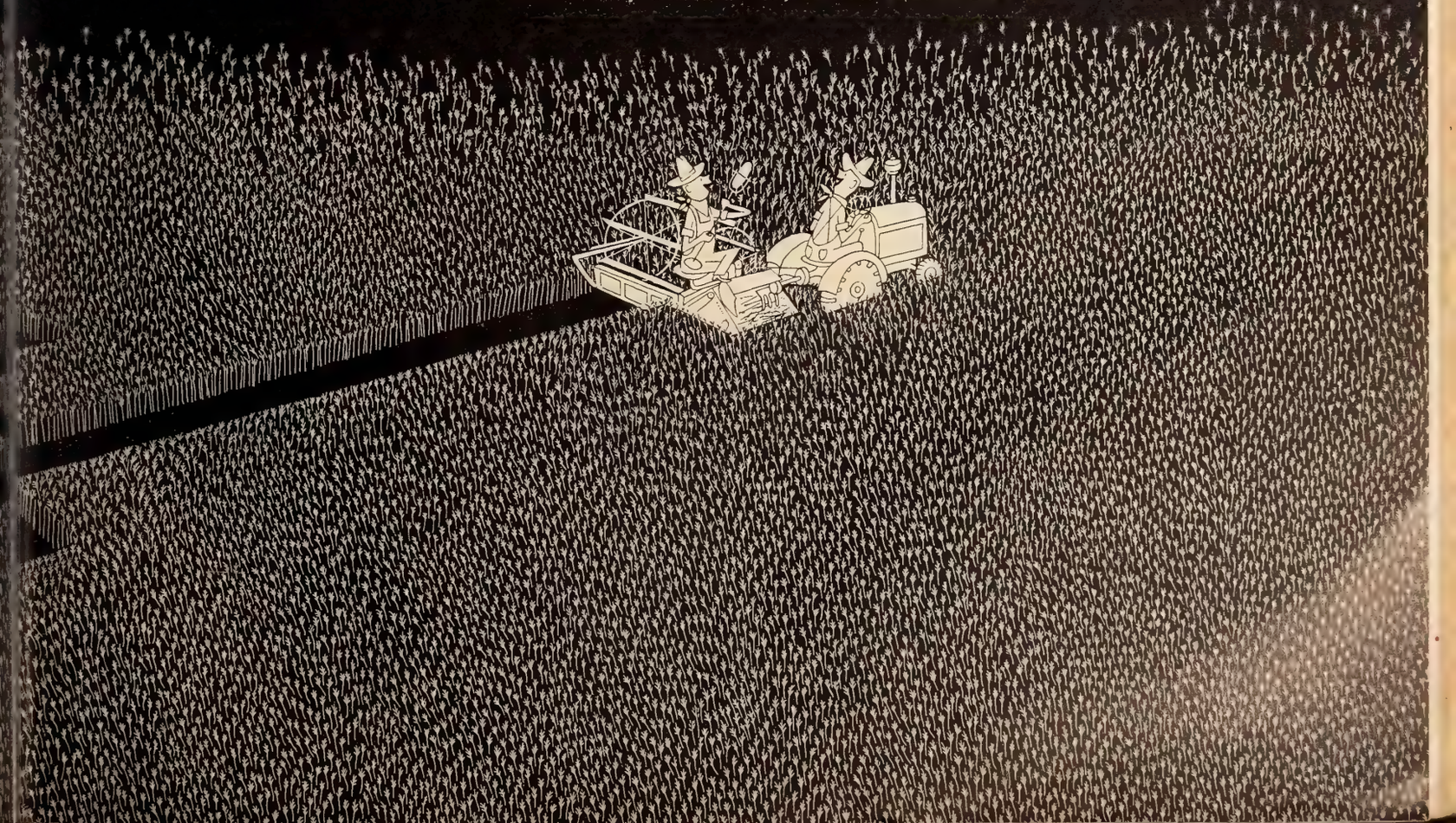
Get up before dawn with Ted Mangner and KMOX's COUNTRY JOURNAL,* and you'll harvest a bumper crop of greenbacks. For in KMOX's 73-county Mid-Mississippi Valley area, the more-than-135,000 farm families have a billion dollars invested in land and buildings . . . jingle a *half-billion dollars* in their jeans every year. (And that *ain't* hay!)

Farmers' farm expert Mangner reaches more of these early-rising folk than the programs of all the other St. Louis stations at that hour combined. (In fact, his 6:00-6:15 a.m. segment alone delivers an audience of nearly 100,000 *every day!*) And as for results . . . one sponsor drew 1,048 replies *to one announcement.* Another quickly landed a prospect for carloads of his product. Another noted "the lowest cost-per-order of hundreds of stations used."

You're in the driver's seat in one of America's Top Ten rural markets when you've got the Ted Mangner-COUNTRY JOURNAL combine working for you. Call us or Radio Sales.

*5:45-6:15 a.m., Mon. thru Sat.

"The Voice of St. Louis" • *50,000 watts* **KMOX**



Who SEES STARS?



Fred Christensen shown with guest star Marie Wilson who plays the title role in the "My Friend Irma" CBS radio series and in the Hal Wallis productions of "My Friend Irma" and "My Friend Irma Goes West," released by Paramount Pictures.

A luminary of the first magnitude in Memphis and the Mid-South, it's Fred Christensen, better known as "Chris."

When he says, **"Hiya ladies,** this is Chris the Household Quizzer coming your way," thousands of fans hover over their radios while their favorite quizmaster gives the man's slant on news of particular interest to women, punctuated with household hints and chatter. And do they stand over a "hot telephone" all day long hoping to get Chris' cheery call to compete for the giant jackpot of prizes that grows day by day on the **"Household Quizzer"** over **WMPS!**

So popular has Chris become that the "Household Quizzer" beginning at 4:15 P.M., is aired for 55 minutes including a network of 12 stations, to the gratification of an ever-increasing listening audience.

FOR PARTICIPATION DETAILS

Contact

RADIO REPRESENTATIVES, INC.

WMPS

68 ON YOUR RADIO

Memphis, Tennessee

AMERICAN BROADCASTING COMPANY

new business



J. W. ROBINSON Co. (department store chain) appoints West-Ma quis Inc., L. A., to handle advertising for its three Southern Cali stores with radio and TV being used. Betty Bishop account e ecutive.

G. C. MURPHY Co., Washington (variety stores), places TV contra with Courtland D. Ferguson Inc. Adv., same city, for test campaign i Washington. All four local TV stations being used. George D. McGui ness account executive.

GEM PACKING Corp., N. Y. (Gem Oil), launches twice-weekly TV pa ticipations schedule on daytime programs on three N. Y. stations. Pr grams and stations: *About the House,* WCBS-TV; *Kitchen Kaper* WJZ-TV; *Your TV Shopper,* WABD. Agency: Emil Mogul Co., N. Y

LADY'S CHOICE FOODS, L. A. (Hopalong Cassidy Jams, grocery pro ucts), appoints Walter McCreery Inc., Beverly Hills, for radio-TV sp campaign planned in 11 western states. First spots get underway c KFRC San Francisco Nov. 27; others start Jan. 1. Account executiv Jere Bayard.

SAUL BIRNS STORE, N. Y. (retail outlets for furniture, home appl ances and TV sets), names Ted Nelson Assoc., N. Y. (broadcasting co sultant), to handle its radio and TV advertising. Firm also will act liaison advertising coordinator between manufacturers and Birns o ganization.

M. K. GOETZ BREWING Co., St. Joseph and Kansas City, Mo. (Countr Club beer), names Compton Adv., Chicago, as its advertising agen effective Jan. 1.

DEPT. OF NATIONAL DEFENSE, Ottawa (recruiting), using dai five-minute newscasts, and quarter-hour weekly sportscasts on numb of Quebec French-language stations for recruiting for Canadian Arm and Royal Canadian Air Force. Programs for Royal Canadian Na recruiting are planned. Agency: Walsh Adv. Co., Montreal.

DR. BALLARD'S ANIMAL FOOD PRODUCTS Ltd., Toronto (p foods), using spot announcements on 56 Canadian stations and week half-hour *Hopalong Cassidy* program on number of stations. Agenc Stevenson & Scott Ltd., Toronto.

REXEL PRODUCTS of Canada Ltd., Toronto (Speedfix cellulose tape starts five-minute programs on number of Canadian major market st tions. Agency: Crombie Adv. Co., Toronto.

DEAN ROSS, New York piano home-study courses names Moss Asso N. Y., for TV advertising, including nation-wide participations.

HATS BY LEEDS, New York (mail order house), names Moss Asso N. Y., for promotion of sport hats. Spot campaign in key cities planne

JOAN NYOLA Inc., N. Y. (Nailfilm nail coloring), names Dorranc Waddell, Inc. N. Y. Will use eastern spot radio and participation ca paign to begin Jan. 8.

Network Accounts . . .

BULOVA WATCH Co. to sponsor first half hour of *Frank Sinatra Sho* over CBS-TV 9-10 p.m. Saturday, beginning Nov. 18, for five week Agency. Biow Co., N. Y.

Adpeople . . .

CLARENCE R. NORWOOD to advertising manager Canada Starch C Ltd., Montreal.

JOHN WILLIAM WALT, assistant advertising manager Admiral Cor Chicago, named sales promotion manager.

WNEB Presents



an Orchid to the BOLLING COMPANY

The following national accounts have 1950 contracts with WNEB

American Oil Co.
Anacin
Antamine
Atlantic Refining Co.
Baker's Cocoa
Bond Bread
Borden's Instant Coffee
Blue Bonnet Margarine
Camel's
Chase & Sanborn Regular
Chase & Sanborn Instant
Chevrolet
Crisco
Crustquick
DeSoto
Drene
Doan's Pills
Duff's Mix
Dupont Nylon
Duz
Eskimo Anti-Freeze
Esso
Ex-Lax
Ford Motor Co.
Four Way Cold Tablets
G. Washington Coffee
Griffin Polish
Hellman's Mayonnaise
H. O. Oats
Hills Cold Tablets
Ivory Bar Soap
Ivory Flakes
Ivory Snow
Jelke Margarine
Joy
Kellogg
Kool's
Kriptin
Krueger Beer & Ale
Ladies Home Journal
Lilt
Lipton Soup
Lipton Tea
M. G. M. Pictures
National Guard
New York Central
Northeast Airlines
Nucoa Margarine
Packard Motors
Pertussin
Presto Cake Flour
Plymouth Motors
R. K. O. Pictures
Resistab
Rival Dog Food
Robert Hall Clothes
Ruppert Beer & Ale
Spic 'n Span
Sofskin
Swansdown
Sun Oil Co.
Tenderleaf Tea
U. S. Army & Air Force
26 Coffee

YOU'RE IN GOOD COMPANY ON WNEB

WORCESTER, MASSACHUSETTS

Your Best Buy in New England's Third Largest Market

TWO TOP
CBS STATIONS
TWO BIG
SOUTHWEST MARKETS
ONE LOW
COMBINATION RATE

KWFT
WICHITA FALLS, TEX.
620 KC
5,000 WATTS

KLYN
AMARILLO, TEX.
940 KC
1,000 WATTS

When you're making out that schedule for the Southwest don't overlook this sales-winning pair of CBS stations. For availabilities and rates, write, phone or wire our representatives.

National Representatives
JOHN BLAIR & CO.



agency

DE PACE ASSOC., N. Y., announces its expansion into TV management and packaging. **STEPHEN F. KEGAN**, formerly with MCA, N. Y., named TV management director, and will handle purchase and production of new TV package shows to be built around agency's clients.

RAY J. MAUER, writer-director TV department Campbell-Ewald Co. N.Y., named director TV-radio creative services. **TOM HANLON**, assisting on film productions, named supervisor commercial integration and programming. **JUD KINBERG**, N.Y. publicity staff, to take charge of all film production in TV department. **NICK MAMULA**, N.Y. publicity manager David O. Selznick Enterprises, to publicity department.

ROBERT W. DAY, radio and TV director Lynn Baker Inc., to Albert Frank-Guenther Law, N. Y., in same capacity.

KEITH A. CULVERHOUSE to copy staff Dorrance-Waddell Inc., N. Y. Was with Fernstrom Paper Mills, Pomona, Calif.



on all accounts

"AN AVERSION to the icy blasts that blow across town from the Hudson in winter, and a desire to be my own boss, instead of legman for a planning board," were the two reasons which sent Carroll Kalbaugh Liller from New York south to Atlanta, Ga., and the subsequent creation there of Liller, Neal & Battle, advertising agency.

A "blind" employment ad in the *Philadelphia Public Ledger* which turned out to be a job with N. W. Ayer & Son, Philadelphia, started C. K. (Pete) Liller along the advertising road. He was with Ayer in Philadelpha from 1926 to 1929 and then transferred to the New York office as an account executive from 1929 to 1937.



PETE

From Ayer Pete went to McKee, Albright & Ivey (now McKee & Albright) as manager of its New York office and account executive on National Dairy. He stayed a little over a year with that firm and then moved south.

In Atlanta shortly after his arrival, Pete met William Watt Neal, who had about 10 years' experience as a writer and account executive with Atlanta agencies. With another local advertising man and art director, Kenneth Harris, they formed the partnership of Liller Harris & Neal in the spring o 1940. A year later Mr. Harris deserted the commercial art field fo portraits and James L. Battle, ar director of Tucker Wayne Agency joined the firm.

In 10 years LN&B has grown t one of the largest advertising agencies in the south, with over 30 staf members and billings of more tha $2 million. Approximately one third of Neal, Liller & Battle's bill ings are in radio an television. The agency is very proud o its claim as the firs agency in the sout to use TV for client.

Agency's first a counts included Da enport Hosiery Mill (Humming Bir Stockings), Chatta nooga; Colonia Crafts Inc. (needl tuft bedspreads an rugs), and Colonia Stores Inc., a foo chain with 370 store in the southeast. I 1941 the firm boug out the totterin Gottschauld - Hun phries Agency, acquiring sever important accounts including th Armour Fertilizer Works, Ingal Iron Works & Shipbuilding Co and The Trust Co. of Georgia.

In the fall of 1947 LN&B place one-minute TV spots on WLW (TV) Cincinnati and WBAL-T

(Continued on page 38)

beat



FORD-HARSHBARGER, Hollywood, moves to larger offices at 5747 Melrose Ave. Telephone, Hempstead 8193.

ARTHUR R. TIDY, advertising manager Mutual Benefit Health & Accident Assn., Toronto, to account executive Wm. R. Orr Ltd., Toronto, agency. Was with Harry E. Foster Adv. Ltd., Toronto, as radio director.

ROBERT HINCHMAN Jr., to Young & Rubicam, N. Y., to handle industrial and commercial public relations accounts.

ALICE HAUSMAN, former copy supervisor, Federal Adv. Agency, N. Y., to copy staff William Esty & Co. Inc., N. Y.

LEE TODD, spacebuyer, Brisacher, Wheeler & Staff, L. A., to Ted H. Factor, L. A., as assistant media director.

HOWARD F. BAKER, vice president Baker Adv. Agency, Toronto, elected president Canadian Assn. of Advertising Agencies, Toronto.

EDWARD T. SULLIVAN, continuity director WCOP Boston, to Arthur W. Sampson Adv., Boston, as radio-TV director.

THE ZLOWE Co. moves to new offices at 598 Madison Ave., N. Y. 22; Telephone PLaza 3-1764.

JOHN REED BURN to executive staff John Falkner Arndt & Co., Phila.

ROBERT E. BOUSQUET, advertising manager Lever Bros. Co., N. Y., to Biow Co., N. Y., as account executive.

MILDRED FLUENT, vice president in charge of Abbott Kimball Co. Inc. of California, L. A. office, to Calkins & Holden, Carlock, McClinton & Smith, L. A., as account executive and director fashion division.

ABBOTT KIMBALL, president, Abbott Kimball Co. Inc., New York, named chairman of board. **STEWART K. WIDDESS,** president, J. W. Robinson Co., L. A. department store, appointed president Abbott Kimball Co. of California, headquartered in L. A.

JOHN J. McCLEAN Jr., Sullivan, Stauffer, Colwell & Bayles Inc., N. Y., to McCann-Erickson, N. Y., as account executive.

DONALD ARTHUR BLOMQUIST, Sullivan, Stauffer, Colwell & Bayles Inc., N. Y., to television department William Esty Co. Inc., N. Y.



ENJOYING the punch line on a luncheon story are executives of WJW Cleveland and long-time sponsor, Household Finance Corp. Occasion was renewal of HFC *Scorecard* show on the station. Around the table (l to r): D. E. Stoltenberg, HFC; Charles Hunter, WJW program director; Don Gabriel, *Scorecard* announcer-producer; G. W. Prentiss and V. R. Mavey of HFC; Bill O'Neil, president and general manager of WJW; F. R. Smith and W. E. Furey Jr., HFC; Dwight Reed, H-R Representatives, Chicago; WJW National Sales Manager Hal Waddell, and Larry Webb, station assistant general manager.



Sweeten Their Coffee with LAUGHS... and SELL'EM

Buffalo gals go for Breakfast At The Lenox. It's Buffalo's largest audience show. Packed with good humor, games and prizes, it'll sell anything ... soup, sardines or shampoo. Sold in 10 minute segments, two, three and five times weekly. Breakfast at The Lenox is a low-cost audience show that'll make your sales curve go up, up, up. Check Petry for the complete story.

"BREAKFAST AT THE LENOX"
HAS THE LARGEST AUDIENCE IN BUFFALO
9:15 to 10 A.M.

WBEN

NBC BASIC • BUFFALO

DIXIE BEAT

This unique program availability is a happy thing—take it from WRC listeners. "DIXIE BEAT" can be **your** selling force in Washington.

Tailored musically and script-wise for a loyal "Dixie Land" audience, you'll find "The Dixie Beat" is more than another new show. It's backed by strong promotion, and sound late-evening programming.



"Mac" McGarry's deft style at the mike is a new selling force all its own . . . augmented by the disks of all the great names in Dixieland music.

This Monday through Friday strip can lay down a solid selling tempo, too . . . ask WRC or National Spot Sales.

MONDAY THRU FRIDAY
11:30-11:45 PM

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON
WRC NBC
5,000 Watts • 980 KC
Represented by NBC SPOT SALES

feature of the week

FOR an A-1 job of selling, without mentioning prices or specific merchandise, WWNH Rochester, N. H., points to the three-week radio campaign recently conducted for one of its clients, The Mother Goose Shop, local children's wear store.

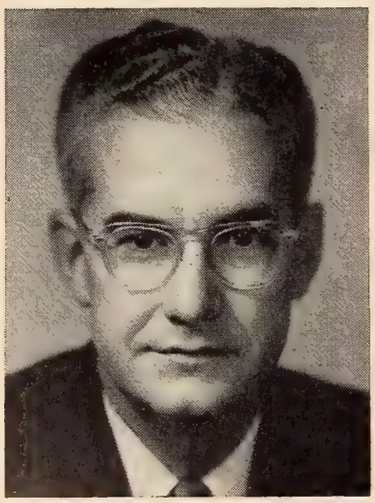
When the client asked for something different to promote its 10th anniversary, WWNH Production Chief Howard Martin came up with the idea for a Young Artists Exhibit based on familiar Mother Goose nursery rhymes. Backing up the contest were a weekly 15-minute children's show, daily spots, window displays in the sponsoring shop and newspaper publicity. Program featured Molly Pace, talent-artist, as the Mother Goose Lady who explained rules of the contest to young listeners. Children of all ages and communities were invited to enter drawings and to visit the Mother Goose Shop to see their works on display.

At the close of the contest 583 drawings and paintings were judged by art teachers of the local high schools and were displayed at the store, drawing thousands of potential customers. Some 30 merchandise awards and ribbons were awarded to winners. Success of the art contest and exhibit was so spontaneous and approval so widespread that WWNH and the store plan to make the event an annual promotion.



Mr. Martin and Miss Pace—the Mother Goose Lady—examine some of the drawings submitted in the Young Artists Exhibit.

strictly business



JOHN CORY

FEW dyed-in-the wool easterners go west to college. Still fewer go into business "out thar" and never return. But John Cory, a native of Newark who prepped at Phillips Academy, Andover, broke his Ivy ties once-and-for-all some 27 years ago when he entered the U. of Wisconsin. And to complete his western exposure, he took his first job on La Salle St., Chicago.

Mr. Cory is the "playing manager" of Free & Peters' midwest radio sales team. During the war, this one-man gang carried the F&P ball with such finesse between Chicago, Milwaukee, Twin Cities, Detroit, Cleveland, Indianapolis, Louisville, and Omaha that he emerged in 1947 as vice president and Chicago sales manager of the station representative firm. But the title didn't go to Mr. Cory's head. He still takes to the road—the better to coordinate the work of his four-man department. He always manages to be in Chicago "a couple of days each week," however, to read "every letter" involving radio, and to give his salesmen "my two-cents worth" of advice.

Tall, efficient John Cory, son of a jewelry manufacturer, broke into Chicago commerce in 1926 selling securities for the old Union Trust Co. and later worked for Eastman Dillon & Co. In 1937, he organized and became president of a manufacturing enterprise, which during World War II was forced to temporarily suspend operations due to the shortage of essential materials.

In 1942, Mr. Cory became associated with one of his present employers, James L. Free, in handl-

(Continued on page 48)

938,707

PEOPLE LIVE THE YEAR 'ROUND WITHIN A 100-MILE RADIUS OF

WFLA

IN ADDITION, BEGINNING RIGHT NOW, YOU REACH A BIG BONUS AUDIENCE OF WINTER VISITORS IN THE BUSY TAMPA-ST. PETERSBURG MARKET, ITS RICH TRADE AREA AND POPULAR RESORT COMMUNITIES. BUY

Spots

NOW!

Tampa Tribune Stations
WFLA AM FM
NBC affiliate
NATIONAL REPRESENTATIVE
JOHN BLAIR & CO.
SOUTHEASTERN REPRESENTATIVE
HARRY E. CUMMINGS
JACKSONVILLE, FLORIDA
TAMPA

YOU MIGHT GET A SIX-FOOT MOUNTAIN LION*—



BUT...

YOU NEED THE FETZER STATIONS TO BAG WESTERN MICHIGAN!

AM or TV—the Fetzer Stations are *now more than ever* the most effective and economical way to reach the biggest audience in Western Michigan.

A comparison of 1946 and 1949 BMB figures shows that since 1946 WKZO-WJEF have increased their daytime unduplicated audience by 46.7% . . . their nighttime audience by 52.8%! In the Grand Rapids area alone, WKZO-WJEF have an unduplicated coverage of more than 60,006 homes. By projecting Hoopers you find that WKZO-WJEF get 57% more city listeners than the next-best two-station choice in Kalamazoo and Grand Rapids—*yet cost 20% less!* (Kalamazoo's population is now 51.5% greater than in 1940 . . . Grand Rapids' is 27.6% greater.)

WKZO-TV is Channel 3, basic CBS (via micro-wave relay). There are more than 90,000 television receivers within 50 miles of WKZO-TV . . . an area embracing *five Western Michigan and Northern Indiana markets with buying income of more than a billion and a half dollars!*

What other facts would you like? Your Avery-Knodel man has them!

* *J. R. Patterson killed a 276-pound mountain lion at Hillside, Arizona, in March 1917.*

WJEF top 4 IN GRAND RAPIDS AND KENT COUNTY (CBS)

WKZO-TV top 4 IN WESTERN MICHIGAN AND NORTHERN INDIANA

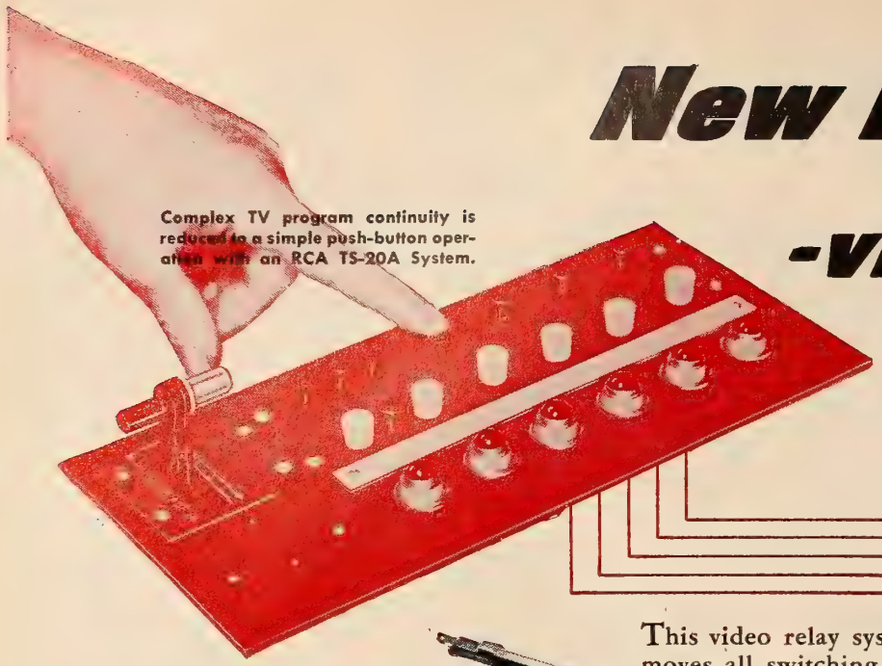
WKZO top 4 IN KALAMAZOO AND GREATER WESTERN MICHIGAN (CBS)

ALL THREE OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

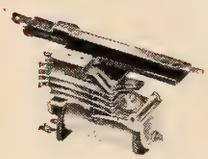
AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

New Era in Video -via REMOTE



Complex TV program continuity is reduced to a simple push-button operation with an RCA TS-20A System.

This Relay Switching System does what RCA's Audio Relay Systems have



This video relay system removes all switching restrictions from equipment operations. It imposes no limitation on equipment installation—no matter where you set up your units. It provides unlimited flexibility—enables you to add facilities as your station grows, *without losing a penny's worth of your original equipment investment.*

Actual switching in the RCA TS-20A system is done by d-c operated relays *located in the video line itself!* Designed by RCA for this special service, these relays are controlled by simple d-c lines from any point you choose. No expensive coaxial line required to and from control points. No extra cable connectors needed. You can rack-mount the relays wherever you want them. You can set up your control positions wherever you like. There are circuit provisions for sync interlocks and for tally lights.

The RCA TS-20 System provides complete master or studio facilities for program monitoring, production talk-back, and video switching between studio camera, film camera, remote pick-up and network programs. For example, you can fade or lap

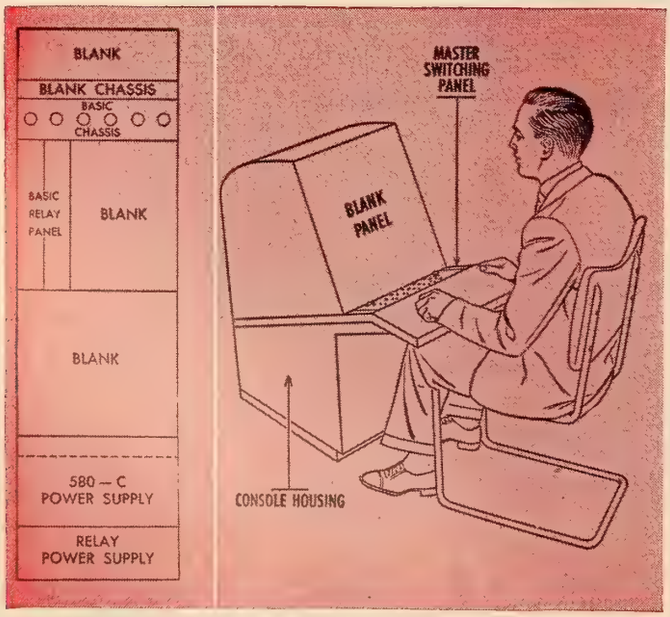
TELEVISION BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

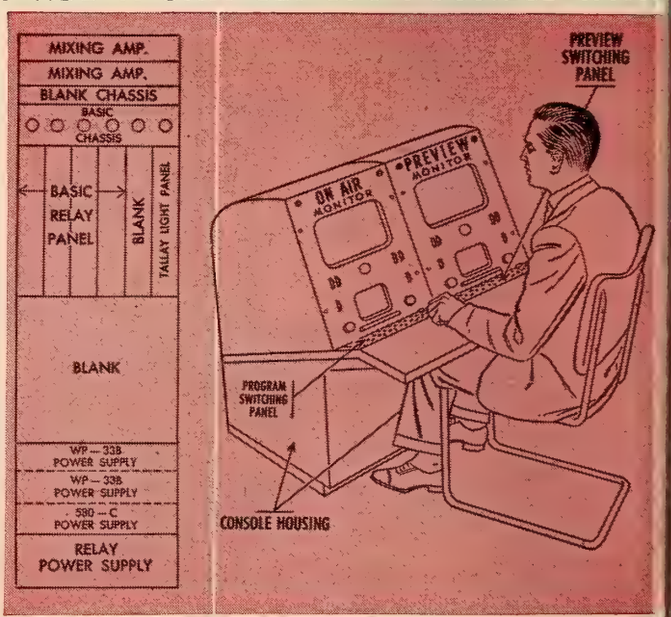
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

3 OF THE MANY ADD-A-UNIT SET-UPS POSSIBLE WITH



1. Minimum Master Control arrangement. Combines simple operation with economy. Provides switching of 6 inputs to either of 2 outputs.



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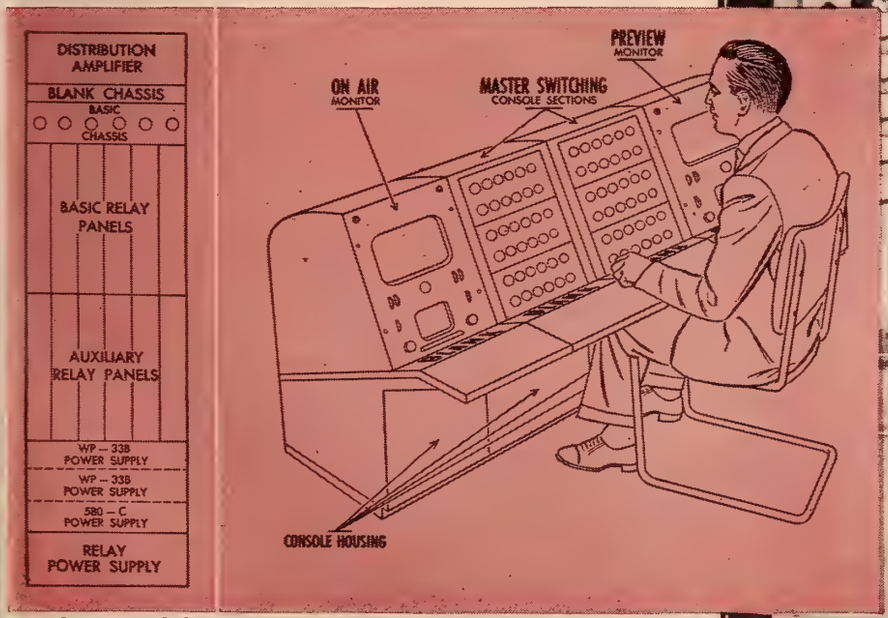
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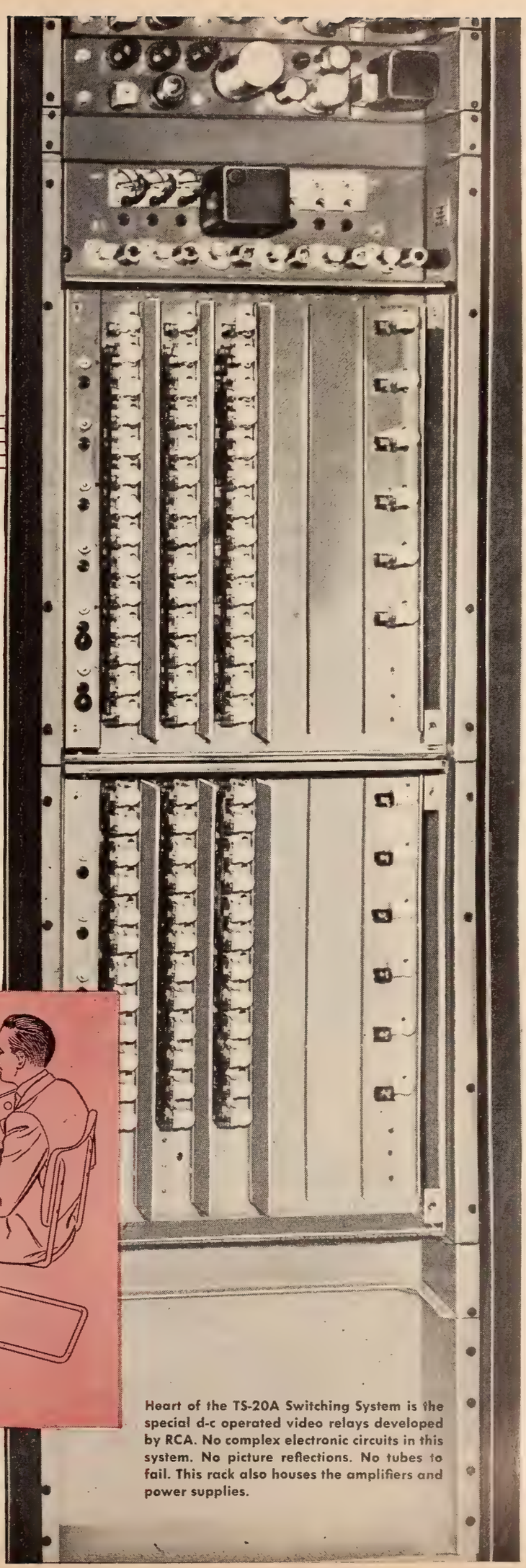
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RCA'S TS-20A SYSTEM.



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BROADCASTING
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Vol. 39, No. 21 WASHINGTON, D. C., NOVEMBER 20, 1950 $7.00 A YEAR—25c A COPY

NARBA SIGNED

Senate Ratification Fight Appears Imminent

WITH THE THREAT of a bitter Senate ratification fight already hanging over it, a new five-year North American Regional Broadcasting Agreement was signed by delegates of the five participating nations in Washington last Wednesday midnight.

In terms the final form of the new treaty—evolved in a tiring 10-week conference that followed two unsuccessful negotiation attempts — was not materially changed from the terms tentatively reached and disclosed as the session entered its final stages a few weeks ago [BROADCASTING, Oct. 30, Nov. 6, 13].

The opposition led by Clear Channel Broadcasting Service, which claimed the agreement "legitimatizes" interference which will damage the radio service of areas relying on clear-channel stations [BROADCASTING, Nov. 13], seemed sure to provoke a battle when the treaty comes up for ratification by the Senate.

CBS, NBC Object

CBS and NBC also were known to be unhappy with the treaty's provision for Cuban use of CBS-owned WBBM Chicago's 780 kc clear channel and NBC-owned WNBC New York's 660 kc clear. Authorities said ABC, Westinghouse Radio Stations and many independent broadcasters are on record favoring the agreement.

The signing came just before midnight, at a plenary session marked by repeated protestations of mutual good will, respect and cooperation. The meeting climaxed almost two weeks of day and night sessions, including one which lasted until 5 a.m. Wednesday.

FCC Comr. Rosel H. Hyde, head of the U.S. delegation, told the conference that "I cannot honestly say that the document we are about to sign has fulfilled every desire and every hope of my country." But "neither does it fulfill every desire of the other signatories," he added. "It is a necessary compromise of the needs of the signatories within the unfortunately limited broadcast band available."

Commander C. P. Edwards of Canada, conference chairman, said he was confident the agreement will prove "wise and sensible."

Dr. Jose Gutierrez, head of the Cuban delegation whose differences with the U. S. stalemated the original session at Montreal last fall and could not be resolved in bilateral conferences at Havana early this year, paid tribute to the earnestness and good faith of the U. S. delegation in its prolonged negotiations.

Basic features of the treaty:

● Cuba is given the right to use six U.S. 1-A clear channels, as compared to four under the agreement which expired March 29, 1949. The six (with Cuban stations to use directional antennas and limit their signals to not more than 25 microvolts per meter at any point within 800 miles of the U. S. dominant) are: 640, 660, 670, 760, 780 and 830 kc.

● Dominican Republic is moved from the 1040 kc 1-A clear channel to a regional frequency, 620 kc.

● Jamaica is given the right to use 880 and 1180 kc, U. S. 1-A's, with 5 kw but protecting WCBS New York and WHAM Rochester, dominants on those channels. Unofficially it was indicated Jamaica will not use 1180 kc immediately.

● On 11 channels Cuba is authorized to establish stations which would be given "special protection" by future U. S. assignments on those channels. The channels: 550, 570, 590, 630, 640, 690, 730, 740, 860, 920 and 980 kc.

● The 1030 kc channel, used by WBZ Boston with 50 kw, is given a U. S. 1-A classification instead of its present 1-B listing.

● WQXR New York and KPMC Bakersfield, Calif., both on 1560 kc, and KXEL Waterloo, Iowa, on 1540 kc, are given 1-B status.

● An organization similar to the old North American Regional Broadcasting Engineering Committee is reestablished. Provisions are made looking toward adoption of standards of Good Engineering Practice for the North American nations.

● Compulsory arbitration procedures are established.

● The agreement, when ratified, would be effective for five years, and continue in effect until a new one is reached.

● The question of reducing channel widths below 10 kc as a means of "making" additional channels, which at one point seemed the conference's only hope of success, is proposed for further study by the various countries independently.

● Provision is made for convening an administrative conference in two years to study problems which may then be outstanding.

Summing up, spokesmen separated the treaty's "plus" and "minus" features — from the U. S. standpoint—as follows:

Cite Stability

On the "plus" side, they said, it provides stability for the industry for a five-year term and until a new treaty has been reached. It gives the U. S. latitude in shifting 1-A stations and, if necessary, of increasing the number of stations on a 1-A channel without losing its 1-A classification and protection. It gives complete protection to all 1-A stations except those on which Cuban and Jamaican operations are specifically provided; eliminates

(Continued on page 20)

BASEBALL'S GATE

Jordan Cites Radio-TV Effect

BROADCASTS of major league baseball games are cutting into minor league gate receipts, but neither major nor minor leagues are seriously hurt by television.

These findings were developed in an analysis of 1950 baseball attendance conducted by Jerry N. Jordan, U. of Pennsylvania graduate student who last spring completed a study of sports attendance in the last quarter-century [BROADCASTING, May 15-22].

Both studies have been published by Radio-Television Mfrs. Assn., which had no part in preparation.

The current findings support the basic conclusion that television does not hurt the baseball boxoffice.

They go even farther by showing that in the eight large baseball leagues the 29 televised clubs had a relatively better attendance record in 1950 than 35 non-televised clubs (see table).

On the other hand, Mr. Jordan expresses serious concern over major league rebroadcasts in minor league cities, where a "major league frame of mind" is developing. In a brief chapter of comment, titled "Too Much Can Be Too Much," he said:

"I sincerely believe that it is possible to put too much baseball on the air. Even the best things can be overdone. Baseball is now filling up an important part of the waking hours, primarily out west. In some cases you can hear baseball games at 11 in the morning and go right on hearing them up to 11 at night with only short lapses. I believe three or four games broadcasts in one day are too many.

Need Balance

"Some businesslike balance should be put voluntarily into the allocation of baseball games, especially into minor league towns. I hope that the majors and minors can do this when they get together this December. Here, I am sure, is the gravest single threat by sportscasting to the . . . game."

Around both major and minor

(Continued on page 32)

* * *

ATTENDANCE RECORDS OF TELEVISED & NON-TELEVISED TEAMS

(Leagues Drawing More Than 1,000,000 in 1949*)

League	% Loss in 1950	No. Clubs Televised	% Gain or Loss Televised Clubs	% Gain or Loss Non-TV Clubs
National	12%	7	Minus 9%	Minus 19%
American	14%	8	Minus 14%	.....
American Assn.	25%	4	Minus 23%	Minus 26%
International	24%	1	Plus 51%	Minus 32%
Pacific Coast	15%	6	Minus 13%	Minus 24%
Southern	11%	1	Plus 7%	Minus 15%
Texas	18%	2	Minus 7%	Minus 21%
Eastern	30%	None	.....	Minus 30%
*Fla. International	22%	2	.....	.....

***The Western League is not included because of its increase from 6 to 8 teams. Florida International did not draw 1,000,000, but was included because it was the only other league with televised games.**



HIGHLIGHTS of the signing of the new NARBA treaty (l to r): Nicolas Mendoza, one of the leaders of the original NARBA movement, affixes his signature while Ricardo Sarabasa, first counsellor of the Cuban Embassy, Dr. Jose Ramon Gutierrez, head of the Cuban NARBA delegation, and Cuban Director of Radio Jose Sentmanat stand by, with Miss Galia Cope, assistant to Conference Secretary Jean Millot, holding the document; FCC Comr. Rosel H. Hyde signs as chairman of the U.S. delegation with Capt. John Cross of the State Dept. standing ready to sign as vice chairman; Kenneth R. Ingraham signs for Bahamas-Jamaica; and Commander C. P. Edwards, conference chairman, signs for Canada. Dr. Miguel A. Herrera, first secretary of the Dominican Republic Embassy in Washington, signed in advance when conflicting engagements made it impossible for him to attend the final session.

NARBA Signed

(Continued from page 19)

present "unauthorized" operations on some eight U. S. 1-A's, and requires substantially greater protection to the U. S. dominants on others.

One of the principal advantages, in the eyes of some observers, is that it recognizes and establishes channel classifications internationally, spelling out protection requirements, and at the same time lays down a legal foundation by which Cuba may effectively control her industry and her future assignments.

The treaty, it was pointed out, governs Cuba more strictly than her own radio laws do.

Other factors which were considered "plusses": Cuban stations on U. S. 1-B channels are limited in number and restricted to relatively low power, with provision for use of directional antennas if power is increased.

'Minus' Side

On the "minus" side, observers noted the concessions for use of six U. S. 1-A's by Cuba and two by Jamaica; elimination of the 650-mile rule where Cuba is concerned (but providing for border protection to the U. S.); limitations on freedom of action with respect to U. S. 1-A's by requiring specified protection to existing Class 2 stations in Cuba and Canada, in return for which U. S. Class 2's are similarly protected against movement of 1-A's in other countries.

Other "minuses": One continental U. S. station, WVCG Coral Gables, must change frequency (from 1070 to 1080 kc), and three in Puerto Rico must also move (WIBS Santurce from 740 to 730 kc; WNEL San Juan from 860 to 850 kc and WKAQ San Juan from 620 to 770 kc). For the most part, authorities said, the stations would not suffer substantial losses in service areas.

Additionally, KPRC Houston on 950 kc must change its directional array to give Cuba greater protection, while the Cuban station must install a DA to protect KPRC.

Further, the recognition of several Cuban regional stations with rights to operate with 10 kw, directionalized, and the granting of "special protection" to Cuba from future U. S. assignments on 11 channels were written down on the "minus" side of the ledger.

The latter, it was noted, involves the establishment of Cuban Class 1-C and 1-D stations which would be assured specific protection from new assignments and probably will preclude the licensing of additional stations on those frequencies in southeastern U. S. In defense, however, it was argued that station assignments on most of these channels have already approached the saturation point.

Mexico, which withdrew from the conference several weeks ago, presumably will be given an opportunity to subscribe to the new agreement — though even if it should do so, Mexican officials say their signature could not be ratified before 1952. Haiti was not able to participate in the conference, but also will be given a chance to adhere to the treaty.

Signing the document were representatives of the U. S., Cuba, Canada and the Bahamas-Jamaica. The head of the Dominican Republic delegation signed in advance since his United Nations commitments made it impossible for him to attend the final session.

The U. S. 1-A's which Cuba is authorized to use were assigned at the following specific locations for use with the powers specified (U. S. dominants are shown in parentheses):

640 kc (KFI Los Angeles)—CMHQ Santa Clara, with 15 kw directionalized.

660 kc (WNBC New York)—CMCU Havana, with 5 kw DA.

670 kc (WMAQ Chicago)—Affiliate of CMBC Holguin, Ote., with 1 kw DA.

760 kc (WJR Detroit)—CMCD Havana, with 10 kw DA.

780 kc (WBBM Chicago)—CMHD Santa Clara, with 5 kw DA.

830 kc (WCCO Minneapolis)—CMBZ Havana, with 5 kw DA.

Jamaican Use

Jamaican use of U. S. 1-A's would be as follows, with "antenna characteristics to be determined and designed to afford the protection required by this Agreement":

880 kc (WCBS New York)—ZQI Kingston, with 5 kw.

1180 kc (WHAM Rochester)—New station at Montego Bay, with 5 kw.

The 11 channels on which Cuba would be granted special protection by future U. S. assignments are composed of four channels to be used for "1-C" stations and seven for "1-D" outlets. The 1-C stations would be protected, by future U. S. stations, to the 10 microvolt daytime and 25 microvolt nighttime contours at the Cuban border. The 1-D stations would be protected by future U. S. oulets to the 25 microvolt daytime and 50 microvolt nighttime contours.

550 kc (regional channel)—CMW

The 1-C stations are as follows:

Havana, with 10 kw directionalized or 2.5 kw non-directionalized.

640 kc (U. S. 1-A)—To be used by CMHQ Santa Clara with 15 kw directionalized. The special protection would limit KFI, U. S. dominant, to a 2 volts per meter increase in radiation in the direction of Cuba, in case of an increase in KFI's power.

690 kc (Canadian clear)—CMBC Havana, with 50 kw directionalized

860 kc (Canadian clear)—CMBL Havana, with 25 kw directionalized.

Cuba's 1-D stations are listed as follows:

570 kc (regional channel)—CMHI Santa Clara, with 10 kw directionalized.

590 kc (regional)—CMCY Havana with 25 kw DA.

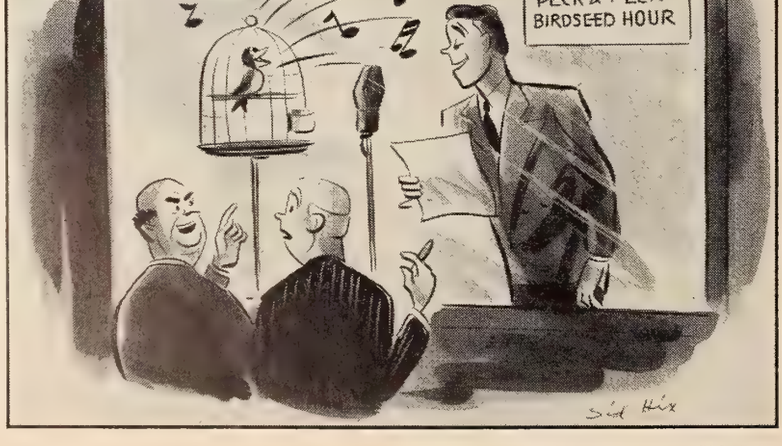
630 kc (regional)—CMQ Havana with 25 kw DA.

730 kc (Mexican clear)—CMCA Havana, with 10 kw DA.

740 kc (Canadian clear)—CMK. Holguin, with 10 kw DA.

920 kc (regional)—CMAQ Pinar de Rio with 1 kw, non-directionalized and CMJL Camaguey with 10 kw DA.

980 kc (regional)—CMCK Havana with 10 kw DA.



Drawn for BROADCASTING by Sid Hix

"Sweetest singing talent I ever heard . . . put that bird under a 20-year contract!"

HITS JACKPOT

Ryan Signs Two New Members

NAB's new-member campaign hit a jackpot during the board of directors meeting last Wednesday. After William B. Ryan, NAB general manager, had completed his membership report he asked Jack Hardesty, NAB station relations director, for membership blanks.

Turning to Allen M. Woodall, WDAK Columbus, Ga., District 5 director, he suggested Mr. Woodall's WCOS Columbia, S. C., also join NAB. Mr. Woodall readily agreed and promptly signed a membership contract.

Taking the hint, Gilmore N. Nunn, WLAP Lexington, Ky., District 7 director, turned to James D. Shouse, WLW Cincinnati, and suggested WINS New York, Crosley-owned, might like to join. Mr. Shouse smilingly signed.

The incident shows the importance of being on hand with a fountain pen when discussing membership, Mr. Ryan suggested.

NAB FEDERATION TAKES SHAPE

More Autonomy for TV

NAB is going through first phases of a federating process by which AM-FM and television services will be split to give TV greatly increased autonomy.

Steps to meet the demand of TV stations for a service matching the skyrocketing growth of television were taken by the NAB board at its Wednesday-Friday meeting held last week in Washington.

At the same time the board heeded the reluctance of many AM stations to pay dues in support of association activity on behalf of TV stations competing for the same advertising dollars.

TV members will have their own board of directors, which will have autonomy on TV matters.

The action culminated three years of reorganizing and unreorganizing. It is designed to make NAB attractive to TV stations and hold all forms of commercial broadcasting within one industry trade association.

Some form of federating was inevitable, board members felt as they heard reports from NAB General Manager William B. Ryan and Eugene S. Thomas, WOR-TV New York, chairman of the TV Committee. Formal action was taken by unanimous approval of a resolution offered by Robert D. Swezey, WDSU-TV New Orleans.

Other Board Action

In a lively three-day meeting free from the usual long controversies the board also voted to:

- Study whole association structure.
- Hold TV member meeting, probably in January.
- Expand Station Relations Dept. (story page 26).
- Shift BAB's TV activity to TV Dept.
- Conduct manpower study in effort to have FCC ease operator ticket rules.
- Hold joint management-engineer conventions with workshop themes (story page 26).
- Enlarge legislative activity.
- Loan Broadcast Audience Measurement Inc. up to $5,000.
- Compile data on station public service activity.
- Give FM members added service.
- Aid Wisconsin stations in lottery litigation.
- Approved $345,000 six-month budget.

Still in a nebulous state, the details of the TV operation will be taken up soon by a five-man committee to be named by President Justin Miller. The committee will submit its ideas to the scheduled January meeting of TV stations. Results of these deliberations will be reported to the board at its next meeting in February.

The board obviously recognized that the TV picture at NAB is not too healthy, with only 42 of 107 video stations belonging to the association. All 42 ride almost free, paying $10 monthly dues because they are adjuncts of AM members. TV stations not connected with AM members would pay $125 monthly.

If NAB doesn't do something—and quick—to meet the video industry's trade association needs, someone else will, most of the directors felt. They obviously had in mind Television Broadcasters Assn., formed early in the decade by station, manufacturer and other interests.

At first it was planned to hold the NAB-TV convention in December but a January date was favored late in the week to avoid embarrassing TBA's plans for a Dec. 8 convention in New York.

While NAB's format for TV is being worked out, a new dues structure will be set up so video stations can pay their way. At present TV members pay only a fraction of 1% of NAB's budget, but the board was told that many video stations take in two or more times as much money as their AM adjuncts.

With TV's rapid growth, the board conceded video stations are entitled to decide their own trade association destinies but directors felt it should be done under NAB's banner. No thought of changing NAB's name to include television is entertained at this time, it was explained.

At present NAB's TV stations are represented on the board by Directors Thomas and Swezey, two out of 27 directors. The new plan specifies that TV members have their own board of directors, with perhaps seven or nine members. This board would have relative autonomy on TV matters. Top association policy questions would be decided by the full NAB board though perhaps in cooperation with the TV directors.

Dues Formula

A dues formula will be worked out by which a percentage of TV payments will go toward general overhead, including such services as legal, administrative, labor relations, research and other functions.

In the course of its three-day discussion the board approved a general inquiry into the whole association structure. No details were disclosed on the nature of this study, culminating a series of functional and structural examinations since the war.

Backers of the new TV plan look for close cooperation between the top NAB board and the TV directorate. The plan differs from the two and three-division structures of recent years by giving TV much more autonomy, yet it falls short of a federation scheme. NAB will have two boards but only one president.

"This is not the final answer," Mr. Swezey told BROADCASTING, "but it meets the need for immediate action."

When Broadcast Advertising Bureau is separated from NAB next April, it will drop TV sales promotion functions under the Swezey plan. Mr. Swezey drafted the BAB separation project as chairman of the board's BAB Committee. This separation was approved by the board at a special August meeting.

TBA can be expected to scan the situation carefully at its Dec. 8 session. About a year ago TBA was talking in terms of a $100,000 budget, with manufacturers contributing big sums, and election of a top-flight president. Wayne Coy, FCC chairman, was among those mentioned for the post.

NAB's structural revamping on behalf of television eliminates need for the present TV Committee. This committee was formed last summer, along with AM and FM groups, at the suggestion of General Manager Ryan, who instigated

(Continued on page 28)

WATCH SHOW GROWS

To 350 Outlets

HAMILTON Watch Co., Lancaster, Pa., has produced a series of quarter-hour programs which will be sponsored by local retail jewelers on 350 stations in 46 states, Alaska, Canada, and Mexico, as a result of sales ability of radio station men throughout the country.

Production cost of the program *Dream Time*, featuring a vocalist identified as Lady Hamilton, was borne by the company. The format of the quarter-hour show presents a narrator blending the songs with poetry. Hamilton Watch has a middle commercial, but the ends are open for local jeweler identification. Local jewelers pay time costs.

The radio schedule originated at WMC Memphis when a local jeweler, A. Graves & Steuwer, Memphis, started sponsorship of the show. It was brought to the attention of Robert Gunder, sales promotion manager for Hamilton Watch, by Gene Lott of the jewelry shop. Mr. Gunder employed the Frederic W. Ziv Co. to transcribe 13 programs. Then the Hamilton Watch salesmen set out to sell jewelers on sponsoring the programs locally. They met with indifferent success, only 15 or so signed up.

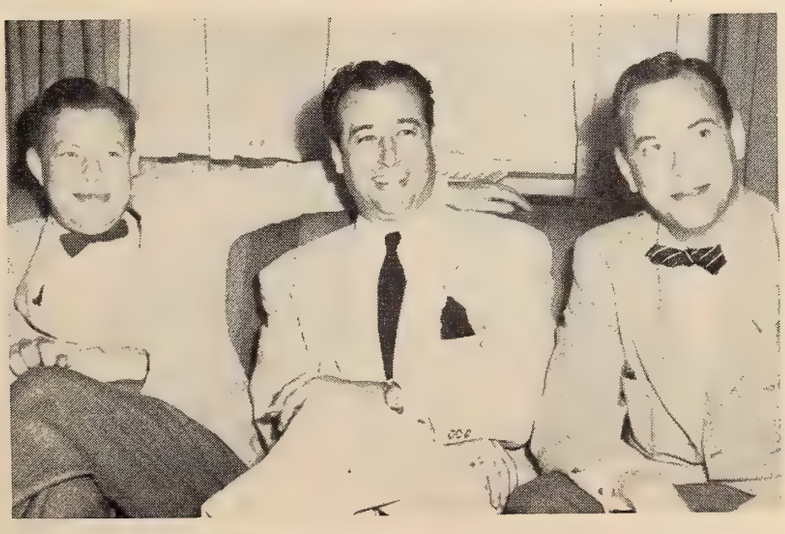
A good watch salesman is not necessarily a good radio time salesman, Mr. Gunder reasoned, and therefore he wrote a letter to every radio station in the country telling them about the show and suggesting that they sell it to local jewelers.

Results 'Astounding'

Almost at once the results were astounding. The total of stations edged up to the 100 mark, then 200 and has snowballed finally to 350 stations selling the program. This means that more than 4,550 quarter hours of radio time haye been sold.

The radio programs will give Hamilton Watch Co. a powerful adjunct to its "To Peggy" and "To Jim" five-minute Christmas promotion TV films to be carried in 52 markets [CLOSED CIRCUIT, Nov. 13].

Hamilton Watch Co. account is handled by BBDO, New York.



AT Houston meeting earlier this month for station managers of ABC affiliates in Texas and Oklahoma (l to r): Robert E. Kintner, ABC president; Fred Nahas, executive vice president and general manager of KXYZ Houston, and Ernest Lee Jahncke, ABC vice president for radio.

DON LEE SALE

FCC Approval Sought

FCC WAS asked last Friday to approve the record-high $12,320,000 purchase of the Don Lee radio and television properties by General Tire & Rubber Co. and parlay sale of two stations, one AM and the other TV [BROADCASTING, Oct. 30, 23].

Involved in the proposed disposal of stations by General Tire, which outbid Hoffman Radio & Television Corp. and associates for stock controlling the Don Lee Broadcasting System from the Thomas S. Lee Estate, are KTSL (TV) Los Angeles to CBS and KDB Santa Barbara, Calif., to Lincoln Dellar, president, Sacramento Broadcasters Inc. (KXOA Sacramento, KXOC Chico, Calif.) and Valley Broadcasting Co. (KXOB Stockton, Calif.).

Under terms of the KTSL-CBS transaction, Columbia would acquire from General Tire, owner of Yankee Network, Lee Enterprise's TV equipment valued at $333,764 and would lease space in Don Lee's Vine St. property for 10 years for a total rental of $2,655,000 payable in annual installments.

Facilities Leasing

In addition, it was proposed that "space and facilities" in the Vine St. property which General Tire would acquire, would be leased for 10 years to Lee Enterprises at a total rental of $2,550,000 in annual installments.

Also leased to CBS would be the Mt. Wilson and Mt. Lee TV properties of Don Lee for a period of 20 years at $460,000 total rental. Certain options for extensions of the lease and for the purchase of the Mt. Wilson property are included in the application. CBS would be given the right to renew the lease for another 20 years and would be permitted to buy the Mt. Wilson property after the first 11 years of the lease at $137,000 with certain minor conditions.

Actual outlay by General Tire—estimating the $5 million-plus which the Lee estate already held in cash and quick assets, and adding returns from certain other properties to be liquidated—would be approximately $6 million. About half of this would be borne by CBS through purchase of KTSL equipment and its long-term leasehold arrangements.

The General Tire bid was made through the First National Bank of Akron. The bank was trustee of the retirement plan for employes of General Tire and certain other subsidiaries. Under the provisions of the sale, the trustee would retain ownership of the studio building and other real estate while transferring all other radio properties to General Tire and TV facilities to CBS.

Lee Enterprises' KDB would be sold to Mr. Dellar for $25,000; $11,562 to be placed in escrow and the remainder to be paid periodically.

Mr. Dellar built KXOA in 1945 and a year later constructed and started operation of KXOB. The third station in which he has interests, KXOC, was started in 1949. Mr. Dellar, who has been in radio for 18 years, said that if the KDB purchase is approved by FCC, he plans to maintain the station's present management and staff.

CBS already has announced that Merle Jones, general manager of KNX-CBS Hollywood and the Columbia Pacific Network, would become general manager of KTSL when Columbia takes over its operation. The Don Lee Network and its owned stations are expected to be under the executive management of Willet H. Brown, now Don Lee president.

KTTV Ownership

When CBS disposes of its 49% interest in KTTV (TV) Los Angeles, the *Los Angeles Times*, 51% owner, will acquire full ownership.

Some real properties, in addition to the TV properties on Mt. Wilson and Mt. Lee purchased by the General Tire trust, are to be made available to Lee Enterprises on a lease basis for 10 years at a total of $930,000, it was revealed.

Also mentioned in the application is a Lee Enterprises' estimate that completion of KTSL and experimental KM2XCV construction has progressed to the point where $7,500 will be needed for completion of KTSL and $33,000 for the other outlet. Construction of a third experimental station—KM2XDF—has not been started but would require an estimated $13,000 expenditure to comply with the construction permit, FCC was told.

Sale of KDB would bring General Tire in conformity with FCC's AM multiple ownership "policy" of limiting the number acquired to seven. General Tire already owns WNAC Boston, WONS Hartford, WICC Bridgeport and WEAN Providence in the Yankee group. After KDB's sale it would retain in the Don Lee transactions KHJ-AM-FM Los Angeles, KFRC San Francisco and KGB San Diego.

Purchase of the Lee interests also gives General Tire another 19% of the stock of Mutual network in which it already owns approximately the same amount. It also would give the firm control of Pacific Northwest Broadcasting Co. through which the Don Lee Network has 25 affiliates in addition to 16 affiliated stations in California.

It could not be learned at the week's end whether General Tire will sell its Mutual holdings down to the total 30%, according to MBS provisions.

STRIKE THREATS

TVA, AFRA Walkouts Pend

POSSIBILITY of a coast-to-coast strike of live and kinescope television performers continued at week's end, when George Heller, national executive secretary of Television Authority, which represents five performer unions, announced that week-long negotiations in New York would be suspended over Friday to permit networks and agency officials to review their position. He said negotiations would resume on Saturday morning for reception of "whatever proposals the networks may have to make."

The parallel threat of strike against radio networks by American Federation of Radio Artists also continued, despite almost continuous meetings throughout the week. Despite reliable reports that AFRA was near agreement Frank Reel, national executive secretary, and network officials would not comment on the situation. However, any settlement in radio prior to a settlement in television seemed unlikely, since many AFRA members work in both media. Legally the two groups are distinct, of course, and the two negotiations are conducted ostensibly without regard to one another.

The parties in both disputes have refused to divulge the details of the past week's discussions, or confirm a report that the biggest hitch was over wages.

In television, the contracts on which the negotiators are working will be the first of their kind, and extraordinarily complex and detailed considerations have to be dealt with. Some relate to problems of production which have not themselves been solved, while the effects of standardization in the hitherto unstandardized television industry are not easily estimated by management and agencies.

TVA negotiators, including M. Heller, represent the American Federation of Radio Artists, American Guild of Variety Artists, American Guild of Musical Artists

(Continued on page 63)

BOND BIRTHDAY

Marks 20 Years With Show

FORD BOND'S 20th anniversary as announcer for *The Cities Service Band of America*, starring Paul Lavalle, over NBC, Monday, 9:30 p.m. was celebrated last week by a party in New York and a Ford Bond birthday celebration on the program itself Nov. 13. NBC Board Chairman Niles Trammell was a special guest on the program.

Mr. Trammell, commenting on one of the longest sponsor-announcer identifications in broadcasting history, said that "although the Cities Service program has changed with the times, one unchanging voice has spoken for the unchanging standards of Cities Service."

"Cities Service is proud of Ford Bond," Mr. Trammell continued, "and of its 20-year association with him—and so is NBC."



AT BIRTHDAY celebration of Ford Bond's 20th anniversary as announcer for *The Cities Service Band of America* on NBC are (l to r): Tom De Bow, Cities Service advertising director; Merlin H. Aylesworth, chairman of the executive committee, Ellington & Co., Cities Service agency, and one-time NBC president; Mr. Bond; Paul Lavelle, bandmaster of the program, and Jesse T. Ellington, president, Ellington & Co.

METAL SHORTAGES INCREASE

Production Cuts Seen

THE SPECTER of World War II shortages hung ominously over the electronics horizon last week with the prospect of imminent drastic cutbacks in radio-TV set production and portents of complete controls over all basic metals by mid-1951.

Component parts and set manufacturers, staggered earlier in the week with announcement of a 35% cutback in consumption of aluminum, were dealt a further blow that threatened to curtail speakers for radio and television receivers and generally disrupt the entire radio-TV industry.

The storm clouds of imminent shortages blackened perceptibly last Tuesday as NPA Administrator William H. Harrison ordered the nation's largest cobalt importer, African Metals Corp., New York, to "withhold delivery" of the metal pending a government study of defense needs [CLOSED CIRCUIT, Nov. 13]. The firm reportedly supplies about 95% of the nation's cobalt requirements. Cobalt is used in production of jet engines for airplanes.

So critical was the situation that members of Radio-Television Mfrs. Assn., holding a three-day board meeting in New York, sidetracked nearly all other issues, including that of color TV, to weigh the import of the government's action on cobalt and aluminum, and anticipated orders on copper and nickel (see separate story).

RTMA officials last week:

● Termed the outlook for civilian set production the "most critical since reconversion from World War II—with possible curtailment if not total cessation of output by early 1951—thus dispelling earlier convictions that cutbacks may not exceed 35%.

● Expressed belief that NPA will not release sufficient amounts of cobalt to maintain present set schedules, and that next year the metal will be totally unobtainable.

● Foresaw a return to use of inferior magnet speakers utilizing nickel, also slated to be curtailed shortly, unless the ban on cobalt is relaxed.

● Set up a special electronics parts mobilization committee to work with the all-industry electronics committee, formed last August, and with government officials.

● Petitioned NPA Administrator Harrison to release some cobalt for use by alnico magnet producers.

● Expressed fear that magnet makers will be "put out of business" within perhaps six weeks.

● Warned that set manufacturers may be so flooded with military orders by next spring or summer that, even if the television freeze were lifted, they probably would be unable to handle requests for transmitter equipment.

Discuss Long-Range Plan

The special RTMA committee, headed by A. D. Plamondon Jr., president of Indiana Steel Products Co., largest consumer of cobalt for alnico magnets in speakers, and R. E. Laux, president of General Instruments Corp., will confer with the special Electronics Industry Committee and government authorities on a long-range plan to assure that companies hit by material restrictions can maintain operation.

James Secrest, RTMA general manager, reported that some suppliers of alnico magnets already have curtailed operation, while one had shut down completely for lack of material.

The committee hopes to persuade government officials to release enough critical material to industry to keep it afloat during the interim period while military orders actually are taking shape.

Mr. Secrest noted that nickel can be used instead of cobalt, but added that it takes a larger quantity of an already scarce and expensive item. He pointed out that the change in metal would mean redesigning speakers and, in many cases, cabinets as well.

At the same time Mr. Secrest foresaw no immediate shutdown of radio and television plants, but felt it a matter of speculation as to how long the present inventory of speakers would last.

A return to inferior magnet speakers utilizing nickel is a virtual necessity if plants are to avoid shutdowns early next year, he emphasized.

Grave concern over the materials crisis, which spurred set-makers to beaverish new efforts on behalf of substitute metals, was typical of a week which also brought these developments:

● Disclosure that NPA has under preparation similar cutback orders on nickel and copper, as well as other vital items.

● Prediction that rigid allocations controls will be imposed on all materials shortly after July 1, 1951, beginning of the new fiscal year.

● Preparation by Defense Dept. of a supplemental military funds request for $10 million, including presumably at least $1 billion for electronics orders, which it hopes to submit to the "lame duck" Congress before it adjourns.

● Warning by Commerce Secretary Charles Sawyer that the full impact of present controls will be felt this coming spring.

● Appointment of John D. Small, vice president and executive assistant to the president of Emerson Radio & Phonograph Corp., as chairman of the Munitions Board, which sets requirements for the armed services (see separate story).

Cobalt Cut

When confronted with the NPA directive, African Metals Corp. promptly notified its customers that it would be unable to allot any more cobalt for civilian use.

There was a hint, however, that Gen. Harrison may be constrained to ease up on the cobalt cutback in the electronics industry if it could be shown that the curtailment would result in "severe dislocation."

In his directive to African Metals Corp., Gen. Harrison said he had been advised that the firm had insufficient supplies to meet essential civilian needs because of defense orders, and said NPA is consulting with other government agencies as to steps "which may be taken to

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RTMA BOARD MEET

Material Shortages Top Discussion

MATERIAL shortages dominated the board meeting of Radio & Television Mfrs. Assn. held in New York last Tuesday-Thursday, James Secrest, RTMA general manager, reported at the conclusion of the three-day session.

The present interim period, when government restrictions on material are making it impossible for manufacturers of radio and TV sets as well as all electronic products to fulfill civilian orders and when military or defense orders have not yet materialized, is a tough one for this industry, Mr. Secrest noted. If the time does come when the country needs electronic equipment for military use, it will need it in a hurry and won't be able to get it if in the meantime the electronic plants have had to close for lack of material, he said.

The component parts manufacturers are the ones most hard hit at the moment, Mr. Secrest said, but the set manufacturers can't turn out sets without components and he estimated that unless some relief is secured the production of radio and TV receivers will be seriously curtailed if not completely halted by the first of the year (see shortages story this page).

A. D. Plamondon Jr., president, Indiana Steel Products Co., was named chairman of a special electronic parts mobilization committee, with R. E. Laux, president, General Instruments Corp., as co-chairman, to work on the problem of shortages.

Robert C. Sprague, RTMA president, and Glen McDaniel, vice president of RCA, will represent RTMA in an appearance this morning (Monday) before the House Ways & Means Committee to present the association's views on the excess profits tax. RTMA does not object to a fair tax on its members, nor to the idea of an excess profits tax for military expenses, Mr. Secrest explained, but it does object to setting a base period which would work undue hardship on this "growth" industry, particularly the television branch which has developed from almost nothing to its present proportions in the period since the end of World War II. The proposed tax formula would practically wreck the TV manufacturers, he declared.

Asks TV Agreement

The RTMA board also laid plans for asking the Federal Trade Commission for a trade practices conference with the purpose of extending the present regulations and agreement for radio sets to cover TV receivers as well. RTMA has been working on a code for TV advertising, which might be included in the agreement, Mr. Secrest reported.

The whole problem of the production and distribution of FM receivers will be studied by another special RTMA committee, Mr. Secrest said, adding that this committee will work closely with the FM broadcasters in this project, probably through the auspices of the NAB. All phases of the subject will be analyzed, he said, including the proposal that all TV receivers be equipped for FM reception. He noted that any conclusions as to what can and should be done to increase FM production will depend on the overall production picture.

DEFENSE POST

Small Heads Munitions

JOHN D. SMALL, vice president and executive assistant to the president, Emerson Radio & Phonograph Corp., New York, last Thursday was sworn in as chairman of the Defense Dept.'s Munitions Board. He succeeds Hubert Howard, who resigned two months ago.

Mr. Small has had varied experience in government circles and in the armed forces during both world wars. He served on the World War I War Labor Board and later headed up the Civilian Production Administration. While in government he was instrumental in aiding industry reconversion immediately following the war.

The Emerson executive also had experience as deputy director of the Army-Navy munitions board, and in September 1944 was named executive officer and chief of staff to the chairman of the War Production Board. He served on active duty as a naval aviator in World War I and was recalled to active duty in the Navy as a commander early during the last war before assuming executive positions in Washington.

Mr. Small's civilian positions have been with Publicker Inc., Dry-ice Corp., Maxson Food Systems and later, in 1947, with Emerson Radio.

Excess Profits Tax

How It Affects Radio-TV

By F. CLEVELAND HEDRICK JR. and A. R. ELLMAN

THE WAYS AND MEANS Committee of the House of Representatives commenced hearings on Nov. 15, under a mandate contained in the Revenue Act of 1950 to report out an excess profits tax law during this session of Congress. Indications are that the new excess profits tax law will follow the pattern of the World War II law and that the base period will be the years 1946-47-48-49.

There is some possibility of the elimination of 1946 and the use of the remaining three years as a basis. However, for our purposes we are assuming that the base period will consist of the four years 1946-49 inclusive. It is our belief that these four years are an unfair base period for the radio and television industry and that special provisions must be made for the industry.

General business indices show that these years have been the most prosperous that the country has enjoyed. For comparison purposes we have taken the following as indicators of business trends: (1) Corporate profits before taxes, (2) total gross national production expenditure, (3) disposition of personal income, and (4) total business sales.

The 1946-49 (inclusive) average on all indices exceeds the previous high and is approximately 90% greater than the 1941 average (see Monthly Averages table).

Following are comparable figures for the broadcasting industry:

	Broadcast Income* Before Taxes (In thousands)
1946	$61,628
1947	55,551
1948	48,807
1949	45,700
AVERAGE	52,921
1941 Average	33,438
% Increase over 1941	58%
Previous High	69,430

*Source FCC Yearly Financial & Operating Data

It is to be noted that the average for the four years is substantially less than the previous high and only 58% higher than the 1941 income.

However, these figures by themselves are misleading because they are industry-wide figures and do not represent the experience of individual stations. The figures shown above are the operating results of the following number of stations in each of the years:

Years	Number of Stations* Reporting
1946	1,015
1947	1,453
1948	1,813
1949	2,054

*Source FCC Annual Financial & Operating Data

Monthly Averages* (In Billions of Dollars)

	Corporate Profits Before Taxes	Gross National Production Expenditure	Disposition of Personal Income	Business Sales
1946	23.6	212.6	176.9	26.5
1947	31.6	235.7	193.5	32.8
1948	34.8	262.4	211.9	36.2
1949	27.9	256.7	207.0	36.0
AVERAGE	29.5	241.9	197.3	32.9
1941 Aver.	17.2	126.4	95.3	16.4
% Increase over 1941	71%	91%	107%	101%
Previous High Prior to 1946	25.1	213.7	165.9	23.7

*Source—Survey of Current Business

Thus the experience of the average station would be as follows:

	Average Profit* per Station
1946	$60,717
1947	38,232
1948	26,921
1949	22,250
AVERAGE	37,028
1941 Average	40,928
% Decrease since 1941	10%
Previous High (1944)	$80,266

*Source: FCC Annual Financial & Operating Data.

These figures show a trend contrary to the general business indices.

The factor contributing most to the decline from an average profit of $80,266 for 865 stations in 1944 to $22,250 for 2,054 in 1949 is the large increase in the number of stations.

The increase in the number of stations affects the profits of both old and new stations.

Preliminary figures for 1949 show net profits before taxes as follows:

No. Stations	Total	% of Total	Aver. per Station
821 Pre-War	$43,000,000	94.1%	$52,375
1233 Post-War	2,700,000	5.9%	2,190
Totals	$45,700,000	100.0%	$22,245

While the same 821 stations which included 52 new stations averaged $40,928 per station in 1941, these same 821 stations plus 44 licensed since 1941 averaged $80,266 in 1944. The decrease in 1949 from the 1944 high is $27,891 per station for the pre-war stations. Percentage-wise the decrease is 33% which is a very substantial decrease in face of general business prosperity during the years since 1944.

There are several reasons for the decline in profits suffered by the pre-war stations. The most important is the increase in expenses. A comparison of 1944 to 1949 operations of the 865 stations existing in 1944 and the 821 pre-war stations operating in 1949 is as follows:

	1944	1949	% Increase
Broadcast Revenues	$224,541	$278,685	24%
Broadcast Expenses	144,275	226,310	57%
Broadcast Income before Federal Income Tax	$80,266	$52,375	33% Decrease

In the five years, while revenues increased only 24%, expenses increased 57%. Increase in expenses is partially due to the inclusion of FM operations in the reports submitted to the FCC. In 1948, the operators of joint AM and FM stations filed joint reports including their FM income and expenses with their AM operations. It is an accepted fact that FM expenses exceed FM income. FM figures were not included in 1944 figures.

Even stations founded before 1941 are having difficult times. The number of these stations showing losses increased each year as follows:

	No. of Stations Started in and before 1941 which show losses
1946	41
1947	72
1948	125
1949	129

This increase is substantial as the last year's figure is 16% of the stations started before or during 1941. As for the stations starting in business after 1945, they are experiencing increased difficulties in meeting their expenses.

According to the Annual Financial and Operating Data published by the FCC the following are the number of stations reporting losses:

	Total Sta. Reporting	Sta. Reporting Losses	% of Total Reporting Losses
1946	1,015	112	11%
1947	1,953	369	25%
1948	1,813	581	32%
1949	2,054	601	29%

The reports also furnish the information data of the stations which lost money during the year. Of the number of stations starting each year, the years in which these stations lost money are shown in the table on page 34.

After four years of operation approximately 30% of the stations licensed in 1946 are still losing money. After three years of operation approximately 35% of the stations licensed in 1947 are still losing money.

It is apparent that the benefit two added years operation as existed in the relief provisions of the former excess profits tax law would not be of much benefit to stations newly licensed within the four years of the contemplated base period. The stations licensed during these years total 1,152 of the 2,054 stations on the air as of the end of 1949. Thus, more than one half of the radio stations would have a difficult time proving relief case under the terms of the old law.

So far, we have concerned ourselves with AM operations and AM operators who have filed joint AM and FM operating figures. There are FM stations that have no AM licenses. These stations filed figures as follows:

	1948	1949
No. of Stations	89	114
Total Revenues	$4,200,000	$5,100,0
Net Losses	3,100,00	3,500,0

These stations will be forced use the invested capital method computing their excess profits tax credit. For a new industry, there is no adequate experience for a base period of net earnings.

A more urgent need for speci

(Continued on page 34)

APPLYING intimate knowledge of stations' tax problems, two authorities in the field present in this article a clear picture of radio-TV's interest in the proposed excess profits tax. Authors are A. R. Ellman, president, Broadcasters Statistical Research, and F. Cleveland Hedrick Jr., tax attorney with the law firm, Pierson & Ball, Washington, D. C. Mr. Ellman, a student of the problem since 1936, reviewed for this publication in 1947, the applicability of the tax relief provision for stations as contained in the old World War II law [BROADCASTING, **Jan. 27, 1947**]. **Mr. Hedrick, graduate of the U. of Florida's law school, is a member of the American Bar Assn.'s committee on excess profits taxes (formed last September) and chairman of the District of Columbia Bar Assn.'s Taxation Committee. He has handled a number of cases for radio stations which asked relief under the old law.**

TAX BATTLE

Administration Pushes Excess Levy

A LAST-DITCH fight by the administration to push enaction of an excess profits levy on corporations by a "lame duck" Congress was opened last week.

The tune was called by President Truman in a letter to Chairman Robert L. Doughton (D-N. C.), of the House Ways and Means Committee which on Wednesday began its long-heralded hearings on the issue, and by Secretary of the Treasury John W. Snyder, who led off the government's profits taxing request.

Secretary Snyder, whose testimony consumed the first day of the hearings, was followed by a battery of industry spokesmen all day Thursday. Among them was NAB, which got in the first word for the tax-harried broadcaster.

Opening day was conducted in the spectator and radio-press packed caucus room of the Old House Office Bldg. By Thursday, the larger Ways and Means Committee room in the New House Office Bldg. was being used.

As the committee settled into the discomfort of the tax question, political tempers were raised a few notches. Splitting along party lines and voting en bloc, Democrats overruled the minority GOP on the committee by placing a time limit on the hearings. According to the group's decision, hearings will be squeezed into a one-week period with each witness permitted 15 minutes in which to present testimony.

President Truman wrote Rep. Doughton that the profits tax should be retroactive to July 1, 1950. When Congress wrote in its excess profits levy mandate while increasing taxes last September, it provided for application of the profits tax to the last quarter of the last half of 1950 earnings.

Tax Outlook

The Chief Executive and his cabinet officer agreed that this tax would conclude the government's tax-increasing plans for the year and would be considered the first installment in further tax increases—probably including higher individual income taxes—next year to keep revenue in balance with military spending.

In a voluminous presentation to the committee, Secretary Snyder proposed the following:

- Placement of a 75% excess profits tax on corporation profits to gain about $4 billion per year. The rate in World War II was 35½%.
- Use of the best three of the four years 1946-1949 inclusive as the base period for computing the tax. An alternative would be use of the invested capital plan (a choice permitted under the war act).
- Necessity of cutting base-period earnings by 25% before the 75% excess profits tax is computed.
- Reactivation, with some adjustment, of the Section 722 relief provision of the World War II profits law.

Secretary Snyder, in mapping the administration's viewpoint, rejected proposals from various business groups, including the Committee for Economic Development (see story page 40), that the regular corporation tax rate be hiked as a substitute for the profits levy. If such procedure were followed, he noted that the present 45% tax rate would have to be raised to about 57% to gain the $4 billion in revenue needed.

According to the Secretary's figures, federal expenses this fiscal year will be about $45 billion with revenue falling $2 billion short of the mark. A retroactive profits tax would offset the deficit, he said.

NAB was represented by Ralph W. Hardy, director of government relations.

Assuring the Congress that broadcasters are not opposed to the government's plan to meet the heavy defense burden with increased taxes, NAB stated the industry was behind the "pay-as-you-go" basis of operation.

However, it took issue with application of an excess profits tax that would penalize the broadcasting industry.

Concept of the profits levy, the NAB pointed out, is that it absorb that part of business profits which is "in excess of the normal level of profits for individual business units." The assumption is, the NAB continued, that such excess profits result from emergency or wartime factors. Therefore, it is essential to set up a fair and legitimate measurement of a normal level.

But, NAB warned the committee:

"The plight of the broadcaster arises out of the fact that due to constant technological development coupled with unusual regulation by the government, there is, to all intents and purposes, no 'normal time,' and, consequently, no 'normal profit' period."

This situation, the association explained, was premised on the makeup of the industry as seen from its AM-FM-TV parts.

Cite Background

Pointing to the World War II freeze on AM applications and the equally stunting regulation by the FCC freeze begun in 1948 on applications for TV stations, NAB also underlined the increased totals of FM stations after the war as compared to the period prior to 1941.

Pioneering in FM by broadcasters entailed the paying of losses in its operation out of AM earnings. Thus, the NAB declared, this period of FM growth couldn't be considered "normal." The committee was reminded that broadcasters having both AM and FM as a rule continue them as a common corporate entity.

It was also explained to the committee by the association that any base period selected during the past five years would "manifestly be discriminatory" to AM stations which came into the broadcasting picture following World War II.

The third thorn pricking the broadcaster, the NAB said, was television. TV service was undertaken largely by broadcasters already in the AM business and in many cases also in FM. In only a few instances, TV stations were launched as distinct corporations without relationship to AM or FM operations, NAB noted.

During the base period suggested by the Treasury to your body, it was not an uncommon experience to see television operators together engaging in friendly rivalry matching experience to see who could claim the distinction of losing money at a greater rate than others.

The operating losses were staggering and they were carried either by siphoning off earnings from sound broadcasting or by heavy investments of risk capital put forward in the faith that this new industry could be launched successfully.

Asserting that these conditions and factors must be taken into consideration, the NAB deplored the Treasury viewpoint, as outlined by Secretary Snyder, that radio and TV be lumped "with the broad field of communications." Placing the industry within the category of "vast public utilities operating in this area" would be "completely unrealistic," the NAB declared.

Citing the President's report on Civil Defense and the labeling of communications as the "nerve system," the NAB concluded its testimony by pointing out that the Committee must eye no action in its recommendations which would "in any way impair the maintenance and growth of a strong and efficient system of communication. . . ."

It was not definite late Thursday

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NARND CODE

Standards Adopted at Chicago Meet

SET of standards of practice covering news treatment and selection for broadcasting was adopted last week by the National Assn. of Radio News Directors, meeting Thursday-Saturday at the Hotel Sherman, Chicago.

Basic provisions of the standards, first to be approved by NARND, specify:

- Selection of newscast material on news merit alone.
- Recognition by news directors that public interest is the primary responsibility.
- Presentation of news accurately, factually, in good taste and without bias; cooperation by writer and newscaster to avoid sensationalism.
- Clear identification of commentary and analytic material in all news broadcasts.
- Separation of editorial material and factual news, with clear labeling of such editorial matter.
- Race, creed, color or previous status of an individual should not be mentioned unless necessary to understanding of a story.

Jack Shelley, WHO Des Moines, presided at proceedings as NARND president. About 200 radio newsmen registered.

Delegates met unofficially Wednesday to visit Milwaukee at the invitation of Walter J. Damm, vice president in charge of radio and television for the Journal Co., which owns WTMJ-AM-TV. News directors toured the station's Radio City headquarters.

Bob Considine, International News Service war correspondent who recently returned from Korea and Japan, addressed the first luncheon session Thursday at the Bismarck Hotel, sponsored by Sears, Roebuck & Co. He talked of his war experiences in the Orient and later engaged in a long distance telephone discussion with Frank Scully, author, on the pros and cons of the existence of flying saucers. The conversation was tape recorded and may be broadcast later.

Commended by Condon

Ed Condon, assistant to the president of Sears, Roebuck & Co., was one of the luncheon hosts. In welcoming the newsmen, most of whom are from the midwest, he commended them for their "palatable" interpretation of the news which makes the U. S. "the best informed country in the world."

Guests at the speakers table included Alex Drier, NBC Chicago network commentator, and Seymour Berkson, general manager of INS.

Keller Moderates Panel

Thursday afternoon sessions were concerned with relations of news directors with the armed forces and with doctors and hospitals. On the former panel, the moderator was Cass M. Keller of WRC Washington, who appeared with Major Gen. Floyd Parks, chief of information, U. S. Army; Brig. Gen. Sory Smith, of the U. S. Air Force, and Rear Admiral R. F. Hickey, chief of information for the U. S. Navy.

Russ Van Dyke of KRNT Des Moines moderated the session on doctors and hospitals. Panelists included Dr. George F. Lull, secretary and general manager of the American Medical Assn., and Miss Annie Laurie Crawford, assistant secretary in charge of public relations for the American Nurses Assn.

INS was host at a cocktail party Thursday evening.

WORKSHOP CONVENTION

Set by NAB

THE 1951 NAB convention, to be held April 15-19 at the Stevens Hotel, Chicago, will be a shirt-sleeve workshop session, NAB's board decided last week in adopting a report submitted by Eugene S. Thomas, WOR-TV New York, chairman of the board's Convention Committee.

This represents a complete turnabout from the 1949 and 1950 conventions and answers loud complaints from the membership over the inspirational agendas. These programs failed to bring many of the delegates into meetings.

The board voted to hold management and engineering conferences at the same time.

Instead of the week-long proceedings of the last two years, the Chicago convention will be held Sunday to Wednesday, with proceedings to open formally Monday noon.

A dominant theme in the 1951 convention will be broadcast rates along with sales developments. Broadcast Advertising Bureau has been ordered by the board to conduct a study showing the industry's growth as an advertising medium through expanded coverage and added impact. The report on aural broadcasting's progress will be a high spot of the convention and is expected to supply answers to advertiser-agency demands for rate cuts based on TV inroads.

NAB's three media committees—AM, FM and TV—will schedule their own participation in the conventions. While the management and engineering conventions are separate, some program topics are likely to attract mixed delegations. All discussions and talks will be stenotyped for distribution.

Meeting Sites

The Eighth St. Theatre, which is connected to the Stevens ballroom, will not be used in April. Last spring most delegates scattered to other places after luncheon instead of going to the theatre to hear the speeches by noted dignitaries. Next April the meetings will be held in the Stevens auditoriums, of which there are a half-dozen.

An Engineering Conference Arrangements Committee will be named to work with the Convention Committee in arranging the technical agenda. Formerly the programming was handled by the NAB Engineering Committee but this body no longer exists under the present media structure.

Shortening of the exhibit time meets requests from many associate members, who last year had to pay for 10-day use of space. This year the exhibits will open Sunday or Monday and close Wednesday.

Formal opening of the convention is slated Monday noon. Some talk has been heard of scheduling a well-known entertainer such as Bob Hope or Groucho Marx for the opening lunch. Present discussion about banquet plans includes a proposal that a leading orchestra play during the dining period, with the entertainment program including two outstanding soloists.

The board approved a plan to hire a director of exhibits. In the past this work was done by a staff director, Arthur C. Stringer, but he no longer is with the association.

Another idea still in the formative stage would bring one of the Voice of Democracy winners to the convention.

The Convention Committee was authorized to draw up policy on exhibit space and registration fees, and to make preliminary arrangements for convention sites in 1952-53-54-55. Advance planning is needed, it was pointed out, because NAB's convention requires vast exhibit space as well as extensive room and auditorium facilities.

More TV Time

The 1951 convention may close Thursday noon, judging by present discussion. Television is tentatively slated for Wednesday afternoon and Thursday morning. The half-day assigned TV in past years will not be enough from now on, the planners feel.

Bid for the 1952 convention was submitted to the board by Sam Fowlkes, chairman of the convention committee of the New Orleans Chamber of Commerce. He was introduced by Harold Wheelahan, WSMB New Orleans, NAB District 6 director.

New York, Philadelphia and other cities are bidding for future NAB conventions. Atlantic City is in with a bid, but it comes from Chalfonte-Haddon Hall instead of the municipality. The 1947 convention at Atlantic City's convention hall still rankles in the memory of many broadcasters.

Members of the board's convention besides Chairman Thomas are Mr. Wheelahan, Paul W. Morency of WTIC Hartford, and James D. Shouse, WLW Cincinnati. Mr. Morency was added to the committee last week.

STATION RELATIONS

NAB Expands Unit

ENCOURAGING results from NAB'S first field campaign to bring in new members led the board last week to expand its new Station Relations Dept., as recommended by its membership committee at a Monday-Tuesday meeting (see main board story this page.)

Immediate appointment of an assistant to Jack Hardesty, director of the Station Relations Dept., was ordered by the board Wednesday after hearing reports by the committee, General Manager William B. Ryan and Mr. Hardesty. Committee chairman is Clyde W. Rembert, KRLD Dallas, District 13 director.

The board approved 60 new active members and two associates, bringing membership to 1,454. Since last June 33 stations have resigned, 21 have defaulted and eight have been deleted. The June membership total was 1,451 but it was explained that additions of members are double the resignations.

Weak point in the membership structure is the television segment, with only 42 TV members all of which enjoy $10-a-month dues because they are adjuncts of AM members. With NAB reorganizing to give TV members a bigger place in the association, the 65 TV stations not now members will be attracted to membership, NAB officials believe.

On the other hand NAB is encouraged because a number of strong stations have joined or returned to membership. Among additions are WAGA Atlanta, KABC San Antonio, WAVE-AM-TV Louisville, WKY Oklahoma City and WINS New York.

One of the first jobs in the NAB reorganization will be revision of the dues schedule so TV stations pay their way for video services as well as general NAB overhead. Some changes in the present aural dues structure will be considered but they are of a minor nature, it was indicated.

Dues Scheduled

The board cleared up confusion on the classification of stations by income in the dues schedule by specifying use of the figure inserted by members on Line 17 Schedule 6 of FCC form 324.

TV stations without AM or FM adjuncts holding NAB membership will pay $125 a month dues, under the present scale.

In reviewing the membership situation the board decided not to permit non-members to attend future NAB district meetings. This device was used as a membership-getting strategy during the last three years but many members have objected to the idea of letting non-paying stations get a free ride at the meetings.

A proposal by the membership group that resignations from NAB require 90-day notice was referred to the By-Laws Committee.

The board rejected a proposal to give NAB management discretion in handling hardship cases involving delinquency in dues payment, it was indicated.

Among membership activities are the "One Call Club," by which individual members call on non-members and report back to their district directors, and a series of mail campaigns.

The board approved a plan to draft a presentation showing just what each member gets for his dues. This action followed the successful district meeting presentations showing NAB's operations via slide film prepared by the Public Affairs Dept.

New Stations

Stations received into membership last week follow:

Active Members — WAGA Atlanta; KABC San Antonio; KAGH Crossett, Ark.; KAPA Raymond, Wash.; KBMN Bozeman, Mont.; KBMW Breckinridge, Minn.; KBOE Oskaloosa, Iowa; KCJB Minot, N. D.; KDZA Pueblo, Col.; KFMJ Tulsa; KID Idaho Falls; KING-TV Seattle; KIUP Durango Col; KMMO Marshall, Mo.; KMUR Murray, Utah; KNED McAlester Okla.; KPIX (TV), San Francisco; KSVC Richfield, Utah; KVIM New Iberia, La.; KVMA Magnolia, Ark.; KWPC, KWPC-FM Muscatine, Iowa; KXLE Ellensburg, Wash.; WAVE, WAVE-TV Louisville; WRXW (FM) Louisville; WBNS-TV Columbus, Ohio; WCDT Winchester, Tenn.; WCFV Clifton Forge, Va.; WDLB, WDLB-FM, Marshfield, Wis.; WIAM Williamston, N. C.; WJEH Gallipolis, Ohio; WJVA South Bend, Ind.; WLOI LaPorte, Ind.; WMSC Columbia, S. C.; WNAC-TV Boston; WOAK (FM) Chicago; WOR-TV New York; WSAL Logansport, Ind.; WSIC, WSIC-FM Statesville, N. C.; WSM-TV Nashville; WSSV Petersburg, Va.; WTIK Durham, N. C.; KVRH Salida, Col.; WNDB, WNDB-FM Daytona Beach, Fla; WMLT Dublin, Ga.; WDWD Dawson, Ga.; WBHF Cartersville, Ga.; WMUR, WMUR-FM Manchester, N. H.; WCOS Columbia, S. C.; WKY Oklahoma City; WINS New York; WHMP Northampton, Mass.; WGBA, WGBA-FM Columbus, Ga.; WDYK Cumberland, Md.

Associate Members — Oliver Gramling, Associated Press, news service, New York; O'Connor Survey Co., (research organization), Knoxville, Tenn.

October Box Score

STATUS of broadcast station authorizations and applications at FCC as of October 31 follows:

	AM	FM	TV
Total authorized	2,336	711	109
Total on the air	2,208	673	107
Licensed (All on air)	2,170	512	52
Construction permits	128	198	55
Conditional grants		1*	
Total applications pending	890	204	419
Requests for new stations	276	6	362
Requests to change existing facilities	255	16	24
Deletion of licensed stations in October			
Deletion of construction permits	1 CP	3 CP	
Deletion of conditional grants			

* On the air



You get a lot for a little*



*MORE LISTENERS-PER-DOLLAR THAN ANY OTHER TV OR RADIO STATION IN BALTIMORE

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY

NAB Federation

(Continued from page 21)

the media conception in NAB's structure.

The board referred to its Membership Committee a TV Committee recommendation that producers of TV films and other suppliers and manufacturers of TV services and equipment be admitted to associate membership.

The NAB TV Dept., of which Charles A. Batson is director, will absorb the video functions of BAB next April. Mr. Batson is a former assistant director of BAB.

Last week's board meeting touched BAB only lightly. Until a president is named, BAB plans will be delayed. As now planned, the BAB president is expected to spark the drive to build BAB into a million-dollar promotion machine comparable to similar advertising units in newspaper and magazine circles.

With TV removed from its duties starting in April, BAB will serve purely an AM-FM function though it is possible BAB and the NAB TV Dept. will cooperate in noncompetitive activities where economies can be effected.

All 17 NAB district meetings endorsed the board's plan for separation of BAB from the association and expansion of its activities.

The board approved a $20,000 loan to BAB Inc., successor to BAB, for organizational expenditures.

Accepts Recommendations

In approving a $345,000 budget for the Oct. 1-March 31 half-year the board accepted recommendations of General Manager Ryan and the Finance Committee, headed by John F. Meagher, KYSM Mankato, Minn. The fiscal-year budget submitted to the board last June totaled $706,000 after Mr. Ryan had sharply clipped headquarters expenditures and tightened up the whole Washington operation. The new budget provides funds for practically every function specified in June, and permits the expansion of the Station Relations Dept. ordered by the board.

Expansion also is planned in the case of NAB government relations activities, directed by Ralph W. Hardy. The board wants this activity broadened and strengthened, with closer contacts maintained through the state association structure. The board was told Mr. Ryan may register as a lobbyist.

The board held an informal dinner meeting Wednesday in honor of FCC Chairman Coy. Such problems as color television, NARBA, defense, military use of spectrum space and operator requirements were discussed frankly.

At suggestion of Chairman Coy, NAB will conduct a thorough inquiry into the manpower situation. The board heeded the view of many members that FCC Rule 91 C, requiring a first-class operator to be on duty at all times, entails hardship. This is especially true in the case of smaller stations. Rule 91 C was suspended during World War II and later reinstated.

Lottery Problem Studied

Participation of NAB in proposed litigation challenging the Wisconsin lottery law was voted by the board. NAB General Counsel Don Petty is cooperating with Wisconsin broadcasters in a preliminary study of the lottery problem because a recent ruling by the state attorney general has stations in a quandary. Plan of action will be considered at a Dec. 10 meeting in Wisconsin, with Mr. Petty joining broadcasters in the discussion.

Plans of Broadcast Audience Measurement Inc., successor to BMB, were reviewed by the NAB directors. They approved allotment of not over $5,000 for organizational expenses and re-expressed confidence in its development as an industry research organization. BAM founders and directors were to meet Sunday and today at BAM headquarters in New York. They were to hear a report from Dr. Kenneth H. Baker, NAB research director, who is chairman of a special industry committee conducting a preliminary inquiry into the idea of evaluating all forms of audience research and coverage measurement.

The board approved the idea of an annual dinner in honor of high Washington officials, to be held during the November board meetings.

In submitting the television resolution Mr. Swezey, chairman of NAB's TV committee, said: "Television has grown so rapidly in the few years of its commercial existence that it now merits special attention within the association. The problems of television, those of us in the field have learned, are related to those in radio but not precisely like them.

Sound Economic Basis

"There is purpose now, as television stations move into the profit columns, in establishing a sound economic basis for their continued membership in NAB and the definition of a procedure which will give television members necessary independence and flexibility of action."

Mr. Thomas, who has been active in TBA, endorsed Mr. Swezey's proposal.

Judge Miller and Mr. Ryan interpreted the action as a mandate to step up NAB's services to television members.

In addition the board accepted these recommendations of the NAB TV Committee, which met Aug. 31-Sept. 1 in Washington [BROADCASTING, Sept. 4]: Careful consideration by the NAB president and board of television's relation to national defense, with proper steps to be taken "to impress upon those in authority the importance of television as a medium of intelligence and information . . ."; selection from the sports field of an outstanding personality to serve voluntarily as an advisor and consultant to the industry on television sports broadcasts; continuance of the sales promotion activity of the TV Dept.

Swezey Resolution

Recommendation of the TV Committee that producers of TV films and other suppliers of services and equipment be admitted to associate membership was referred to the board's Membership Committee.

Text of the Swezey resolution, as adopted by the board, follows:

The NAB board approves the establishment of a separate TV board of directors to be elected by NAB-TV members, to operate within the framework of NAB, but to have complete autonomous authority to determine its own dues structure and to formulate its own policies with respect to all questions relating to television, such policies to be administered by the NAB staff, subject to the cooperation and unified action of such separate TV board with the NAB board in all matters of mutual interest or joint concern, and to an equitable allocation of TV dues income to the overhead operation of NAB, and

That the NAB board recommends an early convention of its TV members to determine an appropriate program of operations, classification of membership, dues structure and other relevant matters, and

That a committee of three TV members be appointed by the president to call the aforesaid meeting of the TV members at its earliest convenience, and to report the recommendations of such convention to the NAB board in order that the NAB board may take immediate action to give effect to the proposed division of AM and TV board activities, and

That the NAB board will recommend to the membership appropriate amendments to the by-laws to facilitate the accomplishment of the foregoing purposes.



SMILING in the face of defeat, Gov. Chester Bowles of Connecticut concedes the gubernatorial election to Republican John Davis Lodge, as Program Director Wallace Dunlap picks up the statement for WLIZ Bridgeport listeners. Using all available personnel, WLIZ reports it covered all major candidates on Nov. 7 election night.

Similarly the board accepted most of the recommendations by its FM Committee, which met Aug. 7 [BROADCASTING, Aug. 14]. Ben Strouse, WWDC-FM Washington, chairman, presented the committee's report along with Frank U. Fletcher, WARL-FM Arlington, Va. They are the two board members for FM.

Resolutions Adopted

The resolutions adopted by the board recommended:

That Radio-Television Mfrs. Assn. be requested through NAB management to furnish a total breakdown of sets by monthly periods and, if practical, by states and that any RTMA release of production figures, whether they be all-industry estimates or official RTMA set production figures include a breakdown of the number of all types of sets and all combinations thereof;

That the NAB Legal Dept. be requested to investigate the problem of interconnecting radio and telephone circuits for FM networks to determine whether inequities and injustices exist and to advise all stations affected as to appropriate legal recourse at both the state and national level;

That the FM Committee, concurring with the AM Committee in recognizing the inevitable need for increased federal taxes and expressing willingness as an industry to bear proper share of such increases, recommends to the board that every effort be made to make certain that any inequities or discriminatory treatment which may result to any group or segment of the industry are eliminated in any changes made in the present federal tax structure;

That the board of directors urges association management and the board of Broadcast Audience Measurement to study requirements of the FM industry for adequate audience research.

'Statements' Authorized

Two other FM Committee resolutions, covering NAB's service to FM members and a plan to promote FM by use of slogans, were not adopted by the board. Instead the board authorized release of the FM Committee resolutions as "statements by the committee":

The FM Committee believes that the progress and economic status of FM has been materially helped by the cooperation and interest of the NAB management and others concerned, and through the direct activities of the FM Dept., but that we do feel that the FM Dept. can enlarge its scope and effectiveness by an increased budget and we do commend to non-members their participation in NAB membership and encourage the assistance of present members in such an approach to secure new FM memberships in the NAB. (Edward Sellers is FM Dept. director of NAB.)

The FM Committee urges that all AM and TV operators who operate FM stations, as well as individual FM station operators, utilize all the media under their control and immediately join in a campaign to promote FM by broadcasting and advertising slogans urging the buying public to make certain that any set purchase—TV as well as radio—is equipped to receive FM.

All board members attended the meeting but John H. DeWitt Jr., WSM Nashville.

12th Year for 'Bee'

C. E. (Bee) ARNEY Jr. was re-elected NAB secretary-treasurer during the board's meeting last week. Mr. Arney is entering his 12th year in the NAB headquarters post. The secretary-treasurer serves a dual role at NAB, reporting directly to the board on some functions and to the president and general manager on others.

Only on NBC Radio!

The BIG Show

Variety: ". . . NBC can take a bow for perpetuating big-time radio. They don't come any bigger than this one and it rates Nielsen's best."

John Crosby: "It was in practically every respect a perfectly wonderful show—witty, tuneful, surprisingly sophisticated and brilliantly put together . . . one of the fastest and pleasantest ninety minutes in my memory;" *New York Herald Tribune*

Harriet Van Horne: "The Big Show was so good I wish radio had thought of it years ago." *New York World Telegram and Sun*

Ben Gross: "NBC aired radio's defiant challenge to TV in the form of a gargantuan divertissement . . . emceed by the vibrant Tallulah Bankhead and there were stars, stars and more stars in it": *New York Daily News*

Jack Gould: ". . . the premiere certainly ought to go a long way toward reassuring the radio listener that somebody is thinking of him." *New York Times*

***NBC** is thinking of advertisers too. The six to six-thirty portion of The Big Show can be purchased by the quarter hour or the half hour . . .*

. . . or you can participate in the biggest and newest idea in advertising

Tallulah Bankhead and a few of the rotating guest stars that appear on "THE BIG SHOW" each Sunday on NBC at 6:00 pm (EST.)



The biggest and newest idea in advertising is

ON-THE-AIR



VARIETY MUSIC DRAMA

With the premiere of "The Big Show" on November 5, *Operation Tandem* became more than the hottest idea in advertising — it became a reality. And on that night Anacin and RCA Victor became its first two sponsors — soon to be joined by Ford Dealers.

TANDEM is the most inexpensive method of reaching the largest unduplicated weekly audience in history.

TANDEM consists of a group of non-competitive advertisers sponsoring five top programs on five different nights each week over the full facilities of NBC.

TANDEM advertisers will be associated with the greatest galaxy of programs and entertainers ever put together in one package.

TANDEM is the only advertising plan ever to be especially designed to reach *everybody*. Each show has a different appeal.

VARIETY . . . The Big Show . . . Sundays
MUSIC . . . NBC Symphony . . . Mondays
DRAMA . . . Screen Directors' Playhouse . . . Thursdays
COMEDY . . . Duffy's Tavern . . . Fridays
MYSTERY . . . The Man Called X . . . Saturdays

TANDEM is surprisingly low cost. It is estimated that *Tandem's* five shows will reach 23,000,000 homes each week and deliver 1000 *listeners* — net audience — for 59¢. *Tandem* is available to a few more advertisers. For details call CIrcle 7-8300, Extension 8436 or your nearest NBC representative.

NBC

America's No. 1 Advertising Medium

A service of Radio Corporation of America



COMEDY **MYSTERY**

KDAL

SALES RESULTS FORECAST BMB FIGURES



Says Arthur H. Lund
Radio Director of
Campbell-Mithun, Inc.,
Advertising—

KDAL is a standout on our media list, with your 45% nighttime, 51% daytime increases in BMB families and the Duluth-Superior Market radio tune-in, higher than national average. The BMB didn't surprise us. We knew by the ever-widening area of influence of our Zinsmaster Bread Co. 10 P.M. News with Bill Kreuger.

When we introduced . . . "Brown 'n Serve" rolls, we used just an announcement on this program, saying that they would be available the following day in all stores. Almost every grocer contacted in the Duluth-Superior area and on the Iron Range said he had heard the announcement.

I congratulate KDAL on an effective selling job.

More for Your Money . . . on
KDAL
DULUTH-SUPERIOR
5000 WATTS
ON 610

CBS

Baseball's Gate

(Continued from page 19)

league circles there are rumors that a radio row will break into the open at the Dec. 4-14 meetings of club owners at St. Petersburg, Fla. Some minor league club owners are understood to be planning legal action against the majors unless a satisfactory agreement is reached, either via private litigation or appeal to the Dept. of Justice.

Spokesmen for the major leagues describe the broadcasts as an extremely serious problem. They claim property right in play-by-play versions of their games under the old KQV Pittsburgh and other court decisions, and charge for broadcast rights. MBS, Liberty and other networks that feed games outside major league areas pay the home clubs for these rights.

But the big leagues concede they need the minor league structure if baseball is to survive. They contend the minor leagues have no legal rights but at the same time are concerned because many minor league clubs, being marginal operations, are threatened with extinction and the whole existence of organized baseball is involved.

RTMA's Stand

In a foreward to Mr. Jordan's report, RTMA said it does not necessarily endorse his findings but publishes the study "because we believe that the work is the most thorough and most constructive approach towards the solving of this problem that has been made to date."

The first Jordan study attracted widespread interest, according to RTMA. Mr. Jordan is the son of Clarence L. Jordan, executive vice president of N. W. Ayer & Son, Philadelphia.

"No one factor alone determines the size of attendance at sports events," Mr. Jordan said in his new survey, adding that about 15 influences play important roles in contributing to the gate.

In 1950, he said, five major factors were involved in a cut of about 10,810,700 in paid admissions in organized baseball. Majors were off 13% and minors 19%, he said.

He cited the factors as follows:

Weather was responsible for about one-third of the loss in the majors, and probably as much in the minors.

Teams with improved performance had a relatively better season regardless of the other factors. However, in the majors improved performance on the average shifted to the smaller drawing clubs which contributed to an overall attendance decrease.

Leveling out from the extraordinarily high post-war peaks was a definite factor in the general decline which lowered attendance in 55 of the 60 leagues operating at the start of the season.

Novelty-happy, new TV owners hurt temporarily but this loss declined as the season progressed. In eight leagues which drew more than 1 million paid admissions in 1949, 29 televised clubs had a relatively better attendance record in 1950 than 35 non-televised clubs.

Too many major league sportscasts, both radio and TV, were partially responsible for the greater loss in the minors than in the majors.

In many ways, said Mr. Jordan, 1950 was a good baseball year aided by spectacular pennant races. Attendance was fourth highest in history but sharply down from postwar peaks of 1947, 1948 and 1949. Extreme opinions either for or against TV are not justified by fact, he contended.

Unfavorable weather was an important factor, with Philadelphia having 88 days of rain out of 166 in the season or 44% more rainy days than in 1949 and 46% more than in 1948. The majors' actual playing dates were cut by 36, a loss of 3%. Loss to weather alone could be estimated at 3% or about a fourth of the total 13% decrease in total admissions, Mr. Jordan said. He cited other ways in which baseball was hurt by the weather and suggested more rained-out games be made up during the good attendance months of June, July and August.

Mr. Jordan's 1950 analysis confirmed the conclusion in the long-range study that, regardless of TV, the teams that improved their performance had a much better attendance record than those which did not.

The current study shows that nine major league clubs that televised games and improved or held their standing played to a small increase in average attendance during the season. The seven clubs with lowered performance, including Pittsburgh, which did not televise, and the St. Louis Cardinals which televised only 11 games, h a sharp drop in attendance.

Figures from several cities in cate the size of the home TV au ence for games declined right alo with attendance in parks, whe performance was lower. Ho viewing went up along with tendance in parks when perfor ance was better. Mr. Jordan s indications are that "the same f tors of interest that draw peo to the ball park also draw them their TV sets. Many persons tu in another program when the te isn't drawing well. There does r appear to be any special adve effect of TV on a losing team."

Leveling Out

Mr. Jordan places emphasis the general leveling out that ma the entertainment world, a tre that started in 1948 when peo began spending less money on missions. Sports resisted the tre surprisingly well but now the lev ing off is showing its effect a baseball, being a business, is su ject to economic laws. Mr. Jord suggests this has been a contr uting factor in baseball's 1950 tendance loss.

Reminding that 50 out of eve 100 new enterprises started ea year end as failures in the fi two years, Mr. Jordan said baseball clubs have started sin 1947 yet "great consternation voiced if 10 or 15 of them fold t year. Any other industry wi



TRIBUNE TOWER OAKLAND, CALIFORNIA
Represented Nationally by Burn-Smith

such a fine record would be out painting the town red."

Mr. Jordan said attendance losses and red-ink operation in 1950 "were not confined to any one area or to any one set of conditions. They were fairly general. Out of 60 leagues in operation, 55 of them showed losses in attendance. Only eight of these leagues had any television at all. With such a pattern before us, it is hard to reach any conclusion other than that a leveling out process from the postwar peak is in operation in baseball."

The Korean war may have accentuated the retrenchment this season, and the defense program and higher taxes may prolong it, he said.

Some 2 million new TV owners in major league cities hurt attendance to some extent, according to Mr. Jordan, but the attendance loss per playing date became less as the season progressed. Had TV been the major factor in attendance decline losses would have increased, not decreased, as the season progressed, according to Mr. Jordan, because new sets were being bought at the rate of over 600,000 a month. Actually, "attendance picked up relatively as the season progressed, and so did TV ownership," he said.

Compares Losses

Combined televised clubs had a smaller percentage loss than combined non-televised clubs in every league, Mr. Jordan found. He noted that Eastern League, with no televised teams, was off more than any other large league.

Philadelphia Phillies and Baltimore Orioles made the biggest percentage gains in 1950, he found. Both were televised "and playing in the first two major markets in the world ever to have the size of the TV audience surpass the size of the radio audience. The reason, of course, is performance. It so happened that the televised teams had a better performance record on the whole than the non-televised teams. Still, with the televised teams drawing better in every single league, without exception, it seems rather obvious that TV is not 'destroying the game.'"

Of 436 minor clubs, only about 40 had any possible contact with TV at all (major or minor), Mr. Jordan said, adding that TV and performance are not as important in the overall minor picture as in the majors. Every team was affected by weather and economic conditions as general factors, he said. Since minor attendance was off more than major, TV cannot be held primarily responsible for the major league decline, he concluded.

Mr. Jordan called over-emphasis of the "major league frame of mind" the biggest danger to baseball from sportscasting, both radio and TV. All studies show that major league telecasts hurt attendance at minors located nearby, he said, but called it a geographical problem about which little can be done.

However, when TV cables carry games to other cities the problem begins to multiply, he said. Closing of many minors during the war and syndication of sports columns are factors influencing the major league frame of mind, he declared. Now some minor league towns are saturated with big league broadcasts, and telecasts are another step in the same direction.

"It seems as if this would be an opportune moment for organized baseball to sit back and analyze this trend," Mr. Jordan commented. "It may well be that the best solution is not to outlaw one medium and let the others run rampant, but rather to try to restrict, whenever possible, several of these contributing forces."

Cites Effects

As to TV, Mr. Jordan declared it does four things to baseball: Keeps some people out of the ball part (a temporary phenomenon); brings more revenue to clubs in rights fees; serves as publicity medium and arouses interest and creates new fans; creates goodwill because the public wants and appreciates telecasts.

Whether TV is good or bad for baseball depends on the balance achieved among these factors, according to Mr. Jordan. He said:

New fans and goodwill are bonus quantities. Every game carried over the air is publicity for the ball club. But it is advertising for which the sponsor foots the bill. This consideration, while small in the early days of TV, grows in magnitude every day.

Just as the TV audience is replacing the radio audience in many large cities, so television is replacing radio as a publicity medium for sports. Radio has done a great job boosting baseball in the past, but part of its publicity value is now gone. Banning TV will not regain this lost publicity, but it will eliminate the only possible way of replacing it.

The dollar bill that enters the club owner's wallet from rights fees is just as good as the dollar bill that enters through the turnstile. If TV is banned, the rights fees, obviously, will cease. Every dollar that is thus given up must be replaced by an additional one coming in the gate, or else it is not a smart business venture. If TV were banned in all major league parks, attendance would have to jump by 2 or 3 million to make up the difference. I doubt very seriously whether banning television would increase attendance by 3 million next year. It didn't even stop the loss in professional football, basketball and hockey—all of which had poorer records in 1949 than the widely televised sports of baseball and college football.

Mr. Jordan doubts if big spectacles played only before cameras would draw a profitable TV audience. Good sporting events attract millions of viewers — and good crowds, as well—he finds, citing the fact there were 350,000 requests for seats in Philadelphia alone for the World Series and the advance sellout of the Notre Dame games.

Mr. Jordan believes TV in most cases is paying its way as a new source of revenue to make sports stronger and more secure financially. He does not believe TV will either cause or underwrite a crowdless ball park.

Televising a few selected games is not good policy, according to Mr. Jordan, because it makes each telecast a "special event" and draws fans to sets; will not build new fans since interest is developed gradually; TV's novelty effect will wear off more rapidly if a large block of games is televised.

Finally, Mr. Jordan suggests, advertisers must cooperate so that TV and sports work out a permanent and profitable relationship. "TV must be used to promote, not compete with, attendance," he warned. "Good business means that TV should promote the crowd at the ball park."

BASEBALL GATE
AP Surveys Radio-TV Effect

RADIO and TV draw some of the blame for decline in minor league baseball attendance, according to a survey of major league farm systems conducted by the Associated Press.

AP's survey included the following observations by big league operators:

Fred Saigh, St. Louis Cardinals—Thought radio and TV responsible for some of decline, particularly at Allentown, Pa., not far from Philadelphia.

Chicago Cubs—Felt TV can create added interest.

Boston Braves and Red Sox—Both felt broadcasts hurt attendance in farm areas but insisted TV was not a factor.

New York Giants—Blamed TV and radio for Jersey City and Trenton deficits.

New York Yankees—Said radio and TV hurt some.

Art Ehlers, Philadelphia Athletics—Said rebroadcasts of big league games hurt minor league attendance "very much."

Billy Evans, Cleveland Indians—Said no question that TV and radio are factor in declining attendance.



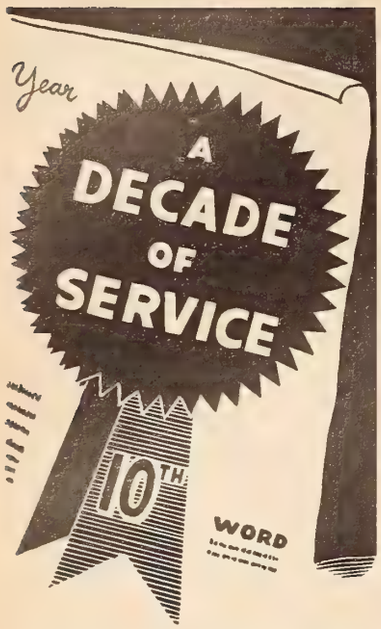
AT MICHIGAN Assn. of Broadcasters sessions fortnight ago (l to r): Seated, Mrs. Les Lindow, WFDF Flint; Mrs. Leonard Versluis, WLAV Grand Rapids; Mrs. Howard Finch, WJIM Lansing; Mrs. Willis Dunbar, WKZO Kalamazoo; Mrs. Ed Baughn, WPAG Ann Arbor; Mrs. Jim Riddell, WXYZ Detroit. Standing, J. S. Stolzoff, Cramer-Krasselt, Milwaukee; Mr. Finch; Mr. Versluis; Mr. Lindow; Mr. Dunbar; Mr. Baughn; Don DeGroot, WWJ Detroit; Mr. Riddell.



INFORMAL lobby group at MAB sessions (l to r): Seated, Alice Anderson, WTTH Port Huron; Mrs. Bill Schroeder, WOOD Grand Rapids; Mrs. F. Granger Weil, WTTH; Mrs. J. E. Fetzer, Fetzer Bcstg. Co.; Mrs. W. A. Pomeroy, WILS Lansing. Standing, Mr. Schroeder; Mr. Fetzer; Mr. Weils; Mr. Pomeroy.

Tells Radio Story

ADDED feature of the Michigan Assn. of Broadcasters meeting was the presentation of a special show with all talent and production work donated by WJR Detroit. Program, fed to a network of Michigan stations, carried the theme of radio as America's greatest mass communications medium. To make the show a 100% contribution, WJR withheld all credits to itself, even using unlettered mikes.



On Labor Day **WORD** marked its tenth year of service to the people of the thickly populated Carolina Piedmont.

It was WORD which on Labor Day, 1940, brought to Spartanburg its first network affiliation and primary nighttime service. On hand to take part in the dedication of Spartanburg's FIRST network and fulltime radio station were such celebrities as James F. Byrnes, Burnet R. Maybank, Harry Butcher and others.

On that eventful day, WORD was dedicated to the service of Spartanburg and its bountiful trading area. During the past ten years WORD has lived up to that responsibility in every way. WORD's success is the result of alert radio and community service to Spartanburg.

WORD entered its second decade of service with a renewed pledge. This being to make its full contribution to the city and to the section it serves, and to continue to provide its listeners with the best in radio.

WORD

SERVING THE HEART OF THE PIEDMONT

ABC

WDXY-FM • DUPLICATION

SPARTANBURG

● See HOLLINGBERY

Tax Battle

(Continued from page 25)

how many representatives of the broadcasting industry would be permitted to testify in a compressed schedule of witnesses. However, RTMA was slated to present its testimony today (Monday).

RTMA was expected to take the position that the best three years of 1946-49 inclusive as suggested by Secretary Snyder for a base period were discriminatory to radio and TV. The RTMA's tax committee was ready to recommend that tax experts include at least the first six months of 1950 in computing a profits base for the industry, as that year—particularly in television operation—could be considered the nearest approach to "normal."

According to Secretary Snyder, the problem of TV could be handled under the Section 722 relief provision which embraced the radio industry during World War II.

Meanwhile, outside the committee room the chorus of corporation voices protesting the profits levy proposal swelled. The Conference of Growth Companies, chairmaned by Allen B. DuMont, president of Allen B. DuMont Labs, went on record in favor of an "emergency profits tax" (i. e. a flat rate levy on corporate earnings as advanced by the CED). Dr. DuMont is scheduled to appear before the committee.

Elect Tait

Another group, the Business Committee on Emergency Corporate Taxation, electing Robert C. Tait, president of Stromberg-Carlson Co., Rochester, N. Y., chairman, appeared before the Congressmen, falling into line in support of the across-the-board hike.

Mr. Tait declared that the proposed excess profits levy would stifle investment and contribute to inflation. Assisting Mr. Tait in his presentation case was Leon Henderson, former OPA Administrator and now a consultant.

The 81st Congress mandated the House tax-writing committee to report out an excess profits bill before adjournment. Whether the lame duck legislators will be able to pass such a measure through a non-enthusiastic legislature was seen as doubtful by a number of political leaders.

That the Congress will have little time to act was indicated by President Truman's statement Thursday that he doesn't intend an early call for Congress before the scheduled Nov. 27 return date.

Sen. Robert A. Taft (R-Ohio) predicted that the outgoing Congress would not be able to enact the excess profits legislation asked for by the President and doubted whether any other major piece of legislation would be passed.

While signifying support of an excess profits levy if decided upon by the Senate Finance Committee, Sen. Taft added that he thought the issue should be decided along with other plans for gaining more revenues.

Excess Profits Tax

(Continued from page 24)

provisions in a contemplated excess profits tax is the television broadcasting industry. 1948 was the first year in which the FCC reported operating figures for the industry. During the full year, only 17 stations were in operation, although at the end of the year 50 stations were on the air. The operations for 1948 and 1949 are as follows:

	1948 4 networks (including 10 owned & operated stations) and 40 other stations	1949 4 networks (including 13 stats.) and 84 other stations
Revenues	$8,700,000	$33,800,000
Expenses	23,600,000	58,100,000
Net Loss	14,900,000	24,300,000
Loss per Sta.	298,000	250,515

The above figures represent TV operations only. In many cases holders of TV licenses also operate AM stations. Thus they are offsetting their AM profits against the TV losses reporting a net figure for tax purposes. In computing a base period earnings, their average will be accordingly reduced by the TV losses.

It would appear that some provision should be made to provide a measure of relief to these stations. This could be in the form of extending the two-year push-back rule of the relief provisions under the old law or allowing these stations to disregard TV losses in establishing a base period of earnings.

* * *

New Stations Losing Money in 1946-1949

	Number of Stations Started	Number losing Money in: 1946	1947	1948	1949
1946	112	58	35	52	34
1947	439		248	155	151
1948	360			235	184
1949	241				88

World Series Cut

ENTIRE $975,000 that major league baseball obtained from 1950 World Series radio and TV rights was put into baseball's pension fund Thursday. Meeting in Cincinnati, owners of major league clubs took less than three minutes to vote disposition of the money for future payment of pensions and death benefits for players. Players representatives originally had indicated they would seek to cut World Series participants in on the radio-TV money [TELECASTING, Sept. 25] but a fortnight ago Baseball Commissioner A. B. Chandler said there was no longer any disagreement on how the money should be used.

WMBG Richmond, Va., awarded blue ribbon for going over quota in local Community Chest drive.

The stars of today and tomorrow are

Yours for more Sales

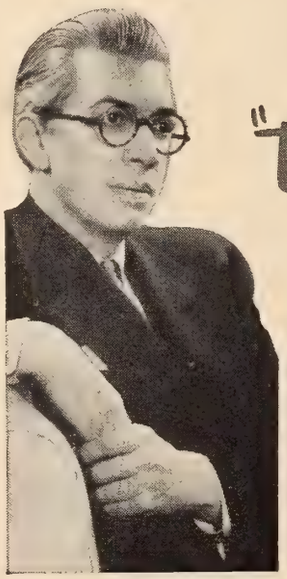
... with the *new era* in

Thesaurus

DR. FRANK BLACK'S MALE CHORUS

"The Singing Americans"

Ray Porter, associate conductor and arranger



The *new* Thesaurus brings you bigger and better programming packages with top sponsor-appeal . . . top name artists! You get *comprehensive* programming, promotion, publicity, tie-ins, cross-plugs, sound effects . . . a steady flow of *current* tunes and material . . . network-quality production. Wire or write today for full details!

RCA recorded program services

Radio Corporation of America
RCA Victor Division

120 East 23rd Street
New York 10, N. Y.
Chicago • Hollywood

Follow the lead of these Business Leaders...

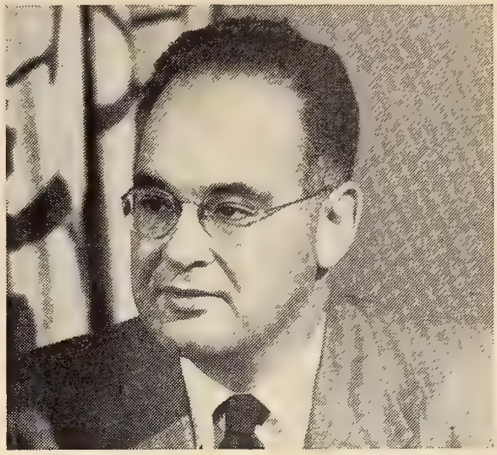
they're all giving Schenley to wish friends the best!



Harry G. Griffiths, President of the Pennsylvania Drug Co., says: "I order Schenley by the case—and my gift buying is through! It's quick and easy! There's no finer whiskey-gift."



Col. William Schiff, President of Schiff Terhune & Co., Inc., Insurance Brokers, says: "I give Schenley because it's a really fine whiskey . . . and a really fine answer to my Christmas problems!"



Arthur Martin Karl, President of Names Unlimited, Inc., Direct Mail Consultants, says: "Schenley is the answer to all my gift problems. I enjoy Schenley in my home, too."



Herbert Sondheim, President of Herbert Sondheim, Inc., Famous Dress Manufacturers, says: "Everyone appreciated Schenley last year, so I'm giving it again this Christmas."



Richard E. Booth, Executive of Nowland & Schladermundt, Industrial Designers, says: "A gift of Schenley is the best way I know to say, 'Thanks for all you've done for me this past year!'"



Edward Lyman Bill, President of Bill Bros. Publishing Co., Publishers of Sales Management, says: "Schenley is an ideal gift. Every man welcomes a gift of fine whiskey."

It's "GOOD BUSINESS" to give

SCHENLEY



BLENDED WHISKEY 86 PROOF. 65% GRAIN NEUTRAL SPIRITS. SCHENLEY DISTRIBUTORS, INC., N. Y. C

The Market

ALBUQUERQUE
NEW MEXICO
Leads in Total Retail Sales Percentage Gains
over all "official" Metropolitan County Areas in 10 Years (1939-1949)*

Albuquerque is also tops in sales increase in Food, Furniture, Household, and Radio Stores, and second in Drug Stores sales increases.

* featured Sales Management Nov. 10th

The Station

KVER
Mutual - - Albuquerque

delivers more listeners per advertising dollar

CHECK SRDS FOR RATES

HOOPER RADIO AUDIENCE INDEX
City Zone, Albuquerque, N. M., Spring 1950

TIME	SHARE OF RADIO AUDIENCE			
	KVER	Station "B"	Station "C"	Station "D"
SUNDAY thru SATURDAY 8:00 PM - 10:00 PM	32.1	30.7	22.6	10.2
SUNDAY 1:00 PM - 6:00 PM	30.6	30.6	21.3	16.7
MONDAY thru FRIDAY 10:00 AM - 12:00 Noon	30.9	34.0	23.9	7.4
MONDAY thru FRIDAY 12:00 Noon - 3:00 PM	23.0	50.0	14.8	11.5
MONDAY thru FRIDAY 3:00 PM - 6:00 PM	30.6	36.6	21.6	9.7

M. G. M. Radio Attractions. Local and National Sports. Only Albuquerque Station with morning, afternoon, and evening Spanish programs.

WM. T. KEMP, President
KEN PALMER, General Manager
KEITH TYE, Station Manager
PAUL KEHLE, Sales Manager

Represented by

FORJOE & CO.
NEW YORK CHICAGO
LOS ANGELES SAN FRANCISCO
ATLANTA

DEFENSE

Fritchey Succeeds Roberts, Oldfield to Europe

APPOINTMENT of Clayton Fritchey, New Orleans newspaperman, as public information director for the Dept. of Defense, succeeding Osgood Roberts, acting information chief, was announced last Tuesday by Defense Secretary George C. Marshall.



Col. Oldfield

It also was revealed that Lt. Col. Barney Oldfield, public relations directorate office, U. S. Air Force, will be transferred to European headquarters, USAF, sometime in mid-January. He is expected to assume the post of public relations officer. Col. Oldfield's orders were issued last week.

Mr. Fritchey, a newspaperman for over 25 years, has served since 1944 as editor for the *New Orleans Item*, which is affiliated with WDSU Broadcasting Services, licensee of WDSU-AM-FM-TV New Orleans. His appointment signifies that the department's top information post will remain in civilian hands. Mr. Roberts will remain as deputy assistant to the new information director.

Mr. Fritchey, who drew a Pulitzer Prize honorable mention for service in 1937, currently is a director of the National Foreign Policy Assn. and president of the New Orleans Foreign Policy Assn. He began his executive newspaper career as managing editor of the *Baltimore Post* in 1931. In 1934 he served with the *Cleveland Press*. Before 1930 he was with the *Post* as assistant city editor and with the *Pittsburgh Press*. He is a native of Bellefontaine, Ohio.

Former Assignment

Mr. Roberts has been acting information director of the Defense Dept. since last February, when he succeeded William Frye, who began a European tour of service. Previously Mr. Roberts was public relations director for the Mayflower Hotel in Washington.

Aside from retaining control of the Defense Dept.'s news flow in civilian hands, the appointment of Mr. Fritchey also pointed up the department's present consideration of overall central policy with respect to information needs. Since unification went into effect in March 1949, the department gradually has decentralized its top-level operation, laying greater emphasis on functions of individual branches.

Secretary Marshall's office has been giving added consideration to realignment of the military information structure, which already has resulted in stepped-up tempo of operations on the subordinate military levels. One of the results has been the increased radio-TV activity in each branch, particularly the U. S. Army [BROADCASTING, Oct. 9].

Col. Oldfield's present duties will consist of interviewing and checking potential inductees and reservists, including radio, newspaper and photographic personnel, upon which he can draw before his European assignment.

Until recently Col. Oldfield has been maneuvering public relations personnel of the Air Force in the Far East, from which he returned in October after three months' duty. He is a former radio, film and newspaper personality, joining the Army as a regular in 1947 and transferring to the Air Force in 1948. During World War II he served in public relations for headquarters commanded by Gen. Omar Bradley and Field Marshall Montgomery.

WVMI Biloxi Moves

WVMI Biloxi, Miss., last week announced completion of its move to new studios and offices in the local Broadwater Beach Hotel. Station, which affiliates with Progressive Broadcasting System Nov. 26, also revealed that high fidelity transmission equipment and Magnecorder tape recorders had been installed in the new studios.

Roses From WLS

TWO MILLIONTH visitor to the WLS Chicago *National Barn Dance* was welcomed on the show a fortnight ago and given 26 roses, representing the number of years the show has been on the air. WLS is believed to be the first station which charged admission to a radio program. The *National Barn Dance*, which originates at Chicago's Eighth Street Theatre, has been charging admission since 1932.

NBC SIGNS FORD

For 'Operation Tandem'

FORD MOTOR Co. has signed as the third sponsor of "Operation Tandem," new NBC multi-participation for the same advertisers over five nights a week sponsorship. Ford's sponsorship will begin Thanksgiving Day, Nov. 23, on the first half of *Screen Director's Playhouse*, 10-11 p.m. and includes *Duffy's Tavern*, Friday, 9:30-10 p.m.; *The Man Called X*, Saturday, 8:30-9 p.m.; 6:30-7 p.m. segment of *The Big Show*, Sunday, and the first half of NBC Symphony, Monday, 10 p.m.

Whitehall Pharmacal Co. and RCA Victor Division of RCA announced their participation in "Operation Tandem" three weeks ago. J. Walter Thompson Co. is the agency for Ford Motor Co.

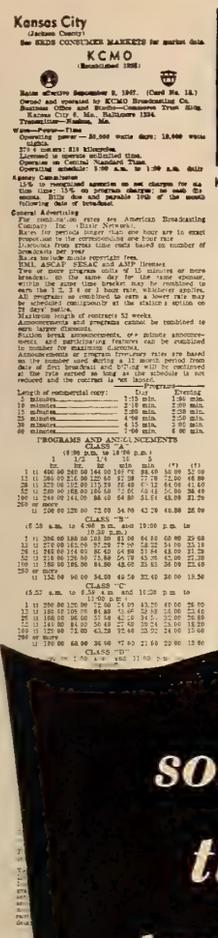
NEED MORE COVERAGE?



Smart advertisers know from experience that KFYR's almost-incredible coverage, coupled with intense listener-loyalty, is a combination that can't be beat for moving merchandise from dealers' shelves to farm (and city) homes.

KFYR's policy of building programs especially designed for folks of the Upper Midwest pays off at the cash register. Ask any John Blair man to give you the facts.

KFYR
550 KC 5000 WATTS
NBC AFFILIATE
BISMARCK, N. DAK.


Kansas City
(Jackson County)
for SRDS CONSUMER MARKETS for market data.
KCMO
(Established 1922)
Rates effective September 8, 1947. (Card No. 1A.)
Owned and operated by KCMO Broadcasting Co.
Business Office and Studio—Commerce Trust Bldg.
Kansas City 6, Mo. Baltimore 1324.
Transmitter—Hanlon, Mo.
Type—Program-Time
Operating power—50,000 watts days; 10,000 watts nights.
870 k cycles; 344.8 Meters.
Licensed to operate unlimited time.
Operates on Central Standard Time.
Operating schedule: 5:00 a.m. to 1:30 a.m. daily
Agency Commissions
15% to recognized agencies on net charges for station time; 15% on program charges; no cash discounts. Bills due and payable 10th of the month following date of broadcast.
General Advertising
The combination rates are American Broadcasting Company Inc. (Basic Network).
Rates for periods longer than one hour are to exact proportion to the corresponding one hour rate.
Discounts from gross time rates based on number of broadcasts per year.
Rates include all reportable fees.
BMI, ASCAP, SESAC and AMP licenses.
Two or more program units of 15 minutes or more broadcast on the same day for the same sponsor within the same time bracket may be combined to earn the 1 2, 3 4 or 1 hour rate, whichever applies. All programs so combined to earn a lower rate may be scheduled contiguously at the station's option on any days.
Maximum length of contracts 52 weeks.
Announcements and programs cannot be combined to earn larger discounts.
Station will not accept announcements, or minute announcements within participating features can be combined to number for maximum discounts.
Announcements or program two-way rates are based on the number used during a 12 month period from date of first broadcast and 6/7-day will be continued at the rate earned so long as the schedule is not reduced and the contract is not lapsed.
Program Rates
Length of commercial copy: Day Evening
5 minutes 1:15 min. 1:50 min.
10 minutes 2:00 min. 2:50 min.
15 minutes 2:50 min. 3:50 min.
20 minutes 4:00 min. 5:50 min.
30 minutes 5:50 min. 7:50 min.
60 minutes 7:00 min. 9:00 min.
PROGRAMS AND ANNOUNCEMENTS
CLASS "A"
(6:00 p.m. to 10:00 p.m.)
CLASS "B"
(6:30 a.m. to 6:00 p.m. and 10:00 p.m. to 11:00 p.m.)
CLASS "C"
(6:30 a.m. to 6:30 a.m. and 10:30 p.m. to 11:00 p.m.)
CLASS "D"

KCMO . the station that sponsors the sponsor

KANSAS CITY, MISSOURI

. . . in Mid-America

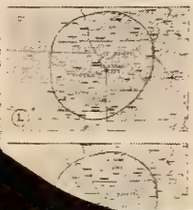
Promotion-wise You get a lot more than just-air-time when you put a show on the air on KCMO. Yessir . . . KCMO backs you up with plenty of powerful promotion. First off, there's KCMO's monthly newspaper, the 8-TEN SIGNAL, a program promoting journal that goes not only to listeners . . . but to retailers in this area as well. Retailer's copies have special product merchandising sheets included! In addition to this, there's a regular schedule of "air plugs." Then there's the daily advertising of programs in city and country newspapers throughout Mid-America. In fact, for the last 2 years, KCMO received the ABC *"Outstanding Audience Promotion" Award!*

Power-wise KCMO is Kansas City's *one and only 50,000 watt station.* Our powerful signal reaches far and wide over Mid-America, blanketing 213 farm-and-factory-rich counties (inside the measured ½ mv. contour area.) Indicative of KCMO's power at 810 kilocycles is a phenomenal mail pull from 470 counties in 6 home states . . . plus mail from 22 other states not even tabulated.

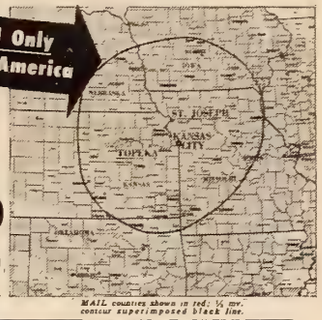
Program-wise Like any sector of the country, Mid-America has its own specific tastes in radio listening. KCMO satisfies these tastes . . . with a wide range of locally produced shows and a selection of programs from the ABC net. For News, it's Harold Mack, Leon Decker and Jim Monroe; for Sports, Tony Williams; for Women's Programs, Anne Hayes; for Agricultural Reports, Jack Jackson. Naturally, KCMO tops the list with Mid-America listeners.

Sales-wise One indication as to whether or not your programs are getting action . . . is mail pull results. Here are some facts 'n figures showing recent results on KCMO programs.

HILLBILLY HIT PARADE . . . Dal Scal- [illegible] record show [illegible] no spe- [illegible] hard- [illegible]



Greater Kansas City's One and Only 50,000 Watt Station for Mid-America



MAIL counties shown in red: ½ mv. contour superimposed black line.

Cover the Metropolitan Areas of Missouri and Kansas plus Rural Mid-America with **KCMO**

One Does It . . . in Mid-America
ONE station ONE spot on the dial
ONE rate card ONE set of call letters.

METROPOLITAN MARKET FACTS

	Retail Sales	Food Sales	Drug Sales	Radio Homes	Population
Greater Kansas City*	$ 950,550,000	$ 199,580,000	$47,270,000	219,520	816,700
St. Joseph	97,400,000	23,150,000	5,220,000	21,210	103,000
Topeka	134,000,000	32,100,000	5,080,000	24,590	114,200
Total	$1,181,950,000	$ 254,830,000	557,570,000	265,320	1,033,900

GREATER KANSAS CITY includes: Kansas City, Mo., Kansas City, Kans., Independence, Mo., North Kansas City, Mo. (and all of Jackson and Clay Counties in Missouri, Wyandotte and Johnson Counties in Kansas.)

MID-AMERICA MARKET FACTS

	Retail Sales	Food Sales	Drug Sales	Radio Homes	Population	Number of Farms
Missouri	$3,317,790,000	$ 785,900,000	$127,400,000	$ 969,100	3,945,000	253,003
Kansas	1,623,720,000	403,650,000	55,000,000	474,500	1,953,000	142,753
Iowa	2,397,500,000	494,860,000	69,110,000	644,700	2,624,000	220,252
Nebraska	1,254,440,000	288,230,000	39,700,000	321,200	1,297,000	114,765
Oklahoma	1,694,760,000	370,270,000	62,860,000	472,000	2,352,000	174,405
Arkansas	1,045,000,000	223,728,000	34,800,000	353,000	1,923,000	208,957
Total 6 States	$11,333,210,000	$2,566,618,000	$388,870,000	3,234,500	14,094,000	1,114,135

Above statistics from 1949-1950 Consumer Markets Section, Standard Rate and Data.

50,000 WATTS
Daytime
810 kc. 10,000 WATTS Night
KCMO-FM—94.9 Megacycles
Basic ABC for Mid-America
NATIONAL REPRESENTATIVE:
John E. Pearson Company



KANSAS CITY 6, MISSOURI

KCMO

some time buyers travel to get information like this

278 radio stations ran Service-Ads to supplement and expand their listings in the monthly 1949 issues of SRDS Radio and TV Sections.

But not when it's at their finger-tips in SRDS for ALL buyers of time to see.

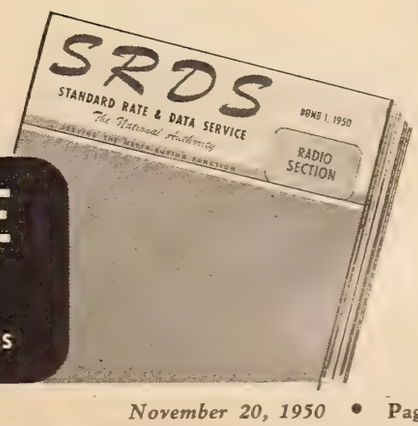
An important agency time buyer says, "The markets to be developed for any account by radio advertising are selected jointly by agency and client. Say we start in Minnesota and the only information we have is from a small station up there. *Then I have to go up there personally and talk with the stations and people to find out which are good and which are not good for us.*"

There's no substitute for such first-hand field surveys, but they take time, cost money, and only a few buyers of time find it possible to work that way.

So it's a boon to buyers when stations like Kansas City's KCMO make the information they need available in SRDS. Market information. Coverage information. Audience information. Program information.

When you're comparing stations, check the station Service-Ads as well as the station listings in the Radio Section of SRDS and the market listings in SRDS CONSUMER MARKETS. They may save you much further searching for information you want.

Note to Broadcasters: In the SPOT RADIO PROMOTION HANDBOOK buyers of time describe what they want to know about stations. Copies at $1.00.



STANDARD RATE & DATA SERVICE

The National Authority • Serving the Media-Buying Function

Walter E. Botthof, Publisher

NEW YORK • 333 North Michigan Avenue, Chicago 1, Illinois • LOS ANGELES

A BIG PLUS FROM

WIBG

SPONSOR PROMOTION!

CAR CARDS



Car Cards . . . Big eye-catching posters publicizing WIBG programs—*with sponsor credit*—appear regularly throughout the year on street cars covering the city.

BILLBOARDS



Billboards . . . Over the entire area of the Philadelphia Market, hard-hitting, colorful 24-Sheet Posters promote WIBG features.

DIRECT MAIL



Direct Mail . . . Attractive, well-designed broadsides go out regularly to selected dealer lists, spotlighting a specific sponsor's campaign and urging aggressive store cooperation.

ON WIBG YOUR CLIENTS GET A BIG BONUS OF VIGOROUS SPONSOR-PROMOTION!

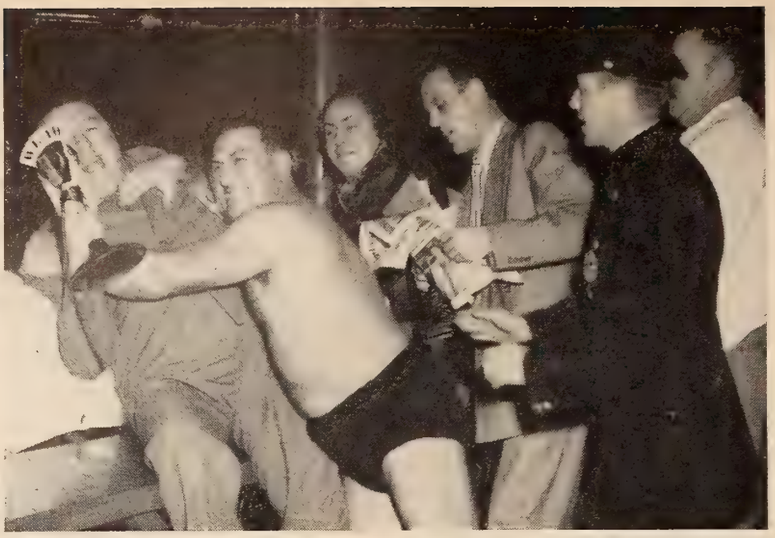
WIBG AM FM
DIAL 990

10,000 WATTS

PHILADELPHIA'S MOST POWERFUL INDEPENDENT

REPRESENTED BY

ADAM J. YOUNG
INC.



EVIDENTLY the grapplers believe this is open season on sports announcers. Several weeks ago, Jim Gibbons of WMAL-TV Washington was routed from the ringside by a wrestler reported to have been incensed by Mr. Gibbons' remarks. New England's sequel has Arthur Flynn, sportscaster of WLAW Lawrence, Mass., being heinously assaulted by Wrestler Angeleo Cistoldi (the obviously infuriated gentleman in trunks) who either didn't like Mr. Flynn's looks or broadcast. Mr. Flynn, one-time world amateur welterweight titlist, New England professional middleweight champion, and professional wrestler, escaped unharmed after valiant police and handlers finally succeeded in pulling Wrestler Cistoldi away.

On All Accounts

(Continued from page 12)

Baltimore for its client Brock Candy Co. Later it produced spots for Brock and for H. W. Lay & Co. (potato chips) on WSB-TV Atlanta. In 1949 it produced the *Baptist Radio Hour*, half-hour Sunday afternoon program on 120 ABC stations, plus 57 spot stations. Other clients using radio spots and/or programs include National Nu-Grape Co., and the agency is presently testing a half-hour kid quiz show for Brock on WSM-TV Nashville.

As for choosing the Atlanta location, Pete says it wasn't too difficult to see even 11 years ago that Atlanta would become the center of the fast-developing advertising industry in the south. When asked how the advertising business there compares with New York, he notes "one main difference is that the half-million-dollar-or-over accounts in our section are few and far between. Our average account is in the $50,000 class, usually with sectional distribution and sales rather than national. Of course, if with our help it can gradually go national, that's swell—and it sometimes happens."

Born in West Virginia

Carroll Kalbaugh Liller was born May 11, 1903—or 1904—in Keyser, W. Va. His mother's family Bible shows the date as 1903; the county courthouse records show 1904. In his teens, Pete says, he used the 1903 date, "but as I grow older I'm inclined to accept 1904."

Pete worked toward an AB at the University of Pittsburgh, transferring to the U. of Pennsylvania in his senior year. He quit a few months short of a degree to get married and go to work. He has one son, Bill, by his first wife, now deceased. Bill graduated from Harvard last year and is now working on his PhD in astronomy at the U. of Michigan. The present Mrs. Liller—formerly Ruth King—is an Atlanta girl, "so it looks like I'm here to stay," says Pete.

W. D. LOUGHLIN

Pioneer Experimenter Dies

WILLIAM D. LOUGHLIN, 57, one of the early experimenters in radio, and board chairman of Boonton Radio Corp., Boonton, N. J., died in the Community Medical Group there Nov. 12, following an illness of several months.

While a student at St. Joseph's College, Philadelphia, where he received an A.B. degree in 1912, Mr. Loughlin designed, built and operated a 5 kw wireless station. His work led to the government granting the college one of the first "experimental licenses," authorizing wireless telegraphy research and development under the call letters 3XJ.

Following work with the U. S. Naval Laboratory in Philadelphia, Mr. Loughlin joined Radio Frequency Laboratories at Boonton in 1923 as a radio engineer concerned with the research and development in RF circuit and tube design for radio receivers. He became vice president and director in 1928 and president in 1931. After the sale in 1934 of numerous RFL patents to RCA, he formed Boonton Radio Corp. to develop, design, and manufacture precision measuring instruments, such as the Q-meter.

He is survived by his widow, Mrs. Agnes Quinn Loughlin; a daughter, Helen L.; a son, Robert W., and a sister, Mrs. Florence Stanton of Philadelphia.

TAB SPEAKERS

Agenda Set for Dec. Meet

NOTED st tion, agency and government officials will address the state convention of the Tennessee Assn. of Broadcasters meeting at the Andrew Jackson Hotel in Nashville Dec. 6, according to an agenda released by TAB last week [BROADCASTING, Nov. 13].

J. H. E. Davis, vice president of Foote, Cone & Belding, will highlight an afternoon business session with a discussion of "The Outlook for Radio in the Coming Year." Hugh Higgins, acting director of Broadcast Advertising Bureau, will show a slide film, "How to Pick a Winner," at the same meeting. Mr. Higgins also will address TAB in a merchandising and promotion session that morning.

Other topics set, with F. C. Sowell, WLAC Nashville, presiding at sessions, include small markets' panel (members—T. B. Baker WKDA Nashville; Cliff Goodman WETB Johnson City; Frank S. Proctor, WTJS Jackson; Frank Armstrong, WDSG Dyersburg; and R. M. McKay, WKRM Columbia); "A Newcomer's Analysis of Radio," with Paul Mountcastle, owner WROL Knoxville, as speaker; "Trials and Tribulations of First Weeks of Viedo Operation," with John H. DeWitt, president, WSM-AM-TV Nashville. Messrs. Mountcastle and DeWitt will address the luncheon party.

Following sessions dealing with resolutions and election of officers and directors for 1951, the association will adjourn for cocktails and dinner. Featured speakers at the TAB dinner will be Hoyt B. Wooten WREC Memphis, discussing "The Voice of America vs. the Voice of Russia," and Charter Heslep, radio-TV director, Atomic Energy Commission, on "Radio's Responsibility in the National Defense."

WSMI ON AIR

Is Mid-Illinois' Newest

WSMI Litchfield, Ill., owned by Mid-Illinois Broadcasting Co. and operating on 1540 kc with 1 kw daytime, is downstate Illinois' newest station. Debut on Nov. 1 was marked by ceremonies attended by civic and business leaders. Events were held at main studios serving Litchfield-Hillsboro and at Carlinville studios on the Blackburn College campus.

Devoting a share of its programming to rural listeners, WSMI also is providing daily news from Carlinville as well as programs originating from the college. Key executives include Hayward L. Talley, president; Thomas F. Payton Jr., executive vice president and director of engineering, and Owen Lackey Jr., Carlinville studios manager.

PROGRESSIVE Broadcasting System due to start network operations Nov. 26, announces it has signed contract with INS and UP for 24-hour schedule of news.

Vital ingredient of success

Radio Stations KENO AM+FM

NEVADA BROADCASTING COMPANY

LAS VEGAS, NEVADA

October 2, 1950

ABC AFFILIATE

Mr. R. H. Hollister
Broadcast Sales Manager
Collins Radio Company
Cedar Rapids, Iowa

Dear Mr. Hollister:

We are delighted with our new Collins 20V.

When KENO first went on the air back in 1940, we installed Collins equipment, all of which is still functioning perfectly today. With such a record of performance, it was natural for us to specify Collins for our recent power increase. We have always been great boosters for your products, but the 20V exceeds anyone's fondest dreams for an AM transmitter.

Last night, Jay E. Tapp, our Consulting Engineer, ran noise, distortion, and frequency measurements on the new transmitter. When he concluded, and the transmitter was flat within a db from 30 to 18,000 cycles, he said: "I've measured hundreds of transmitters, and this is one of the best I've ever seen."

Collins has set a new standard in the AM broadcasting field!

Sincerely,

NEVADA BROADCASTING COMPANY

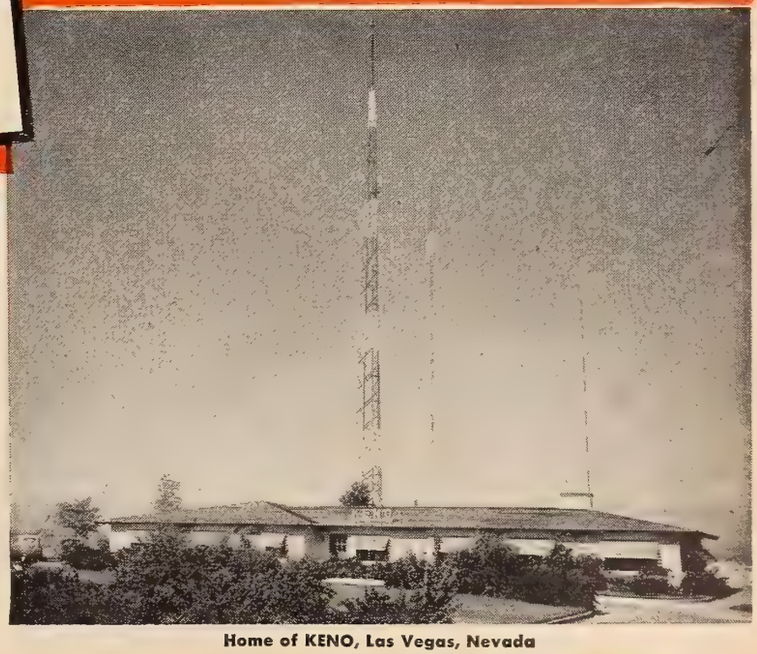
Maxwell Kelch

Maxwell Kelch

+ THE PIONEER NETWORK RADIO STATIONS OF LAS VEGAS +



Maxwell Kelch, owner and General Manager of the Nevada Broadcasting Company, at the controls of the new Collins 20V one-kilowatt AM transmitter. At his left, J. E. Tapp, head of T & T Radio Measurements Company and KENO's Consulting Engineer. Back of Mr. Tapp is the phasing equipment in matching cabinet.



Home of KENO, Las Vegas, Nevada

Owners of Collins equipped stations on the way up *usually* re-order Collins when they receive a grant to increase power.

They have had day by day experience with this soundly engineered equipment, and over the years have come to recognize its absolute reliability as an important ingredient of success.

Call your nearest Collins representative whenever you need anything for AM or FM broadcasting. He's a good man to keep in touch with.

FOR BROADCAST QUALITY, IT'S . . .

COLLINS

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 W. 42nd St. NEW YORK 18	2700 W. Olive Ave. BURBANK	1330 N. Industrial Blvd. DALLAS 2	Dogwood Road, Fountain City KNOXVILLE	417 Rosalyn Ave. DAYTONA BEACH

CED TAX PROPOSALS

Opposes Excess Levy

A TEMPORARY 15% defense profits tax on all corporations, plus individual income tax increases and subsequent boost in excise levies, would be "less inequitable" and serve to raise as much revenue as proposed excess profits taxes, the Research and Policy Committee of the Committee for Economic Development asserted last Wednesday.

The committee, which has opposed excess profits legislation, issued its statement as the House Ways and Means Committee opened hearings on the controversial issue (see separate story this issue). The policy statement was titled, "Paying for Defense."

The committee, stressing the need for a "pay-as-you-go" program during the period of adjustment in the tax structure, outlined its own plan to permit increases in production while raising additional revenue and checking inflation.

Corporate and individual tax boosts urged by the committee would go into effect Jan. 1, 1951, while excise tax revision would take effect later in the year to meet higher military expenditures expected in the last half of 1951.

Committee Recommendation

The committee recommended prompt action to (1) revise the corporate profits tax so that it consists of a basic rate of 38% (18% on profits under $25,000) plus a defense profits levy at a flat rate on all corporate profits, and (2) levy an additional "defense" tax on individual income payments (at a flat percentage rate on net income in excess of exemption and the present tax).

The essential difference between the defense and excess profits tax proposals, the committee noted, is that the former "imposes an additional tax on all profits, while the second imposes a necessarily higher tax on a part of profits."

The committee's suggested 15% defense profits rate was based on expected $62 billion expenditures (military and non-military) and corporate profits of $40 billion during 1951. The group feels this would yield about $3 billion more than the present profits tax and leave profits after taxes of $19 billion—"almost exactly the average profits after the tax of 1947-49."

The committee also felt that defense profits legislation would be much easier to administer since it "does not involve interminable argument about the 'normality' of some historical base period." Additionally, it added, the tax would serve as "less of a handicap to new and growing business."

The radio-TV industry has evidenced mounting concern over this latter issue, involving a suggested base period which may prove to work a hardship on it unless some relief provision is included.

The extremely high marginal rate of an excess profits tax "is in direct conflict with the nation's need for maximum efficiency in production at all times, and especially now," the committee declared. "The fact that excess profits legislation was an incentive to extravagant expenditure for travel and advertising was a national joke and a national scandal during the last war."

Five members of the Research and Policy Committee, composed of 34 businessmen and headed by Meyer Kestnbaum, Hart, Schaffner & Marx, dissented from the group's corporate tax recommendations while opposing excess profits taxes.

They felt a corporate profits tax is much less anti-inflationary than other kinds of taxation "because it reduces savings, retards production and encourages waste and higher costs." Additional revenue can be raised "in ways less damaging to the nation, including higher excise taxes," they added.

To combat inflation, the full committee also proposed a six-step program: (1) clear location of responsibility within government for formulating a balanced program; (2) realistic policies with respect to non-military expenditures of government in view of expanding military requirements; (3) a workable plan for achieving more economy in military expenditures; (4) a program to promote savings; (5) a policy to limit expansion of money supply and bank credit; (6) a tax policy appropriate to the needs of a defense economy.

Members of the committee include Gardner Cowles, president of the Cowles stations (KRNT Des Moines, Iowa; WCOP Boston; WNAX Yankton, S. D); Philip L. Graham, president and publisher, *Washington Post* (WTOP-AM-TV-FM Washington); Philip D. Reed, chairman of the board of General Electric Co.

GOVERNOR PYLE

Polls 99,203 Votes

HOWARD PYLE, vice president and program director of KTAR Phoenix, elected Arizona's first Republican governor since 1930, takes office Jan. 1. He polled 99,203 votes in the Nov. 7 election, winning by 3,123 over his Democrat opponent, Mrs. Ana Frohmiller, state auditor for more than 20 years. Mr. Pyle is 44 years old, married and the father of two daughters.



Mr. Pyle

Although he is taking leave of absence from KTAR for two years, Mr. Pyle will continue to be associated with production and presentation of the annual Grand Canyon Easter Sunrise Service released over that station, NBC and to Armed Forces Radio Service. He co-founded the broadcast 17 years ago.

Mr. Pyle did a series of broadcasts from the United Nations Conference in San Francisco in 1945 and later was accredited to the Pacific as a war correspondent. This is his first venture in politics.

RCA STOCK AGENTS

Name Midwest Firms

RCA HAS appointed the First National Bank of Chicago as co-transfer agent, and the City National Bank and Trust as co-registrar for the common and first preferred stocks, effective March 1, 1951, in order to accommodate RCA's midwestern stockholders.

The Corporation Trust Co., acting as transfer agency, and the Chase National Bank, New York, and the New York Trust Co., registrars for the preferred and common stocks, respectively, continue to serve RCA in New York.

WJR Detroit awarded bronze, "Oscar of Industry," trophy for having best annual report in broadcasting industry. Award was made by independent board of judges for *Financial World* magazine.

FC&B NAMES

Whitney, Delano to New Posts

IN A MOVE to meet the increased volume of business of the Foote, Cone & Belding New York office, Elwood Whitney, vice president and art director, has been elected executive vice president, and Frank Delano, vice president, has been appointed executive assistant to Mr. Belding, Don Belding, president of the agency, announced last week.

Mr. Whitney will join with William E. Berchtold, executive vice president since 1946, in the account management responsibility of the New York office.

M. P. Franceschi continues as vice president and general manager of the New York office in addition to his duties as president of Foote, Cone & Belding International.



Mr. Whitney



Mr. Delano



Mr. Franceschi



Mr. Berchtold

LIBEL ACTION

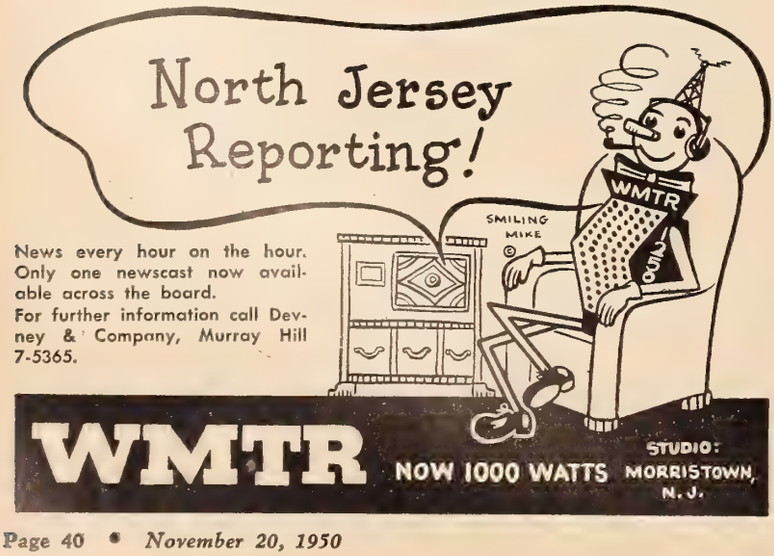
Filed Against 'Red Channels'

LIBEL action against *Red Channels* publishers, American Business Consultants Inc., which also publishes the weekly newsletter *Counterattack*, was filed in the New York Supreme Court Nov. 14 by Arthur Garfield Hayes as attorney for Pert Kelton, radio-TV actress, and Ralph Bell, radio actor, who are both listed in *Red Channels*.

The complaint alleges that Miss Kelton and Mr. Bell were falsely represented as being "dupes" and "fellow travelers."

Standard Rate's Titles

STARTING in January, Standard Rate & Data Service will issue its publications under new covers, each with a title designed to identify it instantly with the media listings it contains. In the broadcasting field the new titles will be *Radio Advertising Rates & Data* and *Television Advertising Rates & Data*. Issuance dates will remain the same: Radio and television the first of each month.



HER SPECIALTY
WBNS Airs 'Lady on Spot'

WBNS Columbus' Mrs. Leonard Stern, better known as Eliza Roberts, has been a "lady on a spot" for the past seven years and hasn't minded it a bit. In fact, it has proved a profitable financial circumstance for both her and the station.



Mrs. Stern

Since June 15, 1943, Mrs. Stern has been at WBNS studios each day at 7:30 a.m. to broadcast a one-minute spot announcement for the Roberts shoe store. Accustomed to the usual procedure of transcribed anouncements, many radio listeners are surprised to learn that the store's spot is, indeed, quite "live." Her familiar voice is heard every morning between Irwin Johnson's *Early Worm* program and Chet Long's newscast. She returns home at 7:45.

When Mrs. Stern first undertook her venture, she aired announcements at noon and 10:15 p.m. on two other Columbus stations, supplementing the WBNS routine, a pattern she followed for three years. The seven-year radio veteran has never been late or missed the 'spot." An announcer reads her copy while she vacations. Mrs. Stern originally was hired by Store Owner Herbert Roberts and given the radio name of "Eliza Roberts" after she had suggested a woman might present his commercials more effectively. She is married to a Columbus attorney.

Closes Atlanta Office

EDWARD PETRY & Co. Inc. closed its Atlanta office effective Nov. 10, reassigning the eastern part and western part of the southeast territory to its New York and St. Louis offices, respectively. An executive of the firm said the reason for closing is that a high percentage of accounts serviced by the Atlanta office were as close or closer to the New York office. Charles Grisham, who headed the Atlanta office of the firm, has not announced his future plans.

New KGER Building

OPEN HOUSE dedicating a new two-story building, containing studios and office space for KGER Long Beach, Calif., on Nov. 4 [BROADCASTING, Nov. 6], featured a three-hour broadcast. Erected at a cost of about $50,000, the building has a 3,800-sq.-ft. area. Included are two major studios, newsroom, control room, general office and several smaller offices. The 5 kw station is owned by John Brown Schools of California Inc., Long Beach. Dr. John E. Brown is president and Galen O. Gilbert, general manager.



PREPARING to mail folders to 62,000 telephone subscribers in Nashville are these WLAC announcers. Setting off the fall promotion campaign are (l to r): Seated, Audrey Clevenger and Mary Manning; standing, Gene Nobles, Paul Oliphant, John Richbourg, Bob Larimer, Herman Grizzard, Bill Johnson, Tim Sanders, Charlie Roberts and Wilson McCartney. The two-color folder contains photos of 23 CBS stars and WLAC's complete program log.

MAIL DRIVE
Holiday Reminders Being Used

POST OFFICE department is cooperating in a four-program "mail early" campaign over Mutual's *Washington Report*, 2:45-3 p.m. Sunday.

First of the series was heard Nov. 5 on the subject "American Ships Carry The Mail" and was presented in cooperation with the National Federation of American Shipping, which paid for the time. Program was on overseas mailing.

Second program, Nov. 19 takes subject "American Railroads Carry the Mail" and is sponsored by the Assn. of American Railroads. It will be carried by WNYC New York as well as MBS. Third is on "Airlines Carry the Mail" and is sponsored by privately owned airlines. All three programs were scripted by Larry Farmer. The fourth program will cover the operation of the Post Office Department during the Christmas mailing rush.



You'll be green with envy

if you miss the advertising deadline for the 1951 YEARBOOK now in preparation. Regular rates apply. For preferred positions call any BROADCASTING • TELECASTING office.

WASHINGTON	NEW YORK	CHICAGO	HOLLYWOOD
870 National Press Bldg.	488 Madison Ave.	360 N. Michigan Ave.	Taft Building
MEtropolitan 1022	PLaza 5-8354	CEntral 6-4115	HEmpstead 8181
Maury Long, Business Manager	S. J. Paul, Advertising Director	William L. Thompson, Manager	David Glickman Manager



AT NAB DISTRICT 5 meeting (l to r): Front row, Keith Kiggins, Edward Petry & Co.; John Outler, WSB Atlanta; Harold Danforth, WDBO Orlando; Bert Bank, WTBC Tuscaloosa. Back row, James Bailey, WAGA Atlanta; Harry Camp, WQAM Miami; Happy Quarles, WRGA Rome; Maurice B. Mitchell, Associated Program Service.



CAUGHT UNAWARES at NAB District 5 meeting were these Sigma Nu brothers, with Gov. Herman Talmadge of Georgia (l to r): Edgar Kobak, WTWA Thomson, Ga.; Jack Fulwiler, J. Walter Thompson Co.; Gov. Talmadge; Edgar Kobak Jr., WTWA; Allen M. Woodall, WDAK Columbus; W. C. Woodall Jr. WDWD Dawson.

NAB District 5 Registration, Atlanta, Ga., Nov. 9-10

[BROADCASTING, Nov. 13]

Green B. Adair, WGST Atlanta; Gaines Allen, MCA, New York; James E. Bailey, WAGA Atlanta; Bert Banks, WTBC Tuscaloosa, Ala.; Marcus Bartlett, WSB-AM-TV Atlanta; Charles A. Batson, NAB, Washington; Fred Bell, The Katz Agency, Atlanta; Jim Biggers Jr., WRBL Columbus, Ga.; J. W. Blackburn, Blackburn-Hamilton Co., Washington; J. Allen Brown, WLOF Orlando, Fla.; Lee S. Bullis, WULA Eufaula, Ala.; Harry Camp, WQAM Miami, Fla.; Sam Carter, World Broadcasting System Inc., Atlanta; L. H. Christian, WRFC Athens, Ga.; Charles C. Coleman, Avery-Knodel Inc., Atlanta; Lem Coley, WRFS Alexander City, Ala.; Henry Curth, WSB-AM-TV Atlanta.

Harold P. Danforth, WDBO Orlando, Fla.; William B. Davies, WBLJ Dalton, Ga.; R. P. Doherty, NAB, Washington; W. Wright Esch, WMFJ Daytona Beach, Fla.; Bill Estes, WSB-AM-TV Atlanta; William B. Farrar, WETA Summerville, Ga.; Mortimer H. Freeman, attorney, Atlanta; W. R. Frier, WBHF Cartersville, Ga.; John Fulton, WGST Atlanta; J. B. Fuqua, WJBF Augusta, Ga.; L. M. George, WGQC Albany, Ga.; Tom Gilchrist, WTMC Ocala, Fla.; Frank Gaither, WSB-AM-TV Atlanta; Olyn L. Gee, WDWD Dawson, Ga.; Bob Gerson, WSB-AM-TV Atlanta; Henry A. Gillespie, RCA Thesaurus, Atlanta; George Gingell, WRBL Columbus, Ga.

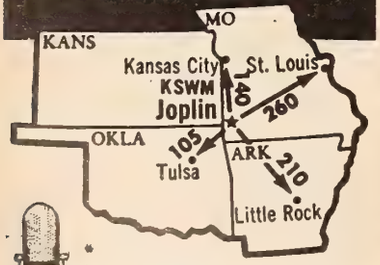
Richard N. Hunter, George P. Hollingbery Co., Atlanta; Harry Harkins, The Katz Agency, Atlanta; G. P. Hamann and Eloise Smith Hanna, WBRC Birmingham, Ala.; John Hart, WBIR, Knoxville; Carl Haverlin, BMI, New York; J. C. Henderson WRLD West Point, Ga.; J. W. Hicks, WCOS Columbia, S. C.; Thad Holt, WAPI Birmingham; W. W. Hunt, WSFA Montgomery, Ala.; Robert L. Irwin, Dow, Lohnes & Albertson, Washington; John W. Jacobs Jr., WDUN Gainesville, Ga.; Ed. Johnson, WRBL Columbus, Ga.; Henry P. Johnston, WSGN Birmingham, Ala.; F. J. Kelly, WTSP St. Petersburg, Fla.; Keith Kiggins, Edward Petry & Co., New York; Pat King, WRBL Columbus, Ga.; Joe E. Kingry, WEAR Pensacola, Fla.; Dorothy Kirby, WSB-AM-TV Atlanta; Wm. T. Knight Jr., WTOC Savanna; Edgar Kobak and Edgar H. Kobak Jr., WTWA Thomson, Ga.

Jay H. Lamb Jr., WRLD West Point, Ga.; Maury Long, BROADCASTING, Washington; Bert Lown, Associated Program Service, New York; Elizabeth McCarthy, WGST Atlanta; James F. Mann, WLAQ Rome, Ga.; H. R. Mason, Associated Press, Montgomery, Ala.; Bill Massie, WDAK Columbus, Ga.; Justin Miller, NAB, Washington; Maurice B. Mitchell Associated Program Service, New York; L. S. Mitchell, WDAE Tampa, Fla.; Louise Morris, WDAK Columbus, Ga.; W. Newton Morris, WMLT Dublin, Ga.; Sam Morton, Associated Press, Jacksonville, Fla.; Lee Mowry Jr., WLAQ Rome, Ga.; Edwin Mullinax, WLAG LaGrange, Ga.; Gregg Murphy, The Katz Agency, Atlanta; David Nelson, ASCAP, Atlanta; John M. Outler Jr., WSB-AM-TV Atlanta; Bernice M. O'Conner, O'Conner Radio Surveys, Knoxville; Dorsey Owings, BMI, New York; Charles W. Pittman, WBML Macon, Ga.; Rex Rand, RCA, Atlanta; B. W. Randa, WHBS Huntsville, Ala.; Robert K. Richards, NAB, Washington; W. Ray Ringson, WRDW Augusta, Ga.

Paul Sanford, WGST Atlanta; Thomas W. Sewell, WMGY Montgomery, Ala.; Alex Sherwood, Standard Radio, New York; David E. Smiley, WDAE Tampa, Fla.; Hugh M. Smith, WCOV Montgomery, Ala.; Jerry Stone, WNDB Daytona Beach, Fla.; George B. Stover, WAGA-TV Atlanta; Bill Stubblefield, Capitol Transcriptions, Atlanta; James S. Stowers Jr., WGTA Summerville, Ga.; George R. Swearingen Jr., Weed & Co., Atlanta; F. W. (Duck) Sweatman Jr., Headley-Reed Co., Atlanta; E. Arthur Tate, WALB Albany, Ga.; Vic Vickery, SESAC, New York.

A. D. Willard, WGAC Augusta, Ga.; Allen M. Woodall, WDAK Columbus, Ga.; Jim Woodruff Jr., WRBL Columbus, Ga.; W. C. Woodall Jr., WDWD Dawson, Ga.; Walter M. Windsor, WGBA Columbus, Ga.; James M. Wade, Free & Peters Inc., Atlanta; J. Gordon Young, WRBL Columbus, Ga.; Bill Young, Lang-Worth, New York.

KSWM
JOPLIN, MO.
REACHES 446,600* PERSONS WHO SPEND... $285,550,000 ANNUALLY IN TOTAL RETAIL SALES!



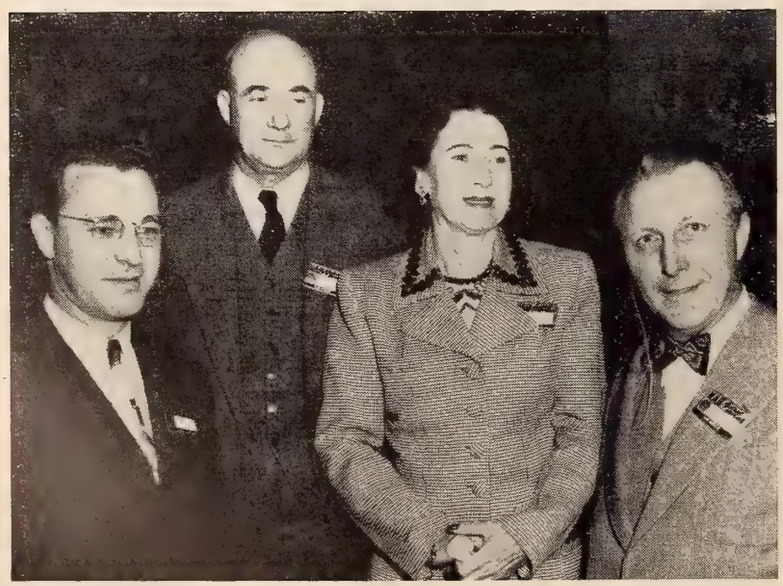
CBS

* The small map above shows airline miles to nearest metropolitan centers, assuring unduplicated CBS service to the KSWM audience.

Now in its *fifth year* of service, KSWM is an integral part of all community affairs and activities.

KSWM
CBS in
JOPLIN, MO.
Nationally Represented by William G. Rambeau Co.

Austin A. Harrison, Pres.



BIRMINGHAM broadcasters at NAB Atlanta meeting (l to r): G. P. Hamann, WBRC; Thad Holt, WAPI; Eloise Smith Hanna, WBRC; Henry P. Johnston, WSGN.

WIIG RENAMED
Heads N. Y. AP Group

GUNNAR WIIG, manager, WHEC Rochester, was elected to his third term as president of New York State Associated Press Broadcasters Assn. at the radio group's third annual meeting in Rochester Nov. 13.

The association also re-elected Jim Healy, WOKO Albany, to vice president and named three directors: Tom Brown, WGVA Geneva; Bernard Buck, WNYC New York, and William Meenam, WGY Schenectady.

Appointees for the 1950-51 continuing study committee included: Kenn Thorpe, WRUN Utica; Richard Crans, WKIP Poughkeepsie; Gordon Ridenour, WELM Elmira; Glenn Williams, WAGE Syracuse and sports, Lowell MacMillan, WHEC Rochester.

Speaker at the broadcasters dinner was Lawrence E. Walsh, counsel to Gov. Thomas E. Dewey.

SAG Re-elects Reagan

RONALD REAGAN was re-elected president of Screen Actors Guild at its annual membership meeting Nov. 12. Other officers elected were William Holden, first vice president; Dana Andrews, second vice president; Paul Harvey, third vice president; Lee Bowman, recording secretary; George Chandler, treasurer.

HIGHEST

Award FOR

Precision Magnetic Tape Recorder for HIGH-FIDELITY Professional Use

The Jury of Award for the 12th Annual Electrical Manufacturing Products Design Competition selected Ampex Model 300 as an outstanding achievement in product development, design and engineering.

We at Ampex were more than delighted to find our name in the winning group which included four other manufacturers receiving similar top-flight awards.

During the past several months Model 300 has; performance-wise, just about revolutionized magnetic tape recording standards throughout the world of entertainment as well as in scientific research. Write for Model 300 specifications and the address of your nearest Ampex distributor.

FOR FULL DETAILS OF AWARD read October (1950) Product Design Issue of Electrical Manufacturing Magazine.



AX-29

HIGHEST ACHIEVEMENT in INTEGRATED DESIGN!

AMPEX

STANDARD OF MODEL 300 THE GREAT RADIO SHOWS

MAGNETIC TAPE RECORDERS

AMPEX ELECTRIC CORPORATION - San Carlos - [illegible]

EXCLUSIVELY LANG-WORTH



SHEP FIELDS
Rippling Rhythm in a Tiffany setting—a glorification of dance music.

EXCLUSIVELY LANG-WORTH



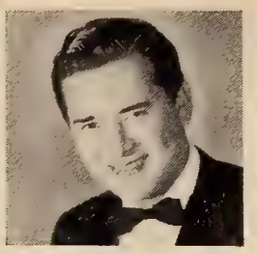
TITO GUIZAR
Colorful interpretations of his native songs from South of the Border.

EXCLUSIVELY LANG-WORTH



CONNIE HAINES
Songs in the inimitable Haines' manner. Backed by Russ Case Orchestra.

EXCLUSIVELY LANG-WORTH



CARLOS RAMIREZ
Internationally popular baritone — MGM, La Scala, radio, television.

EXCLUSIVELY LANG-WORTH



FRANKIE CARLE
"The Golden Touch" deftly applied to pop dance tunes and piano solos

EXCLUSIVELY LANG-WORTH



THE 4 KNIGHTS
Radio's most versatile Negro group — pops, spirituals, rock-rhythm.

EXCLUSIVELY LANG-WORTH



EVALYN TYNER
"The First Lady of the Piano." Classics in jazz and jazz classics.

EXCLUSIVELY LANG-WORTH



JACK LAWRENCE
One of America's leading songwriters in an informal vocal recital.

EXCLUSIVELY LANG-WORTH



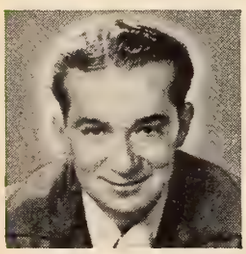
RAY ANTHONY
Dancing America hails new star — full-throated melody and a solid beat.

EXCLUSIVELY LANG-WORTH



PATTI PAGE
"That Singing Rage, Miss Patti Page" — song stylist in the modern mode.

EXCLUSIVELY LANG-WORTH



RED NICHOLS
Authentic Dixie interpreted by "Red Nichols and His Five Pennies."

EXCLUSIVELY LANG-WORTH



TONY PASTOR
Tony, with Rosemary Clooney and a solid band — music that satisfies.

EXCLUSIVELY LANG-WORTH



EUGENIE BAIRD
Paul Whiteman's protege presented in popular song hits with D'Artega.

EXCLUSIVELY LANG-WORTH



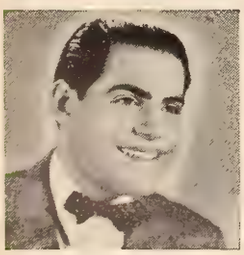
THE AIRLANE TRIO
Hammond, accordion, guitar — memory tunes, novelties, standard pops.

EXCLUSIVELY LANG-WORTH



RUSS CASE
Conductor: The Russ Case Orchestra. Pop standards in concert dance.

EXCLUSIVELY LANG-WORTH



LENNY HERMAN
"The Mightiest Little Band in the Land" — homespuns, novelties, pops.

EXCLUSIVELY LANG-WORTH



DICK BROWN
Good looks and a way with a song—romantic portraits in melody.

EXCLUSIVELY LANG-WORTH EXCLUSIVELY LANG-WORTH



THE RIDERS OF THE PURPLE SAGE
Foy Willing and his singing Riders occupy the top rung of Western popularity ladder — motion pictures, radio and television.

EXCLUSIVELY LANG-WORTH



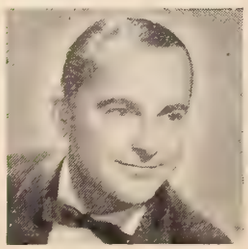
JACK SHAINDLIN
Director, The Silver Strings—March of Time and motion pictures.

EXCLUSIVELY LANG-WORTH



HENRY JEROME
Sparkling instrumentals and vocals tailored for pleasant listening.

EXCLUSIVELY LANG-WORTH



TEDDY POWELL
New sound and conception—the current vogue in dancing-listening music.

EXCLUSIVELY LANG-WORTH



HENRY BUSSE
The Ol' Master of muted horn and shuffle rhythm leads his greatest band.

EXCLUSIVELY LANG-WORTH



BLUE BARRON
Buoyant, rhythmic presentations of "Music of Yesterday and Today."

EXCLUSIVELY LANG-WORTH



CHUCK FOSTER
"Music in the Foster Fashion" is synonymous with rhythm that pleases.

EXCLUSIVELY LANG-WORTH EXCLUSIVELY LANG-WORTH



THE EMILE COTE GLEE CLUB
Radio's leading male singing group — 300 songs. Emile Cote also directs The Cavalcade Chorus, Chapel Choir and L-W Choristers.

EXCLUSIVELY LANG-WORTH



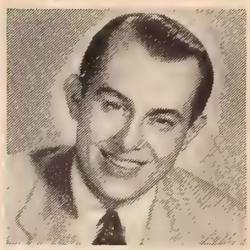
ALLAN JONES
International singing star of Broadway, Hollywood and Concert Stage.

EXCLUSIVELY LANG-WORTH



D'ARTEGA
Conductor: "Cavalcade of Music" and Lang-Worth's Symphony Orchestra.

EXCLUSIVELY LANG-WORTH



VAUGHN MONROE
America's No. 1 dance band — starred in pictures, radio, television.

IT'S WORTH REPEATING!

The following announcement appeared in Broadcasting, October 23, 1950:
"Lang-Worth's program service of NEW 8" transcriptions is completed...now available at leading broadcasting stations."

TO THE BROADCASTER: Loaded with exclusive star-studded talent, unique production aids, sure-fire sales "gimmicks" and outstanding program scripts...the NEW Lang-Worth is a vital ally to your Sales Department.

TO THE AGENCY: Top stars in top-rated Network Calibre Programs at Local Station Cost...now available on brand NEW 8" transcriptions. This guarantees brilliant, uniform reproduction in EVERY market.

EXCLUSIVELY LANG-WORTH



ALAN DALE
America's favorite heartthrob among this season's singing stars.

EXCLUSIVELY LANG-WORTH



TONI ARDEN
From cradle to stardom, "our Toni," a Lang-Worth exclusive all the way.

EXCLUSIVELY LANG-WORTH EXCLUSIVELY LANG-WORTH



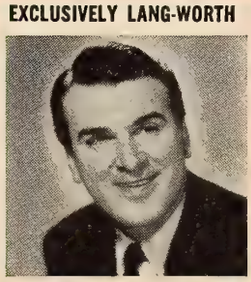
THE GAY BLAZERS
Close-harmony "bathos ballads" and Gay Nineties novelties—songs from Yesterday's Hit Parade, sung with tears or boisterous gusto.

EXCLUSIVELY LANG-WORTH



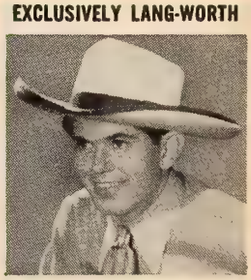
JUANITA HALL
"Bloody Mary of South Pacific"—dynamic personality projected in song.

EXCLUSIVELY LANG-WORTH



JOHNNY THOMPSON
Romantic baritone — unusual stylings of pop ballads and standard songs.

EXCLUSIVELY LANG-WORTH



ELTON BRITT
Top favorite with hillbilly fans—motion pictures, radio, television.

EXCLUSIVELY LANG-



EW
The
Bian
jazz

LANG-WORTH
FEATURE PROGRAMS, Inc.
113 WEST 57th STREET, NEW YORK 19, N. Y.
Network Calibre Programs at Local Station Cost

EXCLUSIVELY LANG-WORTH



DEAN HUDSON
Down South they say "Dean's music is refreshin' as a mint julep!"

EXCLUSIVELY LANG-WORTH



AL TRACE
Toe-tapping rhythm, rib-tickling melody and corn—in one package.

editorial

Freedom Isn't for Sale

TALK ABOUT freedom of the press, and of radio, is like beating a dead horse to death. That's the usual retort of most people in authority, who insist there's no longer any issue on the First Amendment, and that, like spinach and taxes, it's here to stay.

But publishers and broadcasters, having learned harsh lessons, are guided by the maxim of eternal vigilance as the price of liberty. They know, moreover, that during an emergency the anti-advertising, grade-labeling and Government-subsidy crusaders get in their licks. Portents already are visible in proposals to restrict and tax advertising, and to outlaw institutional campaigns as proper expense, under the guise of labeling them as lobbying.

There are almost countless means of striking at these basic freedoms. The oblique approach is usually used.

Thinking members of the fourth estate are mindful of this. Ten days ago at Miami Beach, the annual convention of Sigma Delta Chi, professional journalistic fraternity, was highlighted by a forum on "Is the Press Living Up to Its Responsibility?" John S. Knight, the hard-hitting editor and publisher who moderated the panel, significantly included radio and TV as "the press." He owns WQAM Miami and part of WIND Chicago, operated in conjunction with two of his four newspapers. And he conceded that the broadcast media and news magazines have had a revolutionary influence on newspapers, competing for dollars and audience alike.

It was in the ensuing discussion, participated in by such figures as Fairfax Cone, Foote, Cone & Belding head, and AAAA chairman, and Frank Starzel, the articulate general manager of the Associated Press, that the crux of the never-ending freedom battle evolved.

"Are news media influenced by their advertiser?" Mr. Knight asked.

From Mr. Cone came an unequivocal "no," echoed by other panel members. Advertisers, said the AAAA head, want "responsible" media, since an "irresponsible press (or radio) would allow irresponsible advertising, thus reflecting on good advertising and so rendering it useless."

Mr. Cone mentioned France and Italy as countries having no independent press, largely because there is little or no advertising. He could have added radio as a more pointed example, and he could have mentioned Great Britain and other European nations where Government radio is the rule.

Americans are the best informed people in the world, the panel agreed. That is so because the American media are free—and supported by advertising. It applies the world over—where there's freedom there's competition and enterprise and economic substance.

Austerity-ridden Britain, which continues to lead the way in Western Europe, is only half-free; it's radio is state-controlled and non-commercial. If it goes semi-commercial under a dual system (which is the likely recommendation of a new commission studying the British Broadcasting Corp.) other western nations would follow. Advertising revenue would build good programs. These would move goods and speed Britain's sagging industry.

It would help lead the democratic half-world toward the full recovery from its economic ills.

Radio-Active Congress

RADIO WINDS of hurricane force are blowing about Capitol Hill. The forecast is for the most radio-active Congress of all time.

The color TV issue, and all that it encompasses, the NARBA snarl, and the emergence on the Congressional scene of legislators who know their radio and TV, make a full-dress investigation next session almost a certainty.

There are a dozen legislators, swept into office in the off-year elections, who are identified with the broadcast media. Others, not radio-connected, are armed for bear.

It's easy to discern that FCC Chairman Wayne Coy will be in the center of the Congressional cross-fire. There are plentiful indications that he's in a finish-fight with the opponents of CBS color now, led by RCA-NBC and backed up by an almost solid phalanx of manufacturers. Mr. Coy, however, is a commando at legislative combat. It's now a better than even bet that he'll seek reappointment when his present term expires June 30. Heretofore it had been generally felt he would reject reappointment and simply fulfill his commitment of three years ago to complete his term.

But wholly aside from the angry color situation, and the Clear Channel fight against the NARBA agreement signed last Wednesday, which would jettison existing protection requirements on some clear channels, there are other reasons for radio activity on the Hill.

The House, for several years quiescent on radio legislation, except for the rantings of a few flannel-mouthed minions, may pick up the investigatory ball. On the scene there will be Frank T. Bow, former commentator of WPAY Portsmouth, Ohio, and a lawyer who served as the last general counsel of the House Select Committee to Investigate the FCC. He had made the FCC regulation of radio a campaign issue. On one occasion he said:

I think Congress should spell out what controls, if any, the Commission should have over program content. There should be legislation to prevent the further encroachment of government into competition with private broadcasters and other communications industries.

To which most broadcasters and telecasters must add a lusty *Amen.*

On the other side of the FCC aisle may be William Benton, former ageny executive, erstwhile Assistant Secretary of State, and owner of Muzak, AMP and the *Encyclopaedia Britannica.* He apparently has won out over his Republican opponent, Prescott S. Bush, a CBS director, but a recount is indicated. Either way the wind blows, there'll be a new "radio Senator" from Connecticut.

Among other new radio faces in Congress will be Frazier Reams, owner of WTOL Toledo, who serves a first term as an Independent. Serving a second term will be Rep. H. R. Gross, the Iowa Republican who won his political laurels as a militant news commentator. Others on the House radio roster include the veteran ex-Nebraska commentator, Rep. Karl Stefan; Richard W. Hoffman, owner of WHFC Cicero Ill.; Rep. Alvin E. O'Konski, of WLIN Merrill, Wis., and Rep. Harris Ellsworth, of KRNR Roseburg, Ore.

There will be a couple of new "radio Governors" too. The surprise election was Howard Pyle, vice president and program director of KTAR Phoenix, who won Arizona's gubernatorial election. The venerable former Secretary of State James F. Byrnes, a minority stockholder of WORD Spartanburg, took the Governorship of South Carolina in a cake-walk.

Summing up, it's clear that the administration and organized labor took a shellacking in the off-year elections. Radio, it appears, made a clean sweep. (Moral: If radio can sell politicians to the people, it can, and does, sell anything).

our respects to:

JOHN PATT RALPH PATT



JAMES PATT ROBERT PATT

THE No. 1 family in radio consists of four Patts—John, Ralph Jr., James and Robert.

No other broadcasting family can boast so many members so highly placed, judging by a fast scanning of radio genealogy.

Laid end to end, the Four Radio Patts have served 91 broadcast years.

Should the Patt claims to electronic eminence be challenged, the family can offer as evidence the two other members of this illustrious brood —Fred and Margaret—whose radio careers are history rather than current fact.

The Patt story is really four stories, four success stories. Each of the quartet has established a solid place in the fast-growing broadcasting industry, and each has moved continuously forward since the oldest Patt (John) first faced a carbon mike 28 years ago.

Reading chronologically, the Four Radio

(Continued on page 76)

Static and Snow

By AWFREY QUINCY

IT'S a good thing that the Bible mentions only seven deadly sins. If the Good Book had pegged the number at 77, John Crosby would have filled a whole *Life* magazine and might have gotten somewhat monotonous.

* * *

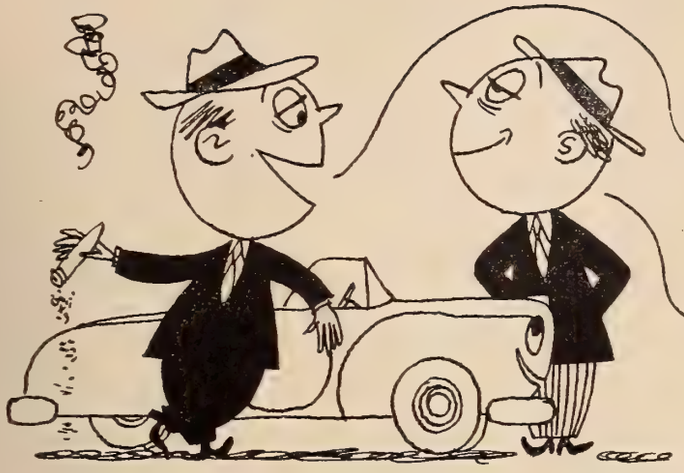
In our humble opinion, the Be-Happy-Go-Lucky series is the best cigarette advertising yet to hit the air. It reveals a degree of adulthood in advertising agency thinking comparable to that attained years ago by the broadcasting audience.

* * *

Buddy Sugg has a grand idea for a permanent memorial to the memory of the late John J. Gillin. How about a Broadcasting Hall of Fame, leading off with Johnny?

* * *

The installment people always say, "Nothing down. A year to pay." How would that phrase go in front of "pay-as-you-look" television. Maybe that's one "pay" too many but maybe even one "pay" is too much.



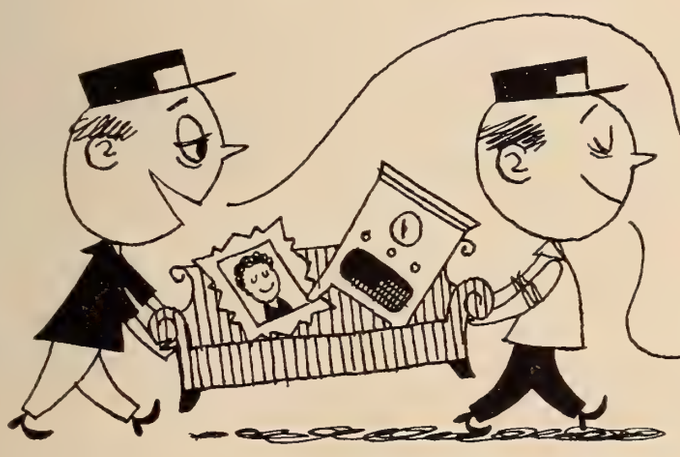
Did you know that automotive sales in Pittsburgh show a 10-year jump of 356% — more than any other major city except Detroit?

Sure! And you're on the right road in Pittsburgh when you're on KDKA.

Did you know that food sales in Pittsburgh have increased 183% since 1939?

Of course! And KDKA programs are steady fare with the *most* people in this market!





Did you know that Pittsburgh now buys 200% more in furniture, household goods, and radios than it did 10 years ago?

Certainly! And the more radios sold in Pittsburgh and in almost 100 surrounding BMB counties, the better your audience on KDKA.

In every classification, retail sales in the Pittsburgh market-area keep going up.. up.. up! And to reach this market, you'll find KDKA the outstanding medium. For details, check KDKA or Free & Peters.

Statistics courtesy
Sales Management

KDKA PITTSBURGH

50,000 WATTS

NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • WOWO • KEX • KYW • KDKA • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

front office

WALLY SEIDLER, manager KVEN Ventura, Calif., to KOCS Ontario, Calif., in same capacity. Was manager KSMA Santa Maria, Calif. PETER LOMBARDO, new to radio, joins KOCS as salesman-announcer.

CHARLES H. COWLING, national sales representative KMPC Hollywood, named national sales manager. Prior to joining KMPC in April 1949, Mr. Cowling was sales manager KOWL Santa Monica, Calif.



Mr. Cowling

TED WHYTE, New York attorney, to KCSB San Bernardino, Calif., as manager, replacing DAVE ADAMS, resigned.

ALLAN CURNUTT, general manager KRIB Mason City, Iowa, to KOOK Billings, Mont., in same capacity.

BOB ROWE, advertising salesman *Kentville Advertiser*, Kentville, N. S., to CKSF Cornwall, Ont., sales staff.

JOEL STOVALL, promotion manager Radio Cincinnati Inc. (WKRC-AM-FM-TV), appointed sales manager.

ALAN BAUTZER, continuity director WEEU Reading, Pa., to writing staff Clements Co. Inc., Phila.

ROBERT MEEKER ASSOC., N. Y., appointed exclusive national representative for KMED Medford, Ore.

KTLA (TV) Los Angeles announces 25% increase in Rate Card No. 5, for all time segments of over one-minute duration. New rate became effective Nov. 15.

ROBERT H. SALK, national radio-TV and newspaper representative for Katz Agency, N. Y., to account executive on sales staff of CBS network sales department.

JOEL HAMMILL, supervisor of program submissions NBC, named manager of new contract administration office of NBC radio program department.

BRUCE ALLOWAY, sales representative All-Canada Radio Facilities, Toronto, to national sales manager CKXL Calgary. Was with CJCA Edmonton, and CFAC Calgary.

RICHARD B. HULL, radio-TV director Iowa State College, appointed to Broadcasters Advisory Council.

CAPT. E. E. ESHLEMAN Jr., formerly with Paul H. Raymer Co., Chicago, appointed radio officer of Third Radio Relay Squadron, which provides point-to-point radio hookups for Ninth Air Force.

REASON WHY

People in Kansas and adjoining states depend on farming for a living. That's why we've programmed to their needs for 24 years. And it's why they buy WIBW-advertised goods.

WIBW The Voice of Kansas in TOPEKA

FRANK J. SHAKESPEARE Jr. appointed account executive in New York for Radio Sales, CBS. Was account executive WOR-TV New York.

JACK CARSON, account executive Lennen & Mitchell, N. Y., named salesman in NBC-TV sales department.

Personals . . .

I. E. SHOWERMAN, NBC Chicago vice president and general manager WMAQ-WNBQ (TV), named chairman Volunteer Bond TV committee for Illinois. . . . EUGENE D. HILL, general manager WORZ Orlando, Fla., named president Orlando Advertising Club . . . JAMES T. OWNBY, manager WJXN Jackson, Miss., made member Jackson Sales Executive Club.

Strictly Business

(Continued from page 14)

ing the commercial rights for Wright Sonovox. The Free & Peters partner had set up a separate corporation for this activity. The following year Mr. Free pressed his new associate into service for F&P.

"I have no desire to return to the manufacturing field," Mr. Cory says. "The tempo of station representation and the fine people in this radio and television business have proved much to my liking. I have found my niche. The past seven years have been the happiest of my working days."

John Cory's wartime "utility service" with F&P, during which he personally contacted most of the leading agencies and advertisers in the midwest, serves him well today in his broader executive duties.

Oldest man in point of service in Free & Peters' Chicago office, Mr. Cory has been affectionately dubbed "Grandpa" by some of his associates. And, although he is still in his 40's, the monicker rings true, for one of his three daughters presented him with a grandchild a year ago last June.

Attended Wisconsin

His wife, the former Martha Stevens of Kenilworth, Ill., met Mr. Cory while he was at Phillips and she was at Abbott Academy in Andover. The two attended Wisconsin at the same time. Their children are Mrs. Martha "Pat" Tomberlin of Glencoe, Ill.; Sue Cory, a kindergarten teacher in Long Beach, Calif.; and Barbara "Bobbie," who lives at home and attends New Trier High School in Winnetka, on Chicago's North Shore.

The family resides in nearby Glencoe where Mr. Cory belongs to the Skokie Country Club. He also is a trustee of the Chicago Radio Management Club and was one of the charter members of the Chicago Television Council and the Chicago Press Club.

Mr. Cory's chief diversion is collecting antiques. His home is outfitted throughout with early-period furniture, and he is especially proud of an array of some 50 old shaving mugs, each with an "occupational scene" glazed thereon rather than a name. He also treasures a 150-year-old Eli Terry clock, with works made of wood.

Mr. Cory is the envy of his friends after his annual winter vacations, for he always seems to have returned from the Fountain of Youth. Here's his secret: He withdraws from civilization and becomes a beachcomber on Florida's West Coast, walking miles and miles daily in search of seashore relics. His collection of shells is one of the most unusual in the country.

JACOBS-RADIO

Break Omaha's Chest Tape

RADIO-TV was in the front ranks when Omaha's new "Man of the Year," Morris E. Jacobs, president, Bozell & Jacobs Advertising, led the city's Community Chest campaign over its quota for the first time in six years.



Mr. Jacobs

Employing all the know-how of an advertising man, which included extensive use of Omaha's radio and television facilities, Mr. Jacobs planned his campaign in the same manner as he had mapped out sales drives in the Omaha market for regular clients. After a fiery three-week effort, Mr. Jacobs was able to report the quota exceeded by 7%.

All Omaha stations cooperated in helping Mr. Jacobs and his coworkers get the Chest's story across to local citizens. Prior to the drive's opening day, KFAB KOIL WOW and KOWH broadcast Mr. Jacob's special appeal on a combined network and KBON carried the same talk later in the day. All stations used spots, local interviews and transcribed talks, before and during the campaign. WOW-TV and KMTV (TV) aided by airing special films, spots, slides and other featurettes. KOWH carried a campaign keynote address by Jean Hershold and KFAB broadcast an interview with the radio-film star.

WTMA Charleston, S. C., received citation for "inestimable benefits" rendered in the "I Speak For Democracy" contest, from North Charleston Junior Chamber of Commerce.

ZENITH ANNOUNCES

2 Super-Sensitive FM-AM Radios

with Performance Superiority that makes Sales!

Again Zenith lengthens its lead over the FM-AM field—with new and better versions of the Zeniths that were already the industry's two best sellers. With Zenith's unrivaled Super-Sensitive FM, they bring in a wealth of entertainment, static-free and real as only genuine FM can be. Truly . . . radio at its finest!

Their newly designed cabinets are the style highlights of the radio year. Of course, both have Zenith's famous Long Distance AM, big Zenith-built Alnico speakers and other Zenith advantages.



New Super-Medallion

Genuine Super-Sensitive Zenith-Armstrong FM plus Zenith Long Distance AM—automatic volume control—built-in Wavemagnet* and Light-Line Antenna—cabinet of beautiful maroon plastic with Roman Gold mesh grille and tuning indicator.



New Super-Triumph

The same Super-Sensitive FM and Long Distance AM as the Super-Medallion, plus new broad-range tone control—jewel-like on/off indicator—maroon plastic cabinet with "Flexo-Grip" carrying handle—Roman Gold embossed dial.

Zenith is No. 1 for '51!

ZENITH RADIO CORPORATION, CHICAGO 39, ILLINOIS

Over 30 Years of "Know-How" in Radionics Exclusively

ALSO MAKERS OF AMERICA'S FINEST HEARING AIDS



air-casters



RAY DIAZ, director program operations for ABC, also appointed program director for WJZ New York, key ABC outlet.

BOB COLBY to KOA Denver as staff announcer. Was with NBC Los Angeles, as announcer. **VAN HAAFTEN,** announcer, appointed producer in program department.

JAY GILES, program director WCNT Centralia, Ill., to staff WSOY Decatur, Ill.

JACK F. A. FLYNN to production department WPIX (TV) New York after working as WGN-TV Chicago director for a year.

DAVID BROWN, LYNWOOD KING and **JOSEPH SPERY** promoted to directors at WNBQ (TV) Chicago. New assistant directors are **DAVID WATERS** and **PAUL ROBINSON,** with **BILL HEALION** and **DICK WEINBERG** as floor managers. Additions to video program staff: **ROBERT MANAMI,** artist, and **JAN SCOTT,** head designer.

WILLIAM B. HINES, district sales manager Toledo Scale Co., to Radio Cincinnati Inc. (WKRC-AM-FM-TV) as promotion manager, replacing **JOEL STOVALL** [see FRONT OFFICE].



Mr. Hines

BEN PARK, NBC Chicago video producer, named to 1950 committee on awards, Commission on Human Relation, by Chicago Mayor Martin Kennelly.

GENE WOODSON, maintenance man and night watchman WTAX Springfield, Ill., conducting weekly disc jockey show on Saturday night.

MARGARET CAMERON to CKSF Cornwall, Ont., as librarian.

BOB HOPKINS, m.c. KNBH(TV) Los Angeles, father of girl, Nov. 7.

ED SCOTT, announcer WBBM Chicago, father of girl Wendy Berne.

BETTE CHAPEL, singer on NBC-TV's *Garroway-at-Large,* and William Robert Wilkes, Chicago businessman, are to be married Nov. 25 in Cincinnati.

ALAN MOWBRAY signed by Progressive Broadcasting System for series titled *Musical Stories.*

JOAN STEEN, women's editor and continuity writer WOND Pleasantville, N. J., resigns. **DON ARNOLD,** WOND staffer, to WNAE Warren, Pa., as morning man.

JAN MITCHELL, continuity writer WCOP Boston, appointed continuity director.

KEN CASE, sports director KTBS Shreveport, La., to WOW-AM-TV Omaha as announcer. **RAY OLSON,** production manager, appointed program manager succeeding **LYLE DeMOSS,** now assistant general manager of WOW.

BILL MacDONALD, farm director KFAB Omaha, awarded Nebraska County Agents Assn. Certificate of Commendation for "meritorious public service in the field of agricultural education."



Mr. MacDonald

MINDY CARSON, singer, becomes permanent member of cast of *Perry Como Show,* CBS-TV.

PROGRESSIVE BROADCASTING System, Hollywood, signs **ANN DVORAK** for five weekly half-hour audience-participation show *My Secret Desire.*

MYRNA TORME, sister of Mel Torme, and **PATSY O'CONNOR** start new TV on show *The Gals in the Back Room* on KTSL (TV) Los Angeles starting mid-December.

JOSE E. FRANCO, former program director WPRP Ponce, P. R., attending radio-TV classes at U. of Miami.

SAMUEL R. HERRICK, director of TV, Pasadena Playhouse, Pasadena, Calif., to KTTV(TV) Los Angeles, as director.

DONALD W. RICHARDSON, production supervisor WJEF Grand Rapids, Mich., father of girl, Monica Dee.

BEN LAMONT, announcer-operator WWWB Jasper, Ala., to KMED Medford, Ore., in same capacity.

DAVE BLUE, disc jockey, WDAS Philadelphia, to staff WGNR New Rochelle, N. Y.

MAL HANSEN, farm service director WOW-AM-TV Omaha, made honorary Future Farmer of America by Nishna Chapter of Future Farmers of America, Atlantic, Iowa.

JOHN THOMPSON, promotion director CKEY Toronto, to publicity-promotion director CKXL Calgary.

ANNE HAYES, women's director KCMO Kansas City, Mo., appointed regional director Kansas City Chapter of Fashion Group Inc., N. Y.

ERNEST CUNO, sports announcer WSYR Syracuse, recovering in City Hospital from attack of polio.

DAVE FENTRESS, staff announcer WARK Hagerstown, Md., to WTIK Durham, N. C., in same capacity.

HOWARD OZMENT, senior announcer WTMA Charleston, S. C., to traffic department South Carolina State Port Authority as assistant traffic manager.

BILL CLAYTON, graduate Northwest Broadcasting School, Portland, Ore., appointed program director KRCO Pineville, Ore.

SONIA LEON, daughter of **MAX M. LEON,** owner WDAS Philadelphia, starts own singing program on that station.

CLEMENT FULLER, supervisor of playreading for NBC and NBC-TV, resigns to devote fulltime to writing for TV and theatre.

LORIS MYERS, NBC promotion department, father of boy, Nov. 12.

News . . .

ELMER DAVIS, ABC commentator, principal speaker at Philadelphia's advertising executive society, The Poor Richard Club, Nov. 14.

HAL RODD, reporter CJOB Winnipeg, to news editor CJOR Vancouver. Was with KFBB Great Falls, Mont., and KNX Hollywood.

JACK LITTLE, Don Lee-KHJ Hollywood chief special events man, to Armed Forces Radio Service as producer of shows for armed forces overseas.

TOM MOOREHEAD, sports director WFIL Philadelphia, elected to governing bodies of Prisoners Family Welfare Assn. and Sandlot Sports Assn.

ALEX DRIER, NBC commentator, guest speaker at annual banquet of Kansas City (Mo.) Chamber of Commerce Nov. 15 for fourth consecutive year.

KARL SHULTE and **CAL HOLM** to permanent writing staff at WTMJ-AM-TV Milwaukee. **WARREN GRINDE** resigns to complete graduate studies in Sweden.

FRANCE LAUX, KXOK St. Louis sportscaster, awarded certificate by American Legion Jr. Baseball Congress for services rendered to boys and contribution to baseball program.

NORMAN H. BAUM, graduate American U., Washington, to news staff WWDC Washington.

BILL MILLER, news reporter WTAX Springfield, Ill., and Stella Stapleton announce their marriage.

BILL DAVIS, staff announcer WLOW Norfolk, Va., appointed sports director.

GE DEFENSE ROLE

Baker Outlines Plans

A BROAD program to make available its electronics experts for civil defense planning and calling for conversion of its former Utica radio tube plant to production of radio communications equipment is being planned by General Electric Co., Dr. W. R. G. Baker, GE vice president, announced last Monday.

Addressing 100 local city and industrial leaders at Utica, N. Y., Dr. Baker visualized emergency radio communication equipment as being ready to operate in areas under heavy enemy attack when normal radio and telephone facilities are destroyed, and said a sound, well-planned civilian defense program is an "absolute necessity."

The new GE Utica plant should be in full operation by June 1951, employing about 425 people, and manufacture of two-way communications equipment will be moved gradually from its Electronics Park plant at Syracuse, Dr. Baker said. Company is considering a program, he added, which would (1) interest communities in civil defense, (2) offer the knowledge of its experts to those citizens, and (3) afford a planning service covering the fields of communications and air raid warning.

Dr. Baker, who is general manager of GE's Electronics Park plant, also quoted from President Truman's "master plan" for U. S. Civil Defense, stressing communications as "the nerve system."

Cites CBS Show

CBS FORUM *The People's Platform* received the VFW Award of Merit yesterday (Sunday) for its "signal contribution . . . to the public service." Tribute concluded: "In directly presenting to the American public, its impartial and educative discussions of basic national and international issues of current importance, this program performs a meritorious function in the interest of our nation." The award was presented on the TV program which is aired Sunday, 5:30-6 p.m., but was also intended for the radio version, 12-12:30 p.m., Sunday over CBS.

KXOK St. Louis awarded citation for weekly discussion series, *Wake Up St. Louis,* presented in cooperation with Junior Chamber of Commerce and Bar Assn. of St. Louis. Award was made by St. Louis Junior Chamber of Commerce.





CONN. BATTLE

Republicans Seek Recount

LEGAL fight in Connecticut to unseat Democratic Sen. William D. Benton, who was re-elected by a narrow margin of votes in the Nov. 7 election [BROADCASTING, Nov. 13], was set off last Wednesday by Republican charges of "irregularities" in returns at three municipalities.

The Democrats countered by telling Connecticut's State Supreme Court, which must rule whether to order a recount of statewide election balloting, that the call for a recount was a "wholesale fishing expedition." They asserted Sen. Benton was "legally elected" by a majority of 1,113 votes and that it was up to the Senate, itself, to decide any question of legality.

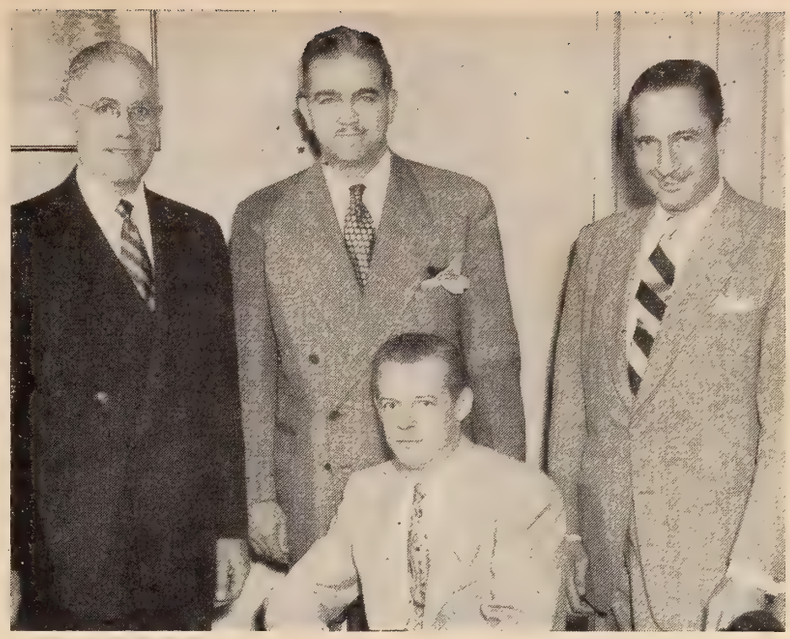
The municipalities selected from 169 in the state to support the Republican claim that the court should order the recount of tabulations were Derby, Beacon Falls and East Haven. It was claimed that voting machines in three wards at Derby were not properly checked and tested, that 33% of 166 absentee ballots received at East Haven allegedly were rejected because the name of the city had not been inserted. Additional discrepancies were alleged.

Political aspects to the case, under study by the panel, are weighty as loss of the seat to Sen. Benton's opponent, Prescott S. Bush, a CBS stockholder and New York businessman, would give Republicans an equal, 48-48 split in the upper chamber. Sen. Benton is a former partner of Benton & Bowles, New York, and avid supporter of Voice of America and world radio.

Canada's Billings

RADIO ADVERTISING accounted for 15-18% of total billing by Canadian advertising agencies in 1949, according to the Dominion Bureau of Statistics, Ottawa. Total agency billings amounted to $86,742,500 in 1949, as compared to $64,641,200 in 1948. The 74 agencies reporting to the Dominion Bureau of Statistics showed net revenue of $1,948,500 in 1949, as compared to $1,370,400 in 1948.

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ASK HOLLINGBERY



FUTURE policies and plans for WPAT Paterson, N. J., are plotted by this quartet in the first sales conference held at WPAT's newly-opened New York offices in the RKO Bldg. Dickens J. Wright (seated), who was appointed WPAT general manager Aug. 1, confers with his executive staff (l to r): Pat Sullivan, named Oct. 1 to head the New York offices; Don Kerr, program director since Aug. 15, and Jack Sloan, appointed general sales manager Nov. 1. The WPAT team represents a combined total of 75 years of commercial broadcasting experience.

PAYS OFF

Careful Plans Give KOTA-FM Solid Base

FM IS a money-maker and is here to stay, as far as KOTA-AM-FM Rapid City, S. D., is concerned.

This Black Hills operation took the air in February 1949. Since last January it has made enough money to offset the 1949 losses, using separate programming that features sports and music.

While several hundred other FM stations struggle for community recognition, KOTA-FM and its 20-odd sponsors are enjoying a beautiful relationship.

When KOTA first was bitten by the FM bug, President-General Manager Robert J. Dean drove up and down 22 northern-tier states. He called on 58 FM stations and talked to everybody in sight. Out of this trip came one conclusion—most of those who duplicate their AM sister-station programs were unhappy.

On this premise KOTA spent $56,000 putting up an FM plant which is programmed separately. Mr. Dean called a breakfast for radio dealers and other merchants while the plant was being built, explaining the station would give wide and consistent day-night coverage compared to the decreased night service area of the AM station. In all, Mr. Dean and stag gave 82 talks before clubs, schools and other groups.

KOTA-FM took the air in February 1949 with a half-dozen clients. Since the area was sports minded and the AM outlet had little time available because of network commitments, Rapid City businessmen formed the Quarterback Club and raised $6,500 to underwrite local school sports. They posted club posters in their stores and held frequent meetings. Membership has risen to 58. Beverage dealers, too, subsidized major league baseball games from Liberty Broadcasting System.

With radio dealers FM conscious sales of sets kept increasing until there were 12,000 in the area. At this point KOTA started serious FM time selling. Some of the AM non-network programs are repeated on FM. These "folocasts" are sponsored in many cases. The AM audience is told when each program will be folocast.

The station identifies its AM and FM operations to the audience by frequency. The AM station refers to FM in this manner: "This is KOTA, listen to our sister station on 97.4 mc." The FM station announces: "This is KOTA-FM, listen to our sister station on 1380 kc."

The station uses a combination rate card, which includes a two-year calendar for quick reference in contract negotiations. Salesmen carry pocket sales aids on the theory that brief cases tend to frighten prospects. Engineers and announcers are rotated each day, with the combined AM-FM operation requiring only one more engineer and one more announcer than the AM station originally employed. In bookkeeping FM pays rent, depreciation and other personnel costs.

Mighty 'Voice'

IF TELEPHONES suddenly break out with a bit of "oui oui" residents of Paterson, N. J., should remember the Voice of America needs all the power it can muster for its nearby Wayne Twp. transmitter. That's what Voice technicians told a public protest meeting last Monday.

DISASTER NETWORK

Two-State Group Named

FORMATION of a bi-state information emergency committee to enlist all New York and New Jersey AM-FM broadcasters in a disaster network for simultaneous broadcast of atomic attack information has been jointly announced by civil defense directors of New York and New Jersey, Col. Lawrence Wilkinson and Leonard Dreyfuss.

Technical arrangements were agreed upon at a three-hour closed meeting a fortnight ago attended by David Driscoll, news director of WOR New York; Seymour Siegel, director of WNYC New York; Michael R. Hanna, general manager of WHCU Ithaca, N. Y., and Rural Radio Network; and James L. Howe of the New Jersey Civil Defense Communications Committee. William Fay, general manager of WHAM Rochester, was unable to attend.

ABC
AMERICAN BROADCASTING COMPANY IN LOUISVILLE
WKLO
1080 Kilocycles
5000 WATTS-DAY
1000 WATTS-NIGHT
BALANCED PROGRAMING
for better listening...
more listeners
WK☆LO
Louisville, Ky.
JOE EATON, MGR.
Represented Nationally by
JOHN BLAIR & CO.

allied arts



E. RISPIN WOODWORTH to Commodore Productions Inc., Hollywood, radio-TV package producer, as account executive and associate producer.

BOSH STACK, Cayton - Klempner, N. Y., to Walter Kaner Assoc., N. Y. (publicity), as account executive.

LOUIS M. STUMER, CBS account executive for MCA, N. Y., named general manager, World Video Inc., N. Y.

JAMES V. BOYLE, sales and promotion executive, RKO Radio Pictures, N. Y., to Jerry Fairbanks Inc., N. Y., as television sales representative.

TAYLOR PRODUCTIONS Inc., Hollywood producer of transcribed programs, organized by **GORDON VAN DOVER** as president. Offices at 6700 Sunset Blvd. Shows include *Tom, Dick & Harry,* quarter-hour musical comedy in 156 episodes; *Chuckwagon Jamboree,* Western musical in 131 quarter-hour episodes.

STANDARD Program Library, Chicago, releases new disc of 10 tunes by Red Norvo Trio to subscribing stations.

JOHN G. TRIFERO appointed New England district manager for Columbia Records, and **WILLIAM F. O'BOYLE** appointed Middle Atlantic district manager.

Technical . . .

JOEL MOORE to WTMA Charleston, S. C., as studio technician, replacing **ROBERT EHRHART,** who joins Air Force.

DAVE JOHNSON to KYOR Blythe, Calif., as combination man.

JAY DOANE, graduate Northwest Broadcasting School, Portland, Ore., to KRNR Roseburg, Ore., as combination man. **BRYCE JOHNSTON,** graduate, now combo-man KOOS Coos Bay, Ore. **DANNY BRIDGES,** graduate, to KLBM LaGrange, Ore., as combo-man.

LOUIE L. LEWIS, chief engineer WOI-AM-FM-TV Ames, Iowa, named to Video Techniques Committee of the Institute of Radio Engineers.

GORDON WALLACE to control room staff CKSF Cornwall, Ont.

Equipment . . .

GEORGE F. WUNDERLICH named vice president and general manager Eitel-McCullough Inc., San Bruno, Calif. (transmitting and television picture tubes). **HAROLD E. SORG** appointed vice president in charge of research.

HERBERT N. RIBAND, sales manager accessory division Philco, appointed general manager of divison. **CLARE COURTNEY** replaces him as sales manager.

R. F. (Bus) DOYLE appointed executive vice president and general manager Appliance Mfg. Co., Alliance, Ohio, (washing machines). Was president-treasurer Alliance Mfg. Co. (phonograph motors), same city.

BIL L FROST appointed southern Calif. district sales manager Packard-Bell Television, L. A. (radio-TV manufacturer). **TOM TALMADGE** replaces him as assistant sales manager. **DEAN PULSIFER** appointed district sales manager for northern Calif.

HOWARD RIORDAN, vice president and controller Colonial Radio Corp. (one-time Sylvania Electric Products Inc. subsidiary), appointed general manufacturing manager radio-TV division, Sylvania Electric Products Inc. **BERNARD O. HOLSINGER,** advertising-sales promotion manager Sylvania Radio & Television, named assistant general sales manager.

HANK RUSSELL, assistant sales manager, United Transformer Co., N. Y., named general sales manager. Replaces **BEN MILLER,** retiring.

RCA VICTOR announces new portable radio (B-411), smaller in size than a book. Weighs less than three pounds with batteries. Case is made of plastic with all operating controls external. Has built-in antenna.

WBZ-WBZA Boston-Springfield presented a plaque from New England division of Esso Standard Oil Co. commemorating 15 years of broadcasting *Esso Reporter* over stations.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Mellin

I SEE A MILLION PEOPLE

On Records: Martha Tilton—Coral 60279; Cab Calloway—Col. 39034; Benny Goodman—Peggy Lee—Col. 39034; Hadda Brooks—Lon. 791; Gloria DeHaven—Dec.*

On Transcriptions: Henry Jerome — Langworth, Lawrence Welk—Thesaurus; Bob Eberly—World.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

McCLURE TO M-E

As Radio-TV Production Mgr.

DONALD N. McCLURE, supervisor of television production at N. W. Ayer & Son, New York, effective Dec. 1 will join McCann-Erickson Co., same city, as manager of radio-TV production.



Mr. McClure

During his six year stay with N. W. Ayer, Mr. McClure has supervised television production for the American Tobacco Co., American Telephone and Telegraph Co., Atlantic Refining Co., *Encyclopaedia Britannica,* Goodyear Tire & Rubber Co., Kellogg Co., Waltham Watch Co. and many other accounts. Before that he was with Young & Rubicam and J. Walter Thompson Co.

In his new position, Mr. McClure will supervise all matter of radio-TV production, under the supervision of Alfred J. Scalpone, vice president of radio-TV production.

Radio Sedatives

WHILE most advertisers are exerting every effort to keep their audiences' attention throughout the program, Simon Distributing Corp., Washington Motorola distributor, is sponsoring a show designed expressly to put the audience to sleep. Mentalist Robert Friend is featured on the *Sleep Show* over WMAL Washington starting at midnight. The *Sleep Show* technique is not hypnosis, Mr. Friend points out, and a "sedative effect is obtained only if the directions are followed by a fully cooperative subject." The feature is copyrighted by Robert J. Enders Advertising, Washington.

CAB Lends Aid

LEGAL assistance for Montreal stations is being supplied by Canadian Assn. of Broadcasters, where programs used by Montreal stations are being used without permission by other organizations for financial gain. Consultations are also underway to determine the legal protection of CAB member stations against the use of any Canadian independent station programs by any organization for direct or indirect financial gain. This was decided at the recent meeting of the CAB directors at Montreal. The CAB board also passed a resolution endorsing the stand of the International Chamber of Commerce in its code of standards of advertising practice and efforts to raise the standards of advertising.

PUEBLO PACT

Stations Agree on Carols

COOPERATION among competing Pueblo, Col., radio stations, already an established tradition in that western city, will be extended even further with the advent of the Christmas holiday season.

Because of complaints that carols are played too far in advance of Dec. 25, KCSJ, KGHF and KDZA have reached a mutual agreement whereby Yuletide songs will not be played on any station before Dec. 17. The understanding does not affect popular songs or novelties. This agreement is another example of the way in which Pueblo stations cooperate in local enterprises, according to Maxson I. Bevens, KDZA manager.

When Cal Farley, founder and president of Boys Ranch at Amarillo, Tex., visits Pueblo today (Monday), Mr. Bevens and Robert Ellis, manager of KGHF, will participate together in producing a program which will be aired "live" on KDZA and tape-recorded for play-back on KGHF. Both managers will appear on the program.

On a recent occasion, when H. Roe Bartle of Kansas City delivered the kickoff address for Pueblo's Single Fund Plan, KDZA made a tape-recording of the meeting and announced the speech would be heard on all three stations.

Book on Acoustics

FUNDAMENTALS OF ACOUSTICS. By Lawrence E. Kinsler and Austin R. Frey. New York: John Wiley & Sons Inc. 516 pp. $6.00.

INTENDED primarily as a textbook, *Fudamentals of Acoustics* also will be found useful by engineers in the broadcast field. Messrs. Kinsler and Frey, former teachers and now professors of physics with the Naval Postgraduate School, have given special attention to the close association that exists between acoustics and communications engineering. Several chapters are devoted to microphones and speakers while the remainder of the book should prove valuable to engineers working with basic problems of acoustics.

WDRC

CONNECTICUT'S PIONEER BROADCASTER

THE TEST STATION IN HARTFORD — THE COUNTRY'S NO. 1 TEST CITY*

CBS

* According to Sales Management Survey (Nov. 10th Issue)

NOVEMBER 20, 1950

TELECASTING

A Service of BROADCASTING Newsweekly

IN THIS ISSUE:

RCA Takes Opening Round in Chicago
Page 55

Atlanta Dept. Store Finds TV's Power
Page 58

Latest Set Count By Markets
Page 60



During the world series, all 3 Detroit TV stations carried the televised broadcasts of all 4 games.

Videodex ratings showed that WWJ-TV's share of the listening audience was GREATER THAN BOTH OTHER STATIONS COMBINED . . . FAR greater!

Here is proof indeed that WWJ-TV is the outstanding television station in the great Detroit market . . . and countless advertisers count on its leadership to get BIG business out of Detroit via WWJ-TV

FIRST IN MICHIGAN
WWJ-TV Owned and Operated by THE DETROIT NEWS
NBC Television Network

National Representatives: THE GEORGE P HOLLINGBERY COMPANY
ASSOCIATE AM-FM STATION WWJ

Tested TV Programs at Prices You Can Afford!

Paramount's
TRANSCRIBED SHOWS
are regularly telecast by

WSB-TV Atlanta
WBAL-TV Baltimore
WAFM-TV Birmingham
WTTV Bloomington
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WBKB Chicago
WCPO-TV Cincinnati
WKRC-TV Cincinnati
WXEL Cleveland
WBNS-TV Columbus
WFAA-TV Dallas
WOC-TV Davenport
WHIO-TV Dayton
WXYZ-TV Detroit
KPRC-TV Houston
WFBM-TV Indianapolis
WDAF-TV Kansas City
WGAL-TV Lancaster
KTLA Los Angeles
WAVE-TV Louisville
WMCT Memphis
WTCN-TV Minneapolis
WNHC-TV New Haven
WOR-TV New York
WPIX New York
WTAR-TV Norfolk
WKY-TV Oklahoma City
WOW-TV Omaha
WFIL-TV Philadelphia
WDTV Pittsburgh
WJAR-TV Providence
WTVR Richmond
WHBF-TV Rock Island
KSD-TV St. Louis
KDYL-TV Salt Lake City
KEYL San Antonio
KFMB-TV San Diego
KPIX San Francisco
KING-TV Seattle
WSYR-TV Syracuse
KOTV Tulsa
WTOP-TV Washington



WHIMSICAL PUPPET ADVENTURE SERIES

(15 minutes, 5-times-weekly) featuring Beany, a happy-go-lucky youngster; his pal Cecil, the seasick sea serpent; blustering Uncle-Captain Horatio Huff'n'puff; Dishonest John, Hop Along Wong, Clowny, Hunny Bear and a host of surprises . . . pirates, creatures from Mars, atomic scientists, even Mr. Nobody and his family.

AWARDS — "Emmy" for "Best Children's Show, 1949", Academy of TV Arts & Sciences. "Outstanding Children's Program," 1949 and 1950, from Parent-Teachers Association, Los Angeles.

POPULARITY POLLS — "Top Children's Show, 1949" in *Tele-Views* Program Poll. "Top Children's Show," 1949 and 1950, in Woodbury College TV surveys.

CITATION — "Best Kid's Show, 1949" by So. Calif. Assn. for Better Radio & Television.

HOOPER — Los Angeles: 20.8 average Telerating, January thru October, with 50.2% average share-of-TV-audience. Highest rated multi-weekly show on West Coast.

VIDEODEX — Los Angeles: 25.1 average rating, April thru October.
Detroit: 8.6 average rating, April thru October.
St. Louis: 27.6 October rating; 23.2 average, April thru October.
Boston: 8.3 October rating; 5.5 average, April thru October.

RESULTS — Los Angeles: Budget Pak's offer of plastic toy "Train of Tomorrow" for 50c cash and wrapper of 19c or 29c candy pulled 84,000 replies in 10 weeks or a looker-listener cash outlay of $64,680. In July, Budget Pak's offer of a free Beany photo exhausted a supply of 200,000 in 48 hours.

New England ice cream sponsor H. P. Hood's offer of two treasure chests of toys ($250 value) for best hand-colored Beany drawings drew 26,000 entries within a few weeks.

Paramount Transcribed Programs are available to TV stations or advertisers. Prices on request. Write, wire or phone for audition prints.

Paramount Television Network

Eastern Sales Office • 1501 Broadway, New York 18 • BRyant 9-8700
KTLA Studios • 5451 Marathon St., Los Angeles 38, Calif. • HOllywood 9-6363

A SERVICE OF THE PARAMOUNT TELEVISION NETWORK

A Service of Broadcasting Newsweekly

TELECASTING

tional Press Bldg.
shington 4, D. C.

NOVEMBER 20, 1950

BROADCASTING, Telecasting
$7 annually, 25c weekly

ROUND ONE: RCA

Chicago Stay Stops CBS Commercial Color

FCC WAS BEATEN last week in ts fight to block a temporary re- training order against its adop- ion of CBS color standards, but till nourished hopes that it could ppeal promptly to the U. S. Su- reme Court to overturn the stay— f it wishes.

A three-judge federal court in hicago announced Wednesday, fter two days of hearings on CA's suit against the color deci- ion, that it would halt the Com- ission's color order pending a nal decision on the case.

The next day, over protests of CC and CBS, the court issued a emporary restraining order, which s not appealable. FCC authorities laimed the order, regardless of its itle, has the effect of an interloc- tory injunction, and refused to oncede it cannot be appealed.

They said Friday, however, that o decision had been reached on hether to undertake an appeal. ne objective in seeking an appeal- ble order, aside from the desire to e able to challenge its correctness, ould be to put FCC in a position o appeal in an effort to expedite ction in case of long delay by the hicago tribunal in handing down s final decision.

Month or More

With government orders threat- ning a drastic cutback in TV set utput in the immediate future, and ith the court indicating it may eed a month or more to reach its nal decision, the temporary re- raining order—unless it can be verturned—was seen as a serious uestion-mark hanging over the mmediate prospects of color on BS standards.

Commercial color operation on BS standards was to have been ffective today (Monday).

FCC followed up the order ith a "public notice," issued hursday, noting that the court's ction "in no way impairs any of he findings or determinations made y the Commission."

It said "the only thing the court as done is to postpone the date hen regular operation can begin accordance with the new color tandards," and that FCC "is con- dent that once the judicial process completed . . . the order of the ommission will be fully sustained" for other statements, see page 56). FCC felt the "judicial process" will "not be too long delayed, since cases of this sort are given priority of handling in the court by operation of law."

The court itself give no indication of when a final decision will be delivered. But Judge J. Earl Major, chief justice of the U. S. Court of Appeals in Chicago, who is presiding judge for the trial, said it would not be "today, or tomorrow, or in the right near future."

"We've got to—and are going to —have to have time. We'll make the decision in the near future if possible, when we can reasonably render the best decision possible."

Hearing the case with Judge Major were District Judges Philip L. Sullivan and Walter J. LaBuy.

Their final decision, regardless of which way it goes, seems sure to be carried to the U. S. Supreme Court. Both sides have said they will appeal if they lose.

The suit was brought by RCA, developer of a compatible color system which competed with Columbia's incompatible technique and a compatible method developed by Color Television Inc. during FCC's hearings, and by two subsidiaries, NBC and RCA Victor Distributing Corp.

Seven other parties sought to intervene on behalf of RCA: Chicago Local 1031 of IBEW (AFL); Emerson Radio & Phonograph Corp.; Pilot Radio Corp.; Sightmaster Corp.; Radio Craftsmen Inc.; Wells-Gardner Co., and the Television Installation Assn. of Chicago. By consent, CBS was allowed to intervene on the side of FCC.

Counsel for FCC, CBS, and the Justice Dept. told the court at Wednesday's closing session that they had nothing more to present in support of the FCC-Justice Dept. motion for dismissal of the RCA complaint and for summary judgment upholding the Commission's color decision. RCA counsel said they were prepared to call witnesses, if necessary, before the final decision is handed down.

Not Convinced

Judge Major said he and his colleagues granted the restraining order because arguments by the defendants, although "impressive," failed to convince the court that delay in commercial color operation would be injurious to the public.

"We are not convinced whether it makes any difference to the public if color television begins Nov. 20 or Dec. 20," he said. "It is unthinkable that we could hand down an immediate decision in view of the complexities of this case."

The court allowed five days from last Wednesday for "interested parties" to file supplementary affidavits, with an additional five days for filing replies. This includes a brief by CBS. Thus complete briefs, files, affidavits and sundry other papers will not be in the court's hands until next Thursday.

Chief participants in the two-day argument were John T. Cahill, general counsel for RCA and a partner in the law firm of Cahill, Gordon, Zachry & Reindel, on behalf of RCA and its subsidiaries; Former Judge Samuel I. Rosenman, of the law firm of Rosenman, Goldmark, Colin & Kaye, counsel for CBS; and Max Goldman, FCC assistant general counsel in charge of litigation, on behalf of the Commission.

On the sidelines as the hearing opened Tuesday were Brig. Gen. David Sarnoff, RCA board chairman; CBS Central Division Vice President H. Leslie Atlass, and Dr. Peter Goldmark, CBS vice president who developed the CBS color system.

Running account of the two-day

(Continued on page 82)

NETWORK TIME

Briefs Oppose 'Equalizing' Plan

A MOUNTAIN of briefs descended upon FCC last week opposing its proposal for a "temporary" rule governing the amount of program time TV stations in one-, two- and three-station markets may take from a single network.

Out of more than 40 TV stations, networks and other groups who responded to FCC's proposal [BROADCASTING, Oct. 9], only ABC and DuMont—whose TV network programs were shown to have the least station acceptance in an informal FCC survey—came out in favor of such a plan.

NBC-TV, shown in the survey to be the leader in program acceptance by stations, struck out strongly against the proposal, while CBS-TV, ranked second to NBC-TV, took no position on the plan to limit the amount of time stations may accept from any one network but attacked an alternative proposal to require stations to take at least a minimum amount of time from each network.

The National Assn. of Radio Station Representatives claimed FCC's suggestion would impede rather than promote competition and asked the Commission to take a broader view and promote rivalry not only among networks but between the networks and other program sources—including spot advertising —by removing "such artificial restraints . . . as network option-time rights."

Hearing Seen

While the FCC plan to "equalize" competition among the TV networks appeared destined for a full-dress hearing—unless the preponderance of oppositions results in its abandonment — the seemingly related investigation of AT&T's current allocation of coaxial cable and radio relay usage among the four networks was postponed from today's (Nov. 20) scheduled starting date to Dec. 11.

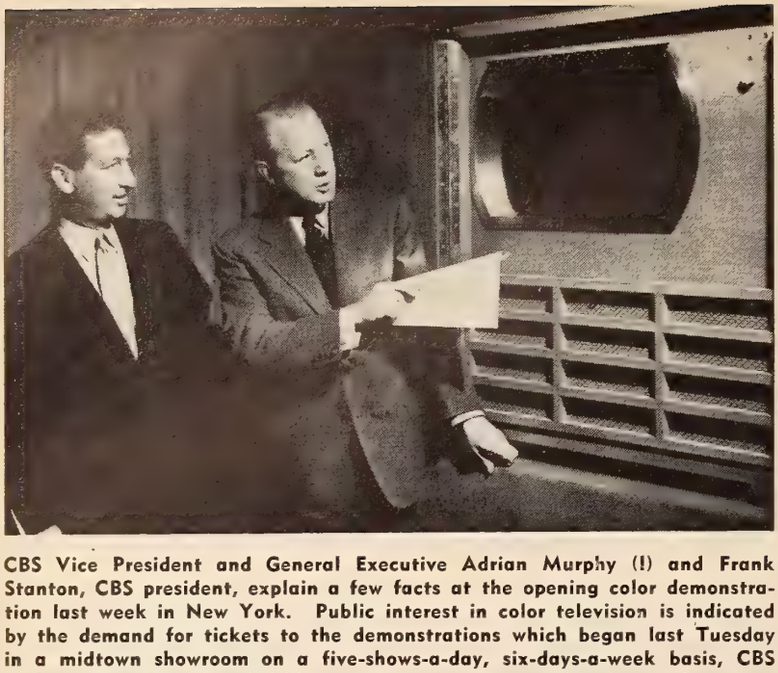
AT&T asked that the opening of the investigation be delayed because its chief witness, General Manager Charles E. Wampler of the Long Lines Dept., has been tied up by the current telephone strike and has been unable to prepare for the hearing. The request was granted Friday.

FCC meanwhile scheduled DuMont's formal complaint against the AT&T allocations for hearing simultaneously with its own investigation of the subject.

In its proposal to balance TV network competition, FCC suggested two possible approaches.

One would be an affirmative rule requiring stations to take at least a minimum amount of time from each network. The other would

(Continued on page 80)



CBS Vice President and General Executive Adrian Murphy (l) and Frank Stanton, CBS president, explain a few facts at the opening color demonstration last week in New York. Public interest in color television is indicated by the demand for tickets to the demonstrations which began last Tuesday in a midtown showroom on a five-shows-a-day, six-days-a-week basis, CBS spokesmen said. Although 500 persons can be accommodated at a showing—300 seated before the 10 color receivers and 200 standees—the supply of tickets for the first week was exhausted within eight hours of the appearance of the first announcement, and the second week's admission ducats also were snapped up the day they were ready for distribution, it was reported.

SHARKEY SUIT

Judge Denies Motic To Dismiss

A MOTION to dismiss the $300,000 suit of Jack Sharkey, ex-heavyweigh champion, against NBC, Chesebrough Mfg. Co. and Cayton Inc., for th alleged unauthorized use on *Greatest Fights of the Century* over NB TV of films of one of Mr. Sharkey's fights, was denied in New York la week by Judge John F. McGohey of the U. S. Southern District Court.

Mr. Sharkey, through his attorneys Spring & Eastman, complained that his right of privacy, as set forth in a New York statute, h d been violated and that the value of his name and picture in his present entertainment and sport activities had been diminished by use on TV and other media calling attention to TV, entitling him to specific damages.

The defendants, through their respective attorneys, Coudert Brothers and James Smythe for the network and sponsor, and Gordon Julian Jaffe for Cayton, sought to have the complaint dismissed without further ado by arguing that their program was only disseminating news; that, as a public figure, Mr. Sharkey had waived his right to privacy; and that he had been telecast doing simply what he was fa mous for doing.

But Judge McGohey held othe wise. Looking at the complaint an nothing else, as legal procedure re quired, he said there was nothin there to indicate that the TV pr gram was merely news, or that M Sharkey had "lost or so far re stricted his right of privacy as t be without standing to challeng the unauthorized use of his nam and pictures for trade and adve tising."

Lee V. Eastman, of the firm re resenting the plaintiff, saw the ru ing as indicating that Mr. Sharke did have a right of privacy in thes circumstances, that telecast of th film could have violated that righ and that the showing of old fig films could constitute a "trad rather than "news" use under son circumstances. Rather than a ge eral principle of law insulating tel vision from liability, it becomes question of fact—of the partic larities of each situation, he said.

A defense attorney did not b lieve so much could be read in the ruling. He said the princip effect would be to forestall motio to dismiss against any future cor plaints of like nature.

REACTION TO ORDER

Most Set Makers Laud

DECISION of the Federal Court in Chicago temporarily restraining the start of color television on a commercial basis (see story, page 55) was generally hailed by the set manufacturers as an important victory.

In the competing camps, Brig. Gen. David Sarnoff, RCA's chairman of the board, viewed the action as a victory for the American people, while CBS President Frank Stanton voiced confidence that the FCC's approval of CBS color system will be upheld by the courts.

Gen. Sarnoff, expressing his gratification, declared further: "I recognize this is only the first round, but, in so far as it represents a victory for our side, it represents a victory for the people of America."

Mr. Stanton stated:

The decision today of the Federal Court in Chicago in issuing a temporary restraining order respecting commercial standards for color television will not interfere with Columbia's plans for public demonstration. The reaction to color television from the press and public alike has been so wholeheartedly enthusiastic, that we will continue our demonstrations at 401 Fifth Ave. as planned.

We understand that the temporary order of the court in Chicago was based on the desire to secure more time in which to consider the arguments presented to the court. We are hopeful that a consideration and disposition of the case on the merits can be had without delay, and that all parties will cooperate in securing a speedy final decision, so that full enjoyment by the public of this new and improved television will not be retarded.

The FCC has determined that the CBS system gives a true and life-like color, is simple and easy to operate, and is the only practical system of color television. The FCC had been designated by Congress to set technical standards for all broadcasting's operations, including television and color television. After thorough investigation, it has reached a decision on the merits of color television. We are confident, that, in view of the voluminous testimony before the FCC and the many months of consideration given to the problem, the Commission's approval of the Columbia color television system will be upheld by the courts.

The FCC in a statement last Thursday declared that news stories, statements and advertisement had confused the public concerning the status of color television; and that the court's action of last week had raised further questions in the minds of the public. "The Commission believes it has an affirmative obligation to keep the public advised concerning the exact status of color television", it was contended.

Sees Order Sustained

FCC expressed confidence that its order approving the CBS color system would be fully sustained. The Commission declared that the court had "ordered this postponement in order to give it an opportunity to consider the Commission's reports and orders, the extensive record made before the Commission, and the voluminous briefs filed with the court."

The FCC went on to cite the importance of the public knowing the following facts about the color situation:

1. Television receivers of the type heretofore manufactured will continue to receive black and white programs transmitted in accordance with the present standards.
2. They will not be able to receive programs from the color transmissions under the CBS field sequential system when they are on the air.
3. Such receivers can be adapted to receive the new color transmissions under the CBS field sequential system in black and white by adding an adapter and for somewhat more expense a converter can be added to receive the color transmissions in color.
4. Receivers which have adapters or converters added after they are manufactured and sold are likely to be more expensive when so adapted or converted and are not likely to operate as satisfactorily as a receiver which has the adapter or color equipment built in at the factory.

Others Comment

In addition, the following comment was forthcoming from set manufacturers. Among those contacted by TELECASTING were:

Benjamin Abrahams, president, Emerson Radio & Phonograph Corp., New York:

I am very much encouraged by this decision and hope that it will be favorable to the compatible system, ultimately. The decision of the court speaks for itself. It is a restraining order for final decision. It doesn't alter the situation materially except that it looks hopeful that ultimately it will be a decision in public interest and that the public will have an opportunity to choose between a compatible and incompatible system. The public and press and industry have been stirred by an unwise decision made by the commission. By Dec. 5th there will be an opportunity for people to see the compatible system demonstrated in Washington. Meanwhile, it will take a long time for color to be available to the public since there are so many problems.

(Continued on page 59)

CARTER NAMED

New WAAM General Manag

KENNETH L. CARTER, Bal more television and radio exec tive, last week was named gener manager of WAAM (TV) Bal more by the st tion's board directors. He places Norman Kal who was e vated to the pc of executive vi president.



Mr. Carter

Mr. Carter is native of Bal more. He h been active in cal radio a television for the past eight yea holding executive positions in bo fields.

Mr. Kal replaces Samuel C liner who has sold his mino interest in the station to cert other stockholders not disclosed this time. Mr. Carliner has signed from board and the office executive vice president. His tion was taken, the station repo due to the press of Mr. Carline other interests. He has been tained, however, as a consulta Mr. Carliner owned 14,000 sha of firm's total 63,000 shares.

In another personnel chan Armand Grant, WAAM comm cial manager, was named assist general manager in charge sales.

UHF ALLOCATIONS

NBC's Report Criticized

FURTHER CRITICISM of RCA-NBC's "pessimistic" findings in its Bridgeport UHF tests [TELECASTING, Oct. 30] was made last week during the FCC VHF-UHF allocation proceeding.

Allen B. DuMont Labs.' Thomas T. Goldsmith Jr. told the Commission the Bridgeport data basically is valuable, but contended:

● NBC's analysis "presents the darkest possible side of UHF as a television broadcasting medium and . . . there is at least one serious error in it."

● The NBC data is not inconsistent with FCC's computation of a 21-mile Grade A service radius for 200 kw effective radiated power on 600 mc with 500 ft. antenna. It indicates "that a highly effective UHF television service with a Grade A service radius of the order of 20 miles can be provided in the Bridgeport area."

● An "incomplete interpretation" in the NBC report—that at 90% of homes actual-measured field intensity for the average of several studies is below theoretical values by amounts up to 36 decibels, corresponding to "a difference in power of 4000 times"—is "very misleading to the Commission."

Witnesses Crossexamined

Meeting last Thursday and Friday before Acting Chairman E. M. Webster and Comr. Robert F. Jones, the allocation proceeding was devoted to cross examination of witnesses who testified on general issues earlier [TELECASTING, Nov. 13]. Although it had been expected previously that cross examination would be completed last week, estimates by Thursday night were the session would run well into this week.

Raymond F. Guy, NBC manager of radio and allocations engineering, who earlier presented the Bridgeport data, was not able to appear for cross examination Thursday because of illness and is expected to be available today.

On Nov. 27 the Commission plans to commence hearing the affirmative case in behalf of proposals for reservation of channels for educational purposes. This is the last of the general allocation issues to be considered. Hearing of specific city-by-city allocation bids should get underway in December, FCC has estimated.

Bingley Called

Frank J. Bingley, in charge of TV research for Philco Corp., who earlier testified Philco believes good service can be obtained in the UHF [TELECASTING, Oct. 23], was the first witness to be cross examined. He contemplated higher powers would be needed to get UHF service comparable to VHF, with satellite stations possibly being used to fill in sharp shadow areas.

Clarifying earlier statements regarding Philco's survey of the Bridgeport UHF station of RCA-NBC—in which service was found to be good although the range was somewhat limited—Mr. Bingley explained 120 kw ERP would be needed to completely cover the Bridgeport area with a "good" signal. For comparable coverage of Philadelphia he said 1.2 megawatts (1200 kw) would be needed.

Asked if this were "practical" UHF operation, he said such power may not be available now but if the UHF were allocated on such a basis he presumed the industry would develop the necessary tubes to do the job as has always been the case. He did not consider high power to be a "road block" which could not be overcome.

Mr. Bingley indicated satisfactory service could be provided in many areas with low power at the outset.

The Philco witness was asked what effect intermixture of UHF and VHF channels in the same market area would have upon the availability of sets which could tune both bands or only either one. He replied intermixture will be unavoidable in some areas regardless of the allocation plan, hence receivers will have to be built to tune both bands anyhow.

Comr. Jones put numerous questions to Mr. Bingley about various proposals for a common intermediate frequency in receivers as related to optimum allocation potentials. He was particularly curious about the 111.75 mc IF suggested by Dana A. Griffin, Communication Measurements Lab. president, who advocated development of a "superior" UHF service through non-compatible UHF standards using a "fold-in" allocation technique plus permanent freeze on issuance of new VHF licenses on present standards [TELECASTING, Oct. 30].

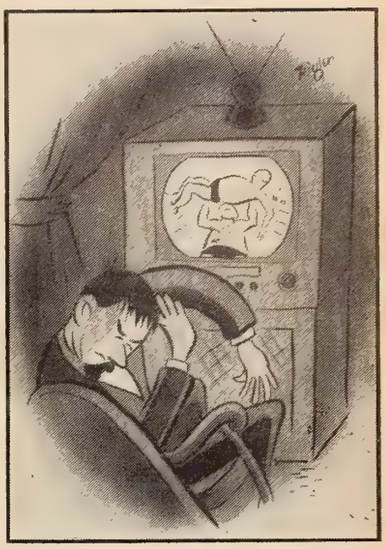
Mr. Bingley explained he did not believe the 111.75-mc IF practical now because no tubes are available which will produce sufficient amplification at that frequency. He also saw difficulty in obtaining good operation in the FM band by sets using this IF. Problem also was seen from the second harmonic of Channel 2 (54-60 mc).

E. W. Chapin, chief of FCC's Laboratory Division, observed the 41.25 mc IF proposed by Radio-Television Mfrs. Assn. would throw oscillator radiation out of the TV band into the area of other services while the 111.75-mc IF puts it into the TV band. It was indicated the Commission would have to decide which effect is the more important in setting its allocation policy.

Mr. Bingley stated Philco is still using 21 mc IF in its sets but plans

(Continued on page 81)

Te-Ve



Drawn for TELECASTING by John Zeigler



AT opening of new offices and studios for WDTV (TV) Pittsburgh in the Chamber of Commerce Bldg. [TELECASTING, Nov. 13] James H. Greene (r), executive secretary of the Chamber of Commerce, congratulates Donald A. Stewart, station general manager.

PUBLIC SERVICE ROLE

Cited by Hennock

TV STATION licensees will have to look to their public service laurels if they want the FCC to renew their licenses when the three-year permit period expires, according to Frieda B. Hennock, FCC Commissioner. In a news conference following her speech before the Advertising Women's Club of New York at the Waldorf-Astoria in that city Nov. 15, Miss Hennock emphasized that the public must be served and served well by each TV station, and reminded the station operators that "the public is the actual owner of television."

Miss Hennock has advocated reservation of 25% of the 2,000 new stations yet to be assigned, for the "use of educators for non-profit and non-commercial broadcasting," but admitted that "educating the educators" to the value of television as an outstanding medium is one of the greatest problems. Hearings before the FCC for the educational groups are scheduled to start Nov. 27.

Stating that the educational problems created by television are "much more serious than anyone realizes," Miss Hennock hinted that if public demand for educational TV programming became a pressing problem before the FCC, the Commission might be forced to reallocate the license of the least "public service minded" station in areas which had reached their station limit, to a non-commercial station which would serve the public interest.

The necessity for such measures might be averted, however, if the present hearings before the FCC on UHF indicate a successful method to increase the number of TV broadcast channels, Miss Hennock said. She pointed out that if both UHF and VHF channels could be effectively utilized in the same city as proposed by Paul Raibourn, Paramount Pictures, a metropolitan area such as New York could have 20 stations instead of the present limit of seven.

'Audience Desires Ignored'

Miss Hennock told the Advertising Women that "the tendency in radio, and even more markedly in television, has been to ignore the tastes and desires of the available audience. Instead what is offered is an appeal to the lowest common denominator in taste and intelligence." Reemphasizing the great potentials of television as an educational medium which "can be one of the greatest forces for good in modern history," Miss Hennock cited the increase of almost 600% in public demand for education over the past four years. "Education is something the public wants . . . and as advertising people you know that once the need is created, that's 99% of the sale."

Miss Hennock urged the Advertising Women that "while television still has the fascination of newness, let us not dull it with mediocrity," and told them, "you can assist in developing this new medium into a great positive force for improving the culture, habits and standards of American life, or you can allow it to be used only for the purpose of selling cornflakes or giving away refrigerators."

Theodore C. Streibert, president of WOR-AM-TV New York and chairman of MBS, in his speech, agreed with Miss Hennock in her proposal for the setting aside of frequencies for educational, non-profit organizations.

He informed his audience that this winter of 1950-51 will be the first to see the television broadcasting industry "emerge from loss to profit" or, in some cases, at least, realize an equalization in assets and

(Continued on page 80)



An Atlanta Transit Strike Brought

'Rich's in Your Home'

By ELMO I. ELLIS

ASST. PRODUCTION MANAGER, WSB-TV ATLANTA
PRODUCER-DIRECTOR, 'RICH'S IN YOUR HOME'

IT ALL started because of a transit strike earlier this year. Atlanta was suffering from a walkout of trolley operators. Downtown businessmen were singing the blues. And then WSB-TV's general manager, John M. Outler, put in a call to Joseph Guillozet, director of sales promotion for Rich's, Atlanta's biggest department store, which last year grossed more than $48 million.

What Mr. Outler proposed was a television shopper's show, with WSB-TV moving right into Rich's for an on-the-scene daily presentation.

"Look, you folks are on the spot," said Mr. Outler. "Why not give television a try? Let us sell merchandise for you."

"Rich's turned around and put WSB-TV on the spot with this challenge: "We'll give it a try but you've got to prove to us that television can sell a mass market at a unit cost comparable to other advertising media." Such a challenge was no easy one to meet, since it entailed developing a whole new concept of "armchair shopping" on the part of the television audience.

Moving rapidly, Rich's officials and our TV production staff held a couple of conferences, lined up a semblance of a format and began telecasting *Rich's in Your Home.*

At first the show varied in complexion, reflecting changes in thought among Rich's executives. Reports of good sales-returns on a $1 item resulted in less expensive merchandise being featured the following day. Heavy sales on luxury goods, such as antique furniture or musical instruments, caused a temporary turn toward more costly merchandise.

But most important was the fact that the show did sell—and sell in quantity—from the very first day. So what began as a temporary device to meet an emergency has evolved into a permanent, hour-long daily feature. Prior to this venture, Rich's had limited its video activities to occasional spots and a few institutional Christmas presentations.

Widespread Publicity Accorded TV Efforts

Now Richard H. Rich, president of Rich's, says: "We're in the television business." And the whole world knows it, judging from the press clippings that flow into the store's public relations department. Reports on the show have appeared in papers from Paris to the Philippines.

Rich's in Your Home is plainly and simply a "selling" medium. It does more than advertise. It motivates Georgia shoppers to pick up their telephones by the hundreds to order dresses and shoes that they've seen on their TV screens, and it draws countless other thousands into the store to buy what video has brought to their attention.

Phone Request Prompts Deluge of Calls

From the beginning, *Rich's in Your Home* was thrown open to the public. Dwight Horton, the affable m.c. from the store's personnel department, requested phone calls, "so we'll know what you want to see." These requests, plus telephone purchases, promptly swamped the 12 operators at the Rich's switchboard. Enthusiastic viewers wanted to examine infant's dresses at $1.98, and fur stoles at $1,198.00. In fact, they wanted to see everything in the store, and they were willing to buy what they saw.

One woman phoned to ask for a second look at some television sets she had seen displayed on the air. "Show them again and I'll buy the one I want," she said. And she did.

A five-minute demonstration of an electronic attachment that makes a piano sound like an organ brought three quick sales at $695 apiece. A brief offering of rayon slips at $3.95 netted 21 dozen sales. The manager of the Stueben glass department showed some of his wares before the cameras and reported a greater volume of immediate sales than the store ordinarily does in a month. Phone orders for a $5.95 girdle mounted to 142 within three days. Model airplane kits sold out three times after they were offered on the show.

Officials of Store Pleased With Results

Rich's officials do not volunteer information about sales results. After all, department store business is a keenly-competitive game, and other big retail outlets throughout the nation have sent

representatives to Atlanta to check on this video venture. But developments speak for themselves. The store's television department has set up an elaborate system for checking sales returns, and top executives unanimously call these results "highly satisfactory."

Actual Examples of Sales Pull Via Television

This is readily understandable when one talks to the heads of various departments in the store. A showing of furs quickly sold three coats, one priced above $1,000. A video display of men's $15 ties resulted in five immediate sales. Results have been equally good on economy items. An offer of $1.95 washable houseshoes for women got 175 phone orders. A salesman for garden supplies rang up more than $1,000 in his cash register following one television appearance. And after making an unusual flower arrangement, a saleswoman from the garden shop sold her entire stock of vases to a single flower club in Griffin, Ga., 40 miles away.

Frank Pallotta, director of visual merchandising, heads the television department at Rich's. Under him and maintaining supervision over the show are Julie Daves, director of special events, and her assistant, Carolyn Kalodkin. Personnel permanently assigned to TV duties total six. In addition, some two-dozen sales persons, models and demonstrators take part on each day's show.

Thanks to careful planning, *Rich's in Your Home* has evolved as a colorful, good-natured television counterpart of the store itself. The same courteous, friendly service that customers expect from Rich's has been carried over into this show. And special pains have been taken to maintain dignity along with the informality, for there's great tradition behind "Rich's, A Southern Institution Since 1867." Mr. Pallotta and his staff have also seen to it that a portion of almost every program is devoted to the promotion of worthwhile community projects.

Locale of Shows Within Store

The program is aired from the fourth-floor bridge at Rich's, a glass-enclosed area, 50 by 30 ft., which connects the "Store-For-Homes" and the huge main department store across the street. Three set areas are utilized at either end of the studio space. These are backed by 10-ft. flats. Makeshift lights—principally photo-floods and kleig spots—were used originally but these are being replaced by adequate permanent fluorescents. Two studio-type cameras are used and picture quality is excellent. Oliver Healey of the WSB-TV staff has served as technical director of the program since its inception, handling the lighting and audio arrangements.

Virtually all of the participants on the show are sales people recruited from various departments of the store. The problem of molding dozens of amateurs into TV performers has been a big one, especially since new faces are called up for each program. After some experimentation with allowing store personnel to carry the show alone, it was decided to allow professional actresses to open, and guide along the various acts. The actress poses as a proxy shopper, walks into a department, inspects merchandise, plies the sales person with intelligent questions, sees that goods are properly shown to the camera, and voices a cue line to end the scene and carry the show on to the next act.

After several TV appearances, some Rich's employes have exhibited unusual aptitude as performers, and in such cases, they are allowed greater freedom in displaying and discussing merchandise. By having a seasoned actor working in every scene, however, the show maintains a calmness and air of professionalism that would otherwise be lacking. Men, women and children have served as actors when needed, but the schedule regularly calls for two women performers, who alternate appearances on the various acts.

Approximately Twelve Acts Are Shown

The hour-long show is routined into approximately a dozen acts, each about five minutes in length. Fashion shows frequently require 8 to 10 minutes to show a dozen dresses. In displaying handbags, the sales person can bring out and discuss about six samples in a five-minute period. Similarly, a five-minute spot can be used to sell five or six pairs of shoes. Short acts give the program a fast pace, and the time seems to pass quickly.

A typical hour might include the following: Shoes, dresses, lingerie, small rugs, electric irons, teenagers sportswear, motorboats, bedroom suites, boudoir ensembles, interview with the mayor, cosmetics and sewing lesson.

Every act takes place on a stage area, decorated to look like the proper department of the store. Many viewers, on visiting Rich's, have expressed surprise that the entire show originates in one place, thinking that it comes from various floors. Rich's TV staff lines up the acts a day ahead of presentation, selecting items to show and sales people to perform. Necessary merchandise is then transported to the TV studio. Only on rare occasions has the store allowed simultaneous TV and newspaper display of sales items, preferring to let each medium stand on its own.

One regular feature is a women's fashion show. This has become a "must" because results have been extremely good. The home audience apparently enjoys watching models parade around in new creations, and best of all, customers call up to order what they see.

For the first two weeks, *Rich's in Your Home* was aired from 11 a.m. to 2 p.m., Monday through Saturday. This proved a burden, and put tremendous responsibility on every one connected with the show, which included some 75 persons from Rich's and approximately a dozen from WSB-TV. Now, the program is on from 2 to 3 p.m., Monday through Friday, and Rich's has been able to cut its personnel approximately in half. WSB-TV is using a remote crew of 10.

Although the show is unrehearsed, the entire WSB-TV crew is on hand an hour before showtime to advise on such details as arrangements of sets, display of merchandise, and routining of acts. Questions constantly arise about whether a particular bit of scenery, piece of cloth or silverware will show up properly. And there is always the job of arranging to view tiny items, such as watches and compacts, to the best advantage.

Store Noises in Background Add Realism to Show

Audio was a headache at the outset. Noises in the store were considerable, but it was decided that such a background of sound would add to the feeling of reality, so no effort has been made to eliminate this factor, only to keep it at a low level. The noise is still sufficient to make the use of recorded musical accompaniment for fashion shows impractical. The result was only one of confusion. Live music from organ or piano has been used, however, without difficulty.

Pick-ups on performers have been accomplished by using stationary boom mikes, desk mikes and hand mikes. A retractable boom would be the ideal solution for proper audio coverage, but since one is not available, an engineer works steadily with the stationary booms, moving them about to cover the action.

Acts are often concluded by fading out video, so that audio can move mikes into position for the next scene. Where mikes are ready, dissolves are generally the means of transition.

Generally, a wide shot is used on one camera to introduce the scene in a particular department. A medium shot on the second camera brings the scene into closer view. Then the first camera changes to a long lens for closeup shots of merchandise. All of the technical equipment on the show is necessarily mobile, since cameras, floor lights and microphones are constantly shifted throughout the hour.

Daily briefing sessions between Rich's personnel and the WSB-TV staff have ironed out many problems. As they gain experience, sales people are learning to show merchandise correctly for TV and to act naturally before the cameras. But the very nature of the show—its ad lib format and daily changing of all the acts—means that new audio and video difficulties will arise.

"We expect to make mistakes because television is new and we're new at it. But we're learning," says Frank Pallotta.

And best of all, Rich's is earning as it learns. Georgians who have sworn by Rich's for many decades are now showing that same affection for Rich's television program. So it looks like Atlanta's biggest department store will be coming into their homes via WSB-TV for a long, long time.



A CALM and experienced head is needed for calling shots on the fast-moving *Rich's in Your Home* show—capably handled by Producer-Director Elmo Israel Ellis who guides the hour-long feature into a smooth-flowing production. A veteran writer and director of many network shows, Mr. Ellis has served as production manager of WSB-TV since it went on the air two years ago and has created dozens of programs for the Atlanta outlet. Here Mr. Ellis gives the behind-the-camera story of one of WSB-TV's prize accounts.

Mooring Mast for TV

STORY of how the Empire State Bldg. was built strong enough to hold a 50-ton tower for five television antennas at its peak is explained by Dr. Orestes H. Caldwell, former FCC Commissioner, in the December issue of the Caldwell - Clements publication, *Tele - Tech.* Television was not considered in the early '20s when the 102-story structure was planned, but there was talk of a competing skyscraper being planned nearby. Whereupon, ex-Gov. Al Smith, head of the Empire State Bldg., rushed to Washington and offered his tower as a mooring mast for Army dirigibles then at the peak of their development. Accepting, the Army declared a restricted national defense area thereabouts, forbidding nearby lofty structures. Though no dirigible was moored to the great mast, the extra-sturdy steelwork eventually proved a boon for television tower use.

Station
KRLD TV
DALLAS
Serves
THE LARGEST TELEVISION MARKET . .
Southwest
DALLAS FT. WORTH
Combined Population
DALLAS and TARRANT COUNTIES . . .
920,500
NOW there are
82,544
Television Homes
in KRLD-TV's Effective Coverage Area
The CBS Station
for DALLAS and FORT WORTH
this is why
KRLD
AM-FM-TV
Channel 4
is your best buy
The TIMES HERALD Station
National Representatives
THE BRANHAM COMPANY

telestatus



Rorabaugh Reports On Sept. Advertisers

(Report 138)

TOTAL NUMBER of television advertisers in September rose to 3,380, a gain of 135 over the number reported for August. The largest increase was among spot advertisers which gained 83 for a September total of 801. There were 55 network advertisers added between August and September for a total in the latter month of 126, an all-time high. Local business dropped slightly to 2,903 advertisers in September.

These figures are reported by the N. C. Rorabaugh Co. in its *Rorabaugh Report on Television Advertising*. Data for the networks covers the entire month and is reported by the network's headquarters. Station information covers 94% of the then operating stations for the week of Sept. 3-9 and is reported by each individual station.

Bulk of the increase in total network advertisers was reflected in new business, although a majority of advertisers who had been off for the summer returned. In all, there were 149 active accounts during the month. (The sponsor of any given program is considered an "Account." An advertiser who sponsors more than one show is counted once for each one.) There were 50 new accounts added by the networks between the two months while an additional 15 returned from their summer hiatus.

In number of stations used for any one show, Frigidaire Div. of General Motors topped the network list with 61. This lineup was used for the hour-long *Star Spangled Review* on Sept. 14. As a regular advertiser, however, Philco Corp. placed its *TV Playhouse* on 60 NBC-TV stations for an hour each Sunday night. There were 13 accounts active during the month which used 50 or more stations for their programs.

The largest spot advertiser in number of stations used was O'Cedar Corp. The firm placed business on 79 reporting stations. Bulova Watch Co., consistently a heavy user of TV time, ran a spot schedule on 74 outlets. To introduce its new line of cars, Pontiac Motor Div. of General Motors placed business on 73 stations.

There were 10 advertisers which placed business on 40 or more stations. In addition to the above, they included American Tobacco Co., 50; Beechnut Packing Co., 46; Benrus Watch Co., 51; Borden Co., 52; Brown & Williamson, 64; Philip Morris & Co., 40; Rival Packing Co., 40.

The product classification with the largest number of advertisers

(Continued on page 80)

NUMBER OF ADVERTISERS BY PRODUCT GROUPS

	Network	Spot	Local	Total
1. Agriculture & Farming		2	4	6
2. Apparel, Footwear & Access.	8	23	168	199
3. Automotive, Automotive Equip. & Access.	11	17	300	328
4. Beer & Wine	3	135	19	157
5. Building Material, Equip. & Fixtures		1	95	96
6. Confectionery & Soft Drinks	15	76	70	161
7. Consumer Service	1	11	235	247
8. Construction & Contractors			20	20
9. Drugs & Remedies	4	21	19	44
10. Entertainment & Amusements			56	56
11. Food & Food Products	22	236	449	707
12. Gasoline, Lubricants & Other Fuels	7	21	50	78
13. Horticulture		1	12	13
14. Household Furnishings, Equip. & Supplies	13	79	551	643
15. Industrial Materials	1	8	7	16
16. Insurance, Banking & Real Estate	1	4	150	155
17. Jewelry, Optical Goods & Cameras	4	18	64	86
18. Office Equipment & Supplies		1	12	13
19. Publishing & Media	1	11	40	52
20. Radio, TV Sets, Phonographs, Musical Instruments & Access.	9	12	290	311
21. Retail Stores & Shops		1	180	181
22. Smoking Materials	9	22	5	36
23. Soaps, Cleansers & Polishers	5	29	9	43
24. Sporting Goods & Toys	1	4	21	26
25. Toiletries	10	36	13	59
26. Transportation, Travel & Resorts		18	5	23
27. Miscellaneous	3	14	59	76
TOTAL	126*	801	2,903	3,830*

*Excludes two network accounts which appear in both classification 6 and 11.

* * *

Weekly Television Summary—November 20, 1950, Telecasting Survey

City	Outlets On Air	Number Sets
Albuquerque	KOB-TV	5,000
Ames	WOI-TV	21,346
Atlanta	WAGA-TV, WSB-TV	65,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	240,476
Binghamton	WNBF-TV	26,090
Birmingham	WAFM-TV, WBRC-TV	26,500
Bloomington	WTTV	11,000
Boston	WBZ-TV, WNAC-TV	252,130
Buffalo	WBEN-TV	149,331
Charlotte	WBTV	39,724
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	679,417
Cincinnati	WCPO-TV, WKRC-TV, WLWT	178,000
Cleveland	WEWS, WNBK, WXEL	349,319
Columbus	WBNS-TV, WLWC, WTVN	95,000
Dallas, Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	82,544
Davenport	WOC-TV	27,962
Quad Cities	Include Davenport, Moline, Rock Isc., E. Moline	
Dayton	WHIO-TV, WLWD	106,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	330,539
Erie	WICU	41,350
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	82,544
Grand Rapids	WLAV-TV	56,211
Greensboro	WFMY-TV	30,508
Houston	KPRC-TV	50,017
Huntington-Charleston	WSAZ-TV	27,500
Indianapolis	WFBM-TV	95,000
Jacksonville	WMBR-TV	20,000
Johnstown	WJAC-TV	37,800
Kalamazoo-Battle Creek	WKZO-TV	45,570
Kansas City	WDAF-TV	73,565
Lancaster*	WGAL-TV	63,743
Lansing	WJIM-TV	31,000
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH, KTLA, KTSL, KTTV	796,865
Louisville	WAVE-TV, WHAS-TV	60,250
Memphis	WMCT	60,176
Miami	WTVJ	40,000
Milwaukee	WTMJ-TV	176,989
Minn.-St. Paul	KSTP-TV, WTCN-TV	163,400
Nashville	WSM-TV	12,600
New Haven	WNHC-TV	109,700
New Orleans	WDSU-TV	41,053
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	1,635,000
Newark	WATV	Inc. in N. Y. Estimate
Norfolk	WTAR-TV	39,960
Oklahoma City	WKY-TV	54,633
Omaha	KMTV, WOW-TV	45,896
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	695,000
Phoenix	KPHO-TV	17,400
Pittsburgh	WDTV	160,000
Portland, Ore.	.....	978
Providence	WJAR-TV	86,880
Richmond	WTVR	42,534
Rochester	WHAM-TV	56,205
Rock Island	WHBF-TV	27,962
Quad Cities	Include Davenport, Moline, Rock Isc., E. Moline	
Salt Lake City	KDYL-TV, KSL-TV	31,500
San Antonio	KEYL, WOAI-TV	32,684
San Diego	KFMB-TV	58,000
San Francisco	KGO-TV, KPIX, KRON-TV	99,022
Schenectady Albany-Troy	WRGB	116,100
Seattle	KING-TV	50,100
St. Louis	KSD-TV	206,500
Syracuse	WHEN, WSYR-TV	80,923
Toledo	WSPD-TV	57,000
Tulsa	KOTV	48,150
Utica-Rome	WKTV	27,900
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	188,585
Wilmington	WDEL-TV	46,749

* Lancaster and contiguous areas. Total Markets on Air 63 Stations on Air 107 Sets in Use 8,869,374

Editor's Note: Source of set estimates are based on data available from dealers, distributors, TV Circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate.



I. HUNTER McNIMROD SO COVETED DUCKS
THAT HE LAID OUT A BREATH-TAKING NUMBER OF BUCKS



THE SAME KIND OF PAINS, WHEN SELECTING HIS LURE,
WOULD HAVE SAVED HIM CONSIDERABLE DISCOMFITURE!



FOR WHAT IS THE USE OF A MOOSE ON THE LOOSE
WHEN IT'S PLUMP, JUICY DUCK THAT YOU AIM TO SEDUCE?

MORAL: NOTHING LURES DAYTON
SALES LIKE DAYTON'S FAVORITE
STATION . . . WHIO-TV

To Sell Dayton,*

THE SHOW MUST GO ON

WHIO-TV

* The lush Miami Valley market (136,000 viewers today, and growing fast) is dominated by Dayton's first and leading station—WHIO-TV. See Pulse†. See the U.S. census. Or better yet, see National Representative G. P. Hollingbery Company!

CHANNEL 13
whio-tv
AM
FM
DAYTON, OHIO

†*Pulse September report shows WHIO-TV had 8 out of top 10 once-a-week shows—6 out of top 10 multi-weekly shows.*

RTMA SET REPORT

Sept. Shipments 928,000

TELEVISION manufacturers sold 4,880,000 TV sets to dealers in 36 states and the District of Columbia in nine months of 1950, according to Radio-Television Mfrs. Assn. September shipments were estimated by RTMA at 928,000 sets compared to 845,000 in August. Figures include both RTMA and non-member company sales. (August and eight-month shipments listed in the Nov. 13 TELECASTING.) County-by-county shipments for September and nine months follow:

State and County	Sets Shipped Sept.	Year to Date
ALABAMA		
Jefferson	4,150	13,891
ARIZONA		
Maricopa	1,139	4,466
CALIFORNIA		
Alameda	6,679	30,566
Contra Costa	938	4,974
Los Angeles	70,454	332,890
Orange	3,142	16,223
Sacramento	477	1,674
San Bernardino	2,504	11,213
San Diego	5,426	28,788
San Francisco	6,660	30,458
San Joaquin	516	2,276
San Mateo	1,546	6,987
Santa Clara	2,167	9,975
Solano	567	2,644
CONNECTICUT		
Fairfield	3,373	25,732
Hartford	3,202	20,246
New Haven	4,641	32,523
New London	155	1,505
DELAWARE		
New Castle	3,093	16,649
DISTRICT OF COLUMBIA	12,932	73,379
FLORIDA		
Dade	3,191	13,556
Duval	2,208	5,897
Hillsborough	315	1,009
Pinellas	2	11
GEORGIA		
DeKalb	930	5,358
Fulton	8,035	40,339
ILLINOIS		
Cook	*53,167	341,254
Fulton	38	283
Knox	303	730
Madison	1,455	6,753
McLean	18	317
Peoria	97	1,202
Rock Island	1,271	4,561
St. Clair	1,265	6,922
Tazewell	36	173
INDIANA		
Delaware	393	1,618
Lake	3,700	19,630
Madison	669	3,884
Marion	9,247	36,814
IOWA		
Clinton	363	755
Polk	1,615	5,785
Pottawattamie	760	2,121
Scott	1,625	4,549
KANSAS		
Wyandotte	2,394	6,688
KENTUCKY		
Campbell	928	4,758
Jefferson	6,019	24,242
Kenton	2,238	10,202
LOUISIANA		
Orleans	5,021	24,753
MARYLAND		
Baltimore City	17,805	74,678
Baltimore County	5,245	25,917
Montgomery	1,094	6,385
Prince Georges	233	1,813
MASSASHUSETTS		
Berkshire	736	4,740
Bristol	3,924	20,770
Essex	7,220	37,096
Hampden	612	3,408
Middlesex	11,740	57,595
Norfolk	4,116	19,525
Plymouth	2,199	8,101
Suffolk	18,335	111,064
Worcester	4,621	20,791
MICHIGAN		
Calhoun	468	2,952
Genesee	1,357	5,250
Ingham	1,420	6,095
Jackson	317	2,543
Kalamazoo	1,218	6,414
Kent	3,546	13,818
Macomb	599	5,884
Muskegon	749	2,518
Oakland	2,269	19,300
Saginaw	315	1,202
Washtenaw	331	4,835
Wayne	*11,380	164,793
MINNESOTA		
Hennepin	*1,868	32,992
Ramsey	5,738	21,089
MISSOURI		
Buchanan	332	1,108
Jackson	*17,852	22,879
Madison	393	935
St. Louis	20,324	84,851
NEBRASKA		
Douglas	5,710	14,192
Lancaster	436	1,227
NEW JERSEY		
Atlantic	1,207	6,652
Bergen	5,174	25,480
Camden	3,253	16,618
Essex	16,614	77,020
Hudson	7,998	42,705
Mercer	3,077	14,500
Middlesex	3,231	15,803
Monmouth	2,674	13,722
Morris	1,499	7,315
Passaic	4,740	23,030
Union	4,845	24,991
NEW MEXICO		
Bernalillo	752	2,655
NEW YORK		
Albany	2,688	14,421
Bronx	5,675	31,140
Broome	1,731	5,520
Chautauqua	574	3,572
Erie	14,714	71,646
Kings	33,251	180,989
Monroe	7,219	43,197
Nassau	6,250	36,327
New York	43,735	201,397
Niagara	1,314	9,800
Onondaga	6,160	30,610
Oneida	3,336	15,108
Orange	1,104	5,522
Queens	12,160	78,891
Rensselaer	2,093	13,900
Richmond	1,715	9,278
Schenectady	1,204	8,739
Westchester	6,230	29,261
NORTH CAROLINA		
Alamance	366	997
Cabarrus	271	1,301
Durham	109	189
Forsyth	275	1,222
Gaston	102	1,817
Guilford	662	3,001
Mecklenburg	576	4,183
Rowan	250	775
OHIO		
Butler	2,119	11,711
Clark	1,649	6,940
Cuyahoga	*20,226	116,878
Franklin	8,716	47,017
Hamilton	17,324	78,844
Lucas	5,609	27,543
Montgomery	7,427	43,101
Scioto	368	975
Summit	4,397	24,787
OKLAHOMA		
Muskogee	119	355
Oklahoma	2,117	8,438
Tulsa	2,120	5,870
OREGON		
Marion		
Multnomah	-4	-4
PENNSYLVANIA		
Allegheny	16,728	88,698
Berks	3,092	15,261
Beaver	1,277	7,342
Blair	563	1,723
Cambria	2,043	8,299
Dauphin	887	5,131
Delaware	3,912	19,471
Erie	1,729	15,951
Fayette	1,080	5,792
Lackawanna	289	798
Lancaster	1,790	12,251
Lebanon	529	3,774
Lehigh	2,301	10,856
Montgomery	4,406	19,130
Northampton	1,458	7,373
Philadelphia	41,587	185,636
Washington	1,217	6,794
Westmoreland	2,008	10,635
York	1,092	7,584
RHODE ISLAND		
Providence	6,346	41,823
SOUTH. CAROLINA		
York	188	726
TENNESSEE		
Davidson	3,962	8,416
Shelby	5,322	24,674
TEXAS		
Bexar	2,847	15,800
Dallas	7,613	33,032
Galveston	174	1,022
Harris	5,368	24,989
Tarrant	3,563	17,737
UTAH		
Salt Lake	2,986	12,226
Weber	95	299
VIRGINIA		
Arlington	1,186	7,346

ATLANTA

FIRST

TEST MARKET IN AMERICA

CITIES 250,000 to 500,000 POPULATION

(Sales Management Test Market Survey—Nov. 10, 1950)

State and County	Sets Shipped Month	Year to Date
Henrico	3,271	14,540
Norfolk	2,851	18,265
Pittsylvania	26	54
Warwick	313	2,752
WASHINGTON		
Clarke	12	348
King	2,466	11,485
Pierce	624	3,329
WEST VIRGINIA		
Cabell	1,864	5,976
Kanawha	589	2,033
WISCONSIN		
Milwaukee	*8,929	59,557
Sub-Total	789,460	4,232,660
AREAS UNLISTED	138,540	647,340
GRAND TOTAL	928,000	4,880,000

NOTE: *Reflects deductions resulting from adjustments applicable to prior months.

Phonevision Delay

ZENITH RADIO CORP. was granted further delay by FCC last week of its 90-day Phonevision tests until Dec. 1. They previously were postponed from Oct. 1. With Comr. E. M. Webster dissenting, FCC wrote Zenith: "Since you now state that you believe that you will procure the necessary films 'in the near future', the Commission expects the Phonevision tests to begin on Dec. 1 . . . and that requests for further deferments will not be filed."

ROBERT P. WAKEMAN, research engineer in charge of propagation department, Allen DuMont Labs, spoke on VHF and UHF wave propagations at recent meeting of Radio Club of America in New York City.

Strike Threats

(Continued from page 22)

Actors Equity Assn., and Chorus Equity Assn. Company representatives included Joseph Ream of CBS, Victor T. Norton, and Charles R. Denny of NBC, Joseph H. McDonald of ABC, Edward McCrossin of Dumont network, and Jules Seebach of WOR-TV New York.

Ronald Reagan, president of Screen Actors Guild of Hollywood, which is currently disputing the TVA claim to jurisdiction over television film talent through National Labor Relations Board channels (see story page 66), announced in Hollywood that SAG members would not cross TVA picket lines in event of a strike. However, the strike would not extend to film talent as such, nor affect the SAG position in the jurisdictional dispute.

On Wednesday the New York State Board of Mediation offered its services in the television-network negotiations and reportedly was accepted by management, with the performers remaining silent.

Television Authority published a set of demands when it was organized last May [BROADCASTING, May 8] which presumably was presented to the networks at the first meeting of the two parties on Sept. 14. However, neither side has released information indicative of the course discussions have taken since.



S. S. FOX (left), president and general manager of KDYL-AM-TV Salt Lake City, and Easton C. Woolley, newly-named executive vice president, confer as Mr. Woolley begins his new duties. Mr. Woolley, formerly director of NBC station relations department, had resigned that post earlier this fall to return to his native Salt Lake City and KDYL operations. [BROADCASTING, **Sept. 18**].

Queen City To Sponsor

QUEEN CITY Brewing Co., Cumberland, Md., will sponsor *Boston Blackie*, a Frederic W. Ziv Co. package, in 22 markets in Maryland, Pennsylvania, Virginia and West Virginia. Station list is currently being selected.

WCON-TV TEST

FCC Considers Request

INDICATION was made by FCC last week it would consider a request by Atlanta Newspapers Inc. to operate WCON-TV on Channel 2 (54-60 mc) for limited propagation test purposes, subject to condition that tone signal and test pattern only are aired.

The offer was made by the Commission in granting Atlanta Newspapers additional time to complete construction of WCON-TV until Feb. 15, 1951, since difficulty has been found in the antenna installation. Authority to conduct equipment tests was similarly extended.

FCC earlier had asked the newspaper firm to indicate specifically whether it would retain the *Journal's* WSB-TV on Channel 8 (180-186 mc) or the *Constitution's* WCON-TV which it obtained under merger of the papers and stations [BROADCASTING, Aug. 21]. It's expected WSB-TV's Channel 8 assignment will be relinquished.

FCC has ruled ANI may not operate the stations simultaneously and it will not issue a program authorization for WCON-TV except simultaneously with cessation of operation of WSB-TV and surrender of its license. The Commission also ruled against an ANI propagation test proposal which also contemplated use of WSB-TV.



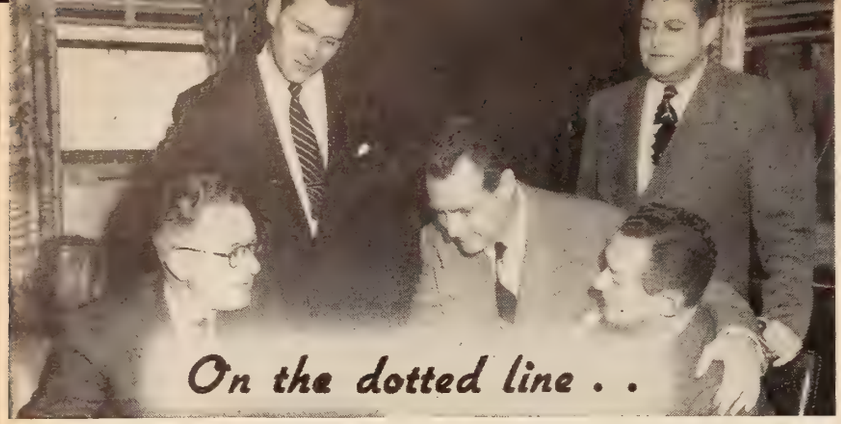
★ **FIRST** NETWORK IN AMERICA **CBS Affiliate Stations!**

FIRST IN LOCAL SPOTS AND GROSS SALES—WAGA-TV —LOCAL ADVERTISERS KNOW WAGA-TV SELLS!

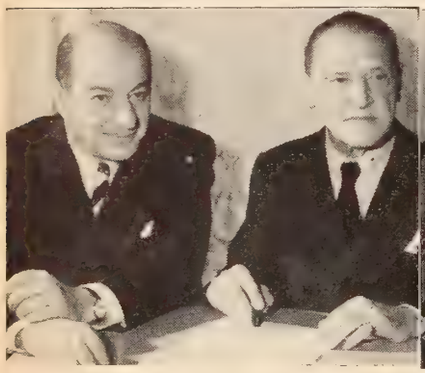
FIRST WEEKLY DAYTIME AUDIENCE CHOICE OF WAGA RADIO FAMILY MARKET OF $1,000,000,000. 00 !

★ ★ **FIRST** CHOICE FOR ATLANTA MARKET BROADCAST-TELECAST TESTS SHOULD BE WAGA—WAGA-TV !

Represented Nationally By—THE KATZ AGENCY, INC.
Tom Harker, *National Sales Manager*, 488 Madison Ave., N.Y. 22



MOTOROLA participation in sponsorship of *Four Star Revue* in NBC-TV is set by (l to r): Walter Steelner, v. p. of Motorola; Dave Mahoney, account exec., Ruthrauff & Ryan; Willson Tuttle, v. p. of radio and television at agency; Pat Weaver (seated), v. p. charge of television for NBC-TV; Barry Ryan, R&R president.



W. SOMERSET MAUGHAM (r), British author, concludes pact with Martin L. Straus II, president and board chairman of Bymart Inc. (Tintair home hair coloring product) whereby Mr. Maugham became host-commentator on *Teller of Tales*, half-hour weekly CBS-TV show which started Oct. 18 [TELECASTING, Oct.9]



CO-SPONSORSHIP of U. of Southern Calif. and UCLA games on KTTV (TV) Los Angeles is discussed by (l to r) H. L. Hoffman, pres., Hoffman Corp.; Gus Culbertson, chairman, Chevrolet Dealers ad committee; Carl Blumay, promotion mgr., Walter McCreery Inc., Hoffman agency; Richard C. Francis, v. p.-West Coast gen. mgr., Campbell-Ewald, Chevrolet agency.



CONTRACT double check is given by Chef Milani prior to his new KNBH (TV) Hollywood show. In background (l to r): Don Norman, KNBH sales mgr.; Frank Oxarart, Oxarart & Steffner Inc., packager; John R. Markey, station account executive



COMPLETING negotiations for F. & R. Lazarus Co. department store to sponsor five-a-week half hour merchandising show on WBNS-TV Columbus, Ohio, are Robert D. Thomas (l), sales manager of WBNS-TV, and William Miller, Lazarus ad mgr.

GIGANTIC local TV buy of one hour daily for 13 weeks on WLWT (TV) Cincinnati made official by (l to r, clockwise) John T. Murphy, dir. of television operations for Crosley Bcstg. Corp.; E. V. Dinerman, pres., Dinerman Adv. Agency; Irvin Dworkin, publicity dir., Shillito's, sponsoring department store; Fred Lazarus 3d, executive v. p., Shillito's.

DUAL contracts for *Sunday Theatre* on WPTZ (TV) Philadelphia are made official by Robert F. Boyce (seated, l), v. p. and gen. mgr., Zippy Products Inc., and Louis V. Honsher, Bendix sales mgr. for Raymond Rosen & Co. Watching are James A. Aull (l), Martin Agency; Alexander W. Dannenbaum, WPTZ coml. mgr.





NEW COST-OF-LIVING DATA

Labor Dept. To Include TV Set Prices in Indice

PRICES of TV sets are being compiled "experimentally" by the Labor Dept.'s Bureau of Statistics, which plans to include the data in its cost-of-living indices in 1951 or 1952, it was learned last week.

The bureau expressed doubt that the data can be made available in time for next year's revised consumer price index, but said it is gathering data from television manufacturers and retailers which, when compiled, would list television set costs for the first time. Radio set prices have been included in past years.

The TV phase is part of the Labor Dept.'s three-year program (1949-51 inclusive) for adjusting the "interim" purchases made by moderate income groups, and may be included in two separate studies —the wholesale price index and consumer price listings.

A bureau official stated that inclusion of TV receiver purchases does not necessarily mean that they should be deemed "essential" goods. The indices comprise all available data on purchases of durable goods by moderate income families, many of whom have bought sets, they explained.

The retail or consumer price index, due early next year, will include prices paid by the consumer in 34 large cities for durable goods including TV sets if the material is compiled by that time. The second index will list manufacturers' selling prices at the wholesalers' level. Latter survey is due about mid-1951.

SHOPPERS' SHOW

KPRC-TV Aids Housewives

CITY-WIDE bus strike in Houston has given KPRC-TV there an opportunity to show its service mettle by bringing merchandise from Foley's Dept. Store right into the homes of stranded shoppers—by means of television.

"If you can't come to Foley's, Foley's will come to you"—is the motto used by the store and KPRC-TV employes as a result of the bus strike. Station and store officials all agree that the job being done is proving worth while.

The TV presentations consist of two phases, opening with a fashion parade. Foley's merchandising personnel then select items for display in much the same manner as if customers were actually in the store. Models who pose as shoppers tour different stages and examine the merchandise, which cameras pick up everything, right down to the price tags. Sales and advertising personnel also take a hand in the program.

Phone Orders

Viewers telephone Foley's when they see something they would like to purchase and the store delivers purchases direct to viewers' homes. Toys have moved particularly well, with 23 direct sales resulting from one spot featuring a miniature train.

TV presentations utilize services of 50 people, including a dozen technical crewmen, and one large studio divided into four smaller segments. Planning is done by Miss Ruth Sorrells, Foley advertising manager, and assistants. Gene Heard of Wilkinson-Schiwetz and Tips Inc., is producer and announcer. Gene Meyer of KPRC-TV directs the production, seen daily, Monday through Friday, 1:30-2:30 p. m., Saturday, 1-2 p. m. and Sunday, 12:30-1:30 p. m.

SUPPORTS VIDEO

Lehman Promises Action

FOLLOWING his re-election, Sen. Herbert H. Lehman (D-N. Y.) promised to promote constructive interests in television, in a letter sent to Harry Friedman, personnel director of DuMont TV Network.

He said the great contribution of television as a communications medium "should be further expanded through cooperation between the television industry, the government, and consumer." He added: "You may be assured when I return to the Senate that I shall work to promote the legitimate and constructive interests of television which has brought such new wonders of education and entertainment to this country."

BASKETBALL RIGHTS

USC, UCLA Ask $100,000

TELEVISION rights for USC and UCLA home basketball games for this season are being offered to Los Angeles TV stations by Music Corp. of America, Los Angeles, which was signed to represent both colleges. Price being asked for the combined package is $100,000.

Season gets underway Dec. 1 for 18 weeks with schools having 16 home games each scheduled. Several sponsors are said to be interested in telecasting of games, but names were not available.

PHILCO TV CHANGES

Joffee Elected President

SIDNEY A. JOFFEE, vice president and general manager, Philco Television Corp., New York, has been elected president, succeeding A. H. Stobbe, who has resigned.

Harley R. Wahl has been elected treasurer of the same corporation, succeeding David Cogan, who also resigned.

EUROPEAN TV

State Plans Film Service

STATE DEPT. is setting up a television unit within its International Broadcasting Division, which operates Voice of America programs, to furnish TV film material to foreign TV stations, it was revealed last week.

While personnel has not yet been set, it was learned that the unit will appoint a director to consult with TV networks and film firms in this country, and make arrangements to distribute documentary, scientific and institutional films overseas. The unit would work through U. S. information and educational officers in foreign countries.

TV Material Used

Both Paris and Rome USIE offices already have contacted overseas TV authorities and supplied material for television broadcasts.

In Paris, officers supplied photo sequences dealing with U. S. housing conditions and prepared by USIE field personnel. Other material was offered to French TV broadcasters, comprising documentary and technical films. The State Dept. also sent technical and informational data on the American television industry and its most popular programs to the Rome office for loanout to the Vatican TV station, with the latter assuming any liability for royalties which may arise.

Robert Ross, assistant chief, program operations branch, IBD, has been working on the presentations, and now is trying to enlist the support of U. S. TV broadcasters and film groups who would be asked to prepare various types of TV program fare for overseas broadcasters. Similar films also have been sent to Great Britain and Sao Paulo and Rio, Brazil.

WARNS SET DEALERS

BBB Cites Misleading Ads

NEW YORK TV set retailers last week were warned against "confusing, inaccurate and misleading representations regarding the new federal excise tax." The New York Better Business Bureau pointed out that "reference to a '10% excise tax' or '10% manufacturer's excise tax' has led many consumers to believe that the new tax is 10% of the retail price," instead of the manufacturer's price. Don't use "10%" in copy unless this is made clear, the bureau urged.

The bureau also recommended that all the items of cost, including additional payments of excise tax or other extras, be published along with the retail prices. In advertising current TV sets purchased by retailers before imposition of the new tax, the bureau said they should not be described as "tax free" or having "no excise tax," since manufacturers paid an excise tax before Nov. 1 on parts going into the sets.

LIMITED COLOR

Dr. DuMont Sees Little Use for CBS System

BECAUSE the more than 8 million TV sets for which American consumers have spent over $3 million cannot receive color telecasts by the CBS field sequential system approved by the FCC, "we question whether there will be any substantial amount of color broadcasting under this method," Dr. Allen B. DuMont, president, Allen B. DuMont Labs, said Wednesday at a dinner of the Men of Science and Industry at the Waldorf-Astoria, New York.

"The use by all broadcasters of these new color signals would make it necessary to rebuild all existing television receivers," Dr. DuMont said. "Therefore, we don't expect that commercial broadcasting stations will be particularly interested in sending out these color signals on anything but an experimental basis, and then at inconvenient hours and for short periods of time only. Advertisers, obviously, aren't going to pay for programs if you are unable to receive them."

Carried by DTN

Dr. DuMont's address was telecast by the DuMont TV Network, including a demonstration of the effect of the CBS color system on standard black-and-white home receivers—a hodgepodge—and a view of the enormous cabinet that would be required to house a color wheel large enough to add color to the new 30-inch DuMont viewing tube. This would require a wheel eight feet in diameter, Dr. DuMont stated.

Noting that this system would reduce the 200,000 elements in the present TV picture to 80,000 "a tremendous lessening in picture resolution," he concluded:

"All in all, we feel that the FCC has given the industry permission to broadcast a Model T type of color video picture, and we don't believe that many consumers will be interested at its present stage of development."

Dr. DuMont's talk was followed by demonstrations of DuMont-developed steroscopic television systems for industrial use in controling remote operations and closed-circuit color systems for industrial, medical and merchandising use. These demonstrations, which also were telecast, were conducted by Dr. Thomas T. Goldsmith Jr., Dumont director of research.

* * *

In a speech Thursday at the Radio Executives Club of New York meeting, Dr. DuMont said TV set sales have held up fairly well to date and the defense program that is coming on most likely will curtail the supply of sets on the market so the effects of FCC's color decision on manufacturers and the public probably will not be too serious.

The task of altering present TV sets so they can receive CBS color telecasts in monochrome is difficult and will cost from $50 to $75 a set, Dr. DuMont said, adding that the reduction of picture definition is so marked that he doubts whether the public will want their receivers so modified. The addition of color makes up for the lack of definition, he stated, but the color wheel presently used in the CBS system has the disadvantage of limiting picture size to 12½ inches for all practical purposes. He also stressed that the problem of converting black-and-white sets for color reception is not an easy one, particularly as 87% of the cathode ray tubes now being made have viewing screens larger than 12½ inches.

Noting that a color receiver needs full black-and-white reception equipment, plus a scanning disc, an electric motor to turn the disc, a different cathode ray tube, and other extra equipment, Dr. DuMont estimated that a new color receiver will cost about twice as much as a black-and-white set, and will also be two to three times as large.

Limited Programming

Broadcasters starting to telecast programs in color with the CBS system must start with no audience, which means they will limit their programming color to the off hours, Dr. DuMont said, noting that this does little for the manufacturer to promote the sale of color sets and encourage him to manufacture them. If CBS really wants to put color over, he said, it should go into fulltime color programming to give manufacturers some incentive to make color sets.

With a compatible system this problem would not arise, Dr. DuMont pointed out, as stations could immediately go into colorcasting with the realization that all present set-owners could get their programs in monochrome while those who wanted to buy color sets could receive the same programs in color. He said that in his opinion the Commission should have given the same decision on color this time as it did at the end of the 1946 hearing, that it is not yet ready for commercial service.

XMAS CATALOG

Hecht Co. Sets TV Show

A CONSPICUOUS convert to television's merchandising potentialities, The Hecht Co., Washington, plans to back up its Christmas catalog distribution with something more than mere postage.

The store is counting heavily on television to stimulate early use of the 86-page book with a new series of telecasts, *A Xmas Catalog of the Air*, on WTOP-TV Washington. Program will be aired Wednesday, Thursday and Friday, 7-7:30 p.m. until mid-December, demonstrating the appeal of some 300 odd items. Main pitch will urge early use of order blanks, with secondary emphasis on Hecht Co. as Christmas shopping headquarters.

James Rotto, Hecht's sales and publicity director, and other store officials believe this is the first time a Christmas catalog has been "brought to life" on television. Hazel Markel and Ted Lingo will handle the commercials. Additionally, newspaper advertisements will call attention to the catalog distribution. Harwood Martin Agency, Washington, handles the store's advertising.

MOVIES ON TV

SAG Will Seek Added Pay

ADDITIONAL compensation for motion picture actors whose films are later released for television use will be sought in the next Screen Actors Guild contract negotiations with film producers, Ronald Reagan, SAG president, announced at a recent membership meeting in Hollywood.

Mr. Reagan also stated at the meeting that while SAG would fight with all its resources against the attempt by Television Authority to "invade the motion picture field," he felt sure that in the event TVA members decide to strike against the networks in live television, no SAG member would cross a TVA picket line.



JOHNSON LETTERS

Made Public

CORRESPONDENCE of Sen. Ed C. Johnson (D-Col.) with FCC and CBS with respect to color television was made public voluntarily last week, following Pilot Radio Corp.'s subpena for it the week before [TELECASTING, Nov. 13].

Both FCC and CBS protested inclusion of the letters in the court record of RCA's suit against the Commission's color decision, but made copies available. Sen. Johnson, chairman of the Senate Interstate and Foreign Commerce Committee, who had insisted that "every shred" be made public, also released copies.

The correspondence revealed that an FCC staff memorandum in June 1948, submitting patent data to the Commission, contended it was "highly possible that RCA has been delaying developments in monochrome television broadcasting in the UHF band . . . because of its patent position as to color television."

Patents Question

The memorandum, from which Sen. Johnson quoted in a letter telling FCC Chairman Wayne Coy that a "patents question" should have been included in the color proceeding from the outset, held that RCA apparently did not have a "practical" electronic color system.

"Therefore," the memorandum said, "if RCA developed equipment for the UHF band for monochrome television broadcasting it would stand a big chance of losing its dominant position as to television patents because someone else might bring forth the right color system." At that time it was thought "the home of color television is in the ultra highs because of the wide channels needed," according to the FCC staff memo.

The correspondence disclosed that Brig. Gen. David Sarnoff had written to Sen. Johnson in response to some of his statements about TV patents, enclosing a letter by Dr. C. B. Jolliffe, executive vice president in charge of RCA Labs, outlining the help RCA had given other manufacturers in developmental work and through the RCA licensing policies.

In a May 13, 1949, letter to Gen. Sarnoff, Sen. Johnson said in part:

If RCA and Dr. Jolliffe were to come forward tomorrow and say in effect: Authorize color television; open up the ultra-highs; we know there will be improvements but we are just as ready as anyone to go ahead and we will go ahead; make the standards elastic and make clear they are minimal and give science its head. If that were RCA's position it would seem to me that these questions that have been troubling many regarding RCA's alleged undue influence in Commission's policies would disappear overnight.

Suggests Condon Study

The collection of letters—many of which were released at the time by FCC or Sen. Johnson—included one in which Sen. Johnson invited E. U. Condon, director of the National Bureau of Standards, to set up the so-called "Condon Committee" to study the prospects for color TV and report to the commerce committee.

In August 1949 Sen. Johnson wrote FCC's Acting Chairman Paul A. Walker that he couldn't understand why former pro-color interests were now so "very cold." He said color TV was "here," and that the fact that it would improve was no reason for FCC to delay.

"The radio manufacturers who are seeking to slow up the advance of science, and throw roadblocks in the way of progress, appear to be motivated by selfish financial reasons," he said.

On Sept. 28, 1949, when FCC's color TV hearings were getting under way, Sen. Johnson wrote Chairman Coy asking that a daily transcript of the proceedings be provided the commerce committee.

On Nov. 25, 1949, he thanked Mr. Coy for the daily transcript and "commended" FCC for its "dynamic, forward-looking attitude with respect to the adapter invented by [Edward] Chapin and others." This, he said, "more or less effectively disposes of the 'compatibility' bugaboo."

On Aug. 4, 1950, Sen. Johnson wrote Chairman Coy saying statements made by Gen. Sarnoff and CBS President Frank Stanton, opposing delay in the color decision, "prove conclusively once and for all that the selfish interests conspiring for delays are not the pioneers who have fought the hard battle in the laboratory and expended millions of dollars to make this amazing recreational and educational development available now to the American people."

On Sept. 2, the day after issuance of FCC's First Report preferring the CBS color system over those of RCA and Color Television Inc., Sen. Johnson sent Chairman Coy "my thanks and commendation to you personally and all of your colleagues for a difficult job well done and for the progress made thus far."

SRT • SRT • SRT • SRT • SRT

RADIO and TV STATIONS

Profits Depend on

Efficient Personnel

Our Graduates are

Checked for
- Ability and Enthusiasm
- Appearance and Personality
- Integrity and Showmanship

Trained by . . .
- Network Professionals

Trained to . .
- Do more than one job well
- Understand your operational problems

Trained with .
- Complete TV and Radio Commercial Equipment

Trained under
- Actual Broadcast Conditions

For Prompt Free Service
Call, Write, or Wire
Personnel Division

SCHOOL of RADIO TECHNIQUE

316 West 57 St., N. Y. • PLaza 7-3212

SRT • SRT • SRT • SRT • SRT

THEATRE NEWS

TV Test Starts in New York

EXPERIMENT of substituting television news, shown on specially-installed RCA theatre-size screens, for newsreels in two New York motion picture theatres for a two-week period, was begun last Monday, according to an announcement by Leslie R. Schwartz, general manager of the Century Theatre chain.

The *Camel News Caravan* over NBC-TV, Monday through Friday, at 7:45 p.m., is being used to determine the reaction of patrons of the chain's Queens Theatre, Queens Village, and Marine Theatre, Brooklyn. Arrangements were made by Mr. Schwartz, Harold H. Newman and Nathan Halpern of Century; Stanton Osgood, manager of film production and theatre television for NBC, and representatives of William Esty Co., agency for Camel cigarette show's sponsor.



AT PARTY opening the Videodex office in New York (l to r): Lawrence Ely, Videodex eastern manager; Oscar Katz, CBS research director; Harper Carraine, assistant research director, CBS; David Sunbury, Colgate-Palmolive-Peet Co., and Allan Jay, president of Videodex.

SAG-TVA TIFF

NLRB Hearings Held

NLRB hearings on conflicting claims of Screen Actors Guild and Television Authority for jurisdiction over actors in television started last Monday (Nov. 13) in Los Angeles and go into the second week today (Nov. 20).

Sessions are expected to continue for several weeks. Daniel J. Harrington is board hearing officer.

Hearings were initiated when SAG petitioned NLRB for certification as bargaining agent for actors in films in Southern California however exhibited. TVA, a new union which represents five live talent unions intervened in the case seeking to set itself up as bargaining representative for all actors in television, either live or film. Guild's position is that there should be one union for actors in any type of film; TVA stand is that actors in telecast motion pictures should have a separate union from those in theatrical pictures.

SAG presented its case in the first three days of hearings, with TVA expected to have completed its presentation by the end of last week.

Executives Testify

Five motion picture executives were introduced as witnesses by the guild, Hal Roach Jr., president, Television Film Producers Assn.; Charles Boren, vice president in charge of labor relations, Assn. of Motion Picture Producers; Dixie Fuller, casting director, Apex Pictures; Harry Cohen, president, Apex; I. E. Chadwick, president, Independent Motion Picture Producers' Assn.

Mr. Roach testified that often his studio did not know in what particular form of exhibition a picture would find its first release until after the completion of the picture.

Earlier, John Dales Jr., SAG executive secretary, gave the histor and background of the union.

Two witnesses for TVA, John Brown, radio and TV actor and Knox Manning, radio announcer, discussed wide difference in earnings in television film and motion picture film.

Also speaking on behalf of TVA was Ken Carpenter, chairman of western section, TVA national board, who presented background of the new union. He further reiterated TVA stand that if and when SAG and SEG want to join the new union on a co-operative partnership, proper amendments would be made to include them.

Attorneys representing unions are William Berger for SAG; Robert W. Gilbert, SEG; David Ziskind, and I. B. Kornblum, TVA.

ASCAP Extends

ASCAP has extended the interim licenses authorizing the use of its music to all TV broadcasters pending completion of negotiations for license terms until Dec. 15.

FILM BIDS

AMERICAN Television Society is taking immediate steps to eliminate the confusion between advertising agency and film producer which currently hampers the production of filmed commercials for video use, wasting time at both ends and adding to the cost of the commercials.

ATS board, meeting last Tuesday, approved a proposal that the society contact both agency buyers of filmed commercials and the producers of such films with the goal of working out a standardized specification form for use by agencies in asking for bids on films from producers. Board also authorized ATS President David Hale Halpern, radio and TV vice president, Owen & Chappell Inc., to appoint a committee to carry out this assignment.

Action stemmed from an ATS forum on "Advertising Agencies Versus Film Producers—Friend or Foe?" held Nov. 9 at the New York Advertising Club. G. D. Gudebrod, director of film production, N. W. Ayer & Son, and Ray Lynn, art director of television, Benton & Bowles, presented the agency viewpoint and Leslie Rausch, president, Leslie Rausch Inc., and Joseph Dunford, vice president, Transfilms, spoke for the film producers. Don McClure, supervisor of TV production N. W. Ayer & Son, was forum chairman.

Discussion soon revealed dissatisfaction on the part of agencies with wide variations in bids rendered by different film producers for the same job and on the part of film producers with the agencies' failure to explain exactly what they want the completed film to be. Each side blamed the other for the frequent failure of the finished film to satisfy the advertiser.

Cites Industrial Films

Asked whether the same problems did not occur in the making of industrial films and so should not be laid at television's door, Mr. Rausch admitted that they did. But he explained that most commercial films are two- or three-reel packages costing $20,000 or more, so that a correction costing $200 amounts to 1% or less on the total and so is relatively unimportant. In television, however, a $200 correction on a one-minute film costing $1,000 is a 20% item and therefore very important.

Richard Rawls, regional manager, ABC stations department, proposed ATS intervention to attempt to secure standardized specification forms, after the discussion had shown that much of the trouble in the production of film commercials arose from lack of understanding.

ATS Working on Standardized Form

DuMONT PROFIT

Net Up 199% Over 1949

A NET profit increase of 199%, and sales increase of 77%, in the 40 weeks ending Oct. 8, 1950, as compared with the corresponding period of 1949, was reported last week by the Allen B. DuMont Labs Inc.

Sales dollar volume was $52,273,000, compared with $29,507,000 for the same period in 1949, Dr. Allen B. DuMont, president, announced. Net profit was $5,018,000 after taxes and all charges including network losses, or $2.08 per share on 2,360,576 common shares outstanding Oct. 8, 1950. This compares with 75 cents a share on 2,101,597 common shares outstanding Oct. 8, 1949.

Cash balances in excess of $13 million and additional credit resources of $5 million from a bank standby agreement are available to meet "the exigencies of the present complicated situation" in the television industry, Mr. DuMont said.

"Between June 18, 1950, and Oct. 8, 1950, Dr. DuMont said 1,919 shares of preferred stock were converted into 2,110 shares of Class A common stock. On Oct. 8, 1950, there were 132,048 shares of preferred stock outstanding, convertible at the present time into 1.1 shares of Class A stock for each preferred share.

"This increase has been accomplished despite new consumer credit restrictions incorporated in Regulation W of the Federal Reserve Board, despite the FCC freeze on the construction of new television stations, and in spite of the confusion resulting from the recently announced decision on the question of color television," Dr. DuMont noted.

Regarding color, he said: "We estimate that for the near future color telecasts will be on the air from only a few stations. Looking further ahead, the problem of color development will probably be complicated by the present lack of color equipment and the necessities of an accelerated defense program."

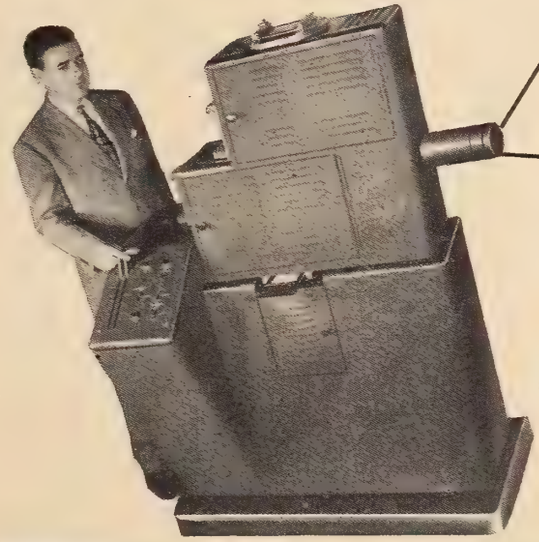
Rosefield Series

ROSEFIELD Packing Co., Alameda, Calif. (Skippy Peanut Butter), last week signed a five-year contract with Oxarart & Steffner Inc., Hollywood television packager, for a series of half-hour variety shows starring Art Baker, to be placed about Dec. 28 on KTTV (TV) Los Angeles as *Skippy Variety Theatre* and eventually kinescoped for a full network showing. Contract calls for 52 half-hours weekly with options for the next four years. Agency Guild, Bascom & Bonfigli, San Francisco.

The *Gray* TELOP makes PROFITS GROW for TV Stations

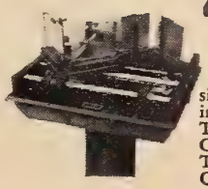
DUAL PROJECTION
SUPERIMPOSITION, LAP DISSOLVE or FADE-OUT
with NO KEYSTONING

THE *Gray* TELOP GIVES YOU EASY, LOW COST TV COMMERCIALS



The Gray TELOP projects from *FOUR optical openings:* photos, art work, transparencies, strip material or *small objects.* SOLVED is the problem of low budget yet visually exciting TV commercials! News flashes, news photos, temperature and time announcements, slides for lecture illustration, for station and sponsor identification... are efficiently composed for direct televising or with accompanying sound and commentary. *Packs interest and profit into every minute of your TV schedule!*

THE GRAY TELOP AND ACCESSORIES ARE WIDELY USED BY NETWORKS AND INDEPENDENT TV STATIONS



Gray MULTIPLEXER

Enables operation of pairs of projectors simultaneously into a single TV camera or individually into two separate cameras. PROTECTS AGAINST CAMERA CHAIN FAILURE BY QUICK THROW-OVER TO STANDBY CHAIN.



Gray TV CAMERA TURRETS

Enable a single camera to serve several projectors. Depending on size and optical throw, as many as eight projectors can be used. Rotate 360° on heavy precision bearings with exact positioning. 2 models: #556 and #430

Ask for Gray TV Catalog describing above equipment.

GRAY RESEARCH and Development Co., Inc.
24 Arbor St., Hartford 1, Conn.
Division of The GRAY MANUFACTURING COMPANY • Originators of the Gray Telephone Pay Station and the Gray Audograph

Metal Shortages

(Continued from page 23)

alleviate this situation."

"Until further notice . . . pending completion of our investigation as to the size and nature of the defense requirements, your company is hereby directed . . . to withhold delivery of this material from all purchasers, including those using defense orders and agencies of the U. S.," Gen Harrison wrote.

He also asked the firm to advise NPA of "any cases known to you where compliance with this directive would result in serious impairment of the defense program, a severe dislocation of operation for essential civilian purposes, or in undue hardship. The cases will receive our prompt consideration."

The effect of NPA's metals curtailment program on the communications industry and apprisal of future military needs were to be discussed last Friday in a meeting with producers and users of communications equipment. Representatives of Stromberg-Carlson, RCA Communications Inc., Western Electric Co., American Cable & Radio Corp., Western Union Telegraph Co., American Telephone & Telegraph, General Cable Corp. and other companies were slated to attend.

Government Representatives

Gen. Harrison and Donald Parris, General Products Division, NPA, were two of the government officials scheduled to discuss these problems with industry officials.

Meanwhile, it was learned that the government hopes to develop other sources—French Morocco and Sweden, among them—for import of cobalt.

E. K. Jencks, NPA Metals and Minerals Division, told BROADCASTING earlier that the cobalt situation is "extremely serious" and that the government is taking every step to insure that essential uses will not be overlooked. He thought any order would be directed at the "more frivolous" uses of cobalt rather than its application in such essential industries as electronics.

The U. S. government imported 7,458,000 pounds of cobalt metal in 1949. Magnetic alloys accounted for the largest single use of cobalt. Typical application for the magnet (alnico 5DG) is in the loudspeaker and magnetic assembly which require high field strength and are magnetized after final assembly.

NPA's order cutting back civilian use of aluminum 35% was announced last Monday by Administrator Harrison. The order provides that manufacturers will be limited to 65% of the average amount of aluminum they used during the first six months of 1950, thus altering the tentatively suggested base period of 12 months beginning July 1949 [BROADCASTING, Nov. 13]. Industry had urged the first nine months as a base. The order becomes effective next Jan. 1.

Electronics manufacturers will be allowed, however, to use 100% of their average monthly consumption during that same period "to provide time for necessary adjustment." The directive applies to users of aluminum products and forms and does not limit production by aluminum producers or converters to aluminum forms or the use in production of other metals or metal alloys.

Gen. Harrison said the order "simply distributes available supply to all non-military users in accord with the pattern of use earlier in the year," and that "defense needs" deprive non-military users of aluminum.

The six-weeks lapse between now and Jan. 1, effective date of the order, was given to permit electronics and other manufacturers to revise production schedules and find substitutes for aluminum now used in TV condensers, indoor aerials, etc. [BROADCASTING, Oct. 30].

Administrator Harrison told a news conference that, while the government hopes to stabilize price of raw aluminum, it was "probable that prices for radio and television sets might increase because of the cutbacks. Another result, he conceded, would be temporary unemployment in some industries.

Aluminum Situation

He held little hope for sizable expansion of aluminum production during the first half of 1951, and was unable to report any additional progress on a plan to obtain additional supplies from Canada.

The National Security Resources Board reported last week, however, that the U. S. had rejected an offer of Alcan (Aluminum Co. of Canada) for a shipment of 450,000 pounds of the metal over a three-to-five year program at an estimated cost of $75 million.

The rejection came in the form of an offer that was "permitted to lapse" last Oct. 31. Officials said the company could not guarantee "immediate" shipments that would have been of sufficient quantity, and that the firm wanted to spread the supplies out over one, two, three or more years. The rejection presumably was ordered by NSRB Chairman W. Stuart Symington.

The prediction that mid-1951 may usher in full-scale controls was voiced by Manly Fleischman, NPA general counsel, last Wednesday. He said this would involve complete allocation of aluminum, copper and other materials, and would be necessary because of an estimated $50 billion to $60 billion military budget for fiscal 1951-52.

The defense supplemental, now being readied by the Pentagon, would raise appropriations during the current fiscal year to about $35 billion. The present expenditures (regular and supplemental call for about $2.5 billion for electronics, with some contracts still to be let, while the proposed new outlay would include another $1 billion for that purpose.

Request to Congress

Defense Dept. hopes to submit the request to the 81st Congress when it reconvenes Nov. 27 (next Monday), it was understood.

NPA Administrator Harrison met on successive days (Wednesday and Thursday) last week with aluminum producers and fabricators to discuss provisions of the NPA order designed to assure supplies for the national defense. The industry called for careful analysis of the order and said its advisory committees would meet periodically with NPA.

Gen. Harrison explained that NPA will give the aluminum producing industry all possible assistance in increasing production and supply.

In other actions NPA also announced (1) rules for reporting on inventories and consumption of tin; (2) interpretations of a "practicable minimum working inventory"; (3) an order providing that zinc producers, fabricators and dealers could reject defense orders which take more than 10% to 20% of their monthly business; (4) study of the copper situation, with possibility of complete controls over that metal, used for plating steel chassis, in AC power transformers, and for coils.

Meanwhile, it also was learned that use of mica and mica substitutes in electronics production also has been discussed widely in defense circles in recent months. Sessions have covered mica research, miniature capacitors, etc. Mica also is used in communications equipment, though not to as large a degree as other items. One of the principal requirements for mica during World War II was that involving radio tubes and also capacitors. Mica also is used in parts for television.



Principals in the San Diego sale during an inspection of KFMB (TV) are Mr. Gross (l) with Mr. and Mrs. Kennedy

KFMB SALE

Kennedys To Buy

PURCHASE of KFMB-AM-FM-TV San Diego was announced last Tuesday by the Charleston (W. Va.) Broadcasting Co., of which Mrs. John A. Kennedy is president and controlling stockholder and John A. Kennedy is board chairman.

The sale, subject to FCC approval, was by Jack Gross, president and sole owner of the Jack Gross Broadcasting Co., which purchased KFMB in 1943 and opened KFMB-TV on May 16, 1949. The two stations are ABC affiliates.

Purchase price was not announced, but is understood to be in the neighborhood of $925,000, net.

The Kennedys have long been prominent in radio, newspaper and television circles. Their company owns 48% of WSAZ-AM-TV Huntington, W. Va. Both are now San Diego residents. Mr. Kennedy is former editor and publisher of the *San Diego Daily Journal*.

Mr. Gross will remain with the stations as vice president in an advisory capacity, he said, maintaining his residence in San Diego.

A new firm, the Kennedy Broadcasting Co., is to be formed, the Kennedys announced, to supplant their Charleston firm, in which the Kennedys hold in excess of 90%.

upcoming



Nov. 20: FCC hearing on AT&T allocation of time on TV network facilities, FCC Hdqtrs., Washington.

Nov. 20: Broadcast Audience Measurement Inc. Board meeting, BMB Hdqtrs., New York.

Nov. 25-26: National Assn. of Radio Farm Directors, Stevens Hotel, Chicago.

Nov. 27: Congress resumes.

Nov. 30-Dec. 2: Western Assn. of Broadcasting Engineering Convention, Palliser Hotel, Calgary, Alta.

Dec. 1-2: Florida Assn. of Broadcasters, Mayflower Hotel, Jacksonville, Fla.

Dec. 6: Tennessee Assn of Broadcasters, Andrew Jackson Hotel, Nashville.

Dec. 7-9: Academy of Radio Artists (Canada), Royal York Hotel, Toronto.

Dec. 8: Television Broadcasters Assn. meeting, New York.

Reaction

(Continued from page 56)

r instance, there are a lot of en-neering problems to be solved and ere is the problem of the CBS color stem which can only be short lived. eanwhile people will be investing oney in sets which will shortly be solete.

Richard A. Graver, vice presi-nt in charge of electronics for dmiral Corp.:

We were very happy to see the court ke its judicious action in the matter the mechanical disc color system d stay the hand of the FCC until e merits of that body's decision uld be properly studied."

Isadore Goldberg, president, Pi-t Radio, Long Island:

The court got the FCC out of a very nbarrassing position. It was an un-se decision to force CBS color on e public. It was a very lucky de-sion too because the decision would ve fallen on its face otherwise. ow we will have compatible color. nyway, we wouldn't have had real lor for a few years. It will be a eathing spell to protect the indus-y. Compatible color should be ady for the FCC final approval ry shortly—anywhere from six to ne months."

Meck Comment

John Meck, John Meck Indus-ies:

The Stay order] focuses attention the CBS color system and makes en more important our decision to uip our present sets for connection ith auxiliary units offering any type color that may be broadcast in the ture.

We are certain that black-and-white levision is here and is growing rap-ly. We provide this reception in r sets. At the same time, by pro-cting the customer against any loss the value of his set due to color velopments we are are giving him ssurance of full enjoyment for the ars of life in his set. The buying sponse indicates that this assur-nce—cutting through the confusion used by the color issue—is all the blic wants now. Court action, prop-ganda and claims only cloud the is-e and hamper the customer's judg-ent. When the confusion clears way, there will be many years of en-yment in black-and-white television well as whatever tidbits of color roadcasts may be added.

COLOR INVENTION

Dr. Bramley Has New Device

NEW TV color device has been vented by a woman mathema-cian in Long Branch, N. J. The evice is claimed to allow color levision to be produced on any ze tube and has had an applica-on approved by the U. S. Patent ffice.

Dr. Jenny W. Bramley said her vention is particularly well suited r the CBS color television system. s of last week, CBS said it had o information on Dr. Bramley's evice.

Called a secondary electron emis-on, the process does away with the lor wheel, Dr. Bramley says, and eeds only the addition of one tube r use in black-and-white sets.



film report

JERRY FAIRBANKS Inc., Hollywood, producing series of special TV trailers announcing Edgar Bergen Thanksgiving Day television program. Narrator for trailers is **Van Des Autels. Nat Winecoff** of same firm resigns to become general manager of **Oakhurst Music Publishing Co.**, Los Angeles.

David Ettelson & Assoc., Chicago film producer, currently producing series of 20- and 60-second spots for **Englewood Electrical Supply Co.**, featuring Textron electric blanket. . . . Series of 26 English feature length films acquired by **KTSL(TV)** Los Angeles from **British & Overseas Film Corp.** Films to be shown on television early next year. Actors include James Mason, Gracie Fields and Anna May Wong.

* * *

Hal Roach Studios Inc., Culver City, Calif., has completed two TV feature films for **Magnavox** for CBS *The Magnavox Theatre*. First film, "The Three Musketeers," scheduled for showing Nov. 24; second, "The Battle of Pilgrim Hill," Dec. 8. Agency **Kenyon & Eckhardt**, New York. **Robert Wolfe**, vice president in charge of agency's Hollywood office, supervised production.

Five Star Productions, Hollywood, producing three one-minute and two 20-second TV film spots for **Ladies' Choice Foods**, Los Angeles (Hopalong Cassidy brand jams, jellies). Agency **Walter McCreery Inc.**, Los Angeles. . . . **Snader Telescriptions Corp.**, Los Angeles, distributing to all TV stations in country special holiday package of 12 telescriptions (three-minute musical TV film shorts) for use at special rate until Jan. 1. Stations free to run films as frequently as desired at rate of two-thirds standard station fee until that date.

* * *

Salka Viertel signed as writer for *Fireside Theatre* series being produced by **Bing Crosby Enterprises**, Los Angeles, for **Procter & Gamble**. . . . **Charles Michelson Inc.**, N. Y., producing new five-minute TV film series, "Capsule Mysteries" in ANSCO color to be released latter part of Nov.

'CISCO KID'

Ziv Lists 3 New Sponsors

TELEVISION version of the *Cisco Kid*, a Ziv Television Programs Inc. package, has been sold to three local and regional advertisers.

They are Nolde Bros. Baking Co., on WTVR (TV) Richmond, Va., and WTAR-TV Norfolk, Va.; Chestnut Farms Dairy on behalf of Sealtest Milk, on WNBW (TV) Washington, and Koontz Dairy, on WBAL-TV Baltimore. The *Cisco Kid* features co-stars Duncan Renaldo and Leo Carillo. The program is filmed in color but can be shown in standard black-and-white.

Mars Renews

MARS Inc., Chicago (candy), has renewed two quarter hours of *Howdy Doody* on NBC-TV for 52 weeks, through Leo Burnett Agency, Chicago. Segments are Monday, 4:45-5 p.m. and Wednesday, 4:30-4:45 p.m. (CST). Network includes 40 cable and eight non-cable stations.

Swift Buys on NBC

SWIFT & Co., Chicago (meat products), will sponsor participations in the Jack Carter portion of the *Saturday Night Review* on NBC-TV for 13 weeks from Dec. 9, through J. Walter Thompson Co., Chicago. Show is aired Sat., 7:30-8 p.m. (CST).

TV VITASCOPE

Superimposes Backgrounds

VITASCOPE lens system, which makes elaborate television settings possible at low cost, was demonstrated in Hollywood last week by Independent Producer Sol Lesser, inventor of the system.

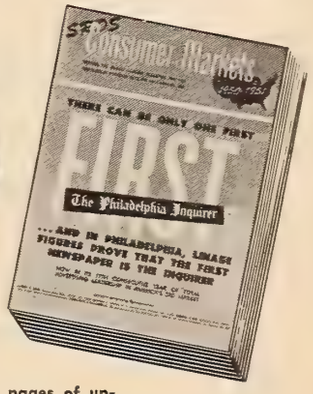
The device is designed to achieve sharp focus in all planes through an intricate optical system which utilizes photographs no larger than eight by ten inches. Any background or setting reportedly can be created. Live action can then be superimposed on the Vitascope setting which is hooked up to the lens of the television camera. This makes it possible for actors to go through action on a bare stage, in and out of doors, behind or in front of sets, with the effect of a large scale setting being given.

Mr. Lesser acquired patent rights to his invention in Paris earlier this year.

'Paradox' Available

A SERIES of five-minute open-end television films entitled *Paradox*, currently running in 14 markets sponsored by Imdrin, is being made available for local sponsorship, distributed by Charles Michelson Inc., New York (transcription firm).

This book simplifies the search for market facts



882 pages of up-to-date market facts and figures with state-county and major market area maps, organized for working convenience.

The new 1950-1951 Edition of CONSUMER MARKETS makes easily accessible all available basic data that advertising, selling, marketing, and media executives need for local market interpretation and evaluation.

It covers all U.S. states and counties; all towns and cities with daily newspapers or radio stations; all incorporated and urban areas with populations of 5,000 or more.

Its reporting procedure within the cities, counties, and states provides you with a complete picture of the economic make-up of any specific market or enables you to extract any specific market index you want.

Authoritative Current government data is used wherever available. Where none is available only the findings of completely independent, reliable, disinterested organizations or individuals are reported.

Send today for detailed description of CONSUMER MARKETS' scope and content and see for yourself why agencies, national advertisers, market analysts, media sales and promotion people consider it an indispensable work-book in solving media, advertising, selling, and marketing problems.

Tabulations Available: ALL CONSUMER MARKETS figures are on IBM Punch Cards, available to users for quick, accurate tabulation, at low cost, in any desired combination of data. For information, write, wire or phone.

Consumer Markets

A Section of Standard Rate & Data Service

Walter E. Botthof, Publisher

333 North Michigan Avenue, Chicago 1, Ill.

New York • Los Angeles

November 10 Applications . . .

ACCEPTED FOR FILING

AM—1080 kc

WIVY Jacksonville, Fla.—CP AM station to change from 1050 kc 1 kw D to 1080 kc 1 kw-D 500 w-N DA-N.

AM—1400 kc

KTSW Emporia, Kan.—CP AM station to change studio location from Broadview Hotel to edge of city limits Emporia.

Modification of CP

KTYL Mesa, Ariz.—Mod. CP to change frequency, increase power etc. for extension of completion date.

KPQ Wenatchee, Wash.—Same.

License for CP

KMBL Junction, Tex.—License for CP new AM station.

WWHI Muncie, Ind.—License for CP noncommercial educational FM station.

Modification of CP

KUTE Glendale, Calif.—Mod. CP new FM station for extension of completion date.

TV—54-60 mc

WSIX Bcstg. Station, Nashville, Tenn.—New commercial TV application amended to request Ch. 2 (54-60 mc), ERP 15.2 kw vis., 8.5 kw aur., ant. 727 ft., instead of Ch. 5 (76-82 mc) ERP 17.1 kw. 8.86 aur kw.

TENDERED FOR FILING

AM—1590 kc

WEBK Tampa, Fla.—CP AM station to change from 1590 kc 1 kw D to 1590 kc 1 kw-D 500 w-N DA-N.

AM—550 kc

WPAW Pawtucket, R. I.—CP AM station to change from 1380 kc 500 w D to 550 kc 1 kw-D.

APPLICATION RETURNED

WLAY Muscle Shoals City, Ala.—RETURNED application for renewal of license.

APPLICATION DISMISSED

Middle West Bcstg. Co. Inc., St. Paul, Minn.—DISMISSED application for new AM station 700 kc 1 kw-D. (Formerly assigned call letters KYDS.)

Dependable PERFORMANCE at LOWER COST

H&P TOWER LIGHTING EQUIPMENT

H & P lighting equipment, consistently specified by outstanding radio engineers, is furnished as standard equipment by most leading tower manufacturers.

300 MM CODE BEACON



Patented ventilator dome circulates the air, assures cooler operation, longer lamp life. Concave base with drainage port at lowest point. Glass-to-glass color screen supports virtually eliminate color screen breakage. Neoprene gaskets throughout. CAA approved.

OTHER H & P PRODUCTS:

Mercury Flashers • Photo-Electric Controls • Obstruction Lights • Complete Light Kits for A-2, A-3, A-4 and A-5 Towers

PROMPT SERVICE and DELIVERY

Immediate Shipment Out of Stock

WRITE OR WIRE FOR CATALOG

HUGHEY & PHILLIPS
TOWER LIGHTING DIVISION
326 N. La Cienega Blvd.
Los Angeles 48, Calif.
60 E. 42nd St. New York 17, N. Y.

FCC actions



NOVEMBER 10 TO NOVEMBER 16

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis.-visual	unl.-unlimited hours
STA-special temporary authorization		CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

November 10 Decisions . . .

BY COMMISSIONERS WEBSTER, JONES, STERLING, HENNOCK

Hearing Designated

Stephen H. Kovalan, Wellston, Ohio—Designated for hearing application for a new station on 1570 kc 250 w D only, in consolidated proceeding with applications of Sky Way Bcstg. Corp., Columbus,, and Athens Bcstg. Co., Athens, Ohio.

Petition Granted

Sky Way Bcstg. Corp., Columbus, Ohio—Granted petition of Sky Way Bcstg. Corp. for mod. of Commission's order of July 21, designating application and that of Athens Bcstg. Co. for consolidated hearing, to delete therefrom that part of issue 1 having reference to legal qualifications of Sky Way Bcstg. Corp., and amended issue 1 to read: "1. To determine legal, technical, financial and other qualifications of Athens Bcstg. Co., its officers, directors and stockholders, and technical, financial and other qualifications of Sky Way Bcstg. Corp., its officers, directors and stockholders, to construct and operate proposed stations."

November 14 Decisions . . .

BY COMMISSION EN BANC

Hearing Designated

KLFY Lafayette, La.—Designated for hearing, in Washington, application to change facilities from 1390 kc 500 w, daytime only, to 1420 kc, 500 w N 1 kw DA-N, unl.

KCNI Broken Bow Neb.—Designated for hearing at Washington, application to change facilities from 1490 kc 250 w, unl., to 1430 kc 1 kw.

Modification of License

WNAV Annapolis, Md.—Granted mod. license to increase day and night power from 500 w to 1 kw, and change DA for night use on 1430 kc.

Hearing Designated

Glacus G. Merrill, Ironton, Ohio—Designated for hearing at Washington application for new station on 1230 kc 250 w, unl. and made WCOL Columbus, Ohio, WCOM Parkersburg, W. Va., and WLOG Logan, W. Va., parties to proceeding.

Order Amended

David M. Baltimore WQAN Scranton, Pa. and Radio Pittston FM & Tele. Co., Pittston, Pa.—Amended order of Oct. 6 designating these applications for hearing, to delete so much of Issue 6 as reads "Scranton-Wilkes Barre Metropolitan area" and substitute "Scranton metropolitan area" in lieu thereof.

KWHK Hutchinson, Kan.—On own motion, Commission amended orders of June 1 and June 22 which designated for hearing application of KWHK to change facilities from 1190 kc 1 kw D to 1260 kc 1 kw, unl. time, and install DA-DN, by deleting all issues promulgated in two aforesaid orders and substituting new issues therefor; made KAKE Wichita, Kan., party to proceeding; hearing to be held in Washington.

Request Denied

WFNC Fayetteville, N. C.—Denied request for reconsideration Commission action of Sept. 6 rejecting trans. site for operation of station as proposed in application.

Renewal Granted

KSPA Santa Paula, Calif.—On petition, reconsidered and granted without hearing application for renewal of license.

WOND Pleasantville, N. J.—Granted license for CP which authorized new station on 1400 kc 250 w unl.

Petition Granted

Robert Hecksher, Ft. Myers, Fla.—By order granted petition to delete all issues from Commission's Order of Oct. 25 and substitute therefor issues relating only to engineering matters, and made WFTL Ft. Lauderdale, Fla., party to proceeding.

Extension Denied

KCHE El Reno, Okla.—Denied request extension of authority to keep station KCHE silent for additional 60 days, and advised licensee unless station is returned to regular operation within 10 days from date of Commission's letter, license should be surrendered for cancellation.

Hearing Designated

WWSC Glens Falls, N. Y.—Designated for hearing at Washington application for extension of completion date under application to change facilities from 1450 kc 250 w unl. to 1410 kc 1 kw-D, 500 w-N install new trans. change transmitter location and install DA for night use.

Extension Denied

KCHC El Paso, Tex.—Denied request for extension of completion date to Jan. 28, 1951, for CP as modified, and gave permittee 20 days in which to request hearing. Upon receipt of such request, denial will be set aside and application designated for hearing.

Authority Extended

Mutual Bcstg. System Inc.—Granted extension of authority to use studios and apparatus for production of programs to be transmitted to certain Canadian radio stations for broadcast.

Request Granted

Zenith Radio Corp., Chicago, Ill.—Granted request to defer to Dec. 1 start of 90-day "Phonevision" tests which had been scheduled to commence Nov. 1 (previously postponed from Oct. 1). In a letter to Zenith, the Commission stated: "Since you now state that you believe that you will procure the necessary films 'in the near future,' the Commission expects 'Phonevision' tests to begin on Dec. 1 and that requests for further deferments will not be filed."

Following granted changes in existing facilities as shown:

WHBC-FM Canton, Ohio—Change ERP from 25 kw to 15 kw.

WDAE-FM Tampa, Fla.—Change from Ch. 289 (105.7 mc) to Ch. 264 (100.7 mc) and ERP from 26 kw to 65 kw and from 420 ft. to 390 ft.

KFUO-FM Clayton, Mo.—Change ERP from 58 kw to 5.8 kw; ant. from 600 ft. to 260 ft.

WEVD-FM New York—To change ERP from 12.5 kw to 20 kw and ant. from 610 ft. to 340 ft.

BY A BOARD

Extension Granted

KMPC Los Angeles—Granted mod. of CP for extension of completion date for period of six mos. from Oct. 1.

Hearing Designated

KDSJ Deadwood, S. D.—Designated for hearing at Washington application to change facilities of KDSJ from 1450 kc 250 w, unl. to 1420 kc 1 kw-D, 500 w-N, and made KUJ Walla Walla, Wash., and KTOE Mankato, Minn., parties to proceeding.

Pratt Bcstg. Co. Pratt, Kan.—Designated for hearing at Washington, application for new station on 1570 kc 250 w-D and made KVGB Great Bend, Kan. party to proceeding.

WQXI Buckhead, Ga.—Designated for hearing at Washington application to change hours of operation of WQXI from D only to unl. change power from 5 kw-D to 500 w-N night, 5 kw-D, install DA-N, and make changes in transmitting equipment on 790 kc.

BY THE SECRETARY

WOPI-FM Bristol, Tenn.—Granted license changes FM station; Ch. 245 (96.9 mc), 18.5 kw; 2,210 ft.

WQXR-FM New York—Granted CP to install aux. trans. using GE, BT-3-E, 3 kw. and to specify ERP as 10.6 kw.

Following granted mod. CP's for extension of completion dates as shown:

KTYL Mesa, Ariz. to 12-6-50; cond. WKNA-FM Beckley, W. Va., to 5-10-51; WISC-FM Madison, Wis., to 1-8-51 cond.; WDAE-FM Tampa, Fla., to 6-6-51.

WREV Reidsville, N. C.—Granted license for new AM station; 1220 kc 250 w.

KFTV Paris, Tex.—Granted license for new AM station; 1250 kc 500 w.

WREB Holyoke, Mass.—Granted license for new AM station and specify main studio location 930 kc 500 w.

KBOR Brownsville, Tex.—Granted license change hours of operation, make changes in DA (DA-2 and maximum expected operating value. (Change to unl.)

Lead Belt Bcstg. Co., Flat River, Mo.—Granted license for new remote pickup KA-7752.

Southwestern Bcstrs., Littlefield, Tex.—Granted license for new remote pickup KA-5830.

Hirsch Bcstg. Co., Cape Girardeau, Mis.—Granted license for new remote pickup KA-7476.

Paul A. Brandt, Mt. Pleasant, Mich.—Granted mod. license KA-7159 to change frequency to 26.11 mc.

Davenport Bcstg. Co. Inc., Davenport, Iowa—Granted CP and license for new STL, KAB-510.

K O C Y Oklahoma City, Okla.—Granted CP to install new trans.

Quincy Bcstg. Co., Quincy, Ill.—Granted request to cancel CP and delete remote pickup KA-7006.

Philco Television Bcstg. Corp., Area Philadelphia, Pa.—Granted CP to change type station from TV Pickup to TV STL KGC-92 and to change trans. location.

Philco Television Bcstg. Corp., Philadelphia, Pa., Area, Philadelphia, Pa.—Granted CCP's for new experimental TV relay KGC-93, KA-7914.

KLVC Leadville, Col.—Granted mod. CP for approval of ant. and trans. and main studio locations.

Granite State Bcstg. Co. Inc., Claremont, N. H.—Granted mod CP KA-6985 to delete frequencies 1622, 2058, 2150, 2790 kcs of new remote pickup; Granted license to cover same.

WGNR-FM New Rochelle, N. Y.—

(Continued on page 72)

SERVICE DIRECTORY

Custom-Built Equipment
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STerling 3626

COMMERCIAL RADIO MONITORING COMPANY
PRECISION FREQUENCY MEASUREMENTS
"A reliable service for over 18 years"
For immediate service phone
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McIntosh & Inglis
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Washington, D. C. REpublic 3984
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REpublic 7236

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820 13th St., N. W. EX. 8073
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Xecutive 1230 Washington 6, D. C.

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road — RIverside 7-2153
Riverside, Ill.
(A Chicago suburb)

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DESIGN AND CONSTRUCTION
1 Le Fevre Lane, New Rochelle, N. Y.
New Rochelle 6-1620

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CRITICIZES FCC

OAB Cites WGAR Proceeding

RESOLUTION criticizing FCC for censor-like procedure in its renewal proceeding against WGAR Cleveland was adopted Nov. 10 by the Ohio Assn. of Broadcasters at its annual fall clinic held at Columbus, Ohio. The association suggested such proceedings may lead to intimidation by government agencies of radio station operation.

Most broadcast stations should raise their rates in view of the extended audiences radio has reached during the last five years, the association was told by Maurice B. Mitchell, vice president of Associated Program Service [see OAB stories in BROADCASTING, Nov. 13].

Goes Commercial

RADIO CEYLON, former South East Asia Command British information outlet broadcasting as ZOJ, has been authorized by the Ceylon government to operate as a commercial station, effective last Oct. 1. This move is in line with the recent commercialization of other British dominion government owned stations which have turned to commercial radio to increase their revenue. U. S. and Canadian representative for Radio Ceylon is Pan American Broadcasting Co., New York.



JOHNNY PESKY, third baseman for the Boston Red Sox, joins the ranks of announcers and disc jockeys as he signs with WBMS Boston. Approving the deal is George Lasker, WBMS manager. Mr. Pesky will start his programs as soon as he returns from visiting his family in Oregon.

Facts from M

WEAW for TIMEBUYERS

42% FM Ownership. (They listen to FM too!) More *FM homes* in primary area than *radio homes* in any of *17 states.*

What's more, we have sponsors, yes, real honest-to-goodness, cash paying advertisers, over a hundred of them. We're not crusaders for FM, we are in it simply to reach people with an advertiser's message. We're in AM (WOKZ and FM, Alton, Ill.) too, but for a premium (and large) audience in Chicagoland, it's FM, WEAW that is!

Chicagolands Principal FM Station

WEAW - 36,000 Powerful Watts

2425 Main St., Evanston UN 4-4606

FCC Actions

(Continued from page 70)

Decisions Cont.:

Granted mod. CP to make changes in transmission line of FM station.

WTVB-FM Coldwater, Mich.—Granted mod. CP to change type trans.

WILK Wilkes-Barre, Pa.—Granted mod. CP for extension of completion date to 1-30-51 Cond.

WBT-FM Charlotte, N. C.—Same

KCJB Minot, N. D.—Granted license for new AM station; 910 kc, 1 kw, DA-N unl.

WTMV East St. Louis, Ill.—Granted license install new trans.

KLZ Denver, Col.—Granted license to use old main trans. as aux. trans. at present location of main trans. to operate on 560 kc 5 kw, employing DA and granted license CP install new trans.

KROX Crookston, Minn.—Granted license change frequency, hours of operation and install DA-N 1260 kc 500 w-N, 1 kw-D DA-N.

WERD Atlanta, Ga.—Granted license install new trans. and change main studio location.

KXOB Stockton, Calif.—Granted mod. license to change main studio location.

WLWD Dayton, Ohio—Granted mod. CP for extension of completion date to 6-4-51.

KMMJ Grand Island, Neb.—Granted CP to install new trans.

WJPG Green Bay, Wis.—Granted CP to install aux. trans. at present location of main trans. on 1440 kc 250 w employing DA-2.

KBIS Bakersfield, Calif. — Granted mod. CP to change type of trans.

WINR-FM Binghamton, N. Y.—Granted mod. CP for extension of completion date to 3-4-51.

Following granted mod. CP's extension of completion dates as shown: WEPM-FM Martinsburg, W. Va., to 2-20-51; KDFC San Francisco, to 6-1-51; KRON-FM San Francisco, to 6-3-51; KSCJ-FM Sioux City, Ia., to 12-30-50; WRCM New Orleans, La., to 5-27-51.

WCAR-FM Pontiac, Mich.—Granted mod. CP for extension of completion date to 6-1-51.

WSBT South Bend, Ind.—Granted license to use old main trans. at present site of main trans. for aux. purposes only with power of 1 kw. Granted license change daytime DA.

KAPA Raymond, Wash.—Granted license new AM station; 1340 kc 250 w unl.

WOPA Oak Park, Ill.—Granted license new AM station; 1490 kc 250 w unl.

WSVA Harrisonburg, Va.—Granted license change hours to unl., install DA for night use and new trans. and change trans. location; and mod. license to change main studio location.

KRKO Everett, Wash.—Granted license change frequency, increase in power and install of new trans. and DA-N 1380 kc 1 kw DA-N, unl.

WKRM Columbia, Tenn.—Granted license install of new trans.

WDOK Cleveland, Ohio—Granted license for new AM station; 1260 kc 5 kw unl. DA.

KGAK Gallup, N. M.—Granted mod. license change main studio location.

WNHC New Haven, Conn.—Granted CP to change trans. location and make changes in ant. and ground systems.

ACTION ON MOTIONS

By Commissioner Sterling

Radio Station KRMD, Shreveport, La.—Granted dismissal without prejudice of application.

Elizabeth Evans, Seaford, Del—Granted petition of Elizabeth Evans to dismiss with prejudice application of Rollins Bcstg. Inc. and remove from hearing docket.

Chesapeake Bcstg. Co. Inc., Bradbury Heights, Md.—Granted continuance of hearing in proceeding upon application to Jan. 29, 1951, at Washington, D. C.

WOBS Jacksonville, Fla.—Granted dismissal without prejudice of application subject to reinstatement upon filing of petition for leave to amend pursuant to provisions of Commission's Rules and Regulations.

KFTM Fort Morgan, Col.—Granted request that transcript of hearing in the matter of revocation of license of Station KFTM be corrected in various respects.

Charles H. Chamberlain, Bellefontaine, Ohio—Granted petition for leave to amend his application so as to make part of application certain-letters with respect to applicant's standing in community.

Harold Ritchie McBride, Birmingham, Ala.—Granted dismissal with prejud. of application.

FCC General Counsel—Granted extension of time to Nov. 22, to file proposed findings of fact and conclusions of law in proceeding re applications KDDD Dumas, Tex and New-Tex Bcstg., Clovis, N. M.

By Examiner Jack P. Blume

KDDD Dumas, Tex.—Granted request that transcript of testimony in proceeding upon application and that of New-Tex Bcstg., Clovis, N. M. be corrected in various respects.

By Examiner Basil P. Cooper

Winter Garden Bcstg. Co., Cryst City, Tex. and KUNO Corpus Christi Tex.—Granted petition of Winter Garden Bcstg. Co. for leave to amend application so as to change frequency requested to 1240 kc 250 w. unl. in lieu of 1400 kc, 250 w, unl. and for removal of application, as amended, from hearing docket; dismissed as moot so much of petition as requests continuance of hearing; Granted petition and supplemental petition of Community Bcstg. Co. insofar as petition requests continuance of hearing now scheduled for Nov. 16, hearing is continued to date to be announced after Commission consideration of that part of petition which requests reconsideration and grant of application without hearing.

By Examiner J. D. Bond

WFTC Kinston, N. C.—Granted leave to amend application so as to show transfer of 100 shares of stock from Suffolk Bcstg. Corp. to Leo Brody and John G. Dawson, to correct application to show this change, and to supplement application with additional detail for financing proposed construction.

By Examiner Leo Resnick

KRKO Everett, Wash.—Granted continuance of hearing in proceeding on application and that of KSRV Ontario, Ore.; hearing now scheduled for Nov. 14 is continued for period of 30 days and shall commence on Dec. 14, in Washington, D. C.

WKJG Fort Wayne, Ind.—Granted extension of time to Nov. 22, to file proposed findings of fact and conclusions in matter of petition of The Fort Industry Co. (WSPD) for designation for hearing of application of WKJG.

By Examiner Jack P. Blume

Caddo Bcstg. Co., Anadarko, Okla.—Granted continuance of hearing in proceeding upon application and that of Lawton-Ft. Sill Bcstg. Co., Lawton, Okla.; hearing continued to Jan. 2, 1951.

WWJ Detroit—Dismissed as moot petition for continuance of further hearing in proceeding upon applications of WKNX Saginaw, Mich. and that of WKMH Jackson, Mich.

November 14 Applications . . .

ACCEPTED FOR FILING

AM—1590 kc

WEBK Tampa, Fla.—CP AM station to change from 1590 kc 1 kw D to 1510 kc 1 kw-D 500 w-N DA-N.

AM—1250 kc

Central Ohio Bcstg. Co., Galion, Oh—CP AM station 560 kc, 1 kw D dire

(Continued on page 79)

WCOP Boston, Mass. USES Magnecorder

Used By More Radio Stations Than All Other Professional Tape Recorders



NEW PT63-A

Unit Construction permits portable or rack mount operation. 3 separate heads to monitor from the tape! Prevents recording errors! New 3 head unit also available to convert present PT6 Magnecorder.

WRITE Magnecord INC.

360 N. Michigan Ave. Chicago 1, Ill.

programs promotion premiums

A NUTSHELL

EBR Buffalo sending unique iling piece to clients and pros- ctive sponsors—walnuts accom- nied by explanatory letter. In- e each nutshell is message quot- g satisfied sponsor telling of good rvice given each account.

TTSBURGH STRIKE

DTV (TV) Pittsburgh using di- t mail, telephone service and de- rtment stores to get program hedule to public. Printed sched- es distributed in four largest pres in city. Local telephone an- ering service provides public with formation. Station also uses on- e-air promotion.

RISTMAS FUND

OR New York begins sixth an- al Christmas fund campaign. oject is to raise money for cloth- g, toys and layettes for children d mothers who will be in hos- als in New York area during ristmas.

'ESTOVER ON A PLATTER'

MAS-AM-FM Springfield, Mass., *estover on a Platter*, 10:30-11 m. Fri. Show m.c., T/Sgt. Eric rton, Westover Air Force Base, ays transcribed music and gives ws of the base and Air Force. special feature, he interviews me prominent Westover airman officer.

SE REPRINT

WDC Washington sending re- int of *Drug Topics*, trade journal r druggist, to trade. Headline of ce says "Pharmacy Quadruples les Through Radio Advertising" d copy gives story of local drug- st who bought time on WWDC. rt telling of radio advertising on ation is circled in black.

LIMP PROMOTION

FIL Philadelphia used blimp one tire week to promote special ograms heard on station. Air- ip, equipped with 16-foot-high ters, flew around Philadelphia ea at night. Local and network ograms, along with day and time ey are aired, were promoted.

GERMAN 'GHOST RIDER'

WCAU-TV Philadelphia *Ghost Rider* cowboy club, with membership of 30,000, has just added new western member — from western sector of Berlin, Germany. Letter was received from Berlin written in English, from 13-year-old German boy asking to be made member of *Ghost Riders* group. Where he heard about club remains mystery to station.

★ ★ ★ ★ ★ ★ ★ ★

'WANT AD'

WWJ Detroit sending attractive multi-colored booklet to trade and advertisers. Six-page promotion piece has orange cover featuring hand holding want ad that says: "Radio station seeks commercial work, either programs or announcement or both . . .". This is set against background of want ads. Inside copy continues want ad theme giving "qualifications" —facts and figures on WWJ's age, coverage, market data, future outlook and decoration awarded to station, along with photographs and illustrations.

★ ★ ★ ★ ★ ★ ★ ★

MUSIC TESTS

CKCW Moncton, N. B., *Music Appreciation Course*, Tues. 1:45 p.m. Program beginning third year on air and has been incorporated for grade eight students in Moncton schools by school board. Robert C. Bayley, supervisor of school music for city and station, presents lecture and review tests to students on program. Students are given printed outline of course by station. Mid-term and final exams are given over the radio with each teacher correcting papers following broadcasts.

1950 SAFETY SERIES

WMAR-TV Baltimore, *The Court of Common Sense*, 7 p.m. Tues. Safety program beginning 1950 winter series, using actual cases taken from court records of traffic violations. Judge Joseph Kolodny, magistrate, presides over show. Program began in 1949 and was awarded Alfred P. Sloan Highway Award "for exceptional service to safety." Show is written and directed by Fred Wehr and Jock Patterson, WMAR-TV staff.

KYW PROMOTION

KYW Philadelphia sending advertisers folder with rust and black cover entitled KYW "Adds to Its Promotion Album." Inside shows promotion that has been used with letters, releases and pictures of events station has taken active part in promoting. White lettering against black background declares: "This constant ACTION builds audience for your sales message."

BOOKLET

KARK Little Rock, Ark., distributing six-page booklet with picture of city on cover and call letters of station in white set against red background. Piece is entitled "The Big Plus in Little Rock," with word plus in large red plus sign. Inside copy gives facts about coverage, country audience, shopping radius, audience ratings and cost. Facts and figures are accompanied with graphs and maps.

PEOPLE vs. CLUB

WOAI-TV San Antonio, *Tip the Scales*, Fri. 9 p.m. quiz show. Five contestants are selected from home viewers to compete against five members in studio picked from local civic, business and professional clubs. Viewers and members are given question with first to answer winning $5 and a point for his team. Home contestants answers are relayed to studio by telephone. Team with most points at end wins $50 jackpot. Show is staged in courtroom scene with judge presiding.

NBC BROCHURE

NBC is sending illustrated brochure to trade spotlighting comedians who appear on network's TV circuit. Photographs of 19 funnymen, including Fred Allen, Milton Berle, Sid Caesar, are headlined: "These are the gentlemen . . . who get the laughs . . . that get the audiences . . . night . . . after night after night. . . ."

MAYOR'S REPORT

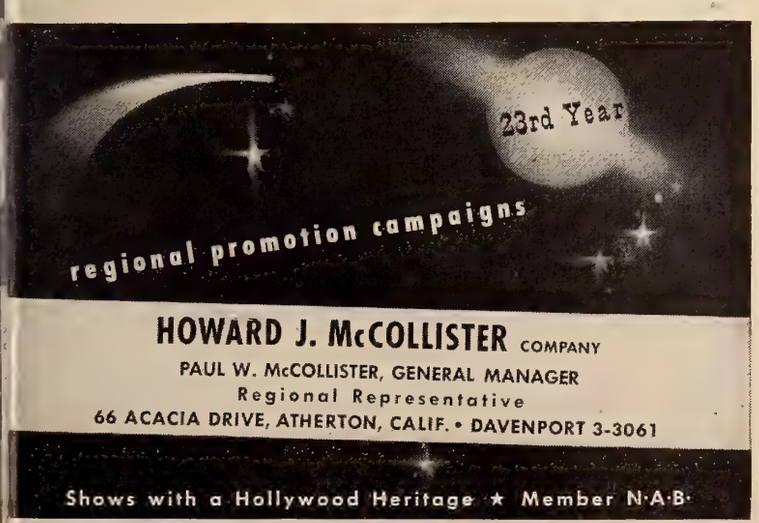
WEEU Reading, Pa., *Report to the City*, Sun., featuring Mayor John F. Davis of Reading. Mayor Davis gives report on city affairs and on projects being undertaken by the administration.

'COMMUTERS TIME'

WHLI Hempstead, L. I., begins campaign promoting its early-morning *Commuters Time*. Program gives weather conditions, time signals, road condition, schedule changes of transportation lines and other public services. Station using poster cards in Long Island railroad cars, public school bulletin boards, circulars on buses, newspaper advertisements, outdoor ads, spot announcements and 130,000 pieces of direct mail.

Anything for a Plug

THERE'S no limit to what a station will do for free publicity, a fact readily admitted by KXO El Centro, Calif. When the new Pioneers Memorial Hospital was dedicated in Brawley, Calif., KXO covered the activities with a remote broadcast and operated the public address system. During the ceremonies, it was announced that parents of the first baby born in the new hospital would receive many valuable gifts for the child and free hospitalization for the mother. The following day, Mrs. Stan Tetley, whose husband was on the scene as a KXO engineer, was admitted to the hospital and gave birth to the first child born in the new building.





CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted, 10¢ per word—*$1.00 minimum* • Help Wanted, 20¢ per word—*$2.00 minimum*
All other classifications 25¢ per word—*$4.00 minimum* • Display ads. $12.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING, 870 National Press Bldg., Washington 4, D. C.

All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Capable manager to organize productive sales force, immediately, large upstate New York major market station. Write full qualifications. Box 936G, BROADCASTING.

Station manager. Must be heavy on sales. Independent in single station market of over 50,000. Midwest. Send complete details including your billing figures and required guarantee to Box 999G, BROADCASTING.

Commercial manager for successful 250 watt network station in excellent Ohio market. Salary plus commission or straight commission with good drawing account. Send complete qualifications, references, picture. Immediate opening. Reply Box 22H, BROADCASTING.

Salesmen

Salesman for new 5000 watt fulltime station. Excellent opportunity for thoroughly experienced time salesman to build his own future in booming community. Population almost doubled in last ten years. Now crowding 50,000. Will pay salary plus commission or straight commission with good drawing account. Ready to start about 4 weeks. Write Allan Curnutt, General Manager, KOOK, Billings, Montana.

Salesman—Experienced in constructively selling radio. Must be alert and ethical. To represent leading station, NBC affiliate, in competitive market. Send full information; references, photo, income requirements. KSEI, Pocatello, Idaho.

Alton, Illinois, WOKZ AM-FM Ind., single station market 54,000 pop. city zone. Must be available for interview Alton or Chicago. Adequate guarantee. Write complete details including billings and required draw to WEAW, Evanston, Illinois.

If you are a top radio time salesman and want to move into a larger market, we have an opening for you. We are a 24 hour-a-day music, news and sports station with the second highest Hooper rating in an area of 700,000 listeners. You must have a car and we pay a livable drawing account against 15% commission. Please send complete information and a recent snapshot to Earl Harper, WNOR, Norfolk, Virginia.

WRAC, Racine, Wisconsin's second largest market, needs one good salesman. $50 draw against 20% commission. Contact Herschell Lewis.

Announcers

Deep south 5000 watt NBC affiliate in excellent market has an opening for an experienced staff announcer with opportunities for talent. Send all details, including disc, photograph, references and minimum salary requirements, with initial inquiry. Box 942G, BROADCASTING.

Announcer wanted by Pennsylvania network affiliate. Permanent position. Good pay for capable, experienced DJ. Some news. Send disc or tape and details to Box 970G, BROADCASTING.

Announcer. Must have good voice that sells, able to handle all type shows. Position permanent. Living conditions reasonable. Give all details. Box 7H, BROADCASTING.

Rare opportunity for thoroughly experienced announcer with mature voice, friendly sincere manner and exceptional radio background. $100 basic salary plus talent fees. Send disc, full details and references. Box 11H, BROADCASTING.

Combination announcer-engineer, start $52.00 for 40 hours, rapid advancement to $72.00. Union job. State draft status. 250 watt station in Missouri. Box 16H, BROADCASTING.

Immediate opening two combination announcer-engineers. Accent on announcing. One position chief engineer. Please give all details in first letter with disc. Experience not necessary, but helpful. WDEC, Americus, Georgia.

Help Wanted (Cont'd)

Wanted: Three combination announcer-engineers with first class ticket, one as chief engineer. Write, giving full information in first letter, to Jack Haddock, Manager, Station KBYR, Anchorage, Alaska. (Box 1960.)

Announcer-engineer needed at once. Emphasis on announcing. Advise draft status. Mail full particulars, telephone interview acceptable. KCOG, Centerville, Iowa.

Topflight staff announcer with stable background wanted by 50,000 watt CBS station. Applicants must send complete audition covering entire repertoire and letter giving complete radio experience. Personal data and reference to KWKH, Shreveport, La.

Announcer with first class ticket. Immediate opening. Emphasis on announcing. WBAT, Marion, Indiana.

Immediate opening for all-round announcer. Must be experienced on news and disc shows. Good opportunity for the right man at Springfield, Illinois, largest radio station. Contact WMAY, Reisch Building.

Wanted: Experienced announcer with a first class ticket. Car necessary. Excellent opportunities for the right man. Send experience, photo, references and disc immediately. WMNC, Morganton, N. C.

Staff announcer, good commercial man, permanent position, future for reliable, experienced person. Send disc, photo, details. WPIC, WPIC-FM, Sharon, Pa.

Wanted: Combination announcer-first phone engineer for Mutual network station in Demopolis, Alabama, population six thousand. Will pay fifty per week during month trial and sixty per week if trial satisfactory. Chance to advance to seventy-five. Send full particulars in first letter to W. M. Jordan, Station WXAL, Demopolis, Alabama.

Technical

Engineer with or without experience. No announcing. Position permanent. Box 6H, BROADCASTING.

Engineer desiring to learn announcing for combination work. Missouri station. Start $42.00 for 40 hours. After first month, $50.00. Thereafter quick salary advancement. Union card required. Give draft status. Box 17H, BROADCASTING.

Wanted: Chief engineer with top qualifications. Some announcing. 1 kw directional; network station, all new GE equipment. Excellent working and living conditions; send full details and salary requirements. KMOD, Modesto, California.

Engineer with announcing capabilities. Not necessarily experienced. Needed immediately by CBS affiliate, contact Jim Duncan at KSIL, Silver City, New Mexico.

Wanted: Transmitter engineer, 1 kw daytime station. Car necessary. Advise salary expected first letter. WDBL, Springfield, Tennessee.

Engineer, experienced recording, remotes, some announcing. Not afraid work. WGGA, Gainesville, Georgia.

Opening for engineer-announcer with first phone ticket. Progressive 1000 watt station, excellent working conditions, good salary, exceptional opportunity. **Contact Station WJAT, Swainsboro, Georgia.**

Combination first class engineer who can do a good announcing job. Housing tight. Single man preferred for that reason. Only car not necessary. Position open now. Salary in line with ability. Send full details first letter to Lester Gould, WJNC, Jacksonville, North Carolina.

Help Wanted (Cont'd)

Fulltime CBS affiliate has opening for technician both AM and FM. Great variety of control room operation including turntables, tape and disc recording master pre set and switch gear. Experienced man preferred. Pay $1.25 per hour during probation and minimum of $1.40 per hour after probation period. Liberal vacation, sick leave and holiday pay policy. Contact D. A. Burton, Radio Station WLBC, Muncie, Indiana.

Production-Programming, others

Wanted, any combination of following: bookkeeping, script, first phone, announcing. Experienced preferred but not necessary. KCNI, Broken Bow, Nebraska.

Television

Technical

Licensed operator with commercial broadcast experience for video control and film camera position at midwest television station. Good salary and opportunity for right man. Box 996G, BROADCASTING • *TELECASTING.*

TV engineers for midwest station, actual operating experience desired in all phases of studio operation and maintenance. Box 24H, BROADCASTING • *TELECASTING.*

Situations Wanted

Managerial

Manager over 18 years experience net and independent stations. Box 560G, BROADCASTING.

Nine years all phases will assure production with profit. Present employer knows of this advertisement. Box 933G, BROADCASTING.

Well known California radio executive with 12 years experience desires change. Past three years manager successful AM station. Available on reasonable notice for management, production or sales executive position in AM, TV or allied fields. California only. Best references. Box 956G, BROADCASTING.

Sales manager-salesman, 33, married, aggressive, steady, also write, announce, Box 992G, BROADCASTING.

Sales manager or manager. Twenty years of constructive radio background. I defy anyone to show a better record or better reference than I can give. Seeks job as sales manager of substantial station or manager of smaller station. 45 years of age, married, will go any place. Box 993G, BROADCASTING.

Manager, experienced in sales, programming, production with good administrative background. Young, married, aggressive—ready for larger market. Would like association with network affiliate netting a profit; willing to pay for capable man. Box 1H, BROADCASTING.

Need flood of new business and more money in the bank at your station? From top to bottom, I've worked in all capacities. Thorough knowledge of all station operations, also top announcer. College background plus ten years experience. Proven record of two stations pulled out of red. Good reason for change. Want job with future and will accept trial period. Available thirty days notice to present employer. Draft exempt. Box 5H, BROADCASTING.

Attention radio station owners. Is your station losing money? I can make you profits. 25 years experience in broadcasting. Box 13H, BROADCASTING.

Manager, single station, decadent market dissatisfied. Will accept any commercial job in metropolitan area that offers permanency. Not a swivel chair executive but a firing line salesman with eighteen years AM experience. Box 21H, BROADCASTING.

Situations Wanted (Cont'd)

Successful commercial manager, presently employed, desires manager... position. Southern or western mark... Guaranteed results. Box 25H, BROAD... CASTING.

Manager-sales manager, eleven yea... experience sales and sales manageme... 100 watts to 10,000. Currently sal... manager and executive assistant ... owner Mutual affiliate and one ... south's top sports stations in five st... tion major market. Thirty seven yea... of age, married, veteran, college ed... cated. Aggressive, civic-minded. Qual... fied references from radio and busine... leaders. Prefer south or southwest wi... operation that is not content to lag. ... sound, practical management, intell... gent application and plain hard wo... will help solve your problem. I'd like ... hear from you. Available upon thirty ... sixty days notice. Box 27H, BROAD... CASTING.

A good man is hard to find! We hav... one who is leaving for perfectly vali... personal reasons. He has outgrown ou... small operation. A program direct... and station manager, he is thoroughl... experienced in every phase of radio... programming, writing, public servic... announcing, special events, personn... management, sales supervision and ne... work coordination. He has helpe... tremendously to bring to life a ver... dead horse. 28, draft-exempt, sobe... a worker and a family man. We woul... release him on short notice for th... right opportunity. Gentlemen, here ... the man you have been looking fo... Address replies to: General Manage... Box 32H, BROADCASTING.

Eighth Wonder-of-the-World availab... to manage your station. Box 2... BROADCASTING.

Manager. You can hire sales manage... on percentage basis, no draw, no salar... Family, includes 3 competent salesme... programming, etc., included if neces... sary. No announcers or technician... Will take over your problems, but mak... it fair, please. Stanley Holmes, 719 Colo... rado, Louisville, Ky.

Salesmen

Salesman, program director, announce... write copy. Six years radio all depar... ments except engineering. $75 min... mum, married, permanent. Box 948C... BROADCASTING.

Salesman-announcer, 4 years dire... sales experience, go-getter with terrif... personality. Knowledge control boar... Disc, resume available. Box 20... BROADCASTING.

Announcers

Basketball, play-by-play. One of na... tion's best. $150 weekly. Box 755C... BROADCASTING.

Sportscaster. Four selling years play... by-play football, basketball, hocke... baseball. Can permanently help spor... minded station midwest or east. Bo... 860G, BROADCASTING.

Experienced announcer - copywrite... presently working in that capacit... Single, veteran, desire position in Ne... England. Will accept straight cop... writing, announcing, or both. All o... fers considered. Disc and resume avai... able. Box 928G, BROADCASTING.

Announcer, DJ. Mature, friendly styl... authoritative news. 3 years progra... director. Box 951G, BROADCASTIN...

Combination man, strong on sport... play-by-play, fully experienced, ho... first class license. Box 972G, BROAD... CASTING.

Top sportscaster-announcer. Play-b... play all sports. Excellent reference... Employed. Available immediately f... top basketball coverage. 2053 Pal... Court, Riverside, Calif.

Announcers, writers, all board traine... and capable. Pathfinder School of R... dio, Kansas City, Mo. Phone Ha... rison 0473.

Announcer, 1st phone ticket, two yea... experience with CBS affiliate and ind... pendent. Draft exempt veteran. W... travel. Full details and disc. Box 995... BROADCASTING.

Sportscaster. Exciting play-by-play f... topnotch sports area. Experienced ... basketball, football, baseball, boxi... and wrestling. University gradua... Favorable draft status. Married. Ve... eran. Authoritative newscasting an... announcing of high caliber. Box 3... BROADCASTING.

Situations Wanted (Cont'd)

nnouncer, newscaster, 15 years all hases, seeks permanent position. rmer NBC staff. Veteran, 34 years d, married, one child. All replies swered. Will go anywhere. Box 12H, ROADCASTING.

eed experience? 12 years in radio and ly 32. All phases of announcing, pro- amming. Feature sports, play-by- ay, studio and PA. Professional ting, singing, MC work. Copywriter, rector. Veteran with family. With kw eastern network affiliate. Desire ange. Any good offer considered. ox 14H, BROADCASTING.

irl disc jockey wants night disc show. efer Washington, D. C. or Baltimore. ox 15H, BROADCASTING.

nnouncer, young man, 30, familiar all hases control board operation. Will- g to travel and settle in small com- unity. Parttime selling agreeable. sc and resume available. Box 18H, ROADCASTING.

nnouncer, 26, wants experience, draft empt, college grad, FM, travel. Box H, BROADCASTING.

aff announcer. Single. Veteran. 4 ars experience. References and audi- on. Box 23H, BROADCASTING.

orts announcer, presently employed, sires change starting basketball sea- n. Sponsor references. $65. Ex- rience all major sports plus four ars staff. Box 26H, BROADCASTING.

orts announcer, can do staff but pre- r sports; would like to start at $50 r week and build up sports depart- ent in small station with daily "It's me for Sports" program and play-by- ay of football, basketball, ice hockey d baseball. Disc, photo, experience adly sent. Box 33H, BROADCAST- NG.

nnouncer. Graduate of leading radio hool needs exprience. Disc and photo on request. Cecil Muir, 319 E. Chi- go St., Elgin, Illinois.

nnouncer 3½ years. Married, 27, teran. Experienced: sports, news, DJ. efer sports. Upper midwest. Appre- ate shot at station over ¼ kw. Indie net affiliate. Bob Rathe, 434 Semi- ry, Aurora, Illinois.

nnouncer, control board. Dynamic, iendly, DJ, news, good commercial riter, fluent Italian, Spanish, vet, 23, ngle. Disc on request. Contact Bob eville, 123 63rd Street, W. New York, J.

Technical

ngineer, experience includes 5 years nsulting engineering, highly skilled in rectional antenna design and per- rmance. Previous experience includes veral years as chief engineer. Draft empt. Box 813G, BROADCASTING.

hief engineer, 17 years experience. eks change to progressive station. lary secondary to opportunity. Best ferences. Box 842G, BROADCAST- NG.

ngineer, 2½ years broadcast experi- ce, graduate leading radio school, esently employed. Box 882G, BROAD- ASTING.

ngineer. Experienced studio, phasing d directional equipment, maintenance d remotes. Box 952G, BROADCAST- NG.

hief engineer desires position with ogressive station. Long experience in l phases of broadcast engineering in- udes multi-element directionals. eady for TV. Draft proof. References? he best. Box 954G, BROADCASTING.

ngineer, phone first, complete offer st contact. Box 974G, BROADCAST- NG.

ngineer, experienced in trans, control d remotes. First phone. Leading tech- cal school. Available immediately. ox 998G, BROADCASTING.

hief engineer. Desire position station ith future and TV possibilities. welve years experience design, con- ruction with powers up to 100 kilo- atts. Available immediately. Top ferences. Box 9H, BROADCASTING.

echnician, first license, five years oadcast radio, wide experience as- ciated fields, wants transmitter job. . Single. Available quickly. Please ate requirements. Lewis Sherlock, ox 51, Plainview, Texas.

Situations Wanted (Cont'd)

Available immediately. Engineer, 1st phone. Two years college. Five years experience maintenance, installation and operation. Xmtrs to 10 kw FM, 5 kw AM, recording, master control, remotes, etc. One year TV repair. Sober, excellent references. P. O. Box 5811, Metro Station, Los Angeles 55, California.

First class phone license, will accept job anywhere. Belmont Peters, 173 Raymond, Staten Island 10, N. Y.

Production-Programming, others

Program director, salesman, announcer, write copy. Six years radio all departments except engineering. $75 minimum, married, permanent. Box 949G, BROADCASTING.

Newsman. Mature, experienced, fully qualified in all phases. Own minitape. Box 955G, BROADCASTING.

Experienced woman continuity writer desires job with station in metropolitan midwest area. College graduate. Box 990G, BROADCASTING.

Solve your budget problems with a program director who can write, announce, play organ, do bookkeeping. Experienced in all phases. Minimum salary $65. Box 991G, BROADCASTING.

Continuity writer: Fifteen years experience with local, network and advertising agencies. You name it, I can write it, sales, packed commercials, comedy, variety and hillbilly shows, dramatic scripts, documentaries. Prefer midwest, but will consider any locality. Box 994G, BROADCASTING.

Producer-director-script writer. 3 years experience in Hollywood—desires location in Chicago. (Discs-15 min.-30 min. shows available). Disc and references on request. Box 10H, BROADCASTING.

Experienced program director with 6 years announcing, special events. Now PD in million population market. Can write, supervise copy and news, create and produce saleable programs. DJ show now listed by Variety. 34, family, draft exempt. Anxious for opportunity to do good job. Box 28H, BROADCASTING.

Program director, announcer. 9 years extensive radio, 4 as PD. Presently employed in Illinois. Family man, 28. No big-time operator, just hard worker. Size of station not important. Box 29H, BROADCASTING.

Television

Salesmen

Experienced television sales and sale promotion executive seeks a change. Desires key spot in station operation. Best references and plenty on the ball. Family man and will go anywhere. If TV sales, sales promotion or merchandising are your problem contact Box 35H, BROADCASTING • *TELECASTING.*

For Sale

Equipment, etc.

For sale, reasonable one 75 KVA. 115/230, 3 phase, 4 wire auxiliary power plant fuel gasoline, Natural or Butane gas. Box 857G, BROADCASTING.

For sale 154 foot Ideco free standing radio tower. Good condition. Galvanized with lights. Best offer. Box 4H, BROADCASTING.

For sale; one G.E. dual channel console, excellent condition, contact KTRN, Wichita Falls, Texas.

Make offer FM WE 506B-2 complete, spares, 10 kw transmitter. New, never uncrated. H. Edwin Kennedy, WILM, Wilmington, Delaware.

For Sale—Truscon tower (172 feet, lighted); Western Electric transmitter; sundry 1,000 w parts; available because we've increased power. Jim Healey, WOKO, Albany, N. Y.

Wanted to Buy

Stations

Wanted—Small radio station. Give all details. Confidential. Box 8H, BROADCASTING.

Equipment, etc.

Want 250 watt and 0.5 1 kw AM broadcast transmitters. Forward complete information first letter. Box 997G, BROADCASTING.

UHF TV transmitter, audio optional. Send outline specifications, price and delivery interval. Box 34H, BROADCASTING.

Help Wanted

Salesmen

SALESMAN WANTED

Regional network has good opening for experienced salesman. Should have car, be able to produce effectively. Station management or agency background would be helpful. Give references, details. All replies confidential. Interview can be arranged. Address Box 30H, BROADCASTING.

For Sale

Stations

Radio Station, FM, 

for sale in major California market with primary coverage 2300 square miles, 1,331,000 population. Priced at less than installation cost. Box 873G BROADCASTING.



Wanted to Buy

WANTED
PROGRAM MATERIAL

Regional network in market for transcribed shows. Write full details before sending platter. Will also purchase unusual commercial program suggestions or stunts. Tell us what you have. Box 31H, BROADCASTING.

Never Again!

PLACE WAS Salt Lake City. Case was hearing for Sevier Valley Broadcasting Co., KSVC Richfield, Utah. FCC Examiner Fanny Neyman Litvin was conducting the proceedings which concerned an investigation of possible transfer of control. A spokesman for the station presented his case, virtually throwing the station on the mercy of the FCC, pleading bad advice by local counsel. Finally he turned to the examiner with this plea: "Madam Examiner. This will never happen again. We've taken steps to see it won't happen. We've subscribed to BROADCASTING. We've joined the NAB and hired Washington counsel."

DIVIDEND of about 17½ cents per share from investment income and 46½ cents a share from net capital gains has been declared by directors of Television-Electronics Fund Inc., payable to stockholders of record Nov. 16 on Nov. 30. Fund is subsidiary of Television Shares Management Corp.

KWIN LABOR CASE

NLRB Examiner Upholds Union

COMPLAINT by IBEW Local 49 that KWIN Ashland, Ore., licensed to Rogue Valley Broadcasting Co. Inc., had discriminatorily discharged an engineer-member was upheld last Tuesday in an intermediate report filed by a National Labor Relations Board trial examiner.

Protest was filed by the AFL union June 6, 1950, charging that the station had engaged in unfair labor practices and, further, had refused to reinstate Ralph S. Click because of membership in IBEW. Hearing was held last Aug. 22 with Frederic B. Parkes, trial examiner, presiding.

Edward P. Barnett, KWIN general manager, previously advised FCC he had given Mr. Click an "unsatisfactory" rating because, he claimed, the engineer failed to maintain properly operating equipment for a KWIN man-on-the-street broadcast, and during a remote broadcast of a local rodeo. Further, he contended, Mr. Click was a supervisor and his discharge did not violate the Labor-Management Act.

Mr. Parkes said in his report that Mr. Barnett's statement to FCC ascribing technical failures as the reason for Mr. Click's unsatisfactory endorsement "had no basis in fact," and charged he had discharged Mr. Click "because of his union membership and activities." He ordered full and immediate reinstatement of the engineer.

CANADIAN SHOWS

Two in First 10 Rating

FOR the first time in years, two Canadian evening network shows are listed among the first 10 network shows heard in Canada during October, according to ratings released by Elliott-Haynes Ltd., Toronto. Most popular evening shows during October in Canada were *Charlie McCarthy* rating 28, *Amos 'n' Andy* 24.9, *Our Miss Brooks* 24.4, *Radio Theatre* 23.6, *Twenty Questions* 19.3, *Mystery Theatre* 18.3, *Leslie Bell Singers* 16.7 (Canadian program), *Treasure Trail* 16.5 (Canadian program), *Boston Blackie* 16.2, and *Jack Smith Show* 16.1.

Daytime most popular programs in October were all of American origin—*Ma Perkins* 15.3, *Big Sister* 13.8, *Pepper Young's Family* 13.4, *Right to Happiness* 13.2, and *Road of Life* 12.3. Leading five French-language evening shows in October were *Un Homme et Son Peche* 30.8, *Ceux qu'on Aime* 27.2, *Radio Carabin* 25.1, *Metropole* 24.7, *La Course au Tresor* 22.9. Leading daytime French programs were *Rue Principale* 26.5, *Jeunesse Doree* 24.9, *Francine Louvaine* 20.3, *Tante Lucie* 19.7, and *Les Joyeux Troubadours* 19.6.

BELL RECORDS, Honolulu, appoints Allied Record Mfg. Co., Hollywood, as exclusive manufacturer of its 10-inch albums of Hawaiian tunes.

Respects

(Continued from page 46)

Patts line up like this:

John—President of G. A. Richards stations (WJR Detroit, WGAR Cleveland, KMPC Hollywood); in radio since 1922; age, 45.

Ralph Jr.—Detroit manager of CBS Radio Sales; in radio since 1923; age, 43.

James—Manager of WNBH New Bedford, Mass.; in radio since 1928; age, 38.

Robert—Advertising and sales promotion manger, WCBS-AM-TV New York; in radio since 1936; age, 36.

Curiously, three of the four—John, Ralph and James—entered radio through one of the industry's most famous front doors—WDAF Kansas City. Robert, however, entered broadcasting via Campbell-Ewald, Detroit.

Assisted Leo Fitzpatrick

When John, eldest of the six Patt children and the family's radio trail blazer, was graduated from a Kansas City high school in 1922 he got a job as office boy on the *Kansas City Star*. At that time the *Star* was tinkering with its new radio station, WDAF, and the paper's radio editor, Leo Fitzpatrick, was given the chore of managing the station. As Mr. Fitzpatrick's assistant, John also found himself doubling in radio columning and station operating functions.

Later the young assistant, anxious to complete his education, enrolled at Kansas U., in Lawrence, and promptly became program director of the university's station, KFKU.

After completing his college majors in advertising and journalism, young John Patt tried to convince the *Star* management that WDAF could sell its time instead of giving it away. Failing in this effort, he started selling *Star* space.

Mr. Fitzpatrick meantime had become station manager of WJR in Detroit and he brought in John as assistant manager. When G. A. Richards looked for newer fields to conquer and opened a station in Cleveland, John was sent to manage the fledgling operation, when just 25 years old.

Merging the old WCSO and WFJC into WGAR, Mr. Patt put the station on the air Dec. 15, 1930, as WGAR, basic NBC-Blue outlet.

Observing the 20th anniversary of the WGAR-Patt combination this year, the 50-kw station looked on a hundred-fold increase in power, five-fold increase in personnel, ten-fold increase in sales and two-fold increase in operating hours.

Fitting tribute to John Patt's success in bringing WGAR to its present stature was his election this autumn as president of the three-station Richards group.

Key to this outstanding career has been John Patt's active role in community and industry life. His list of titles include first president of the Ohio Assn. of Broadcasters; first radio president of the Cleveland Ad Club; president of Rotary Club; president of Cleveland Convention & Visitors Bureau; chairman of the Greater Cleveland War Chest and Community Fund, to mention a few.

John married the former Ruth Richardson while both attended Kansas U. and worked at KFKU. They have three daughters, Martha 22, Patricia 18 and Jean 11.

Second to Enter

Second of the Patts to enter radio, Ralph Jr. followed brother John by going to work at the *Star*. The paper was two deep in Patts until John left for the university, whereupon Ralph moved into his brother's radio job while attending Kansas City Junior College.

At 16 Ralph was generally conceded to be the nation's youngest radio announcer and he attracted considerable publicity. When Mr. Fitzpatrick left for WJR Ralph took over the famed *Nighthawk Frolic* and ran it a year-and-a-half, signing off at 1 a.m. and reporting at school the same morning at 8.

For a while Ralph owned 10 shares of *Star* stock but sold it in 1927 to finance his college education, also at Kansas U. There he was KFKU's chief announcer. After a brief business interval he went to WJR under the Fitzpatrick regime, joining brother John again, and moved from announcer through continuity, production, library, publicity and finally selling. His sunrise record program was one of the early disc jockey promotions.

After a decade at WJR Ralph was named general manager of WPAY Portsmouth, Ohio, a post he filled until 1943 when he became a communications officer in the Navy. He was on the DE-401 when that escort was struck by aerial torpedos in the Mediterranean.

The war over, Ralph joined Paul H. Raymer Co. in Chicago as a salesman, soon moving to WDOD Chattanooga, Tenn., to become general manager. In 1949 he moved back to Detroit as manager of the Detroit office of CBS Radio Sales, a post he still holds.

Married in 1939

In 1939 he married Bertha Champeau, of Detroit. They have two children, Barbara Jean 7 and Tommy 5.

James Patt had his electronic baptism in 1928 while in his junior year at high school, shagging ball scores for WDAF announcers. The shagging was so good that he was offered a station job, and soon was announcing, writing and doing general office work.

Two years later he moved over to KMBC Kansas City and did about everything in the plant from sorting fan mail to special events. As a result of CBS originations he met Paul White, at that time in charge of CBS news service, and was invited to join the network in 1936 as midwest director of public affairs and education. For several years he had been attending night school and he was given his LL. B. at Kansas City School of Law.

First assignment with CBS was to cover Alf Landon's home on election day, a bleak spot as the Presidential returns brought dismal tidings. He later worked with Chicago colleges in the creation of such network features as *Of Men and Books* and *Bull Session*.

Three years after joining CBS James was transferred to its Cincinnati-owned station, WKRC, and stayed when it was sold to t *Times-Star*. He served as sale man, sales promotion director ar program director. The dra beckoned in 1944 and he was a signed to the Navy unit of Arme Forces Radio Service, producin transcriptions for the fleets ar later doing writing and productio

Upon discharge he joined WNB New Bedford, Mass., Jan. 1, 194 as manager. An FM outlet w added in late 1946 and the statio is now planning new studios ar taking a long-range look at tel vision.

While at WKRC James was ma ried. They have two childre Susan 8 and John 5.

Robert's Start

Fourth of the Patts to choose broadcasting career was Rober also the third to attend Kansas U Graduated in 1935 he went to wo on the *Topeka Daily Capital*, sellin space. In the summer of 1936 H paid brother Ralph a visit Detroit. Making the agency round he landed a job in the radio depar ment of Campbell-Ewald Co., im mersed in the 400-station *Music Moments* campaign for Chevrole

When General Motors had series of sitdown strikes the music series ceased and so did Robert job. He moved over to Free Peters as the representative firm first sales promotion manager, ser ing in Chicago and then New Yor He joined WHN (now WMGM) 1939 as sales promotion manager the New York station.

Robert entered the Navy in 194 becoming communications officer f an LCI group in the Pacific ar leaving the service three years lat as a lieutenant. Returning WHN he continued his sales pr motion work until CBS signed hi to replace Jules Dundes at WCB New York when Mr. Dundes w named director of advertising ar sales for KCBS San Francisco.

Robert married Lonita France Bloss, of Chicago, in 1945. The have two daughters, Christy, bo last year, and the second a ne arrival. The family has just a quired a house in suburban Bron ville.

Other Brother and Sister

That accounts for the broadca careers of the Four Radio Patt Youngest of the six children, Fre spent a year (1939) at KCM Kansas City after leaving colleg but the radio spark wasn't the and he became an accountant, profession he still loves and follow

Margaret, only girl of the broo was secretary to the Los Angel manager of RCA Communicatio during the war and later was r ceptionist at a recording studi She abandoned radio for marria and housekeeping and is now Mr Fred Shilzony, of San Francis She is the mother of two boys.

The Four Radio Patts have spe nearly a century in radio, the chosen profession. That's a lot Patts, and a lot of radio.

WBUD Strategy

WBUD Trenton, N. J., is making the station break serve a promotional purpose. Station is transcribing conversations with Trentonians and people from nearby communities. Each person introduces himself, his place of residence and gives the break. WBUD plans to use 34 of them during a broadcast day. Fred Walker, production manager, estimates 2,280 names will be entered in a single week. Mr. Walker is counting on the word to get around—with more people keeping tuned to WBUD just in case it's "my name this time."

Southwestern Major Market
Basic Network Station
$97,500.00

Money making basic network station located in exceptionally prosperous southwestern city, pleasant year-round climate, in major market that showed one of the highest retail sales gains in the United States during the past ten years. Grossing annually in excess $125,000.00. Net before taxes over $25,000.00 per year. This valuable property is priced right to sell and is an exceptional buy. Liberal terms as seller wants to liquidate immediately to engage in development of new larger property. Priced for quick action—$97,500.00.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Harold R. Murphy	Ray V. Hamilton
Washington Bldg.	360 N. Mich. Ave.	235 Montgomery St.
Sterling 4341-2	Randolph 6-4550	Exbrook 2-5672

RAUER FETED

On 20 Years in Radio

EN GRAUER, NBC's veteran -the-scene reporter and an-uncer, was honored at a luncheon st Wednesday held at "21" in ew York commemorating his 20th niversary in radio (and no tele-sion).

The luncheon was hosted by entin Reynolds, war correspond-t and author; John Crosby, radio d television columnist for the *ew York Herald-Tribune;* Tex Crary, WNBC New York pes-nality, and Tom Revere, radio rector of the Biow Co.

H. V. Kaltenborn, NBC com-entator, Judge Ferdinand Pecora, rmer Secretary of War Robert tterson, Mr. Reynolds and Mr. cCrary extolled Mr. Grauer in ort speeches. Jimmy Durante tertained.

Among those attending the ncheon were: Hubbell Robinson, BS vice president; Edmund hester, CBS news director; U. S. nator William Benton of Con-ecticut; John Gunther, author; lliott Roosevelt; Maj. William verad, British Information Serv-es; Norman Luker, North Ameri-n director, BBC; Elaine Carring-n, daytime serial writer; Richard Derochmont, producer; Fannie urst, author; Henry Morgan, medianer; Charles Sherman, ad-rtising manager, Doubleday & .; Jack Cooper, INS; Trudi Feliu, *fe;* Betty Forsling, *Newsweek;* well as Joseph Allen, vice presi-nt in charge of public relations, ristol Myers; and Myron Kirk, ce president, Kudner agency.

AVIES NAMED

Heads Phila. Board

T. COL. EDWARD A. DAVIES, rmer vice president and com-ercial manager of Pennsylvania roadcasting Co., operator of WIP hiladelphia, was elected president the Television Assn. of Phila-lphia at a special meeting of the ard of governors early this onth. He fills the unexpired term James Tabor, formerly tele-sion director, Foley Advertising gency, Philadelphia, who is con-nuing in the advertising business Portland, Me. Col Davies heads s own firm, Edward A. Davies ssoc., television productions.

Also elected to vacancies on the ard were Ruth Weir Miller, CAU-TV Philadelphia; Frank oberts, TV director, Feigenbaum gency, and Walter Ericson, TV irector, Gray & Rogers, both hiladelphia.

Why buy 2 or more... do 1 big sales job on "RADIO BALTIMORE"
Contact EDWARD PETRY CO.
WBAL



EMPLOYES at KOIN Portland, Ore., are a happy lot, as evidenced by this smiling group and by personnel records which show that more than half of the staff members have been with the station 10 years or longer. New members of KOIN's "10-20 Club" who were welcomed to the organization with a banquet late last month are (l to r): Bob Henderson (10), announcer; Bill Mears (10), production chief; Johnnie Walker (20), music clearance director; Jack Lombard (20), technician; Luke Roberts (10), educational director, and Chris Christensen (10), technician. Special half-hour broadcast honoring the new "10-20 Club" members was aired on KOIN prior to the banquet.

AD CHALLENGE

Michigan AAAA Covers at Meeting

THIRD ANNUAL meeting of the Michigan Council of American Assn. of Advertising Agencies in Detroit last Thursday featured a panel discussion on television advertising. The sessions were held at the Hotel Statler and had as an over-all theme "Advertising's Challenge Today."



Mr. Hatch

The television panel was opened by Clarance Hatch Jr., executive vice president of D. P. Brother & Co., Detroit agency, speaking on "The New Traveling Salesman." His talk was illustrated by sound films of current television programs.

Blount Slade, vice president and director of creative services, Brooke, Smith, French & Dorrance Inc., was moderator. In addition to Mr. Hatch, panel members included H. Kenneth Jones, director of research, BFS&D; Henry M. Jackson, account representative of J. Walter Thompson Co., Detroit, and Don C. Miller, vice president of Kenyon & Eckhardt Inc.

A banquet followed the panel discussion in the Statler's ballroom. Speakers at this session included Frederic R. Gamble, president of AAAA, on "Your Future in Advertising," and Fairfax Cone, chairman of the AAAA board and Foote, Cone & Belding board chairman, on "Copy Is Still Our Number One Job."

CANADA PRODUCTION

Now Supply U. S. Set Makers

CANADIAN radio and television tube manufacturers and resistance manufacturers are now supplying American TV set manufacturers with tubes and resistors to meet the increasing demand. A survey made by TELECASTING in Toronto of radio manufacturers shows that where Canadian manufacturers formerly imported tubes and parts, today practically all components for receivers are made in Canada, and an increasing production of tubes is being done in the Toronto area.

While demands of Canadian set manufacturers are being filled first, an increasing demand by American companies is reaching Canadian subsidiary manufacturing plants as well as independent tube and resistor plants in Canada. The various firms would give no figures, but intimated that the export of tubes and parts is increasing steadily.

PICTURE VALUE

'Emotional Medium'—Betzer

BECAUSE pictures are "an emotional medium," when dealing with pictures on the TV screen, "we should make use of emotions which they can arouse," Joseph G. Betzer, director of film planning for Sarra Inc., told members of the 1950 Creative Advertising Workshop in Chicago Nov. 6.

"It's still true we sell by appealing to basic emotions, and pictures must stem from them," he said. Mr. Betzer listed a three-point formula for TV commercials which sell. "They must have an opening to catch initial interest, by means of stop motion, animation or human interest appeal; the center portion of live action photograph, to sock home the realism of the product and a secondary appeal created by a jingle, song or other device that the audience can remember."

However, "words are secondary and pictures all-important in creating selling messages," he said. "Interest is the chief job of the creative people who work in each selling message."

Mr. Betzer termed TV "the greatest unifying force in the home since the pot-belly stove." He spoke to clinic members for the second time under sponsorship of the Chicago Federated Advertising Club and the Women's Advertising Club.

FJP FUND DRIVE

Radio-TV Committee Named

A DRIVE for $20 million by the Federation of Jewish Philantrophies on behalf of its 116 affiliated hospitals, health and social welfare agencies was announced last week by Leo Brecher, of Leo Brecher Theatrical Enterprises, chairman for 1950.

The broadcasting and television committee will be headed by Himan Brown, independent producer, and Lyman G. Bloomingdale, secretary of Campaign cabinet, as co-chairmen, and includes I. S. Becker, CBS; Jerry A. Danzig, CBS-TV; Ben Grauer, NBC; Henry Greenfield, WEVD New York; Bernice Judis, WNEW New York; Elliott M. Sanger, WQXR New York, and Eleanor N. Sanger, WQXR.



FTC UPHELD

In Bristol-Myers Case

FEDERAL Trade Commission's order demanding that Bristol-Myers Co., New York, cease allegedly false advertising claims involving its Ipana toothpaste has been affirmed by the Fourth Circuit Court of Appeals at Richmond, Va.

Bristol-Myers attorneys took exception to two findings in the FTC order involving a ban on its "massage" claim and a survey used to support the claim that dentists prefer Ipana 2-1 for personal use, such as set forth in radio and newspaper advertisements.

Questions Witnesses' Testimony

The company charged that witnesses appearing for the government offered opinions without support of scientifically - controlled tests. Three judges who heard the appeal ruled, however, that the government witnesses were well qualified.

The company also charged that FTC did not offer evidence to disprove the sample survey, and that it was under no obligation to prove the validity of the sample. In turn, the court held that, while the sampling techniques may have been accurate, there was no evidence to support the survey.

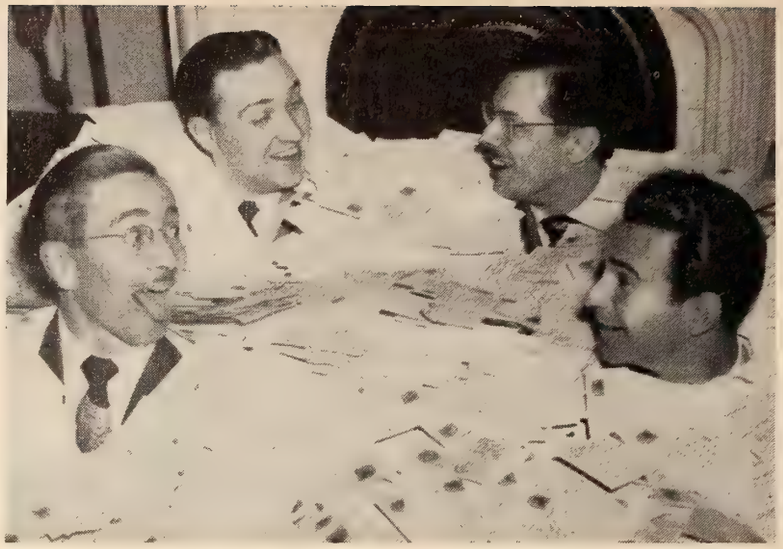
LISTENERS PAY

Subscribe for WABF (FM) Show

IN A MOVE to eliminate commercial advertising from one of its most popular programs, WABF (FM) New York has requested its listeners to sponsor the *New Friends of Music* concert series, themselves, by subscribing as much money as they wish.

Total of $4,814.10, or 90% of the commercial revenue which would have been received by the station if the time had been sold to a sponsor, had been received as of last week. June Dairy, New York, sponsored the program last year.

PHILADELPHIA will install television sets in two hospitals and the house of correction. Money was appropriated earlier this year by the city council.



THEY'RE buried alive—but they love it! For two weeks disc jockeys at WEBR Buffalo, N. Y., asked listeners to send in their social security numbers, with the closest one to a "secret number" winning $100. Response of 16,000 pieces of mail is proof positive, WEBR says, that people listen and respond to radio. Submerged are (l to r) Disc jockeys Tap Taplin, Bob Wells, Jack Eno and Ed Little.

BUSINESS CENSUS

Final '48 State Series Set

FINAL state bulletins in the 1948 Census of Business are now being printed, the Bureau of the Census, Dept. of Commerce has announced. The final bulletin in the series is scheduled for publication by the end of 1950.

Information covers up to 89 kinds of retail trade, 70 kinds of wholesale trade and 116 kinds of service and repair trades. Separate bulleting will be issued for each of the 48 states, the District of Columbia and the U. S. as a whole. An order form, "Announcement of 1948 Census of Business—Area Bulletins," may be obtained from the Superintendent of Documents, Government Printing Office, Washington 25, D. C.

KRON-TV San Francisco has increased programming from 2:15 p.m. till midnight Monday through Friday with usual programming on weekends.

GRAY RESIGNS

As Truman Special Assistant

RESIGNATION of Gordon Gray, president of WSJS Winston-Salem, N. C., as special assistant to the Chief Executive was formally accepted last Tuesday by President Truman. Mr. Gray had been serving in that capacity since he resigned as Secretary of the Army to accept the presidency of the U. of North Carolina [BROADCASTING, April 17, Feb. 13].

In accepting Mr. Gray's resignation, the President paid high tribute to the radio executive for giving "a generous portion of the best years of your life" to government service. He especially praised Mr. Gray's report on foreign economic policies, issued within the past fortnight, to which the former Secretary of the Army had devoted himself in his capacity as special assistant. The Chief Executive described it as a "solid contribution" toward a peaceful world.

Mr. Gray went to the Defense Dept. as assistant Army Secretary in September 1947 and became acting secretary and later Undersecretary of the Army in May 1949. Shortly afterward he was sworn in as Secretary of the Army.

New Alaska Sponsors

TWO NATIONAL advertisers have contracted time on the Alaska Broadcasting System, operator of six stations in Alaska. They are Lincoln-Mercury Division of Ford Motor Co., through Kenyon & Eckhardt, New York, with an extensive spot announcement campaign, and Brewing Corp. of America (Carlings Red Cap Ale), through Benton & Bowles, New York, for a heavy spot schedule. Contracts were placed through Alaska Radio Sales, New York representative of Alaska Broadcasting System.

HIT LIQUOR ADS

Church Women Plan Actio

UNITED Council of Chur Women unanimously adopted resolution at the biennial assemb Wednesday in Cincinnati urging i local units to "inform radio st tions, networks, sponsors and th FCC of our disapproval of liqu advertising over the air."

"Since liquor advertising has i vaded the American home throug television," the resolution sa "and since it is even impossible f listen to radio broadcasts of clea sports without being bombarde with frequent lurid advertisemen of liquor, we call on all organiz tions to join us in protestin against liquor advertising."

Mrs. D. Leigh Colvin, nation president of the Women's Christia Temperance Union, who attende the assembly as a "fraternal del gate," told BROADCASTING Thur day in Chicago that the resolutio employed the word "liquor" in general sense, to include beer. S expressed the belief there is litt advertising of hard liquor over t air in the U. S. proper, but that trend in that direction has bee noted in Alaska. The WCTU r cently wrote to each of the U. Senators and Representatives pr testing this trend, she said.

WHEEL OF STARS

WFBL Sets New Promotio

WFBL Syracuse, N. Y., unveile a new merchandising promotion i volving a "Wheel of Stars" at cocktail party in New York la week.

Robert Soule, station vice pres dent, who developed and perfecte the idea, explained the mechanic of the plan, a two-day promotio

An adaptation of the "wheel o fortune," the promotion is de signed for use at fairs and othe public occasions of at least 10 people. Pictures of 30 stars hear over WFBL are substituted fo numbers. Paddles bearing identica pictures are then sold from th booth holding the wheel. Th player whose paddle bears th picture corresponding to the one a which the wheel stops wins. Prize are merchandise of advertiser over the station.

BURR TILLSTROM'S *Kukla, Fran Ollie,* TV show on NBC-TV fro Chicago, being translated into com form by *Chicago Sun-Times.* Ful page color cartoons will appear unt Christmas Eve, tieing in with pape promotion and sponsorship of Kukl Fran & Ollie float, that will appear i the Christmas parade.



THE OLD SEA-HORSE SAYS:

Have *YOU* checked the WVMI—Area?

Only WVMI can offer "So Much For So Little"—May we tell you more?

WVMI BILOXI MISSISSIPPI

Serving the Entire Mississippi Gulf Coast

1000 WATTS • 570 KILOCYCLES



ocket Actions . . .

FINAL DECISIONS

KRMG Tulsa, Okla.—Announced decision to grant application of KRMG change from 740 kc 50 kw day, 10 w night to 740 kc 50 kw day, 25 kw ght and make changes in nighttime diation pattern. Decision Nov. 15.

Aberdeen, Miss.—Announced decision anting application of Prairie Bcstg. o., for new station on 1240 kc, 250 fulltime. Estimated construction cost 8,500. Principals include Ben F. Hilin, administrative assistant to president Mississippi State College; Grady nes, 25% interest WSSO Starkville, ublisher Starkville News and mayor Starkville; T. A. Richardson, owner ichardson Chevrolet Co.; Joe Phillips, % interest WSSO, all are equal artners. Decision Nov. 15.

WJOC Jamestown, N. Y.—Announced ecision to grant WJOC change from 70 kc, 1 kw day to 1340 kc, 250 w fullme. Eng. cond. Decision Nov. 15.

INITIAL DECISION

WKRG Mobile, Ala.; KURV Edinburg, ex.—Initial decision by Examiner ames D. Cunningham to grant increase in nighttime power of WKRG from 250 w to 500 w, directional, on 710 kc and to deny application of KURV Edinburg to operate 1 kw fulltime on 710 kc. KURV presently operates with 250 w day on 710 kc. Decision Nov. 14.

OPINIONS AND ORDERS

WJVA South Bend, Ind.—By memorandum opinion and order denied petition of WJVA for reconsideration and grant of application for license renewal designated for hearing May 23. Order Nov. 14.

Sky Way Bcstg. Co., Columbus, Ohio; Athens Bcstg. Co., Athens, Ohio—Memorandum opinion and order to grant petition of Sky Way Bcstg. Corp., to amend application to show contemplated network affiliation, rather than non-network; to show changes in programming occurring as result of network affiliation, and bring up-to-date data referring to personnel of WVKO FM station of which Sky Way is licensee and staff is proposed to operate contemplated AM operation; denied petition of Athens Bcstg. Co. Order Nov. 10.

WINS New York—By order denied petition of WINS for reconsideration and grant without hearing of application to change facilities from 1180 kc 1 kw day to 1010 kc 50 kw unlimited, directional day and night; hearing to be held in Washington. On its own motion Commission amended order of Jan. 5 designating application for hearing to change issues 3, 4, and 5; made WMGM, WOV and WBNX all New York parties to proceeding. Order No. 14.

FCC Actions

(Continued from page 72)

pplications Cont.:

onal AMENDED to request 1250 kc kw unl. DA-2.

Modification of CP

WMON Montgomery, W. Va.—Mod. P to increase power etc. for extension completion date.

Mod. CP new FM station for extenon of completion date: WTOC-FM avannah, Ga.; WNJR-FM Newark, . J.; WEST-FM Easton, Pa.

lovember 15 Decisions . . .

BY COMMISSION EN BANC

Order Adopted

WRIA Caguas, P. R.—Adopted order evoking license of station WRIA aguas, 1450 kc, 250 w unl. time, for ilure to comply with Commission's les and regulations, effective 15 days ter service of order upon licensee. owever if licensee makes written plication for hearing within said 15 ys, order of revocation shall stand spended until conclusion of said earing.

lovember 15 Applications . . .

ACCEPTED FOR FILING

AM—1300 kc

KMMO Marshall, Mo.—CP AM staon to change from 500 w D to 1300 1 kw D.

Modification of CP

WEIM Fitchburg, Mass.—Mod. CP M station to increase power etc. for xtension of completion date.

License for CP

KTYL-FM Mesa, Ariz.—License for P new FM station.

KUHF Houston, Tex.—License for P new noncommercial FM station.

Modification of CP

KRON-TV San Francisco—Mod. CP ew commercial TV station for extenon of completion date to 6-15-51.

SOUTH CAROLINA'S SUPERMARKET*

HAS 40% of S. C.'s GENERAL MERCHANDISE SALES

MAKE IT YOURS WITH WFBC

GREENVILLE, S.C.-5000 WATTS

The News-Piedmont Station

NBC For Greenville-Anderson-Spartanburg Markets

Represented by Avery-Knodel

FCC roundup

New Grants, Transfers, Changes, Applications



Box Score

SUMMARY TO NOVEMBER 16

Summary of Authorizations, Stations On the Air, Applications

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,224	2,185	167		273	142
FM Stations	671	510	202	1*	7	6
TV Stations	107	52	57		363	171

* On the air.

* * *

Non-Docket Actions . . .

AM GRANTS

Memphis, Tex.—Blake Bcstg. Co., granted new station 1370 kc, 1 kw day. Estimated construction cost $20,600. Principals include: John Blake, 50% owner KPAN Hereford, Tex. and 75% owner KSNY Snyder, Tex.; Robert Blake, 75% owner West Texas Printing Co., Brownwood Tex. Granted Nov. 14.

Scottsboro, Ala.—Scottsboro Bcstg. Co., granted new station on 1330 kc, 1 kw day. Estimated construction cost $23,436.28. Mrs. Rose M. Kirby sole owner is secretary for Jackson Co. Soil Conservation Assn. Granted Nov. 14.

Bowling Green, Ky.—J. Granville Clark granted new station on 1340 kc, 250 w fulltime. Estimated construction cost $17,000. Mr. Clark is engaged in general law practice in Russellville, Ark. Grant is subject to condition that permittee will not start program tests until WLBJ commences program tests on 1410 kc, and will not be licensed until that station is licensed on 1410 kc. Granted Nov. 14.

KGPH Flagstaff, Ariz. — Granted switch in facilities from 1450 kc to 1230 kc, 250 w fulltime. Granted Nov. 14.

WONW Defiance, Ohio — Granted switch in facilities from 1280 kc 500 w day to 1280 kc 500 w fulltime, directional night. Granted Nov. 14.

KNEB Scottsbluff, Neb. — Granted switch in facilities from 970 kc 1 kw day to 960 kc, 1 kw day, 500 w night DA-2. Granted Nov. 14.

WRJW Picayune, Miss. — Granted switch in facilities from 1320 kc 1 kw day to 1320 kc 5 kw day. Granted Nov. 14.

NONCOMMERCIAL EDUCATIONAL FM GRANT

Lawrence, Kan.—U. of Kansas granted new noncommercial educational FM station Chan. 218 (91.5 mc) ERP 35 w. Granted Nov. 14.

TRANSFER GRANTS

KSEL Lubbock, Tex.—Granted acquisition of control in Lubbock Bcstg. Co., licensee, by B. C. and Betty K. S. Garnett for consideration of $20,000. Sellers Hoyt Houck, Robert D. Houck and Walter G. Russell each retain 24% interest. Clyde H. Smith retains 10% interest. KSEL is assigned 1 kw day, 500 w night on 950 kc. Granted Nov. 14.

KBYE Oklahoma City, Okla.—Granted transfer of control in State Bcstg. Co., licensee, from James M. Collins to Kenyon Brown and Frank J. Lynch for consideration of $30,000. Mr. Brown is 33% owner and Mr. Lynch is 25.66% owner. KBYE is assigned 1 kw day on 890 kc. Granted Nov. 14.

WICY Malone, N. Y.—Granted transfer of control in North County Bcstg. Co. Inc., from Ralph M. and Beulah E. Cardinal to Mitchell C. Tackley for consideration of $20,000. Mr. Tackley formerly held 49.5% interest in station. The Cardinals held 50%. WICY is assigned 250 w fulltime on 1490 kc. Granted Nov. 14.

KOCY-AM-FM Oklahoma City, Okla. —Granted acquisition of control in Plaza Court Bcstg. Co., licensee, by M. H. Bonebrake through purchase of 75% stock from John D. Thomas and four others for consideration of $150,000. Mr. Bonebrake has been general manager of station since 1938. KOCY is assigned 250 w fulltime on 1340 kc.

WIMS-AM-FM Michigan City, Ind.— Granted transfer of 100% stock in Northern Indiana Bcstrs. Inc., licensee from O. E. Henderson et al to William Udell and his parents Florence and Alonzo for a consideration of $98,000 plus or minus the difference over or under $30,000 in cash assets on closing date. Mr. William Udell is a freelance writer and producer. WIMS is assigned 1 kw day on 1420 kc. Granted Nov. 14.

WLOW Norfolk, Va.—Transfer grant reported in Nov. 6 issue incorrectly gave facilities of 1 kw daytime on 1410 kc. WLOW is operating now on 1400 kc with 250 w fulltime.

Deletions . . .

ONE FM authorization reported deleted by FCC last week. Total withdrawals to date since Jan. 1: AM 33; FM 101; TV 3.

KVWC-FM Vernon, Tex.—Northwestern Bcstg. Co. License Nov. 14. Economic.

New Applications . . .

AM APPLICATIONS

Englewood, Col.—Grady Maples and R. B. McAlister d/b as The McMa Agency, 1220 kc, 1 kw day. Estimated construction cost $16,400. Applicant is licensee KTNM Tucumcari, N. M. Mr. McAlister also is 33⅓% owner KICA Clovis, N. M. Filed Nov. 8.

Jackson, Ohio—Jackson Bcstg. Co., 1580 kc 1 kw day. Estimated construction cost $15,190. Principals include: Robert E. Jenkins, 50% owner Jenkins Concrete Products Co. Inc., 66⅔%; and John Franklin Stiffler, 55% owner Stiffler Stores, 55% interest and president Green Valley Dairy Co. and 25% interest Buckeye Mill and Lumber Co., 33⅓%. Filed Nov. 6.

Camden, Ark.—Mid-South Bcstg. Co., 1370 kc, 1 kw day. Applicant Leo Howard is manager KDMS El Dorado, Ark. Construction cost $16,000. Filed Nov. 9.

Norfolk, Va.—Rollins Bcstg. Inc., 1050 kc 500 w day. Contingent on WVEC vacating 1050 kc. Resubmitted Nov. 10.

TRANSFER REQUEST

WBYS-AM-FM Canton, Ill.—Acquisition of control of Fulton County Bcstg. Co., licensee, by Harold R. Winsor through purchase of nine sh. of stock from Cyril L. Fetterer, reducing Mr. Fetterer's holdings from 2½% to less than 1% and increasing Mr. Winsor's holdings to 99% plus. WBYS is assigned 1560 kc, 250 w day. Filed Nov. 9.

whose BROADCASTING is this?

Of course, BROADCASTING belongs to everybody connected directly or indirectly with the business of broadcasting and telecasting. It's the marketplace where sponsors, their agencies, stations, networks and services all meet to do business.

This copy came to you as a subscriber who wants the latest, most complete news of all radio —AM FM TV

. . . or did it?

Are you at the leisure of a routeslip . . . reading an out-dated issue . . . or taking chances on a newsstand copy?

Whatever the reason, there's too much doing in radio-tv today that directly affects your job, your future. You need the news while it's still news—while you can turn it into profitable decisions. Here's a $7.00 investment that pays real dividends every week of the year. Use this coupon to make it . . .

. . . your BROADCASTING

BROADCASTING • Telecasting
870 NATIONAL PRESS BLDG.
WASHINGTON 4, D. C.

Yes, I want *my own* copy of BROADCASTING every week. Please start with next issue.

☐ $7 enclosed ☐ please bill

NAME

COMPANY

STREET

CITY ZONE STATE

Telestatus

(Continued from page 60)

was Food & Food Products with 707 (see table). In second place was Household Furnishings, Equipment and Supplies which had 643 accounts active in the network, spot and local fields. Automotive, Automotive Equipment & Accessories was the third classification with 328 active accounts.

On the networks advertisers of Food & Food Products had 22 different accounts for top honors. In second place was Confectionary & Soft Drinks with 15 while the Household classification was third with 13 accounts.

The most active product classification in the spot field was Food & Food Products which had 236 advertisers. Beer & Wine accounts remained active with 135 advertisers during the month.

Locally the advertisers of Household Equipment, Furnishings & Supplies headed the list of accounts with 551. In second place was the Food classification with 449 accounts.

* * *

KTLA Los Angeles Sets New Rates

RATE CARD No. 5 went into effect Nov. 15 at KTLA (TV) Los Angeles, reflecting a 25% increase for all time segments over one-half minute. An hour of Class A time, including live studio facilities, increased from $750 to $1,000. For an hour of Class A time including film facilities, the rate advanced from $600 to $750. For Class A spot announcements the rate is now $175 for one minute, $165 for 20 seconds and $82.50 for 10 seconds.

* * *

Benny's TV Debut Makes Hit in L. A.

A RECORD Los Angeles television audience viewed the first *Jack Benny Show* telecast in that city Nov. 11, according to a special Coffin, Cooper & Clay Inc. Tele-Que telephone survey. Program received a rating of 45.6, reportedly representing the largest Saturday night audience Los Angeles television has enjoyed. Total of 1,550 people in the area were called in a 45 minute period. Results were made available within an hour and 45 minutes.

* * *

Multi-Market Telepulse Released for October

MULTI-MARKET Telepulse for October shows *Texaco Star Theatre* as the leading once-a-week television program. *Howdy Doody* took top honors among multi-weekly shows, according to the report released by The Pulse Inc. The Multi-Market Telepulse covering network programs in the period Oct. 1, 2, 3, 11, 12, 13, 14 is as follows:

	Program Average Rating	
	Oct.	Sept.
Texaco Star Theatre	47.2	
Philco Playhouse	36.5	33.3
Toast of the Town	31.1	28.3
Your Show of Shows	28.6	33.1
Talent Scouts	28.2	26.1
Studio One	26.6	23.4
Godfrey His Friends	26.5	
Fireside Theatre	26.2	
The Goldbergs	25.3	
Comedy Hour	23.3	31.8
Howdy Doody	15.0	14.0
Camel News Caravan	12.7	12.4
Kukla, Fran & Ollie	11.3	9.6
Perry Como	10.6	
Captain Video	10.1	9.9
CBS-TV News	9.8	8.8
Broadway Open House	9.5	
Mohawk Showroom	9.4	9.0
*Faye Emerson	9.2	
Stork Club	9.1	

*8.7—Tue., Thu., Sat.

Public Service Role

(Continued from page 57)

liabilities. The opportunity to improve telecasting with greater funds available for experimentation and invention will present itself to the industry and will result in a wider educational and public service program, he said. Mr. Streibert asserted that "television will be more profitable than radio ever was" since the high costs will be offset by a higher return.

Turning to radio, he insisted that competition from television will result in better programming and production in the broadcasting field, and said that the effects of TV throughout the nation in five years can be seen in New York at the present time. On WOR's *Barbara Welles* program, listeners were invited to send in their "gripes" and constructive ideas on the improvement of radio, he said, and their answers have proved invaluable to the station as a test of public opinion. Better sound volume coordination between music bridges and dramatic passages; greater variety in program scheduling by the networks; employment of women announcers for women's products; elimination of the "folksy," bad grammar approach of many programs; increase in classical music and educational programs were included in the letters of advice received by the station.

Radio, Mr. Streibert said, "will have to sell its medium more aggressively" and take cognizance of the listeners demands.

It will have to go out and "work for billing, develop its own new talent" and re-sell itself to the public. The problem lies before the advertisers as well, Mr. Streibert concluded.

Network Time

(Continued from page 57)

provide that (except for one five-hour segment per week) stations in one-station markets may not carry the programs of any one network for more than two hours in the 1-6 p.m. and two hours in the 6-11 p.m. time segments. In two-station markets the limit would be three hours in each segment; in three-station markets, four hours in each time period.

NBC claimed it "has an unquestioned position of leadership—but not of dominance—in network television," and opposed "*any* such rule" because: "(1) it would violate the responsibility which Congress has placed upon the stations to select their programs; (2) it would illegally restrict competition among networks."

NBC's Position

NBC said its "position of leadership is the natural result of the excellent service which it offers and the wide public acceptance of its programs. This position has been attained by far-sighted planning and diligent effort in establishing a television broadcasting service. It has been accomplished under the American tradition of free and unfettered competition."

NBC asserted that no concept is more fixed in radio regulation "than the fundamental principle that the station operator — the licensee — must at all times retain the right to select the programs to be broadcast by the station," and that he does not operate in the public interest "if he abandons this responsibility."

FCC's proposed protection of viewer choice of network programs is incorrect, NBC said, noting that "the individual viewer in a single-station market has no choice of programs. He looks at what the station in his city happens to be broadcasting at the moment. . . . It is absurd, therefore, to say that the suggested limitation will enlarge or protect the viewer's choice."

Wide acceptance of popular programs of other networks was noted by NBC to show that the ability to obtain station clearances depends upon program attraction. NBC cited ABC's *Stop the Music*, CBS's *Arthur Godfrey and His Friends* and DuMont's Chevrolet-sponsored telecasts of Notre Dame football games.

"The simple fact is that no network can attain or maintain a leading position in station clearances in limited markets unless it delivers a superior program service," NBC concluded.

"The implication [of FCC's proposal] appears to be that all networks should develop equally under governmental control and that 'competition' is not in the public interest. If such is the case, Congress—not the Commission—must so decree."

"Furthermore, the Commission has no authority to set aside the antitrust laws and by 'rule' to decree that competition is not in the public interest. Any such action must come from Congress."

NBC pointed out that "any voluntary agreement among the networks and stations which would accomplish the Commission's objective and relieve against the existing competition would violate the antitrust laws." The network also said:

Not long ago, while other networks were urging affiliates to withhold building of television stations, or taking a passive attitude, NBC was encouraging the radio industry to bring television to the public. While other networks were barely starting, NBC was supplying a full schedule or programs so that stations could establish a service for which advertising support could be obtained. Throughout all this period, NBC was urging the building and extension of intercity television connections and placing orders for circuits which no other network then wanted. . . .

Despite the limited number of television stations, and the head start which NBC achieved through its early promotion of television, each of the other networks has developed a commercial business and has greatly improved its time sales.

Comparing the first nine months of 1949 and 1950, NBC said, the percentage of increase in television network time sales of CBS and ABC exceeded that of NBC. ABC increased 290%, CBS 283% and

(Continued on page 84)

In 5 clinical surveys, KFMJ outsells Tulsa newspaper advertising 3 to 1 in dollar volume, actual sales. Ask us for details. KFMJ, the Fred Jones Station, Tulsa, Okla. One of America's top independents. Lawson Taylor, Mgr. Represented by Jack Koste, Independent Metropolitan Sales.

PROFITABLE

5000 WATTS BASIC NETWORK STATION

Northeastern Major Market Operating Profitably

$165,000

One-Third Cash

Box 36H, BROADCASTING

No Brokers

UHF Allocations

(Continued from page 57)

switch to 41.75 mc. Some other anufacturers already have itched, he said.

Albert F. Murray, consulting engineer retained by Philco to make rtain UHF reception tests in idgeport and Washington, was estioned briefly, principally on s factors of power and antenna ight for NBC's Bridgeport staon which differed slightly from ose given by NBC in its report. e explained he got his data from NBC article in the Institute of dio Engineers *Proceedings* but d not feel the differences were fficient to effect any change in e measurements.

Dr. Goldsmith, DuMont's director research, was questioned on the atter of receiver design as reed to allocation policy. He stated C should consider "practical" sign in sets so as to make the st allocation. He noted considable set improvements have been ade by many manufacturers to quire better adjacent channel setivity. Set sale competition in nge areas will force further imovements, he indicated.

Adaption Plan

The DuMont official presented a y-by-city analysis of the numr of existing sets requiring adapn for conversion to UHF under th the DuMont and FCC allocan plans. The estimate showed of Jan. 1, 1951, 1,147,000 sets uld require adaption under Duont's plan while 3,706,000 sets uld require adaption under FCC's n. Data had been requested by mr. Jones.

Criticism of NBC's Bridgeport ort was contained in a DuMont er-office memorandum titled "Atpt at Correlation of the Conflict- Testimony Regarding UHF Telsion." It was prepared under Dr. ldsmith's supervision by Robert Wakeman, head of the firm's opagation department and an Ad c Committee member who vigorsly defended Ad Hoc Volumes I d II on fundamental engineering ncepts when they were attacked ELECASTING, Sept. 23, Oct. 23].

Two other Wakeman memorans also were offered, one dealing h the adjacent channel problem d the other on choice of a standd IF. Dr. Goldsmith stated all ee documents represented his ws and those of DuMont.

The report on conflicting UHF timony noted NBC's report "at t glance makes it appear that JHF television service is pracally impossible" while reports on IF test stations in central Pennvania indicate UHF "can provide excellent television service comable to that of VHF."

Some of the Commissioners may thoroughly confused," the Dunt memo stated, and commented appears they "have been led to ieve that UHF is something enly new and basically different m VHF, the propagation characteristics of which, until recently were entirely unknown, and in fact, could not even be estimated."



ENJOYING a recent Bermuda vacation are Rodney Erickson (l) of Young & Rubicam, New York, and Mr. and Mrs. Gail Smith, of Procter & Gamble, Cincinnati.

"Actually, however, this is not the case," the memo stated, outlining two principles which are unfavorable to good UHF service and two which are favorable. The memo explained:

As we go up in frequency from 30 mc, we find that two fundamental physical principles tend to reduce service. Like all things in nature, these effects vary continuously with no abrupt changes at any frequency.

The first of these is the wave length factor. As frequency is increased, we find that simple receiving antennas become less efficient in extracting energy from a field of a given strength. This effect can be partially nullified by more complex receiving antennas and, of course, by an increase in effective radiated power.

The second effect is that of diffraction. As frequency is increased, we find that objects on the earth's surface tend to cast more pronounced shadows so that the wave is more seriously attenuated in bending around hills, buildings, trees, etc. This effect can be partially overcome through the use of higher transmitting antennas.

On the plus side of the ledger we have two principal factors tending to improve service with an increase in frequency. The first of these [concerns] effective reduction in signal strength at a receiving antenna (some distance from the transmitter) due to the destructive interference of the direct and ground reflected wave. For a smooth earth and to a lesser degree for a rough earth, this destructive interference decreases with increasing frequency, thereby permitting stronger fields with equal radiated power at the high frequencies.

The second major effect of increasing frequency is a reduction in the quantity and amplitude of man-made interference, thereby permitting satisfactory signals to be obtained at the receiver with smaller input voltages. There are, of course, several additional factors affecting service area as the frequency is increased. However, I believe that the four discussed here are the principal ones.

Because these effects vary gradually with frequency, the memo said, estimates can be made by competent engineers by extrapolation from known effects at lower frequencies.

"It is therefore extremely disconcerting to find ourselves faced with the exceedingly pessimistic analyses of the Bridgeport data submitted by NBC," the Wakeman memo observed. It continued:

Throughout the report, the measured field strengths are continually being compared with smooth earth theoretical values and emphasis being placed on the fact that they are far below values predicted by this simple theory. The factor by which the transmitter power would have to be increased in order to bring them up to these theoretical values is also emphasized.

It is my opinion that such comparisons and ratios are entirely meaningless since if a more perfect theory could have been utilized, the measurements would perforce have been much closer to theoretical. Actually, we are interested solely in the quality of television service obtainable in ultra high frequencies and need concern ourselves with no theoretical values whatsoever.

The Commission has proposed as limiting values for UHF broadcasting, an effective radiated power of 200 kw with a transmitting antenna height of 500 feet. Because the necessary equipment is unavailable at this time, NBC was required to make its tests with only 13.9 kw effective radiated power at a height of only 330 feet above average terrain. To the best of my knowledge, no attempt has been made in any portion of the report to extrapolate the measured field strengths so that they would correspond to the power and height recommended by the Commission.

The memo contended an error was made in NBC's report in the determination of service radii in accordance with FCC's proposal which specifies a local field intensity of 65 db above 1 microvolt per meter is required to override receiver noise at 600 mc.

Noise 'Non-existent'

"Since local noise and interference is essentially non-existent at this frequency," the memo explained, "this is the value required for satisfactory service. However, in the NBC report, a value of 80 db is used in the determination of Grade A and Grade B service radii."

Re-computation of the NBC data was made in the memo using the different value. It showed in going from 13.9 kw ERP, NBC's UHF station power, to FCC's proposed minimum of 100 kw an improvement of 8.6 db in field strength would be obtained, while going to 200 kw, FCC's proposed maximum, the improvement would be 11.6 db.

The following table was presented, adding the several combinations of increased power and height, to show the field strength improvement alleged to be expected over the data as measured by NBC:

	100 kw ERP	200 kw ERP
Transmitting antenna height 500 ft.	15.1 db	18.1 db
Transmitting antenna height 1000 ft.	24.6 db	27.6 db

Dr. Goldsmith testified he personally visited the Bridgeport area last Monday and made limited field measurements at nine spots of NBC's current tests to compare UHF and VHF service, using KC2XAK, its regular 13.9 kw ERP signal on 530 mc, and a special 250 w ERP test transmitter on Channel 4 (66-72 mc).

He said he got UHF pictures everywhere he got VHF pictures and in many cases the UHF picture was better. A fairly acceptable UHF picture was obtained from a hilltop 23 miles away, he said. Both UHF and VHF pictures suffered in hill shadows in between, however, Dr. Goldsmith said.

The adjacent channel report recommended adjacent channel allocations be based chiefly on an assumption of a zero db acceptance ratio for adjacent channel stations, which will result in average adjacent channel spacing of one-half that set for co-channel spacing but with 70 mile minimum. Zero db acceptance ratio means the adjacent channel signal equals that of the desired signal, it was explained.

The other report discussed various IF proposals and indicated use of 41.25 mc requires image protection from two channels, the 14th and 15th channels above the desired channel. It explained, however, the carrier images of these channels lie at points within the desired channel where the receiver susceptibility is quite low and consequently the amount of allocation protection required is minimized.

Dr. Goldsmith was to appear Friday for further questioning. FCC indicated 17 other witnesses were yet to be called for cross examination.

Lauds Broadcasters

ROLE taken by broadcasters in promoting work of the American Cancer Society was lauded by Walter King, society radio-TV director, in a letter to Robert K. Richards, NAB public affairs director. After citing instances of the medium's value in society work, Mr. King said: "It has been deeply gratifying to note the widespread and unsolicited aid invariably given by the broadcasters in presenting this information to the public. This service has resulted in lives saved, and indicates a soundness of thinking which is a prerequisite for the success of cancer control."

RCA announces 1951 edition of *RCA Reference Book* has been shipped to RCA tube and parts distributors.

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Round One: RCA

(Continued from page 55)

hearing follows:

RCA opened the barrage Tuesday morning, with Mr. Cahill renewing RCA's contention that the FCC order approving the CBS system "is arbitrary and capricious and not supported by substantial evidence." In addition, he said, "prohibition and outlawing of the RCA completely compatible, all-electronic color television system is entirely indefensible."

Pointing out that 35 million current televiewers "will be deprived of any service whatsoever from CBS colorcasts," Mr. Cahill said the FCC "has distorted the most compelling reason for rejection of the CBS color system, its incompatibility, into the sole reason for its immediate adoption." The CBS system he said, "already an anachronism," will necessitate viewers spending $50 for an adapter and $100 for a converter, plus installation for both. "To receive the degraded black-and-white pictures under the mechanical spinning wheel system," owners of existing sets would have to spend about $500 million for adapters, plus an estimated $1 billion for converters, totalling $1½ billion, Mr. Cahill asserted.

Sees No Improvements

Contending that work on the CBS system in the past 10 years has not "resulted in one fundamental improvement," Mr. Cahill noted that 12½ inches is the largest direct-view picture size which can be used under CBS color. He said 99% of sets now used are direct-view receivers, and 90% of sets being sold have picture tubes 16 inches and larger.

He charged the CBS system "does not permit the highest quality of color service known to the art; it does not leave room for all foreseeable improvements, and it does not permit all receivers to obtain pictures from all transmissions."

FCC has "deliberately split the television broadcasting service and deprived the public of continuity of service and has exceeded its jurisdiction, contravened the public interest, and acted arbitrarily and capriciously," he claimed.

Referring to FCC's "contemptuous disregard" for the radio engineering profession, Mr. Cahill protested that an FCC engineer, Edward Chapin, was permitted to make recommendations on the color systems after he developed a device which could be used only with the CBS method of color telecasting.

Mr. Cahill, pointing out that Mr. Chapin "took the most active technical role in hearings, and was in charge of the FCC laboratories where the rival systems were tested," said FCC in its technical hearings "rejected all expert opinion except that of Mr. Chapin and some CBS employes."

"As a result of Chapin's participation, the RCA system did not get a fair trial—nor did the Color Television Inc. system," he said.

Despite advantages of the RCA color system, "nothing good whatsoever is said about it in the Commission's reports," Mr. Cahill alleged. RCA's system is compatible, has a picture "nine times as bright" as that of CBS ("without the annoying effects of flicker") and offers a picture "with more than twice as much detail," as CBS, he said.

"Most flagrant violation of FCC's statutory duty to conserve the radio spectrum, "was failure of the reports to mention the fact that the RCA system "makes far more effective use of the radio spectrum," he charged. The attorney noted that even "the best the Commission can say about the CBS system is that it is adequate."

Claiming "irreparable injury" for RCA and its wholly-owned subsidiaries, NBC and RCA Victor, RCA's general counsel charged that standardization of the CBS system has "jettisoned RCA's research and development in its color system, in which millions have been invested. The order has also impaired market acceptance of present television receivers by authorizing this incompatible system and thus creating confusion in the minds of the public."

RCA 'Dilemma'

The order, he said, has resulted in an "insuperable dilemma" for RCA: "If RCA manufactures sets capable of operating on the new standards, the deficiencies of these standards will inevitably result in an irreparable injury to the consumer good will which RCA now enjoys. On the other hand, if RCA does not manufacture such receivers, prospective purchasers of RCA sets will feel that RCA has failed to maintain sets capable of receiving all transmissions."

Mr. Cahill said the order forces NBC to broadcast in color, using the CBS system, or "run the risk that the Commission will not renew its licenses to broadcast." Injury to RCA Victor Distributing was claimed because sets in use now cannot receive color without "extensive adaptation" and because the order has caused a "softening of the television receiver market."

He charged that FCC Comr. Robert F. Jones, whom he quoted as saying the testimony of industry witnesses against the CBS system was purposely misleading, is a "demagogue."

Mr. Cahill, discussing the "unwieldliness" of a set after adaption and conversion to CBS color, said RCA color sets are "only slightly" larger than the black-and-white receiver and contain "37 and 46 tubes, only 10 more than black-and-white sets."

The RCA attorney concluded that CBS "should receive an accolade in 1950 for having progressed below the point at which it was in 1940." He said "CBS is in a happy position, because it isn't risking a bit of money. The money will be from the manufacturers."

Rifkind Testifies

"Nothing" in the entire FCC report justifies "the fact that the RCA system should not be telecast," said Simon Rifkind, of N. Y., attorney for Emerson Radio & Phonograph Corp. He also presented arguments for several of the interventors because of the three-hour limit on arguments for the plaintiffs.

Charging the FCC order "effects a business injunction if not a legal one," Mr. Rifkind said Emerson's backlog of orders for sets dropped 60% between Oct. 10 and Nov. 9. He also said he had been told that since Saturday there has been a drop of from 50% to 75% in current set sales.

Emerson "has no particular concern with systems of color television, but we *are* concerned about marketing an article of commerce," he said. As partial evidence to his claim that the FCC order "has dealt a serious blow to business," he said some New York stock brokers are advising customers to sell shares in TV manufacturing firms and to buy CBS stock.

He reported the public wants sets 16-inches and larger (Emerson stopped making sets smaller than 16-inches in January), that the audience does not want gadgets attached to a TV set, and that manufacturers are convinced the CBS device is "already obsolete."

Mr. Rifkind told the court a definition analogous to FCC's bracket standards proposal would be a case where a tailor tries to make an overcoat "to fit both you and your small daughter."

Hottest charge levied against the Commission came from Harry K. Smith of Munchin & Smith, New York, representing Pilot Radio Corp. Pilot filed the initial suit against the FCC in New York, but dropped it to intervene as a co-plaintiff in the RCA suit. Mr. Smith took the stand that FCC "determined the issues before it saw the evidence. The cards were stacked in favor of CBS."

"The FCC knowingly and admittedly disregarded its own criteria," and television manufacturers became the "scapegoat." The Commission "changed the rules to fit the system," he claimed.

Mr. Smith suggested that influence was exerted by Sen. Ed C. Johnson (D. Col.), chairman of the Senate Interstate and Foreign Commerce Committee. He said the Senator, "who is not a scientist and an engineer," has "cajoled, prodded and threatened" the FCC in an effort to get a favorable decision on CBS color. Referring to the order, Mr. Smith said "the voice was the voice of the FCC but the hands were the hands of Sen. Johnson."

Pilot, which subpenaed correspondence between Sen. Johnson and the FCC and CBS (see separate story), late Monday received the following wire from the Senator:

I am gratified to know of your purported concern for the public interest. In due course it is likely that those believed to be the conspirators will be called before a committee and given an opportunity to prove the other allegations contained in your telegram. No one who has a genuine concern that only the public interest be served will have any difficulty working with Senate Committee on Interstate and Foreign Commerce. All actions by this committee in the past and in the future have been and will be governed by that standard alone.

Answers Goldberg

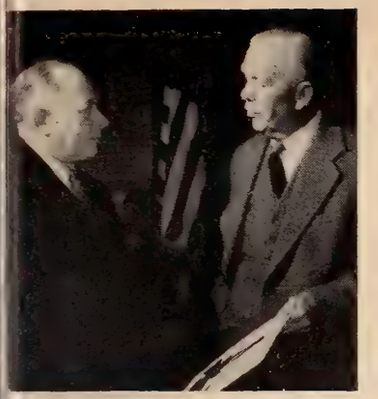
The wire was in answer to a telegram sent the Senator Nov. 1 by Pilot President Isidor Goldberg who asked Sen. Johnson "if you deem it proper as chairman of the Senate Commerce Committee, which passes on FCC appointments and influences appropriations, to have stated 14 months before CBS color was approved, as far back as August 1949, after witnessing a CBS color demonstration, that 'color is here now.' Was it proper for you to state that FCC reluctance to then approve CBS color was a 'road-block' and 'contrary to the laws of progress'? Was it proper at that time for you to accuse the FCC of 'reasoning . . . logical in a totalitarian . . . state?'"

Mr. Smith described the telegram from Sen. Johnson as "threatening."

Wells-Gardner, set manufacturer producing private label television sets, lost an order from Western Tire & Auto Co. for 300,000 sets as a result of the FCC order, Attorney Rifkind said. The Wells-Gardner complaint cites a $3 million investment of the company in plant, machinery, patents and inventory involved in manufacture of TV sets and radios.

Sightmaster, for whom Mr. Rifkind also spoke, is halting set production until the color question is clarified. Speaking on behalf of Radio Craftsmen, Mr. Rifkind said the manufacturing firm currently manufactures only 16-inch sets and that the new color system would also put this firm out of business. On behalf of Television Installation Assn., composed of 2 Chicago-area TV service firms, he said installation and servicing of adapters and converters "would be

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IG. GEN. DAVID SARNOFF (l), airman of the board, RCA, takes er duties as new chairman of the 51 American Red Cross Fund Campign. Conferring with Gen. Sarnoff is n. George C. Marshall, Red Cross esident and Secretary of Defense. n. Sarnoff will head up the drive a time when the Red Cross is inasing its Civil Defense training. mpaign will be conducted next March 1-31.

ceedingly expensive, and will not ork."

Alfred Kamin, Chicago attorney presenting the IBEW, Local 1031 AFL), said the decision "will afct the livelihood of thousands of orkers." He said "even a slight sturbance of employment opporities will result in very subantial and irreparable damage." r. Kamin reported that of 21,000 embers of the local employed in icago and nearby Bloomington, ,000 are involved in the manucture of TV sets or parts.

The FCC order "is a witch's ew," and is favored only by nscrupulous dealers and manucturers who want to ride on the BS bandwagon," he concluded.

Answering the charges Wednesy, Judge Rosenman, CBS counsel, arged the color television dispute es not involve color at all. "Color just a camouflage," he said. The real fight is between the set anufacturers of the U. S. and the ople of the U. S."

He asserted that set makers re determined" not to have color evision until everyone has bought lack-and-white sets, now being oduced at the rate of almost ne million monthly." He said e approach of manufacturers is Don't make us retool now. Let's lk about color after we've sold or 50 million black-and-white ts."

To the RCA claim that FCC has ven CBS a monopoly, Mr. Rosenan replied "it is no more true an that RCA, or anyone else, is ing to have a monopoly in blackd-white."

Pointing out that most of the scussion on both days was conrned with the fact that RCA was pable of producing black-andite pictures on present sets from RCA colorcast, Mr. Rosenman id "the principal thing to be termined is how to get color." e and the other defendants mainined the question of incompatility is secondary to the attainent of color, and that the RCA method "cannot deliver good, acceptable color."

"You can't get color under the RCA system, assuming it is a system. The only way to get RCA color is to throw away your present set and buy a new one," he said.

The irreparable injury which was charged by all complainants will be suffered by the public rather than by them, said the CBS counsel. He suggested to the court that a major question for it to decide was "Did the Commission act arbitrarily and capriciously or as reasonable human being faced with the terrible responsibility involving the monthly sale of some 800,000 black-and-white sets?" The injury to RCA is "picayune," he charged.

To RCA's charge that TV set sales have dropped substantially since issuance of the FCC order, Mr. Rosenman replied that many firms which say they will adapt their sets "are getting double and triple the orders they had." He asserted the decline could be attributed to tighter credit rulings, requiring a higher down payment and a shorter installment period with 25% down and 15 months to complete payments. In addition, a government excise tax was levied Nov. 1, and set prices have gone up in the past few months, he said.

FCC Assistant General Counsel Max Goldman contended throughout the hearing that the order approving the CBS system is permissive, not mandatory. He charged that three-fourths of the time spent in argument by RCA and its colleagues concerned matters of policy, rather than the technical basis for the order and claimed damages.

Need Fast Decision

He reminded the court the color television decision is only part of overall TV proceedings involving establishment of UHF regulations, adequate interference standards and allocation of more stations. "We want a color decision fast so that all the proceedings can be finished and we can open up television for the entire country," he said.

Referring to charges of monopoly for CBS, Attorney Goldman said they were "entirely fallacious."

All the Commissioners agreed on "matters of fact" in the first report (concluding that the RCA system was not satisfactory and that CBS' was), and the two dissenters in the second report were moved by "matters of policy," he said.

The first question facing the Commissioners was whether a color system was satisfactory, Mr. Goldman said. He asked the court: "What good is compatibility if the system isn't good and the pictures are blurred?" Asserting that RCA introduced "extraneous" matters into the court record, he said the plaintiffs "didn't challenge any of the findings on the merits of the two systems, and haven't described either."

The FCC, empowered to make regulatory decisions of this kind, he said, "recognized the difference between a drawing-board system and an adequate work system that can go into the home. Every and any delay imposes an additional burden on the public, and encourages doubt and confusion in the minds of the public."

In the FCC affidavit, Mr. Goldman analyzed and refuted arguments put forth by RCA, NBC and RCA Victor Distributing Corp. in contending that irreparable injury had been effected by the FCC order. C. B. Jolliffe, executive vice president of RCA Laboratories Division, and Walter A. Buck, operating vice president of RCA Victor division, charged loss was suffered by RCA; John H. MacDonald, administrative vice president in charge of finance for NBC, wrote on behalf of the network, and Walter M. Norton, president of RCA Victor Distributing Corp., charged injury on behalf of that subsidiary.

Charges 'Speculative'

Mr. Goldman in all cases contended allegations of injury were speculative. He said allegations of RCA Victor Distributing "are comprised almost entirely of hearsay reports from unspecified persons." Any loss to NBC in audience or revenue will stem from "the public's choice or a competitive disadvantage from other advertising media," he said.

He pointed out that expectations for the future "cannot constitute a basis for a showing of presently threatened irreparable injury," and that there is no requirement in the FCC order that a licensee must broadcast color programs. "The assumption made by the (NBC) affidavit that NBC will lose its television licenses if it fails to broadcast color programs is sheer speculation."

Dr. Jolliffe's affidavit concerned mainly the intervention of FCC Engineer Chapin in color proceedings. "At no time during pendency of proceedings did RCA object to further participation of Mr. Chapin after he introduced in evidence the device he invented and rights to which he assigned the government," Mr. Goldman claimed.

He pointed out that the device, which Dr. Jolliffe said in his complaint was usable only with the CBS system, was also termed usable in other connections, "including possible use with the RCA dot-sequential system," by Dr. George H. Brown of the RCA Labs.

The U. S. government entered the case "with no interest except that of the public," said John F. Baecher, special assistant to Attorney General J. Howard McGrath.

With "nothing to advance except the public interest," he urged the court that the only "manner to properly and adequately represent the public interest is to defend wholeheartedly and in all respects the FCC order."

In reference to charges of Pilot Radio Corp. against the part played by Sen. Johnson, Attorney Baecher said: "It is shocking to hear the unjust impeachment by inference and innuendoes of two important government branches."

The charges, he said, were made in the "most irregular and irresponsible manner, and are not relevant to any issue before the court."

CBS Statement

CBS released an official statement in answer to Pilot's subpena for CBS correspondence with Sen. Johnson. The notice filed with the court, pointed out that CBS released the requested correspondence although it was not required by law to do so, inasmuch as "Pilot is not a party to the instant proceedings, nor had its motion to intervene been granted at the time the subpena was issued . . . The material thus improperly demanded is utterly irrelevant to any issue sought to be raised before this court."

CBS released the letters "for the information of this court and the public," which are entitled to know "what a reckless and irresponsible attack has been made on the probity of the democratic process itself," it said.

Move followed a request by Sen. Johnson regarding the Pilot subpena, for "every shred of correspondence between me and . . . CBS to be made a matter of public record. I have nothing to hide and nothing to cover up. I am sure that any correspondence will only go to show that my sole interest has been to see that the public is not denied color television."

Merwyn W. Love

MERWYN W. LOVE, 45, radio and movie character actor and script writer, died of a heart attack at Union Terminal, Dallas, Nov. 13. He had been in Dallas to audition with Liberty Broadcasting System, and when stricken was at the station to take a train to Joplin, Mo. He is survived by his widow.



Network Time

(Continued from page 80)

NBC 238%, the network stated, asserting that no figures were available for DuMont.

Some of the questions which would have to be answered, NBC said, included:

On what basis would stations be compensated under any rule which compels them to accept programs from the networks? How 'temporary' could the rule be in view of the fact that in FCC's proposed plan for allocation of TV channels 67 cities of population greater than 75,000 have fewer than four channels? What affect would the rule have on development of additional competitive networks?

Would it be feasible to develop new programs or offer sustaining public service programs under the restraints imposed by the rule? Would advertisers continue to spend large sums on programs when the number of markets they would reach would in many cases be reduced? Has the situation changed since the Commission's informal study in May of this year as the result of the increase in number of interconnected stations and the additional volume of commercial programs of other networks? What is the situation in the non-interconnected stations which would also be affected by the rule? Was the fact that some advertisers order only a "short" network, omitting many of the single-station markets, given any consideration in the Commission's survey?

NBC brief was filed by John T. Cahill, Charles F. Detmar, Jr., Gustav B. Margraf and Thomas E. Ervin.

ABC generally favors FCC's proposals until the industry is freed from "existing artificial restraints" on free competition.

Sees Competition Being Hit

"There is poor prospect of effecting future competition if one network is now permitted to achieve dominance, not through its merit or skill, but because of the advantages accruing from AM inter-relationships while competitive opportunities for network television broadcasting are arbitrarily curtained by a shortage of facilities," ABC contended.

ABC told FCC it is probable the "shortage of critical materials may serve to perpetuate the present limitation of competitive television opportunities for a longer period than either the Commission or the industry can now foresee."

While communication is important, the network said, "the contemplated cut-backs will undoubtedly curtail production of television transmitting and receiving equipment. . . . These conditions emphasize the urgency of a Commission policy to assure preservation of competitive network opportunities until the emergency is over."

ABC said:

ABC did not postpone its television investments until the industry had been stabilized on a profitable basis but made substantial investments in the future of television. In making these investments ABC confidently expected that full and complete competitive opportunities would permit it to compete freely on the merits of its service.

The network said it "has not even begun to amortize its substantial television investments, intended from the start to provide a sound base for nationwide network operations."

ABC said when facilities become available it "is willing to take its competitive chances in the market place of public good-will with full confidence in its ability to originate and develop a broad television service for successful nationwide use."

"For reasons unrelated to the merits of its television service, ABC finds itself in a competitive straight jacket due to artificial limitations inhibiting the availability of adequate local broadcast and inter-city transmission facilities," the network asserted, continuing:

Clearly the relative shares of the television audience in competitive markets, where at least four stations are available, establishes that the competitive positions of other networks in monopoly communities is basically attributable to denial of fair opportunity for access to the market, rather than to inferiority of their program offerings. . . .

There is no mystery either concerning the basic considerations influencing a TV-AM licensee to favor its AM associate for television network broadcasts . . . Such a licensee generally anticipates maintaining the same basic affiliation in the long run and realizes that eventually it will be faced with competition from other TV licensees with different affiliations. There is thus an inescapable tendency to shy from voluntarily accepting programs of other networks for fear of contributing to the promotion of future competition. . . .

Furthermore, the recent experience of ABC in offering new, expensive programs in monopoly situations has been most revealing. In such circumstances its offerings have frequently been rejected with little expression of interest concerning the program content on the licensee's part.

Three alternatives open to FCC, according to ABC, appear to be:

(1) Adoption of the Commission's graduated formula proposal which successively limits the programs which may be carried by a single station in specified time segments. (2) Promulgation of a rule not limited to specific time segments but requiring each station in affected communities broadcast not more than a specified percentage of programs from a single network during a week. (3) Declaration of policy by FCC that stations avoid discriminatory practices and maintain balance of competitive opportunities among TV networks, such to be implemented by requirements for reporting conditions to FCC.

Cites Preference Reasons

ABC, indicating the latter of the three may be preferable now, said it would place upon stations the burden of maintaining free competitive opportunity while still extending to stations the greater flexibility of choice.

In any event, ABC stated it would oppose any requirement "affirmatively obligating licensees to clear a minimum number of hours for each network."

Brief was filed by Joseph A. McDonald, New York, and Paul A. Porter, Washington counsel.

CBS, second ranking TV network in terms of programs carried by stations, neither opposed nor supported the proposal to limit temporarily the number of hours that may be taken from any single network, but came out against ar plan which would require statio to take at least a minimum nu ber of hours from each network.

Its position on a temporary lim tation on hours from any one ne work was based on the reasonin that two basic policy considerati are involved—the policy of licens freedom to select the programs l wants, and the policy of encou aging a nationwide, competiti network service—and that the "are nearly enough in balance t justify either the adoption or t rejection of such a rule" on a ten porary basis.

CBS made clear, however, th it felt no such rule could be just fied when the "abnormal scarcity of stations is removed, and th accordingly any such regulati should be limited "both in sco and in time," should be restricte to TV "with no possibility of appl cation in the aural broadcastin field, and should contain "prov sions for termination" as the nun ber of stations "approache normal."

If a ceiling is imposed on networ program hours, CBS continue color telecasts accepted from a ne work should be clearly exclude from the computation of total tim taken from that network, in orde to encourage development of colo broadcasting.

The network also felt provisio should be made for the acceptanc of special programs of public im portance—UN sessions, World S ries games, election returns, etc.— which may exceed the minimu time suggested in FCC's proposa Additionally, CBS felt any suc rule should be extended to includ the 8 a.m. to 1 p.m. time segmen and also the 11 p.m. to midnigh period, along with the 1-6 p.m. an 6-11 p.m. segments encompassed i FCC's plan.

CBS Analysis

CBS submitted an analysis o hours taken from each network b CBS-TV affiliates during the wee of Oct. 8-14, showing that on weekly basis all were taking les than the FCC-suggested maximu number of hours from CBS-TV du ing the afternoon segment, and a but four (WBTV Charlott WMBR-TV Jacksonville, WKZC TV Kalamazoo, WHEN Syracus were taking less during th evening.

On a daily basis, 17 stations wer taking from 15 to 90 minutes mor CBS-TV evening programs tha the suggested FCC maximum o Sunday, Oct. 8; 10 exceede the maximum on Monday; 2 o Tuesday; 6 on Wednesday; 3 o Thursday, 3 on Friday, and 4 o Saturday. During that week, n CBS-TV affiliate exceeded the pr posed maximums during the 1- p.m. segment.

The CBS brief was filed b Rosenman, Goldmark, Colin Kaye, New York counsel.

DuMont, which submitted an Oc 22-28 analysis of one-station com munities showing DuMont pr grams carried less than any othe network's, urged adoption of pe



"AMERICANS are the best informed people in the world." That was the judgment of this panel of experts at the closing session of the annual convention of Sigma Delta Chi at Miami Beach Nov. 8-11. L to r: Fairfax M. Cone, chairman of Foote, Cone & Belding; John S. Knight, editor and publisher of *Miami Herald* (WQAM) and other newspapers; Louis M. Lyons, curator of the Nieman Foundation; Frank Starzel, general manager of the *Associated Press* (see editorial page 46).

REBROADCAST

Rule Clarification Proposed

NAB filed with FCC last Monday its views on proposals to clarify the Communications Act provisions covering rebroadcasting. Definition of the term "originating station" is involved, covering an instance where a station desires to rebroadcast network programs of another station with consent of the network but without consent of the other station.

NAB contended Sec. 325(a) of the act, though speaking of "programs," necessarily includes "signal." History of 1927 legislation is cited.

Hope Sues 'Life'

BOB HOPE, comedian, filed a $2.-010,000 damage suit in Los Angeles Thursday against *Life* Magazine and John Crosby, radio columnist, charging they libeled him by stating he stole Fred Allen's jokes.

nent rather than temporary itations on time that may be en from any one network, but- ssed by appropriate allocations the AT&T cable and relays.

The company charged that "con- ctual relationships exist con- ry to the principles of the pre- ling chain broadcast rules which clude a fair and equitable use other networks based on pro- m value and revenue, and that h factors under conditions of itation in amount of cable and mber of stations are responsible severe restrictions on the es- lishment of national television works on a truly competitive is."

DuMont claimed "it is impossible a national network to maintain services and pay network cable rges under the present method allocation and billing unless re is an approximately equal di- ion of the hours available for work broadcast in one-station as and in two-station areas." e brief continued:

t is suggested that it is essential t the Commission review the tem- ary and permanent factors effect- competition in network broad- ting in the television industry in anner similar to its investigation the standard broadcast industry, that toward this end it should mence an investigation on its own iative requiring the full details the conditions and relationships ween affiliates and networks pre- inary to public hearing and a mod- ation and revision of the chain adcasting rules as applied to tele- on.

Opposes Time Rule

DuMont opposed an affirmative uirement that stations devote a tain amount of time to each net- k. It added:

t follows that DuMont is of the nion that the only workable time to eliminate monopoly is a neg- e restriction against grant of time any particular affiliate network in ess of minimum periods prescribed Commission order under specified umstances.

t is DuMont's comment that a lim- ion to two or three hours for a gle network within specified seg- nts, without further clarification, ht operate to prevent efficient ut- ation of the available network e on broadcasting affiliates unless le allocations are made to prohibit acency of programs of a single work of fractional hour's duration such manner as to prevent com- itive programming.

his arises by reason of the con- ctual limitations on option time en to two or more networks which, en coupled with minimum allow- e time to one network, would bar availability of the broadcast fa- ty to other networks.

AT&T's recent reallocation of le time "indicates a still greater apportionment allocation of sta- n time to two networks, NBC CBS," the brief charged.

t said an Oct. 22-28 survey of TV stations in one-station mar- s showed this breakdown of ernoon program hours: NBC 9%; CBS 17%; ABC 7.3%; Du- nt 6.9%; local programs 36.9%. the 6-11 p.m. segment, the per- tages were NBC 47.8%; CBS 20.2%; ABC 8.9%; DuMont 4.3%; local programs 18.8%.

The brief was filed by William A. Roberts, Washington attorney.

NARSR claimed FCC's proposal would hamper rather than accelerate competition, but charged the networks are monopolizing station time and asked FCC to act to give local and national spot advertising, syndicated film programs, and local live programming—"each of which has an important contribution to make to the development of TV service"—freer competitive access to station time.

This should be done by "eliminating such artificial restraints upon free competition as network option-time rights," NARSR contended.

"The problem before the Commission is much broader than the allocation of time among the four networks alone," the brief asserted, saying that "free competition" between all "rival time claimants and program sources should be fostered so that the individual stations can choose them on basis of performance."

Hitting at option-time procedures, NARSR charged that "such rights, when invoked to place film, are particularly unjustified, since there is no need for 'simultaneous broadcasting . . . by two or more connected stations' upon which the justification for option time rests. Distribution of film in cans, of course, is not even a 'network' operation within the above statutory definition."

NARSR held that "any measure adopted to remedy the competitive imbalances resulting from the scarcity of stations should, therefore, take account of the whole problem, not just the inter-network aspect and, rather than add to the artificial restrictions on free competition, should seek to eliminate those which already exist."

Representative Data

It was noted that of the 107 existing TV stations all but one have national representatives or sales offices. Of these 106, 78 are represented by independent representatives, 23 by the networks, and 5 by their own sales offices. NARSR members represent 59.

The brief, with a series of analyses and tables, was filed by Fly & Shuebruk, New York law firm.

Westinghouse Radio Stations, in a brief by WRS Attorney John W. Steen, asked FCC to hold up action on its proposal until after the investigation of AT&T's cable allocation, which it felt will develop important data on the subject, or to hold a comprehensive hearing and develop current facts on which sound judgment can be based.

Fort Industry Co., which operates WSPD-TV Toledo, WJBK-TV Detroit and WAGA-TV Atlanta, told FCC in a brief by its Attorney John E. McCoy that higher quality programs and more diversified offerings have given two networks a position of TV leadership. On the basis of 25 years of AM experience the company said it is clear that "it would be unduly optimistic to expect that four television networks will exist with substantially equality of gross billings."

Actually, Ft. Industry said, "it may well be that experience will demonstrate that television cannot support four national networks."

On behalf of WKY-TV Oklahoma City, KOB-TV Albuquerque, WDSU-TV New Orleans and WCAU-TV Philadelphia, the Washington law firm of Pierson & Ball filed a brief which said, in part:

Irrespective of any sympathy one may have for the purposes stated by the Commission . . . the proposed rules would be illegal because they would usurp the statutory right of the licensee . . . to determine, select, supervise and control program content. Moreover, even if such rules were within the authority of the Commission, they would defeat the very purpose which the Commission has stated as being their objective [because they] would stifle competition between the networks rather than foster it. As a necessary corollary the public would suffer rather than benefit. . . .

Steinman Claims

In separate but similar briefs filed by Washington Attorney George O. Sutton, WDEL-TV Wilmington and WGAL-TV Lancaster, members of the Steinman group, claimed "there is no necessity or need" for the proposed rules, and that, further, such regulation "will be an attempt by the Commission to regulate the business" of licensees, "as if they were common carriers."

The opposition of WMBR-TV Jacksonville; Crosley's WLWT Cincinnati, WLWC Columbus and WLWD Dayton; WOAI-TV San Antonio, WKTV Utica, WTMJ-TV Milwaukee, KOTV Tulsa; and WAFM-TV Birmingham was voiced in similar briefs filed by the Washington law firm of Hogan & Hartson.

The law firm of Segal, Smith & Hennessey, filing separate briefs for KSD-TV St. Louis, WMCT Memphis, WBAP-TV Ft. Worth, and WHAM-TV Rochester, claimed FCC's proposal would make TV a common carrier rather than a competitive service. It would also require a "reciprocal rule," FCC was told, based on the theory that in markets having more than four stations, competition can be preserved only by requiring networks to distribute their programs to unaffiliated as well as affiliated stations. This, the briefs claimed, would make common carriers of the networks too.

Briefs filed by Washington attorneys Spearman & Roberson for WBEN-TV Buffalo and KSTP-TV Minneapolis-St. Paul claimed that networks, like stations, are not entitled to protection from competion, and also asserted:

. . . There is practically nothing in [FCC's] Notice of Proposed Rule Making to indicate that the public interest has anything to do with the proposed rule or rules, nor is it claimed that the public would be harmed or adversely injured in any way if one or more television networks should be destroyed as a consequence of their inability to compete with other networks. . . .

On behalf of KMTV Omaha and KING-TV Seattle, the Washington firm of Haley, McKenna & Wilkinson told FCC that "if the present 'temporary' difficulties are to be rectified by government intervention, it should be done by the Dept. of Justice under the federal antitrust and monopoly statutes or by the FCC under its periodic review of a licensee's stewardship, and not by quantitative mathematical formulas proscribing what programs a licensee may televise."

WTVR Richmond, in a brief by the Washington firm of Fletcher & Midlen, questioned the advisability of limiting network hours, and flatly opposed a specification of minimum hours which stations would be required to take from each network.

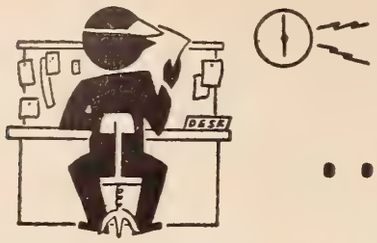
A brief by Miller & Schroeder, accompanied by an affidavit by Vice President and Director Victor A. Sholis of WHAS-TV Louisville, said if FCC adopted rules of the type proposed they would become permanent, not temporary, and while providing economic support for "weaker networks," would reduce rather than increase network competition.

Other stations filing oppositions included:

WWJ-TV Detroit, in a brief by Attorney Maurice R. Barnes accompanied by a letter from General Manager Harry Bannister; WNBF-TV Binghamton, in comments by Attorneys Herbert M. Bingham, William A. Porter and Robert M. Booth Jr.; WBTV Charlotte, WSM-TV Nashville, the Kansas City *Star*, KHQ Spokane, and KFI-TV Los Angeles in a series of briefs by the Washington law office of Kirkland, Fleming, Green, Martin & Ellis; WSAZ-TV Huntington, by the firm of Cohn & Marks; WHNC-TV New Haven, by Fisher, Wayland, Duvall & Southmayd; General Electric Co. (WRGB Schenectady), by GE Attorney Emil Peters; Philco (WPTZ Philadelphia), by Weaver & Glassie; KRLD-TV Dallas, by President John W. Runyon; KRON-TV San Francisco, by President Charles Thieriot; KPRC-TV Houston, by Frank W. Wozencraft, Washington counsel.

Requests Rate Cards

RATE cards covering 1936-40 period have been requested from several stations by Bureau of Internal Revenue. The cards will be used by the bureau's Excess Profits Tax Council in reaching a decision on a broadcaster's claim of overpayment of tax during the war period. Stations picked by the bureau in compiling data were described as similar in operation to the station that is claiming overpayment. The council hears relief claims of taxpayers who feel they have overpaid.



...at deadline

CBS TV COLOR ORDER HANDED DOWN BY COURT

TEXT of temporary restraining order issued by three-judge federal court in Chicago against FCC's adoption of CBS color TV system (early story page 55) was released Friday, with court's findings that public and industry "will suffer irreparable damage" if FCC order is not stayed pending final court decision.

Court's findings, after two days of hearing on suit brought by RCA, NBC, and RCA Victor Distributing Corp., said under FCC's color decision nine million set owners would have to spend "millions of dollars" to "protect the service which they have been getting"; that adapted receivers would produce monochrome pictures "having less than one-half the picture detail of the existing black-and-white service," and that to both adapt and convert outstanding sets to CBS color would cost "many more millions."

Court said it "has not had sufficient time to consider fully the issues raised" in suit, and that unless FCC order is restrained pending final court decision, plaintiffs and intervenors will suffer irreparable damage "by virtue of the impairment of the market acceptance of present television receivers and by virtue of the inability of present television receivers to receive any broadcasts on the standards adopted by the [FCC] order without substantial expenditures which may prove to be useless."

Text of court's order:

Plaintiff's motion for an interlocutory injunction and for a temporary restraining order from and after Nov. 20, 1950, in the event the motion for an interlocutory injunction is not determined by that date, which motion has been adopted and joined in by intervenors Emerson Radio & Phonograph Corp., Pilot Radio Corp., Wells-Gardner & Co., Sightmaster Corp., The Radio Craftsmen Inc., Television Installation Service Assn., and Local 1031 IBEW AFL, and defendants' and intervenors (Columbia Broadcasting System Inc.) motions to dismiss the complaint, or in the alternative for summary judgment, having come on for hearing before the Court, and the Court not having had sufficient time to consider fully the issues raised and the verified complaints and affidavits filed by the parties, and having determined that irreparable damage will result if the promulgation, operation and execution of the order of the FCC adopted Oct. 10, 1950 is not restrained and suspended pending determination of the motion for an interlocutory injunction and the aforesaid motions to dismiss the complaint, or in the alternative for summary judgment, and the Court having made its findings of fact and conclusions of law to such effect; it is hereby—

Ordered that the motion for a temporary restraining order, restraining and suspending until further order of this Court the promulgation, operation and execution of the order of the FCC adopted Oct. 10, 1950, effective Nov. 20, 1950 be and it hereby is granted—and it is further—

Ordered that the promulgation, operation, execution of the aforesaid order of Oct. 10, 1950 be and the same hereby is restrained and suspended pending the further order of this Court.

GRANGE ATTACKS NARBA

RESOLUTION attacking new NARBA treaty (story page 19) and authorizing fight against its ratification was adopted unanimously by National Grange in annual meeting Friday at Minneapolis. Grange charged treaty's clear-channel concessions to other countries would cause interference to U.S. clear-channel service to farm listeners, called it "gross injustice" to rural families.

WILLIAM T. FARICY re-elected president of Assn. of American Railroads at Friday meeting of new board, held in New York. Among other officers re-elected was Robert S. Henry, public relations vice president.

NEWS DIRECTORS LAUD 'BROADCASTING' AT MEET

RESOLUTIONS COMMITTEE of National Assn. of Radio News Directors, meeting in Chicago (early story page 25) Friday, approved commendation to BROADCASTING, observing 20th year, and its "signal achievement" as recognized by President Truman. NARND congratulated BROADCASTING and expressed gratitude to Sol Taishoff, editor and publisher, for "enduring confidence in and support of audible journalism."

President Jack Shelley, WHO Des Moines, made urgent appeal that delegates consider "what to do about inferior position of news in television." "One of greatest tragedies in field of public information," he pointed out, "would be for radio newsmen to let this new field go by default, and to allow TV station managers to feel they simply can't afford to bother with news shows of their own presented by professional newsmen."

INDEPENDENTS ASK TV STATION TAX RELIEF

SPECIAL excess profits tax relief for TV broadcasters was asked House Ways & Means Committee Friday afternoon by TV Excess Profits Tax Committee [BROADCASTING, Nov. 13]. John A. Kennedy, WSAZ-TV Huntington, W. Va., chairman of independent TV stations' group, was spokesman (see story page 25).

Relief for TV broadcaster must be written into law, Mr. Kennedy said, to permit payment of bank loans and debts to equipment firms, while allowing future outlay for color TV, increased power and "new gadgets" being developed in business. Period 1946-49, inclusive, was pioneering and experimental stage; and FCC estimates five years of anticipated deficit operation after TV station start, he said.

Also on committee: George B. Storer, The Fort Industry Co.; Herbert Levy, WAAM (TV) Baltimore; R. A. Borel, WBNS-TV Columbus, Ohio; Jack O. Gross, KFMB-TV San Diego.

Comparing probable effect of profits tax on earnings of 50 largest industrial firms in nation with tax on TV industry, Mr. Kennedy concluded: "... Such a [tax] method would practically amount to a fancy WPA for the corporate fat cats of this nation."

HAWAIIAN TAX SUIT

SUIT filed in U. S. District Court for Territory of Hawaii seeking temporary injunction to restrain Territorial Tax Collector from collecting 2½% gross receipts tax from stations operating in Hawaii. Kenneth C. Davis, attorney, filed suit on behalf of J. Elroy McCaw and John Keating, owners of KPOA Honolulu. Tax was imposed by Territorial Legislature in 1945.

NASH AM-FM IN CAPITAL

ONE-YEAR contract for sponsorship of Fulton Lewis Jr., MBS commentator, on AM and FM signed by Capital Nash Sales Co., Washington. Program to be heard at regular 7 p.m. period on WEAM Arlington, Va., MBS Washington outlet, and via tape at 8:15 p.m. on WASH (FM) Washington.

Closed Circuit

(Continued from page 4)

John A. Kennedy—formerly West Virginia sta tion operator and former owner of now su pended *San Diego Journal*, is San Diego res dent. Others reportedly bidding were Meredit Publishing Co. (WHEN-TV Syracuse); and E Lamb, *Erie Dispatch* publisher and owner c WICU (TV) Erie and WTVN (TV) Columbu

ACCORDING TO ONE authoritative repor there are only 16 TV transmitters in stoc among manufacturers. Plans for stepping u production, of course, are in blueprint pend ing thawing of freeze. Big problem is whethe shortages in base metals will preclude full scal production as originally contemplated.

CHRISTY CHEMICAL Co. (carburetor de icing product) understood to be readying 1 week spot announcement radio campaign i mid-December. Agency is Meissner & Culve Boston.

WHILE fifth anniversary of clear-chann proceedings is expected to pass without an formal ceremonies at FCC, portents now poi to chance of decision next spring.

ARMY AIR FORCES TV hour will be tel cast over entire DuMont network 8-8:30 p.m Sundays. Contract expected to be signed thi week will probably be for 13-week period. Pr gram will follow format of radio show and wi originate from WAAM (TV) Baltimore.

GREAT BRITAIN'S Beveridge Commissio inquiring into future of BBC, may come u with report proposing dual broadcasting-tel casting structure, i.e., government system u der BBC and parallel private system derivin its support from advertising, following Amer can plan. Closer analogy would be Canadia or Australian systems. Dissatisfaction wit BBC, so long evident, could bring this result- probably with divided commission report, no due in spring.

STATE DEPT. overseas operations are abo to acquire practical broadcasting exper Howard Chernoff, erstwhile general manage of West Virginia Network, sails this week wit Mrs. Chernoff for Europe, to assume one several proffered special assignments unde State Dept. auspices. He will initially hea quarter in Paris.

PRIVACY SUIT DELAYED

INVASION of privacy suit brought again Ed Sullivan, CBS and Ford Motor Co., sponsc of *Toast of the Town*, by Irene Castle M Laughlin Enzinger in Chicago's district cou delayed Friday until Dec. 11. George Arthu Mrs. Enzinger's attorney, allowed time exte sion to Arvey, Hodes & Mantynband, Chicag firm representing CBS, as it sought addition time to answer complaint. Normal limit of 2 days expires today (Monday).

CBS LEADS TV SPONSORS

TV NETWORKS in October carried 199 com mercial accounts, gain of 50 from 149 carri in September, according to *Rorabaugh Repo on TV Advertising*. Breakdown shows CB first with 72, NBC 67, ABC 41, DuMont 1 All networks showed gains from Septemb levels.

TELEVISION Broadcasters Assn. taking ma poll of membership on board proposal th number of directors be increased from ni to 12 to give board wider geographical repr sentation. If approved, three new directo will be elected at annual membership meetin Dec. 8 in New York.

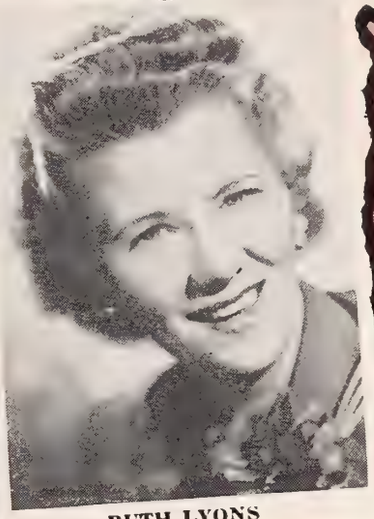
13,500 Request Tickets to Attend Lyons 'Morning Matinee' at Palace

COLUMBUS

Red-letter day for Columbus radio and TV fans is Wednesday, the day Ruth Lyons brings her "Morning Matinee" and "Fifty Club" programs to this city, and the day Mayor James Rhodes has officially proclaimed "Ruth Lyons Day in Columbus."

WLW's leading lady since 1942, Ruth Lyons has established a unique place for herself in the entertainment world.

At 8:30 a. m. Wednesday, she will appear at the Palace Theater for a broadcast and telecast of "Morning Matinee," for which some 13,500 requests were received for the 2900 tickets available. So great was the demand for



RUTH LYONS

13,500 clamored to visit the simulcast of Ruth Lyons' "Morning Matinee" in Columbus; 20,000 wanted tickets for the Dayton appearance. The pictures tell the story of these two fabulous Ruth Lyons' Days . . . and prove the popularity of one of America's greatest saleslades.

WLW and **WLW**-TELEVISION

"Ruth Lyons Day" Causes Stampede When Women Mob TV Star On Visit Here

DAYTON

By JEAN DIETRICH
Journal Herald Staff Writer

If you saw the frenzied mob of women pushing and shoving in front of the NCR auditorium Friday morning, you must have wondered:

Were the contents of several cash registers dumped in the street?

Don't be silly!

couraged each other to re
Ruth called,

"Looks like you kids still
a long way to go."

To one straight-faced wo
she remarked, "You're the





RADIO AND TELEVISION STATION REPRESENTATIVES

NEW YORK
BOSTON
CHICAGO
DETROIT
SAN FRANCISCO
ATLANTA
HOLLYWOOD

NOVEMBER 27, 1950

BROADCASTING TELECASTING

N THIS ISSUE:

promise Possible
On Profits Tax
Page 19

and MBS Defend
Sportscasts
Page 19

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Of BAM
Page 21

Sparks Another
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Page 22

TELECASTING
gins on page 67

20TH
Newsweekly
Radio and
levision.
year
00 Annually
cents weekly

WLEE

IN RICHMOND NOW

5000

WATTS

More power! More listeners!

More value for every

advertising dollar!

GET THE WHOLE STORY FROM YOUR FORJOE MAN TODAY!

TOM TINSLEY: *President* • IRVIN G. ABELOFF, *General Manager* • FORJOE & CO., *Representatives*

AM or TV...

newscasts in the WHAS tradition!



50,000 WATTS ★ 1A CLEAR CHANNEL ★ 840 KILOCYCLES

The only radio station serving and selling all of the rich Kentuckiana Market

WHAS
INCORPORATED • ESTABLISHED 1922
Louisville 2, Kentucky

Television in the WHAS tradition

WHAS-TV
Louisville, Kentucky

VICTOR A. SHOLIS, *Director* • NEIL D. CLINE, *Sales Director*

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. • ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES

why buy the shell . . . ?



The meat of the nut is simply this:

In the billion dollar Tri-Cities market, WTRY has the lowest costs, highest ratings, the largest audience and CBS.

WTRY has the lower cost per M radio families, based on Hooper Report (Oct. 1949-Feb. 1950) than

Station A in 17 out of 20 half hours
Station B in 20 out of 20 half hours
Station C in 13 out of 20 half hours

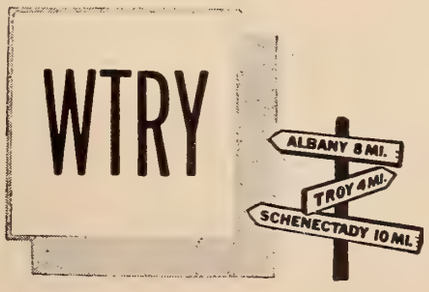
WTRY's ratings (Hooper Report Oct. 1949-Feb. 1950) are higher than

Station A in 15 out of 20 half hours
Station B in 19 out of 20 half hours
Station C in 14 out of 20 half hours

Here's the BMB weekly audience in the Tri-City counties of Albany, Schenectady and Rennssalear:

WTRY (5kw)	110,690 radio families
Station A (10kw)	79,510 radio families
Station B (5-1kw)	79,430 radio families
Station C (50kw)	116,390 radio families

Take station C's story. Its 50 kw reaches 16 markets, but in 5 of these counties over two-thirds of its 360,700 radio families reside. In these 5 basic counties, WTRY delivers a larger audience, yet Station C's cost of an announcement is 2½ times that of WTRY.



No wonder astute buyers ask themselves if Station C justifies the added cost. No wonder Headley-Reed is placing more national business on WTRY than ever before.

ALBANY • TROY • SCHENECTADY
980 kilocycles CBS 5000 watts

Represented by Headley-Reed Company • Columbia Broadcasting System

ublished every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



Closed Circuit

HEADS WILL roll somewhere on that super-colossal TV-set ad blunder, alleging social inferiority of children who don't have TV, according to inside trade talk. There's one quarter in which little embarrassment is felt —except for general rebuke to TV entrepreneurs—and that's at Radio-Television Mfrs. Assn. It had nothing to do with ad preparation, which cleared through joint dealer-manufacturer organization. Moreover, just few days before ad broke (on radio as well as in print) RTMA had started project to bring TV under Federal Trade Commission trade practice codification.

IMPORTANCE OF broadcast media in psychological warfare underlined with return to Pentagon of Brig. Gen. Robert L. McClure, as chief of Psychological Warfare Division. He headed ETO operations during World War II, and had under his immediate command such figures as Cols. William S. Paley, CBS board chairman; Adrian Murphy, now CBS color TV head, and Samuel R. Rosenbaum, who commanded Radio Luxembourg and now heads trusteeship for American Federation of Musicians' relief and welfare fund.

PROPOSED MEETING of telecasters to consider formation of autonomous TV segment within NAB (NAB-TV) may not be held in Chicago on proposed early January date because of conflict with national furniture convention. NAB headquarters has suggested to committee that session could be held in Houston, New Orleans or French Lick, Ind. Other suggestions: Memphis or Hot Springs, Ark.

HARRIED set makers soon will face another production spectre—picture tube scarcity due to stainless steel shortage. Used in guns for TV picture tubes, metal needs chrome and nickel ingredients.

COLGATE-PALMOLIVE-PEET CO., Jersey City, understood to be planning spot announcement campaign, across country, for Veto (a deodorant), through Sherman & Marquette, New York.

RCA-NBC brass privately voiced enthusiasm after sneak preview of latest compatible color in Washington last Wednesday. Utilizing newest tri-color tube, demonstration staged by RCA Laboratory engineers for benefit of Board Chairman David Sarnoff. Retinue included Dr. C. B. Jolliffe, laboratory chief; Homer Engstrom, laboratory vice president; Orrin Dunlap, RCA public relations vice president, and F. M. Russell, NBC Washington vice president. Latest equipment slated for public showing in Washington Dec. 5, with live pickup from NBC's WNBW (TV).

OAKITE PRODUCTS Inc., New York, pioneer radio sponsor, now working on 1951 budget that will include much more radio and TV than in recent years.

LEWIS ALLEN WEISS, until recently board chairman of Don Lee Enterprises, in Wash-

(Continued on page 94)

Upcoming

Dec. 1-2: Florida Assn. of Broadcasters, Mayflower Hotel, Jacksonville, Fla.
Dec. 2-3: Assn. of Women Broadcasters, District 2, Hotel Syracuse, Syracuse, N. Y.
Dec. 8: Television Broadcasters Assn. Clinic, Waldorf-Astoria Hotel, New York.

(Other Upcomings on page 28)

Bulletins

NAB invited to appear Dec. 13 before joint major and minor league baseball meeting at Pennsylvania Hotel, St. Petersburg, Fla. Broadcasting and telecasting one of high-priority topics at session (see story page 19). Robert K. Richards, NAB public affairs director, appeared recently before baseball group planning Florida session to suggest NAB present industry viewpoint.

F. W. FITCH Co., St. Louis, switching agencies effective Jan. 1 from Harry B. Cohen to Gardner Agency, New York.

MODERN SALES Co., New York (treasure chest of toys) buying spot announcements for pre-Christmas campaign on about 300 stations throughout country. Agency, Midland Adv., New York.

JAMES PATT JOINS WALL

JAMES M. PATT, manager of WNBH New Bedford, Mass., effective Dec. 1 joins WALL Middletown, N. Y., as vice president and general manager, according to John Morgan Davis, WALL president. He succeeds Paul E. Wagner, resigned. Mr. Wagner will announce plans following a two-week vacation. Mr. Patt has been in radio 22 years (see Patt family Respects sketch in Nov. 20 BROADCASTING).

ABBOTT F. RIEHLE, former manager of Biow Co., San Francisco office, and onetime account executive with Young & Rubicam, has joined Sherman & Marquette, New York, as account executive for Veto (Colgate-Palmolive-Peet deodorant).

Business Briefly

WILDROOT EXPANDING ● Wildroot C Buffalo, Jan. 7 moves *Charley Wild, Priva Detective* from NBC to CBS, Sun., 6-6:30 p.m on Dec. 22 starts TV version alternate Frida on CBS-TV, 9-9:30 p.m., increasing to week show April 18, Wed., 9-9:30 p.m. Billing $800,000 annual involved. Agency, BBDO, Ne York.

DRUG SERIES MOVES ● United Druggis of America moving *Cavalcade of Stars,* hou long variety show, from DuMont Televisi Network Fri., 10-11 p.m. to ABC-TV Fri., 1 11 p.m., replacing *Pent House Party,* sponsor by Best Foods, which moves to 8:30-9 p.m.

HOLIDAY CAMPAIGN ● Save-By-Mail In New York advertising mail order offer of t circus, sponsoring Monday and Friday broa casts of *Modern Romances* over ABC, 11-11:3 a.m. for four weeks, starting Nov. 24.

HEADLEY-REED NAMED ● Headle Reed Inc. appointed representative for WJ Cleveland and WCOL Columbus, Ohio, bo ABC affiliates, effective Jan. 1, 1951.

QUAKER OATS TV ● Quaker Oats C sponsoring 15-minute segment of *Gabby Hay Show,* Mon.-Wed.-Fri., over NBC-TV 39 inte connected and two non-interconnected station 5:15-5:30 p.m., starting Dec. 11, for 29 week Agency, Sherman & Marquette, New York.

RELIGIOUS SERIES ● Voice of Prophe Inc. to sponsor *Faith of Today,* religious pr gram, over ABC-TV, Sun., 12:30-1 p.m. begi ning Dec. 3, for 52 weeks. Program, live fro New York, to be telecast from Vitapix prin for other ABC-TV affiliates. Agency, Weste Adv., Los Angeles.

DEVNEY APPOINTED ● Devney & C New York, appointed representative for WTG Summerville, Ga., and WJMA Orange, Va.

GEN. MOTORS RENEWAL ● Gener Motors Co., Detroit, renewing sponsorship Henry J. Taylor for 52 weeks over 290 AB stations, Mon., 8:30-8:45 p.m. Agency, Kudn Inc., New York.

FCC-Defense Study Radio's War Role

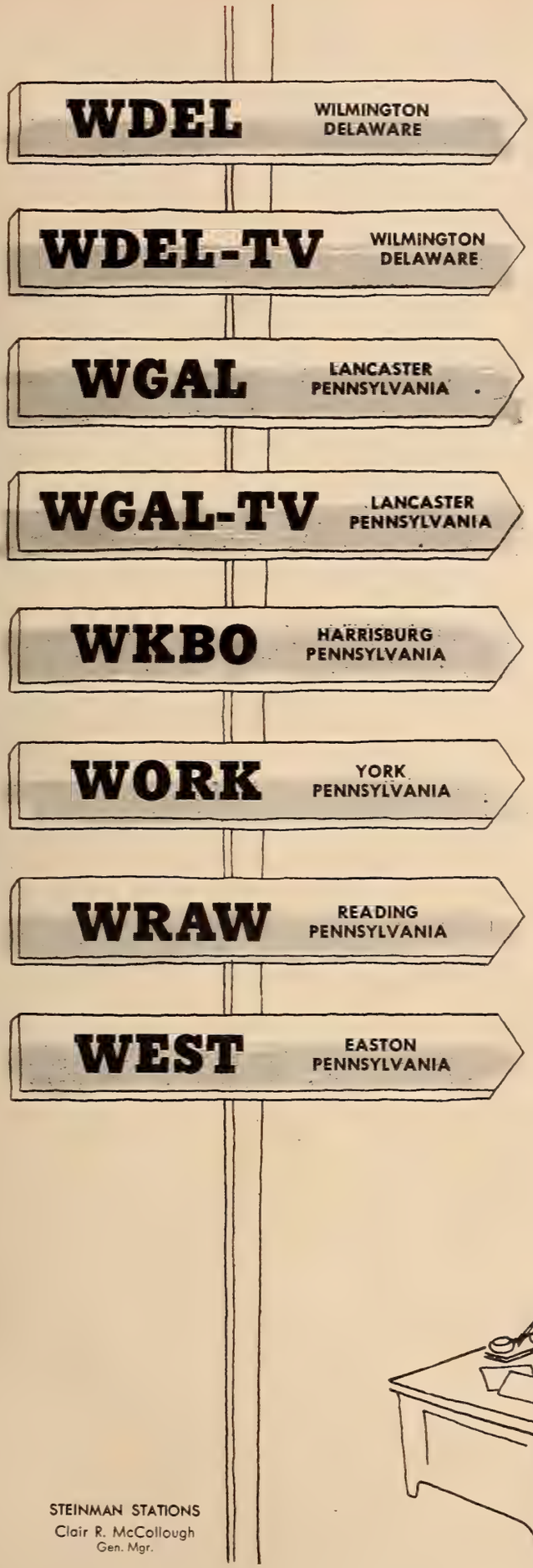
STEPS toward establishment of World War II type of national defense radio operating controls were seen Friday in FCC announcement that Commission in cooperation with Dept. of National Defense and radio industry is "studying the use of radio in event of war."

Announcement put licensees in all radio services—AM, TV, and FM included—on notice that national defense-emergency authorizations will be made "from time to time" which may affect them but which for security reasons cannot be made public. In such cases, FCC said, stations that are directly affected "will be informed as fully as possible consistent with security regulations."

Authorities said this is designed to implement program to be worked out by defense agencies and Commission. In last war, it was recalled, specific grants for new stations or improved facilities in all services could be made by FCC only upon certification of need by defense agencies involved, even after new construction was totally frozen. Procedur also included provision for blackout of certai stations during attack "alerts."

Study of war uses of radio includes exper ments with new radio uses, FCC said. Classifie grants, authorizing special experimental ope ations by existing stations, come under Se 2.407 of FCC Rules, which provides that FC "may authorize the licensee of any radio st tion during a period of national emergency operate its facilities upon such frequencie with such power and points of communicatio and in such a manner beyond that specifie by the station license as may be requested b the Army, Navy, or Air Force."

No agency comparable to World War II Board of War Communications (preceded b Defense Communications Board) has yet bee established, but there has been speculatio that President Truman's Temporary Commun cations Policy Board may recommend that or be formed.



this way to profits

advertisers! timebuyers! eight important new business opportunities. Eight ways to augment your sales staff—effectively, economically, quickly. Each station has an interesting record of sales achievement for both local and national advertisers. Each is outstanding in the particular market it serves. All are ready to sell *your* product. Write for information and rates.

Represented by

ROBERT MEEKER Associates

NEW YORK LOS ANGELES CHICAGO SAN FRANCISCO



STEINMAN STATIONS

Clair R. McCollough
Gen. Mgr.

NBC AFFILIATES

Advertisement



From where I sit *by* Joe Marsh

Clam Chowder Can Be Dynamite!

If Smiley Roberts happens to be a friend of yours, like he is mine, and if you want to keep his friendship, like I do, don't ever let him hear you say that good clam chowder can be made without cream.

In New England, where Smiley comes from, friendships have been broken over tomatoes versus cream in clam chowder. Experts say that south of Boston the tomato reigns supreme, but north of Boston it's cream—or else!

From where I sit, whether it should have cream or tomatoes is simply a matter of taste. This is plain as day to anyone who doesn't come from clam chowder country.

What a great world this would be if we could all see that most prejudices are matters of taste only. Some like hot coffee. Some like it iced. Some people like a temperate glass of beer. Others prefer ice-cold lemonade. My grandmother used to say, "Prejudice that sees only what it pleases, cannot see very plain."

Joe Marsh

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TELECASTING

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WASHINGTON HEADQUARTERS

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Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning.

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HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, *ELgin 0775;* James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

*Reg. U. S. Patent Office

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Subscription Price: $7.00 Per Year, 25c Per Copy

This is CBS in 1950...

In the fall season's first ratings, CBS comes up with 8 of the 10 most popular programs (NRI, Sept. 3-9).

where the top radio shows come from

CBS is off to its usual fast start, with more of the Top 10 in the starting lineup, both day and night, than any other network.

And CBS leads all the networks in average ratings, both day and night—20% higher than the second-place network nighttime, 27% higher daytime.



In Philadelphia

17 out of the top 20

programs are

on WCAU*

Represented by Radio Sales
CBS affiliate
The Philadelphia Bulletin Stations

* Pulse of Philadelphia, September-October 1950 (all programs) gives WCAU . . .

5 of the TOP 6
7 of the TOP 10
12 of the TOP 15
17 of the TOP 20

. . . and this unparalleled depth of audience is further shown by the fact that the average rating of WCAU's TOP 35 shows is higher than that of station "B's" TOP 5.

new business



ROSSLAND Mfg. Co. Inc., Toledo, Ohio (mothproofing products), names Dorrance-Waddell, N. Y., to handle advertising of new mothproof product to be introduced in 1951. Spot radio will be used.

ETLEY TEA Co., N. Y., planning to run test spot announcement campaign in Phila. and about five surrounding towns in early January. Agency: Duane Jones Co., N. Y.

AYA CARAMBA Co. (producer of Caramba, new coffee extract soft drink) planning spot radio campaign in New York, New Jersey and other Eastern states. Wider campaign to follow as distribution spreads.

ACKARD-BELL Co., L. A. (radio & TV sets), will sponsor telecast of annual New Year's Day Tournament of Rose Parade, Pasadena, Calif., on KNBH (TV) Hollywood, KRON-TV San Francisco, KFMB-TV San Diego, in first three-city hookup via microwave of Rose Parade telecast. Agency: Elwood J. Robinson, L. A. **Prudential Insurance Co. of America**, through Calkins & Holden, Carlock, McClinton & Smith Inc., Beverly Hills, Calif., will sponsor telecast of parade on KTTV (TV) Los Angeles and KPIX (TV) San Francisco.

ARLON CONFECTIONS Corp., N. Y., names William Warren, Jackson & Delaney, N. Y., to handle its advertising. Television will be used.

URRIE'S RETAIL Stores, L. A. (Currie's ice cream, candy, bakery goods), Dec. 4 starts quarter-hour of *Space Patrol* five weekly on KECA-TV Los Angeles. Contract for 52 weeks. Agency: Lockwood-Shackelford Adv., L. A.

A. SUTTON Corp., Wichita, Kan. (air circulators and heaters), names Lago and Whitehead Co., same city, to handle advertising and promotion of Vornado air circulator and room air conditioner. Radio and TV will be used. **Howard Whitehead** is account executive.

ORTHERN California Kaiser-Frazer Dealers Assn. Inc. appoints Brisacher, Wheeler & Staff, S. F., to direct advertising. Radio and TV will be used along with other media. **Hal Grainger** and **Brad Collins** are account executives.

OME JUICE Co., Chicago (home-delivered blended fruit juices), names Marvin Gordon & Assoc., same city, to handle its advertising.

HRIFTO Products Co., Petaluma, Calif. (Thrifto Enricher and Thrifto Non-Fat Dry Milk Solids), appoints Ley & Livingston, S. F., to direct advertising. San Jose selected for test market. Radio will be used.

IGELOW-SANFORD CARPET Co., N. Y., effective Dec. 4 starts half-hour TV series *Bigelow Theatre*, Jerry Fairbanks film show, on 27 TV stations. Agency: Young & Rubicam, N. Y.

TALIAN Swiss Colony Wine, S. F., appoints Honig-Cooper Co., S. F., effective Jan. 1. Radio and TV will be used.

MERICAN HALVAH PRODUCTS, Brooklyn (Wunderva candy), names Lester L. Wolff Adv., N. Y., as agency. Spot radio and TV planned in eastern seaboard cities.

ETERS BROS. Shoe Co., Oakland, and **San Francisco Real Estate Co.** appoint Umland & Co., S. F. Both accounts will use TV.

IRWAY COFFEE, manufactured by Dwight Edwards Co., S. F., appoints Honig-Cooper Co., S. F., to direct advertising. **W. C. Day** is account executive. Radio will be used.

AUFMAN & ASSOC., Chicago agency, reserved exclusive packaging and telecast rights to Snader Teletranscriptions, Hollywood, in 10 major TV markets. Agency plans to package short films for its clients and also to supply film units, scripts and program formats to markets interested in using local personalities or completely-filmed productions with cut-ins for commercials. Films, each 3½ minutes long, are independent

(Continued on page 61)



ANY ADVERTISER CAN

AND

MOST ADVERTISERS SHOULD

...USE

Spot Radio



REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

HOW MANY PICKETS DO YOU NEED FOR A FENCE?

Of course you don't know until you've measured the field.

When it comes to advertising — after you've measured your problem in terms of budgets, markets, selling themes — notice how shrewd scheduling in Spot radio gives you just the pickets you need, without costly left-overs to throw on the lumber pile.

Stations like these, of course, are the backbone of any Spot campaign.

SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas	NBC
	Ft. Worth	ABC
KSO	Des Moines	CBS
WJR	Detroit	CBS
KARM	Fresno	ABC
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WTMJ	Milwaukee	NBC
KSTP	Mpls.-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
WIP	Philadelphia	MBS
KPHO	Phoenix, Ariz.	ABC
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	ABC
WOAI	San Antonio	NBC
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
WAGE	Syracuse	ABC
KVOO	Tulsa	NBC
WWVA	Wheeling	CBS
KFH	Wichita	CBS

THE YANKEE NETWORK

TEXAS QUALITY NETWORK

488 MADISON AVE.
NEW YORK CITY 22
MU 8-0200

CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • DALLAS
SAN FRANCISCO

Oklahoma City's
Only 50,000 Watt Station

KOMA

Outlet for The Columbia Broadcasting System

SLINGSHOT OR SHOTGUN?

If David had enjoyed such a choice when he slew Goliath, the story would not be so well remembered. The **improbability** of his deed made history.

As an advertising man, you're certainly less concerned with making history than with making sales. So . . . in this Goliath Oklahoma market . . . **eliminate improbability** . . . arm yourself with a shotgun, not a slingshot. **KOMA's 50,000 WATTS PUT YOU IN THE BIG GUN CLASS!** Your nearest Avery Knodel man will show you how KOMA can scatter your fire effectively over a broad area at less cost per impression. So . . . why not enjoy the effectiveness and prestige of KOMA . . . when it can actually cost less?

J. J. Bernard

V-P and General Manager

Avery-Knodel, INC.
RADIO STATION REPRESENTATIVES





agency

LAWRENCE ROBERTS Co., N. Y., and KIESEWETTER, WETTER & BAKER Inc., N. Y., merge and change name to Kiesewetter Ass Inc. H. M. KIESEWETTER is president; SAM S. BAKER, HORA HAGEDORN, LAWRENCE ROBERTS and RUDOLPH WETTER are vice presidents.

BERENICE E. CONNOR, radio-TV director Gear-Marston Inc., Phila., Buckley Organization, Phila. agency, in same capaci



Miss Connor

JOHN B. GRAY, Ruthrauff & Ryan Inc., to Maxon In Detroit, as copy chief. He is author of *Advertisi Copywriting*, college textbook.

ROBERT COWAN, art director Anderson, Davis Platte, N. Y., appointed TV art director.

WILLIAM H. GREEN and GEORGE P. MacGREGO account executives, elected vice presidents Kenyon Eckhardt, N. Y. Mr. Green with agency since 1943; M MacGregor since 1949.



on all accounts

A METEORIC career on Madison Ave. ordinarily attracts even less attention than a head blanket on Vine St. But not in the case of David J. Mahoney Jr., at 27 a vice president of Ruthrauff & Ryan Inc., New York. He's a man Horatio Alger could take a lesson from.

Going back five years and up 53 floors above Manhattan, finds Mr. Mahoney, an ex-infantry captain in the Pacific and of impressive physical dimensions, pitching an advertising plan hatched during the war. To R&R executives it was clear that neither the plan nor their caller had been tinged by previous experience. Apparently it also was clear that they were confronted with a new-type phenomenon. So they turned the plan down, but hired its author at $25 per week for the mail room.

With this accomplished, Mr. Mahoney's schedule began to shape up. Indeed it bulged disturbingly. He had already returned under the G. I. Bill to the Wharton School of Business in Philadelphia, where before the peace was disturbed he had reached his junior year by means of a basketball-baseball scholarship and waiting tables. Four hours a day were required to commute betwe New York (his home town, in dentally) and Philadelphia. D ducting working, school, and stu time, that left about two hours o of 24 for sleep.

Skeptics to the contrary, neith Mr. Mahoney nor his schedu broke down. In due time he w graduated with a B.S. in economi and entered Columbia to wo on a master's degree, but he h since found so much new work fill out his day th this degree is u finished.



DAVID

Mr. Mahoney e erged from the m room as an assista account executi for Rinso and lat for Lifebuoy, Spr and Virginia Da That he has a mo est conception himself is suggest not only by t work to which committed himse but by his explan tion of promotio subsequently to f account executi for Virginia Da and Motorola, a an R&R vice presidency.

"I was lucky in the people dealt with," he says. "Anoth guy dealing with different peo could get nailed to the mast, a some have been." As good a re son as any for his "success, if y want to call it that," he says,

(Continued on page 60)

beat

HAROLD GREIST, assistant account executive Dancer-Fitzgerald-mple, N. Y., to Richards Co., affiliate of Grolier Society Inc., N. Y.

ORENCE WIENER, formerly on copy staff Mervin & Jesse Levien ., N. Y., rejoins agency.

NJAMIN R. McMANUS, director of public relations Long Beach, J., Board of Trade, to creative staff J. Robert Mendte Inc., Phila. Will rk on travel accounts.

MORGAN WINANT elected vice president Weightman Inc., Adv. la.

RRY C. LOTUFO, William von Zehle & Co., N. Y., to Fred Gardner Inc., N. Y., as production and traffic manager.

NE SMALL, timebuyer Duane Jones, N. Y. to Cecil & Presbrey, N. Y., timebuyer replacing MARY COLLINGS, resigned to be married.

RL E. KNIGHT to Brooke, Smith, French & Dorrance, Detroit, pro-tion staff. OWEN A. BRADY to BSF&D creative staff.

GH GENSKE, chief art director Al Paul Lefton Co., Phila., appointed vice president.



Mr. Genske

MILTON WEINBERG Adv. Co., L. A., moves to larger offices at 3508 Wilshire Blvd.

NORMAN F. BEST, account executive on Carnation Evaporated Milk for Erwin, Wasey & Co., L. A., named vice president.

TOM MORRIS to Ruthrauff & Ryan Inc. as account executive in Hollywood office.

TELLE BUSCALL, Wank & Wank, S. F., to Guild, Bascom & Bonfigli, F., as production manager.

ANGES of address: H. JACK WYMAN Adv. moves to 233 Post St., F.; HOEFER, DIETRICH & BROWN to new and larger quarters at 5 Sansome St., S. F.; HARVEY MILES & Co. to 190 Ninth St., S. F.; VID F. SELVIN to 593 Market St., S. F.

E WENGER, Umland & Co., S. F., to E. Sugarman Inc., S. F.

PIERSON MAPES, director radio-TV Hutchins Adv. Co., N. Y., pre-ting one-man show of his paintings of clowns at New York's Charles rzansky Galleries.

UCE BARTON, chairman of board BBDO, N. Y., accepts chairman-p of 1951 Heart Fund.

LDRED DUDLEY, timebuyer LeVally Inc., Chicago, to Schoenfeld, ber & Green, same city, in similar capacity.

BERT E. McMANUS, Foster & Kleiser, S. F., to Umland & Co., S. F., account executive.

HN P. BOURKE, Graybar Electric Co., S. F., to Julian Randolph Adv., F., as manager.

HN E. CRAIN, account executive with Colman Co., S. F., to U. S. my as captain.

MADDEN, Platt-Forbes, S. F., named field coordinator. FRANK ON, same office, named campaign manager.

BERT VAN NORDEN, Brisacher, Wheeler & Staff, S. F., resigns. ture plans not announced.

RRY BURTON, manager McCann-Erickson Inc., Portland, to BBDO, F., as account executive.

ANCIS MARTIN Jr., advertising director The Hibernia Bank, S. F., Abbott Kimball Co., S. F., as vice president and account executive.

(Continued on page 86)

NO BRIGHT LIGHTS IN NEON (Ky.)!

In a lot of ways Neon is probably a fine little Kentucky town. But Neon is *not* the kind of market that sales-minded WAVE spotlights. . . .

WAVE goes for the big bright lights that proclaim our State's *only* really large "business district"—the *Louisville Trading Area*—the 27 counties that support a million plus people at a far higher level than the people in the *rest* of the State.

If you're looking for a market that really sparkles, short-circuit Neon and light into Louisville. *Ask us or Free & Peters for complete facts!*

LOUISVILLE'S WAVE

NBC AFFILIATE

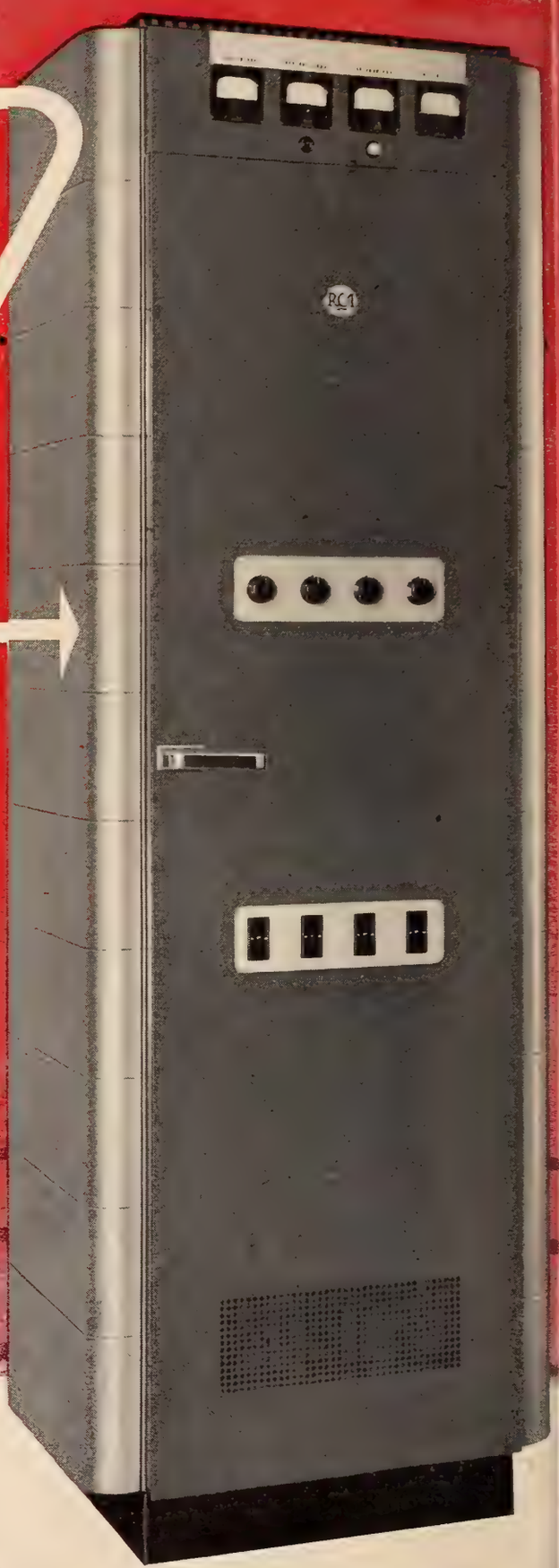
FREE & PETERS, INC.,



5000 WATTS . 970 KC

NATIONAL REPRESENTATIVES

RCA Announces



RCA
Type BTA-250M
250-Watt AM Transmitter

$ SMALLER SIZE
—Same size as an audio rack

$ TAKES LESS POWER
1000 watts, approximately, unmodulated

. . . . . an all-new 250-watt AM transmitter

A new concept in operating efficiency . . . a major advancement in plant economy

$ BETTER FREQUENCY STABILITY
—maximum deviation, ±5 cycles per second

$ NO NEUTRALIZATION REQUIRED

$ FEWER TUBE TYPES
—only 3 types to stock

$ HIGHER FIDELITY
30 to 10,000 cps. Does not exceed 2% distortion at 95% modulation

$ FEWER TUBES (lower tube costs)
—uses only 10 tubes

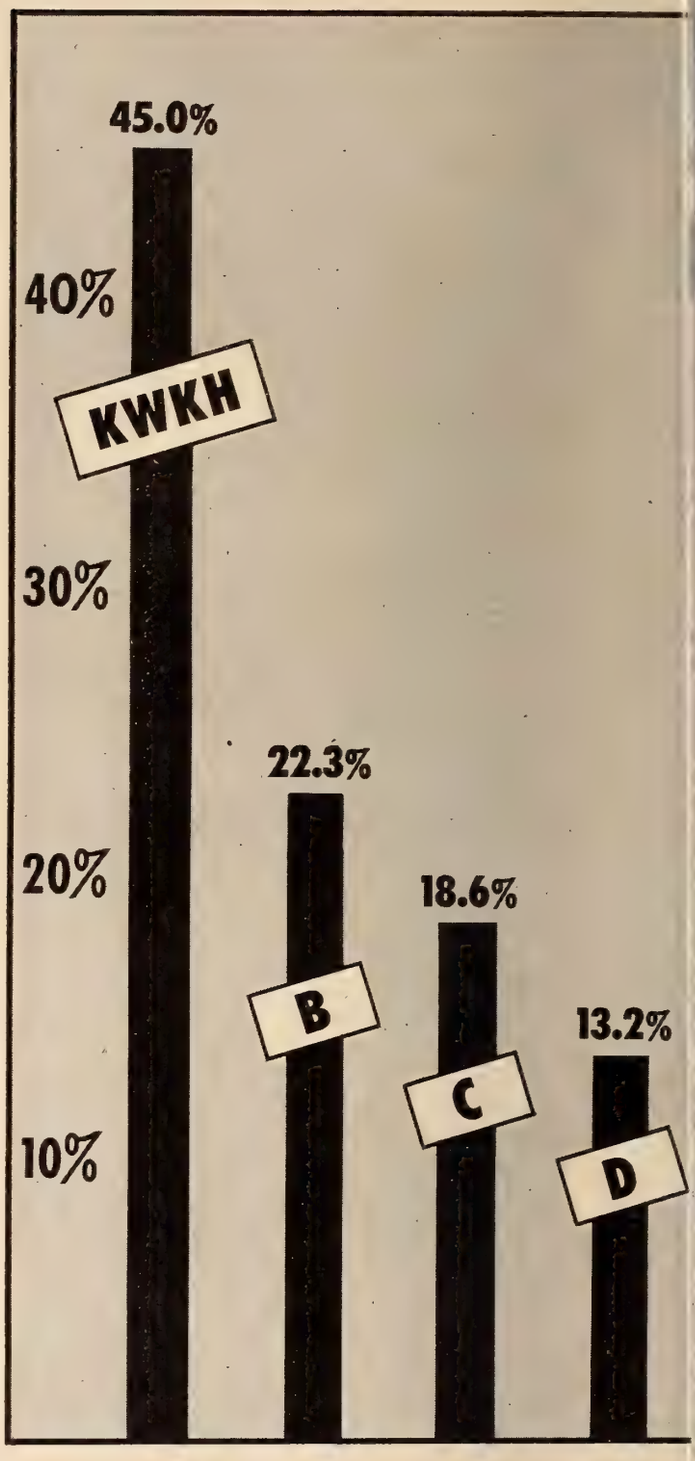
Get the complete facts about this revolutionary new 250-watt AM transmitter from your RCA Broadcast Sales Engineer. Or write Dept. 19KD, RCA Engineering Products, Camden, New Jersey.

RCA

BROADCAST EQUIPMENT
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

in Canada: RCA VICTOR Company Limited, Montreal

SHREVEPORT HOOPER STATION AUDIENCE INDEX
SHARE OF AUDIENCE, WEEKDAY MORNINGS
DECEMBER '49 - APRIL '50



IT'S EASY, WHEN YOU KNOW HOW!

KWKH and "radio Know-How" are practically synonymous here in our rich tri-state market . . . and the chart at the right proves it.

The most recent five-month Shreveport Hoopers show that on Weekday Mornings (8 a.m.–12 noon) KWKH gets a *101.8% greater Share of Audience than the next station.* Even for Total Rated Periods, KWKH's share is 72.4% greater than Station B!

BMB Study No. 2 reveals that KWKH gets a Daytime Audience of more than 300,000 families in 87 Louisiana, Arkansas and Texas counties. *227,701 (or 75.0%) of these families are "average daily listeners" to KWKH!*

Any way you look at it, KWKH is the outstanding radio value in our area. Write direct or ask The Branham Company for *all* the proof!

KWKH

50,000 Watts • CBS •

SHREVEPORT
Texas
LOUISIANA
Arkansas

The Branham Company
Representatives

Henry Clay, *General Manager*

BROADCASTING
TELECASTING

Vol. 39, No. 22 WASHINGTON, D. C., NOVEMBER 27, 1950 $7.00 A YEAR—25c A COPY

XCESS PROFITS TAX COMPROMISE? Reports Mount

By DAVE BERLYN

IDENCE is on the rise that the ministration's "give no quarter" nd on excess profits taxes is ut to give way at the seams. orts persist that members of tax-writing House Ways and ans Committee, from both sides the political fence, are consider- a "compromise" solution.

While details would remain to worked out, it is understood the ggestion may be in the form of noderate war profits tax coupled h an increase in corporation ome taxes. The latter has been ed by the big guns of U. S. ustry in preference to a high fits tax.

A committee member, Rep. Wil- D. Mills (D-Ark.), known to favoring a "combination tax" posal when the House group s into the actual drafting of the , admitted to BROADCASTING last dnesday that he was "consider- " such a compromise tax and t he felt the issue would be roughly explored by the com- tee.

Radio-TV Case Rests

The radio-TV spokesmen, after aching across the broadcaster's ef, rested their case last week as House unit wound up hearings the profits tax. Committee mem- s added a prayer that the tax estion would prove as palatable their Thanksgiving turkey, when y began closed door hearings on profits measure last Friday.

t appeared to observers by mid- ek that Republican dissent in l out of committee, which crac- d periodically during the dnesday to Wednesday public sion, may be the tip-off for the posal's 1950 demise if and when reaches debate by the outgoing t Congress.

The "lame duck" legislators be- their legislative version of nquo's Ghost today (Monday) er a nine week time-out for ction campaigning and rest. The ess profits problem already nds as the No. 1 haunt on the enda.

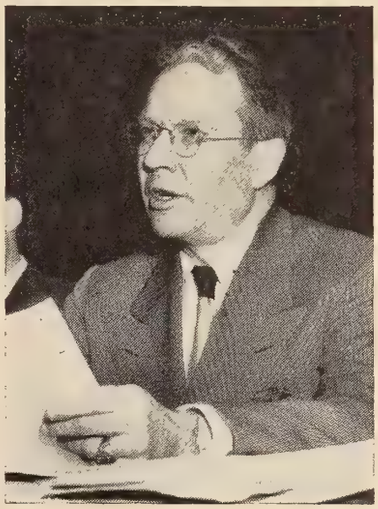
Fireworks were promised by GOP mbers who gave notice they uld press for a reinterpretation the 81st Congress so-called andate" for its tax committees report out an "excess profits x." The GOP contended Con- ess should be asking for a tax method to gain revenue to meet interim defense needs, rather than a strict order for a proposed levy on profits only.

A party-line stand in the House committee turned aside suggestions by GOP members for alternative tax plans and further consideration of "relief" aspects—the latter of particular interest to broadcasters. The same type of Democratic party whip cracking was promised in the Senate Finance Committee when it holds hearings on the issue. The Senate group is expected to avoid duplicating testimony delivered before the House committee.

If the House members report out a bill by their Dec. 1 target date, Finance Chairman Walter F. George (D-Ga.) is reported to be considering start of his Senate group hearings a week from today.

A few members of the House committee were visibly impressed with the radio-TV testimony to the effect its growth as a profit-solvent industry would be jeopardized if the profits levy is applied without regard for the individual problems of broadcasters and radio-TV set manufacturers.

This argument was set forth by such industry spokesmen as RTMA and Dr. Allen B. DuMont, of Allen B. DuMont Labs, last week. Already heard were NAB and the TV Excess Profits Tax Committee, an independent TV station's group chairmaned by John A. Kennedy, WSAZ-TV Huntington [BROADCASTING, Nov. 20].



Mr. Sprague testifies before House Ways and Means Committee

* * *

RTMA told the committee some set manufacturers would be put out of business if the excess profits tax is enacted as recommended by Treasury Secretary John Snyder. It was explained that the firms' growth between the years 1946-1950 has been almost six times that of other U. S. corporations.

The set manufacturers' group suggested that such growth industries, as those doing business in radio and TV, be permitted to exempt at least 62% of their 1950 earnings from the profits levy.

Spokesman for RTMA at the hearings was Robert C. Sprague, president, Sprague Electric Co., and president of RTMA. Mr. Sprague gave these arguments:

Industry's Arguments

- The TV industry, which started commercial production in 1946, is America's fastest growing industry.
- Period of 1946-49 was a time of pioneering and preparation and thus an unfair base for profits credit purposes.
- Radio-TV would be taxed more severely than any other business.
- Electronics production for the

(Continued on page 92)

RADIO HELPS GATE

Liberty, MBS Views

By J. FRANK BEATTY

NATIONWIDE broadcasting of major league baseball has helped the gate of minor league teams and can perform the same service next year.

This is the view of the two main baseball broadcasters, MBS through its *Game of the Day*, and Liberty Broadcasting System.

With this important source of radio revenue under attack by some baseball interests as well as some criticism by Jerry N. Jordan, U. of Pennsylvania graduate student who has conducted extensive research on the subject [BROADCASTING, Nov. 20], operators of baseball networks are concerned over prospects for 1950 baseball broadcasting.

Attitude of major and minor league club owners is highly confused, judging by informal comments some of them have made to BROADCASTING. Decision on 1951 baseball play-by-play is expected during the first half of December when the club owners hold their annual meetings at St. Petersburg, Fla.

Pre-meeting signs point toward a stiff battle by some minor league interests to suppress major league broadcasting in minor league territory, with intimation that the Dept. of Justice may be called in again if the majors permit MBS, Liberty and others to feed play-by-play on a nationwide basis.

Stimulate Interest

Broadcast interests, both network and station, contend the play-by-play pickups have stimulated interest everywhere in the national pasttime. They note that minor league teams are protected within a 50-mile radius from broadcasts while their games are under way.

While MBS, which fed over 350 stations last season, would not comment officially, it is known that the network feels its play-by-play programs had a beneficial effect on all baseball.

MBS pickups in nearly every case were made at the ball parks while games actually were in progress, the network has pointed out frequently, though open dates were filled with recorded pickups made at night games the previous day. In some areas the MBS pickups were fed by tape because of the geographical problem.

MBS stations and network officials contend the 1950 major league broadcasts were a success from the standpoint of the club owners, listeners, broadcasters and the network itself.

Mutual is ready and eager to resume its baseball operation next year, and several hundred stations are prepared to perform the service again.

Liberty Broadcasting System,

(Continued on page 91)



REALIGNMENT in the New York office of Foote, Cone & Belding [BROADCASTING, **Nov. 20**] **is discussed by (l to r) M. P. Franceschi, vice president and general manager of New York office and president of FC&B International; William E. Berchtold, executive vice president; Don Belding, FC&B president; Elwood Whitney, executive vice president who joins Mr. Berchtold in the account management responsibility of the New York office, and Frank Delano, executive assistant to Mr. Belding.**

SET REPORT

RTMA Includes All Makers In Monthly Figures

MONTHLY reports of set production for the entire manufacturing industry will be issued by Radio-Television Mfrs. Assn., replacing estimates which heretofore have applied only to RTMA members.

Decision to extend the monthly figures to include non-member production was reached at the mid-November RTMA committee and board meetings [BROADCASTING Nov. 20]. Details of the new reports were worked out last week by RTMA officials.

Monthly reports will include breakdowns showing different types of radio receivers, based on billing price, whether AM, AM-FM or FM-only, type of cabinet and record-playing attachments. TV set breakdowns will include size of picture tube, whether record-player is attached and number of sets with FM reception. Both radio and TV tables will be broken down into private brand and factory groups.

For several months RTMA has been compiling weekly TV and radio set production estimates for the entire industry. These weekly reports will be augmented. They will not include detailed breakdowns by types, however, but will indicate number of home sets, portables, autos and TV sets made during the week.

Figures are supplied confidentially by factories to Haskin & Sells, Philadelphia auditing firm. Weekly reports will come out about a week late. Monthly reports are to be issued about the 25th of the following month. No change is planned in the monthly area report showing television set sales to dealers.

Expansion of the statistical service was approved by the RTMA Set Division Executive Committee on recommendation of Frank W. Mansfield, Sylvania Electric Products, as chairman of the association's Industry Statistics Committee.

In a month-late report on member company production, RTMA reported these firms (about 80% of industry production) turned out 953,942 radio sets in September, a five-week work month. Of these 101,646 sets were FM or FM-AM.

The member companies turned out 616,764 TV sets in the month, of which 66,283 contained FM-band tuning circuits. Breakdown by picture-tube size shows 529,118 of the September sets were 16 inches or over.



Drawn for BROADCASTING by Sid Hix

"Can't you call it something else instead of 'Russian Dressing'—the sponsor is beginning to complain!"

'CISCO KID'

New Ziv Radio-TV Sales

THE RADIO version of *The Cisco Kid,* a Frederic W. Ziv production, has been sold to five advertisers.

They are Dadson Dairies on WDBO Orlando, Fla.; Puritan Milk on KOAM Pittsburgh, Kan.; Meadowgold Dairy on KWON Bartlesville, Okla.; Vern-Tex Dairy on KVWC Vernon, Tex., and Maplehurst Jersey Farms on WISH Indianapolis, Ind.

TV version of the same show, packaged by Ziv Television Programs Inc., has been purchased by Nolde Bros. Baking Co. on WTVR (TV) Richmond, Va., and WTAR-TV Norfolk, Va.; Chestnut Farms Dairy on WNBT (TV) Washington, and Koontz Dairy, WBAL-TV Baltimore.

Wray Is KHJ Sales Mgr.

LEON WRAY, KHJ Hollywood account executive, has been named sales manager of the station. In his new capacity Mr. Wray will be in charge of KHJ local sales in addition to Don Lee network business originating in the Southern California area.



Mr. Wray

ABC REPORT

Estimated $877,000 Loss

ABC last week reported an estimated loss of $877,000 for the first nine months of this year.

In the first nine months of 1949 the network reported a loss of $779,000, but after the recovery of $297,000 of federal income taxes under carry-back provisions of the Internal Revenue Code, the net loss of the three-quarter period of last year was reduced to $482,000.

O'SHEA TO CBS

Is V.P., General Executi

DANIEL T. O'SHEA, former pr ident of Vanguard Films and ecutive director of the Selzni Studio, Holl wood, has join CBS as vice pre dent and gene executive.



Mr. O'Shea

Mr. O'Shea w supervise t business affairs both CBS a CBS-TV pr gram areas, a will be respo sible for all bu ness activiti concerned with CBS program ope tions, with headquarters at C Hollywood.

A graduate of Harvard L School, Mr. O'Shea first entered t film industry in 1928 with Rad Keith-Orpheum in New York as attorney, following which he serv as RKO's resident attorney Hollywood. He then joined Se nick International Pictures as a sistant to the president. He w appointed vice president of Selzni International Pictures in 1939, a two years later was named pre dent of David O. Selznick Prod tions Inc. In 1942, Mr. O'Shea w made president of Vanguard a executive director of the Selzni studio.

DRAKE-SWEENEY

Program Suit Settl

OUT-OF-COURT settlement $8,500 suit of Kevin Sweeney, ge eral sales manager, KFI and KF TV Los Angeles, against Gal Drake, radio philosopher, for u paid commissions on sale of t Drake ABC program was a nounced last week by Karl Geiser, Mr. Sweeney's attorney.

Suit charged that Mr. Dra failed to pay full amount on cc tracted 10% of his compensati from the Kellogg Co. sponsored n work series that ran 1947-1948. time of sale Mr. Sweeney was ma ager of the Housewives Protecti League program for Fletcher Wil Productions.

Suit had been scheduled for tr in January in U. S. District Cou Los Angeles.

Chandler to Radio Sal

MacLEAN CHANDLER,, executi assistant to William L. Wedd vice president in charge of ra and television for Leo Burn Agency, Chicago, has resigned fective Jan. 1 to join the sales st of CBS Radio Sales' TV depa ment, same city. Mr. Chand has been with the agency 11 years, and has worked in timebu ing and as assistant to Mr. Wedd for the past three years. No placement has been named.

JOHNSTON HEADS BAM

First Board Meet

ENRY P. JOHNSTON, general anager of WSGN Birmingham, la., was elected president of roadcast Audience Measurement ic. last week at the first meeting the new organization's board of rectors.

The board, assembled in New ork Nov. 20, elected officers and ppointed two organizational committees to plan the building of the ew research bureau.

Next day, directors of Broadcast easurement Bureau held their st meeting and took only one tion—instructing BMB officers to gin dissolving the organization.

The only other officer elected by e BAM board, in addition to Mr. hnston, was Don Petty, former neral counsel of NAB. Mr. Petty comes secretary-treasurer of the ew organization.

The BAM board also appointed a embership and finance committee nsisting of Frank King, president and general manager of WMBR Jacksonville, Fla., chairman; Norman Chandler, president, KTTV (TV) Los Angeles; Leonard T. Bush, Compton Advertising Inc., New York, and Howard Lane, Field Enterprises, Chicago.

A research and structure committee also was appointed, composed of Clyde Rembert, general manager of KRLD-AM-FM-TV Dallas, chairman; Melvin Brorby, Needham Louis & Brorby, New York; A. N. Halverstadt, Procter & Gamble; Paul W. Morency, vice president and general manager, WTIC Hartford, and Hugh M. Beville Jr., NBC director of plans and research.



Mr. Johnston

The next meeting of the BAM board will await preparation of the two committees' reports.

Attending the meeting last week were:

Merrill Lindsay, WSOY Decatur, Ill.; J. W. Woodruff Jr., WRBL Columbus, Ga.; George Burbach, KSD-TV St. Louis; Joseph Allen, Bristol-Myers Co.; Richard Grahl, William Esty & Co.; Ernest Lee Jahncke Jr., ABC vice president; Robert A. Schmid, MBS vice president, and Messrs. Morency, King, Lane, Chandler, Johnston, Brorby, Bush and Beville.

The dissolution of BMB, the BMB board pointed out at its last meeting, will not interfere with the continued servicing of the BMB Study No. 2. Pending completion of the wind up of BMB affairs, requests for servicing can be made to BMB Headquarters, 270 Park Ave., New York, as well as to the statistical Tabulating Co., New York. The latter company has a contractual agreement to service the last BMB study.

Attend Meeting

Present at the last BMB board meeting were:

Justin Miller, NAB president; Frederic Gamble, president of American Assn. of Advertising Agencies; J. Harold Ryan, Fort Industry Co.; Roger Clipp, WFIL Philadelphia; Linnea Nelson, J. Walter Thompson Co.; Albert Dempewolff, Celanese Corp.; Carlos Franco, Kudner Agency; Lowry Crites, General Mills; Joseph Allen, Bristol-Myers, and Messrs. Bush and Beville.



BERMUDA-BOUND William S. Paley, chairman of the board of CBS, and his wife, the former Barbara Cushing, arrive at Pan American Airways enroute to Pink Beach, Tucker's Town, for a vacation.

Burton-Dixie on ABC

BURTON-DIXIE Corp., Chicago (bedding), through Turner Advertising, same city, will sponsor Paul Harvey, Chicago newscaster, on ABC Sunday, 9:15 to 9:30 p.m. (CST), from Dec. 3 for 52 weeks. Products to be advertised are pillows, mattresses, comforters and other sleep products. Burton-Dixie sponsors Mr. Harvey locally on WENR-TV Chicago.

SHOUSE NAMED

Will Head Voice Mission

AMES D. SHOUSE, chairman of e board of Crosley Broadcasting orp., and two State Dept. information division officials last Wednesday were named to head an overseas field mission looking toward improvement of Voice of America's expanding broadcast operations.



Mr. Shouse

The group, which will study the development of methods for creasing the International Broadsting Division's broadcast operaons, also will include Merrill hillips, representing State Dept.'s 3D, and William J. Convery gan, who will take part for the verseas field operation of the deartment's international informaon program.

Represents U. S. Radio

Mr. Shouse, who also is a mem-er of the executive committee of vco Mfg. Corp., parent firm of rosley Broadcasting Corp., will epresent the domestic U. S. radio dustry, according to the State ept. He will be on three months' ave from his broadcast duties.

The group was scheduled to ave for Europe Nov. 25 (Saturay), with later visits slated for e Far East and Latin America. urvey will study the practicaility of increasing programming the field and will evolve recomendations for means of integrating production of radio programs the field with broadcasts originating at Voice of America studios IBD) in New York headquarters.

POLITICAL TIME RATES

Set Card Urged

BROADCASTERS are being urged by NAB to sell time to political candidates at set card rates "for general business" rather than charge excessive rates, it was announced simultaneously on Capitol Hill and by NAB last week.

The House Special Campaign Expenditures Committee made public Wednesday an exchange of letters between Chairman Mike Mansfield (D-Mont.) and Justin Miller, NAB president.

In his communication to President Miller, Rep. Mansfield said suggestions had been made to the group to consider "the alleged policy of certain radio stations and newspapers to charge double the commercial rate on advertising for political speeches and political advertisements."

Calling such alleged practices "discrimination against democracy," Rep. Mansfield said, ". . . the Congress clearly has power to prevent such a practice under the licensing power which it has delegated to the FCC. Involved in the general subject is, of course, the much more complex problem of 'free time' for political speeches."

Miller's Views Asked

Asking for Judge Miller's views, Rep. Mansfield pointed out that the committee had been urged to "hold hearings on the sole question of political advertising and political speeches in radio." A committee spokesman told BROADCASTING that the suggestions had come from "political scientists" as well as from certain candidates for public office.

Rep. Mansfield recalled that legislation had been introduced in the 81st Congress which "would provide for regulation by the Commission (FCC) of political speeches over the radio. Before determining the advisability of holding such a hearing, I feel it would be desirable to have your views on this general subject."

Time Limitation

Meantime, a spokesman said limited time before the 82nd Congress convenes, marking expiration of the committee's life, made it necessary to cancel all plans for hearings on campaign expenditures. Instead, a comprehensive report, prepared by the committee staff, will be written.

It was learned also that the special committee will release in its report a breakdown of all candidate expenditures made for the various media. The committee is cognizant, it was said, that "more and more money is being spent on radio and television" by political candidates than ever before.

In his memorandum to broadcasters, Judge Miller pointed out that the Mansfield letter was received on Nov. 15, the first day of a three-day NAB Board of Directors' meeting [BROADCASTING, Nov. 20]. As a result, the board adopted a resolution on political broadcast time charges.

Judge Miller said the board unanimously agreed that "those running for public office should not be charged extra fees or rates in excess of established station practices." Practice of levying "unusual" charges, it was emphasized, "will inevitably lead" to a conflict between the broadcasters and those who are elected, "particularly with members of Congress, who have legislative control over broadcasting in its many phases."

Noting that his "own view is in accord with that expressed in this resolution," Judge Miller told Rep. Mansfield that the NAB action in adopting a policy on the matter should "do much to discourage this practice."

The resolution, as adopted by the board, follows:

WHEREAS it is the general policy throughout the broadcasting industry to charge the published rate for general business for time sold for political purposes, and

WHEREAS it is reported some broadcasters have not followed this policy, and

WHEREAS it is the view of the NAB Board of Directors that a practice of charging higher rates works an undue hardship upon public spirited citizens who stand for election to public office,

THEREFORE, BE IT RESOLVED that the National Association of Broadcasters urges such broadcasters to reconsider their policy in this regard and adopt a uniform policy of selling such time for political purposes at established card rates for general business.

A Fort Wayne Oil Burner Distributor Found the Sales Key . . .

Radio Sparks Gladieux' 600% Business Increase

THERE may be wintery blasts stirring up this weekend out Indiana way, but it's a cinch one Fort Wayne distributor is basking in the cheery warmth of a sales fire that threatens to reach explosive temperatures.

And it's fire that the Gladieux Heating Co. promptly attributes to the kindling processes of radio—especially WOWO Fort Wayne. So much so that Stan Pietzak, manager of the firm which installs Winkler oil burners, emphatically declares that "if I had to cut down on my advertising you can bet your last dollar that radio on WOWO would be the very last thing I'd give up!"

And just what are the facts behind this radio success story?

The Gladieux company back in 1948 turned to spot announcements to promote services which included oil burners for home installation. These ranged in price from $450 for a conversion unit to about $1,200 for new installations. As do many other similar firms, Gladieux used radio in the spring and summer to stress to listeners the value of installing or converting present units before the business rush of fall and winter impedes customer service.

* * *

Encouraged by returns from a year's use of these spot announcements, Gladieux changed to a transcribed quarter-hour, the *Allen Roth Show*, 1-1:15 p.m., Sunday, on WOWO, effective May 15, 1949. And a renewal last spring will carry the show to at least May 15, 1951.

In addition to promoting new installations and conversions for listeners, the program invited dealers in the area to investigate the Winkler burner of Gladieux and to participate in the weekly show.

Response Swift

The response was swift.

From a radius of 75 miles of Fort Wayne, a dozen dealers were lined up, all of whom get name mentions on the show. And further, each dealer is strong in his praise of the excellent returns that accrue to his own firm from appearance on the Gladieux show. That's why the list of dealer participants includes an eager line of distributors cued up from Warsaw, Harlan, Syracuse, Berne, Wabash, Garrett, South Whitley, Ligonier, North Manchester, Montpelier, Angola (all Indiana), Antwerp and Napoleon (both Ohio).

* * *

Commercial theme of the program remains consistent, stressing present heating costs by the question: "You're paying for a Winkler Low Pressure Oil Burner NOW —why not have one installed?"

Praise Radio Results

Mr. Pietzak is joined by Ralph E. Gladieux, owner of the firm, in accolades for the sensational results from radio promotion. Mr. Pietzak cites that "over 80% of the calls we have made in the past year proves to us that 'radio sells 'em.' We know because we ask the folks when we call how they learned about Winkler oil burners."

And what are hard, infallible figures to back up Mr. Pietzak's statement? The Gladieux manager says this:

"We have actually increased our business over 600% in the two years we have been on WOWO. We were installing about 70 to 80 units a year and were quite proud of ourselves. The first year we were on WOWO we increased installations to over 300, and this season our orders show that we will make over 500 installations.

* * *

For more proof, Gladieux made quick survey and check on orde "in the mill" for the other dealer who had participated in the *Alle Roth Show*. Collectively, thes other dealers will account for a other 500 installations this seaso and, Mr. Pietzak reiterates, "nearl 80% of these are directly trac able to the advertising program o WOWO."

In addition, newspaper advertis ing in Fort Wayne is used b Gladieux as well as booth display at home shows that occur in th area from time to time. WOW cooperated in installing a dow town studio window display sho ing the Winkler burner and tyin in with the radio program.

Mr. Pietzak takes note of th value of these promotional cam paigns that go on the year arounc but comes back with that reminde that if he had to cut advertising "radio and WOWO would be th last thing I'd give up!"

And why should he? $750,00 worth of oil burners sold in on year as a result of one quarter hour radio program a week is n small business in any man's lan guage.

* * *



Window display by WOWO shows the Winkler Low Pressure burner, a number of installations made in the area, and ties in the program.



One of the Gladieux dealers, Otto F. Wesling of Garrett, Ind., "sign up" as a program participant for Mr. Gladieux and Mr. Pietzak (right)

COBALT CUT BACK 70% By NBA Order

PARTIAL relaxation of the temporary freeze on use of cobalt by magnet and radio-TV manufacturers — allaying widespread fear of industry shutdowns by year's end but portending substantial production cut-backs by early 1951— was directed by the National Production Authority last week [BROADCASTING, Nov. 20].

NPA Administrator William H. Harrison issued a stopgap order cutting back commercial consumption of the metal 70%. The directive will apply to distribution of cobalt, used in radio-television set speakers, which is marked for delivery this month or earlier. A similiar order will be issued for December.

The announcement followed a conference between Gen. Harrison and members of the new Radio-Television Mfrs. Assn. Special Electronics Parts Mobilization Committee, as well as top officials of RTMA.

RTMA spokesmen said the directive would cut radio-TV receiver production 25% or 40% below present levels, and felt the situation would grow more desperate after the spring of 1951. They reasoned that production of alnico magnets would be sorely hit and that any substitutes would not be "quickly effective" and would moreover entail the redesigning of set models not yet on assembly lines.

Thus, a manufacturer who turned out, say, 20 different TV models may well find it necessary to scale his output down to five. Present inventories of cobalt producers are scarce, spokesmen noted, while defense orders, though still in the mapping stage, are running at a high level.

Other Metals Short

The metal scarcities problem— encompassing shortages not alone of cobalt but of aluminum, as well as copper and nickel—was unfolded to Gen. Harrison last Monday. Robert C. Sprague, Sprague Electric Co. and RTMA president, and James D. Secrest, RTMA general manager, were among industry officials who called on the NPA administrator.

The chain reaction of government edicts on materials was outlined to Gen. Harrison—no cobalt, no speakers; no speakers, no TV-radio sets; no sets and paucity of defense orders now, no skilled technicians—and complete disruption of the electronic industry.

The manpower picture was painted in dark hues, with RTMA officials pointing out that defense orders have been forthcoming at a mere trickle—not enough to keep industry rolling along at an operating pace in view of metal shortages.

The danger confronting the electronics industry is such, they noted, that technicians and other skilled help would soon turn to other fields (aircraft production, etc.) to retain employment.

Curtailment of aluminum (35%) and cobalt—and proposed orders on copper and nickel—would serve to paralyze the industry at its roots, they emphasized. Nickel could be substituted for cobalt but is inferior and highly expensive.

NPA's directive, issued "verbally" to African Metals Corp., the nation's only large cobalt importer, provides that commercial or non-defense orders shall be filled with delivery of 30% of the average monthly quantity used by magnet makers during the first six months of 1950. Gen. Harrison said he anticipated a "somewhat increased amount" would be made available for civilian use during December.

Need Long-Term Plan

"It will be necessary to develop some long-term method for conservation and allocation of this material," NPA stated. "Since immediate needs for both defense and civilian uses are pressing, however, an interim measure must be adopted to provide minimum supplies for these needs."

The proposed nickel order by NPA, which would seriously curtail its use in the radio-TV manufacturing industry (in loudspeakers, focus coils and ion traps), was broached by NPA authorities and steel producers last Monday. Various ways of conserving the nickel supply were discussed, with steel producers agreeing that use of scrap nickel and substitution of other materials might help alleviate the situation.

Nickel Also Scarce

The industry group pointed out that nickel is in short supply but suggested that it be allocated voluntarily by suppliers rather than controlled by NPA at this time. NPA noted, in turn, that a large number of defense orders, though unrated, will necessitate use of nickel.

RTMA members meeting with Gen. Harrison last Monday, in addition to Messrs. Sprague and Secrest, were:

A. D. Plamondon Jr., Indiana Steel Products Co., and R. E. Laux, General Instruments Corp., co-chairmen of the special RTMA electronics parts committee.

Others included Max Balcom, Sylvania Electric; Hall Stackpole, Stackpole Carbon; J. B. Elliot, RCA Victor; Ben Abrams, Emerson Radio & Phonograph; Harry Ehle, International Resistance; John L. Sullivan and H. G. Beauregarde, attorneys and members of RTMA's Joint Electronics Industry Advisory Committee.

The problem of supplying component parts, complicated by the metals shortage, has also been a thorn in the side of industry as indicated by complaints laid before NPA Nov. 17. Communications manufacturers and users of equipment protested that suppliers are failing to deliver sufficient parts to maintain the nation's communications system.

Industry spokesmen told General Harrison that some of their difficulties are the outgrowth of advance buying by industries of resistors, tubes and other parts at above-market prices. To that end, General Harrison said he would organize a Communications Industry Advisory to bring about closer cooperation with the industry. Proposal was in the planning stage last week.

The NPA administrator also (1) recognized the "essentiality" of communications; (2) assured the industry supplies would be made available for maintenance; (3) cautioned against any hopes of expansion of communication industries; (4) urged the industry to maintain equitable distribution through normal channels or NPA would be forced to control the situation.

Rudolph J. Teichner

FUNERAL services for Rudolph J. Teichner, 51, on leave of absence as treasurer of NBC, who died Nov. 21 of a heart attack, were held at St. Joseph's Church, Union City, N. J., at 11:30 a.m., Friday, Nov. 24.

ADVISORY COUNCIL *Miller Names Members*

FORMATION of an all-industry Broadcasters Advisory Council, vested with the task of organizing the industry so it will be immediately available in case of national need, has been completed by NAB President Justin Miller with appointment of 10 station operators.

First organization meeting, preparatory to formal appointment of council membership, was held Oct. 2 in New York [BROADCASTING, Oct. 9]. Broad outline of the organization was drawn up last August at a special NAB Board meeting [BROADCASTING, Aug. 14].

Station members appointed by Judge Miller are Clair R. McCollough, WGAL Lancaster, Pa.; Roger W. Clipp, WFIL Philadelphia; I. R. Lounsberry, WGR Buffalo; A. Frank Katzentine, WKAT Miami Beach, Fla.; Mort C. Watters, WCPO-TV Cincinnati; Arthur B. Church, KMBC Kansas City; William A. Fay, WHAM Rochester; Gilmore N. Nunn, WLAP Lexington, Ky.; G. Richard Shafto, WIS Columbia, S. C.; Howard Lane, Field Enterprises, Chicago.

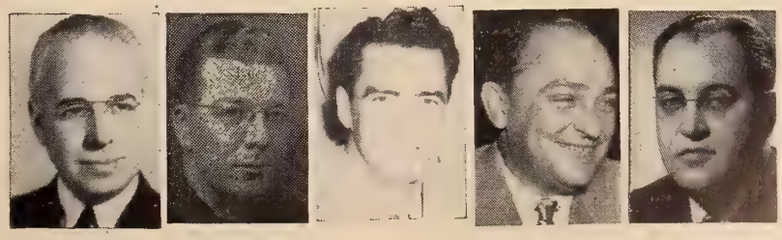
Progress of council activity and station membership were reviewed at the NAB board meeting Nov. 15-17 [BROADCASTING, Nov. 20]. The council was formed at request of Dr. John R. Steelman, Assistant to President Truman.

Other members of the council include Robert C. Sprague, president Radio-Television Mfrs. Assn.; Jack R. Poppele, president, Television Broadcasters Assn.; Richard B. Hull, president, National Assn. of Educational Broadcasters; Frank White, president, MBS; Joseph H. McConnell, president, NBC; Robert E. Kintner, president, ABC; Frank Stanton, president, CBS; Mortimer Loewi, director, DuMont TV Network. Designated as alternates are Charles R. Denny, NBC executive vice president, for Mr. McConnell, and Chris J. Witting, executive assistant to the director, for Mr. Loewi.

All-Industry Broadcasters Advisory Council



Mr. Fay Mr. McCollough Mr. Clipp Mr. Shafto Mr. Lounsberry



Mr. Church Mr. Nunn Mr. Watters Mr. Katzentine Mr. Lane

RICHARDS RENEWAL

Cottone Accused Again

RENEWED CHARGES against FCC General Counsel Benedict P. Cottone's conduct of the FCC hearing on news policies of G. A. (Dick) Richards were filed last week by counsel for the Richards stations, along with a request that FCC decide the case now, without further ado.

The petition, filed by Hugh Fulton and Joseph Burns as chief trial counsel for Mr. Richards, asked the Commission to decide the case on the basis of the hearing virtually completed with respect to Mr. Richards' news policies concerning his KMPC Los Angeles, before going into the scheduled hearings dealing with his policies as they relate to his WJR Detroit and WGAR Cleveland.

The hearings resumed in Detroit last Tuesday before Examiner James D. Cunningham, to wind up final details of the proceedings as they relate to KMPC. The WJR phase is slated to follow, unless FCC grants the petition for a decision based on testimony relating to KMPC.

The petition noted that the KMPC hearing consumed total of 88 days and covered approximately 15,000 pages of testimony in addition to over 700 exhibits representing more than 100,000 pages. Counsel for the station owner said some 19,000 WJR scripts and 13,000 at WGAR have been prepared for use in evidence if the hearing proceeds in those cities. The petition continued:

The expense to the Commission and to the applicants is so great that as a matter of fairness to the applicants, and of consideration for the taxpayers who ultimately bear the cost to the Commission, FCC should give careful consideration to this petition and these motions.

Counsel for Mr. Richards contended that the license renewals should be issued without further proceedings, or that the stations' performance since their last renewals should be the "sole" question. They also asked postponement of the hearing on Mr. Richards' trusteeship plan for the stations until after a decision is reached on the KMPC renewal.

They claimed the hearings thus far show that FCC is attempting to establish standards for news presentation and that this should be done only "after public hearings where all viewpoints may be presented." Their petition said:

It is unfair that the applicants are being made a guinea pig for a test case on issues so broad and so sweeping that their determination affects the entire industry. As in the case of network regulation these issues should be considered *ab initio* by the full Commission in a hearing open to participation by the entire industry.

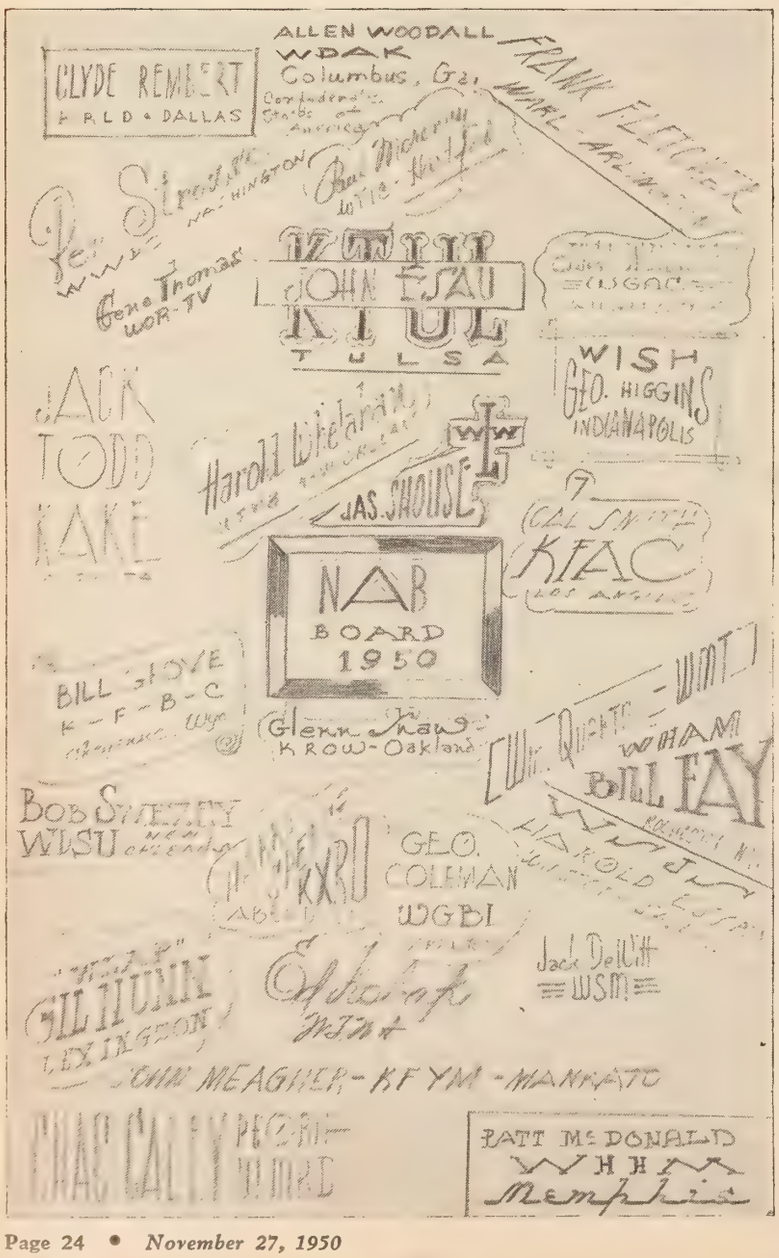
The Richards brief charged that Mr. Cottone, as FCC counsel in the Los Angeles hearings, showed an "attitude and conduct" that "exhibited a bias and prejudice which have prevented a fair hearing for the applicants, and have induced erroneous rulings which cannot be corrected."

The pleadings charged that Mr. Cottone made a "false statement" respecting the presence of FCC witnesses in Los Angeles at the time the hearings were commenced, and accused him of "personal vindictiveness toward Mr. Richards."

"The record is full of instances where Mr. Cottone abused and threatened not only applicants' counsel, but the examiner," the Richards brief asserted.

It claimed that "if the Commission is to establish standards to govern the presentation of news on all radio stations, it should be done after public hearings where all viewpoints may be presented. . . .

"The Commission has no authority to inquire into the character and private political, social or economic views of any stockholder of a radio station licensee as a basis for determining whether to grant a renewal application. . . ."



NARND Awards

AWARD for the best news coverage by a television station went to WHAS-TV Louisville from the National Assn. of Radio News Directors at its annual meeting in Chicago Nov. 18. Radio Station WOW Omaha won the award for the best news coverage by a radio station. Harold W. Baker accepted the award for the station. Both awards were based on overall excellence in news presentation and for a report on special coverage of one or more major news events along with coverage of community activities. For special events, WHAS-TV submitted to the awards committee its coverage of a $60,000 fire in Louisville and films of a "flying saucer." Dick Oberlin, WHAS-AM-TV news director, accepted the award for the station at the NARND banquet. Last year NARND cited WHAS as the best in radio news coverage.

BMI CLINIC SET

Choose KNBC for Dec. 1

THE FIRST Broadcast Music Inc program directors and librarian clinic to be held in Northern Cal ifornia was announced last wee for Thursday, Dec. 14, at KNB San Francisco.

Carl Haverlin, BMI president will head a group of BMI execu tives who will appear on the all-da program. California broadcaster and agency representatives will als talk. During the past year 14 suc clinics have been held in New York one each in Hollywood and Chicago

Kaltenborn to Speak

H. V. KALTENBORN, veterar news commentator, will divulge off the-record highlights of his *Fift Fabulous Years* of news reportin activities, at the Nov. 30 luncheo of the Radio Executives Club, Wal dorf-Astoria, New York. Mr Kaltenborn's latest book under tha title has just been published. A five-minute news report by com mentators from the various net works will be inaugurated at thi meeting, also.

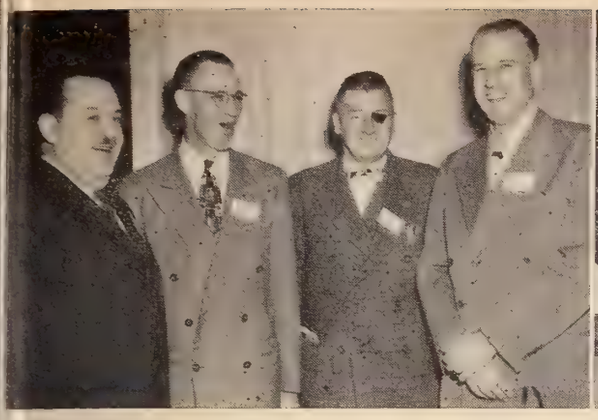
CHAMPION DOODLER at the Nov. 15-17 NAB board meeting was Patt Mc Donald, WHHM Memphis, director-at-large for small stations. This sampl of his work includes names of all board members.

An informal analysis of Mr. McDonald's masterpiece by one of the industry' leading doodle interpreters revealed the creator to be a man possessing ex ceptional engineering and precisionist attributes. Thematic line is clearl depicted, though the central motif might have been further emphasized i the interest of clarification.

The creator is revealed to the analyst as a man of vast versatility, wit letter styles running the gamut of current and past vogues. On the othe hand there appears a tendency toward carelessness that is revealed in th misspelling of such names as Willard and Wheelahan, and the failure t include initials.

This tendency, however, is frequently noted in doodling because th creator's attention is divided between artistic endeavor and exigencies of th occasion. It may properly be described as an occupational idiosyncrasy.

Runner-up to Mr. McDonald was Doodler John Esau, KTUL Tulsa, whos achievements included caricatures of board members and a mule owned b Edgar Kobak, WTWA Thomson, Ga.







BOUT 200 radio newsmen converged on Chicago for the annual conference the National Assn. of Radio News Directors, which adopted standards of actice for news treatment on the air and heard prominent government and dustry speakers [BROADCASTING, Nov. 20]. Three-day sessions brought these torial highlights at the Hotel Sherman:

LEFT PHOTO—Jack Shelley (r), WHO Des Moines, Iowa, retiring NARND esident, chats between panel sessions with (l to r) Francis McCall, NBC vice esident in charge of television news and special events; Ed Wallace, WTAM-WNBK (TV) Cleveland, and Ian Ross MacFarlane, WCBM Baltimore.

CENTER PHOTO—"Offside" conference of newsmen is called by Ben Chatfield (l), new NARND president, and Soren Munkhof, newly-elected secretary.

RIGHT PHOTO—Group of radio newsmen in corridor discussion at news sessions are (l to r): Arthur J. Middleton, WELL Battle Creek, Mich.; Jack Cogswell, WHFB Benton Harbor, Mich.; Mark Weaver, KLRA Little Rock, Ark., and Jack Drake, KSWO Lawton, Okla.

* * *

NEWS CENSORSHIP ISSUE

Aired at NARND Meet

PROLONGED discussion of censorship of news by government encies highlighted the final convention session of the National ssn. of Radio News Directors, eeting Nov. 16-18 at Chicago's erman Hotel [BROADCASTING, ov. 20].

Discussion centered around a inority resolution, offered by a ree-man resolutions committee, ndemning any effort to slant ws and providing "that no agency government should exercise any ntrol over the content or presentation of news broadcasts, and it incumbent on the radio station exercise with care and integrity e right here asserted."

Chatfield President

In the election of officers, Ben hatfield of WMAZ Macon, Ga., as named NARND president to ucceed Jack Shelley of WHO Des oines. Mr. Shelley was retained s an ex officio board member to ork in an advisory capacity. The llowing news directors were ected to the board:

Jim Borman, WMT Cedar Rapids, rst vice president, moved up from econd vice president; Tom Eaton, TIC Hartford, second vice president; Sheldon Peterson, KLZ Denver, treasurer, and Soren Munkhof, OW Omaha, secretary.

After proposal to adopt the esolution was shuffled from table floor, the group discussed the ossibility of endorsing a similar esolution taken by the NAB last pring. At that time, NAB objected to the FCC action in the . A. Richards case, charging "unue interference." Robert K. ichards, director of publicity and ublic relations for NAB, appeared efore the newsmen at their request outline what prompted the NAB ove. He pointed out that the asic principles involved in the esolution were not the particulars f the case but the interference with the right of free speech and the fundamental precepts of due process of law.

Following further discussion, news directors voted 18 to 11 for the board to take whatever action it sees fit. Several speakers from the floor noted that endorsement of the NAB resolution could be construed as support for the Richards side of the FCC litigation, inasmuch as Mr. Richards and his stations were mentioned by name in the NAB statement.

Only 29 active members voted on the resolution, although the fifth convention attracted the largest turnout of any meetings thus far. About 120 of some 180 registered persons were acting news directors at stations or representatives of networks in the U. S. and Canada. The remainder of the registrants were press agents and public relations men from governmental groups and civic agencies.

Baker Host-Speaker

Dr. W. R. G. Baker, vice president of General Electric Co. and general manager of the electronics department, was host and speaker at the Saturday luncheon sponsored by his company. Describing television as a "volatile" industry, he said it "will not sound the death knell for radio in the foreseeable future" in spite of its "tremendous expected growth."

The public will rely for the most part on radio and the press for comprehensive news coverage for a long time to come, he said. Pointing out that 12 million radio sets are still being sold yearly, Dr. Baker congratulated the radio newsmen for "an excellent public service" and said: "You have created a radio listening habit that is almost unshatterable."

Declining to discuss color television, Dr. Baker predicted the status of the medium in 1955. In five years, he said, telecasts will reach 34 million homes, ("more than 80% of the presently-estimated number of homes"), and there will be 128 million people in television areas. Seventy-one percent of all U. S. families will receive programs from two or more video stations, setting "an unprecedented rate of saturation—greater by 50% than radio in the like period of its growth," he said.

Sees Fast Growth

He predicted the present number of TV stations, 107, will jump to an additional 416 within five years, totalling 523, after the freeze goes off. "Of these, 310 will be in areas which do not now have television coverage," Dr. Baker said. He estimated it will cost "just under $1 billion yearly" to provide operating revenue for the 523 stations, support four networks and give the public 70 hours of programming each week on all the stations.

"I believe television can and will find the required money to support it," the GE vice president said.

Foreseeing an industry which provides equipment and methods for "good, informative and fast-moving telecasts," Dr. Baker said: "It may be that a few years from now we will have found a method of recording video on magnetic tape. This would not only make TV cameras as portable as newsreel cameras, but would cut down the present time factor in use of film, and give a better picture."

He said "more immediate developments" which can make television better adapted to transmit news are extra-sensitive camera tubes, which would eliminate "much of the need" for brilliant artificial lighting; a black-and-white system which gives better detail, and new electronic devices which will bring better programming. He reminded newsmen that scientists and engineers "are always looking for methods to make all media more effective."

Although the work of the newsmen will be confined mainly to radio "for a long time to come," he said, "perhaps a new type of television news director will be created, one who is master of visual, as well as verbal, communication of fact."

Clifton Utley, NBC AM-TV commentator in Chicago, reminded that commentators-news directors have obligations to the sponsor, the broadcasting company, the audience and themselves. The commentator must build an audience for the sponsor, or products will not be sold, and the audience has to be "built as large as is consistent with the other responsibilities and with standards of decency," he said.

The news-reporter owes "a clean and decent job of news reporting" to his station, when doing an analysis as well as spot news, Mr. Utley said. The obligations to one's self "depend on your whole background." One formula is to have a basis in political science to which showmanship is added so that the person and show can be merchandised, he suggested.

The fundamental obligation to the audience, on spot news and analysis, he noted, is to inform, interpret and enlighten. Mr. Utley believes in "training the listener or viewer in certain logical processes of sound political thought" and by inference to present the basic information, the logic (the information plus an assumption), and the conclusion. He always attempts to point out, though, that the listener or reviewer can accept or reject the conclusion, providing rejection is based on "certain specific attacks and evidence or facts at fault in the chain of logical reasoning."

Opinion, inevitable in the selec-

(Continued on page 82)

AFRA STRIKE AVOIDED

2-Year Pact Set

THREAT of a nationwide strike against the radio networks, independent of the then prospective television strike (see page 68), by the American Federation of Radio Artists was ended Nov. 19, with announcement of a new two-year agreement retroactive to Nov. 1 with the networks by A. Frank Reel, national executive secretary of AFRA.

A 14.2% blanket wage increase in the sustaining code, and substantial but varying increases for staff announcers in New York, Chicago, Los Angeles, and San Francisco, were highlights of the new pact, details of which are still to be settled.

The networks are understood to have accepted "abnormal" increases in the sustaining code to avoid all but one single-category increase in the commercial code. It was agreed that the 30-minute category for actors, which was raised from $19.80 to $21.30 with $4 per hour for rehearsal, should serve as a basis for a blanket increase to be applied in the same proportion to the rest of the sustaining code. The new rate means a total of $39.50 for a 30-minute program with 4½ rehearsal hours, as compared to $34.40 under the old contract.

Announcer Category

Only one announcer category of the commercial code was increased. Rate for a 15-minute program, five-times-per-week show for 13 weeks was raised from $116.25 to $133.75, and repeat fee from $57.50 to $65.00. For six times per week, from $133.50 to $155, and repeat fee from $65.75 to $75. A cost of living clause permits reopening of the contract at a certain level.

Staff announcer increases, which were negotiated locally, were broadly estimated at 30% by union spokesman, although a network spokesman found this too high. In New York, Los Angeles, and San Francisco, the union attained its goal of standardizing wage rates to a considerable degree. New agreements provide for those employed as of Nov. 1 to receive $100 per week during their first year with present employers, and $115 per week thereafter.

In New York, employes also may choose instead a $10 weekly increase in their existing salaries, if that proves greater. In Chicago, the first-year-with-employer rate is $117, and thereafter $135 per week, but this includes payment for the first 12 commercial units performed by the announcer. In other cities, announcers receive fees for such units.

Other provisions include modifications of the "recapture" and "exclusivity" clauses in the old contracts. In Los Angeles and San Francisco, a time restriction of one week was placed on "recapturing" of employees earnings from other employers. In New York, "recapture" remains on a money basis, rather than time basis. Provision for "exclusivity" of employe services was modified in New York to permit outside employment in connection with open - end transcriptions; and with newsreels and motion picture shorts not for television use, providing name and likeness is not used on transcriptions, and normal duties are not interfered.

The Don Lee studios in Hollywood, from which some MBS programs originate, did not participate in the general settlement. Negotiations are continuing, according to a union spokesman, who sees some likelihood of a strike.

All agreements are subject to ratification by the AFRA membership.



FULTON LEWIS jr. (seated l) strikes the expected pose as Joseph P. Schaff, general manager of Capital Garage, Washington, renews the nightly MBS commentary on WEAM Arlington, Va., plus WASH (FM) Washington for FM coverage. Looking on are (l to r) Hudson Eldridge, WASH commercial manager; Everett L. Dillard, WASH president; Bruce Alexander, assistant to Mr. Schaff; Jeff Abel, radio-television director of Henry J. Kaufman & Assoc., agency; Howard Stanley, WEAM general and sales manager; Vaughn B. Oale, Capital sales manager.

VOD ENTRIES

May Reach 1.5 Million Ma

ENTRIES in the fourth annu Voice of Democracy contest, fe ture of National Radio & Televisi Week, are expected to reach t 1,500,000-mark, according to of cials of the U. S. Junior Chamb of Commerce. The chamber c sponsors the contest with NAB a Radio-Television Mfrs. Assn.

The 1949 contest drew over million entries from the 29,0(high schools in the United State Alaska, Hawaii and Puerto Ric Transcriptions of state winne are arriving at NAB Washingt headquarters, according to Osc Elder, assistant to VOD Chairma Robert K. Richards, NAB publ affairs director.

The four national winners wi be picked by a board of judg comprising nationally know figures. Winners will be given $5(college scholarships, trips to Was ington and deliver their addresse at Colonial Williamsburg. Va., i the hall where Patrick Henry u tered many of his historic speeche

The Washington, D. C., winne selected at a program Nov. 10 o WTOP - AM - TV by prominen Washington officials, was Ricard Romulo, 17, son of the Philippine delegate to the United Nation Gen. Carlos Romulo. Gen. Romul who was scheduled to address th 1950 NAB convention, is one of th world's best-known orators.

ADVISORY GROUPS LEGAL?

Justice Eye

INDUSTRY advisory committees set up to consult with government authorities on participation of broadcasters, manufacturers and other communications segments have mushroomed with amazing rapidity this past year—but are they legal?

That's what various government departments have been asking themselves and the Dept. of Justice. Root of the query is whether participation by members of any industry in such committees would constitute a violation of the anti-trust laws.

The Justice Dept. says it could—depending on whether such committees meet certain pre-established requirements, including the concept that government officials must hold the upper hand at all times.

Within the past year broadcasters and manufacturers have been asked to serve as advisory officials to the Executive Office of the President, the Munitions Board, the U. S. Army Signal Corps, the National Production Authority and others.

Already created are such industry groups as the Broadcasters Advisory Council (see separate story), the Joint (Munitions Board-National Security Resources Board) Electronics Industry Advisory Committee, the Signal Corps Advisory Council, the Communications Industry Advisory Committee to NPA (see separate story) and still others.

Ever-prevailing concern generally stems from the ticklish possibility that industry segments may enter into contracts with one another that would tend to conflict with anti-trust laws, or that government agencies themselves may even issue directives which would have the same effect. NPA authorities themselves have treaded softly on the question of whether it should tell electronics manufacturers just what they may manufacture in view of metal scarcities—at present anyway.

Justice Stand

The Justice Dept. takes the position that as long as industry advisory committees are carried on within certain limitations, possibility of violation would be "minimized." But it reserves the right to institute civil or criminal actions in certain cases. This was revealed in a letter sent to Commerce Secretary Charles W. Sawyer by Peyton Ford, deputy attorney general, Justice Dept.

The department prescribes thes requirements:

(1) There must be statutory au thority for employment of such com mittees; (2) agenda for such commit tees must be initiated and formulate by the government; (3) meetings mus be held under the chairmanship o fulltime government officials; (4) ful and complete minutes of meetings mus be kept; (5) functions of such com mittees must be purely advisory an any determinations of action to b taken must be made solely by govern ment officials.

The department asserted:

". . . It should be clear to par ticipants (however) that the Dept of Justice retains complete free dom to institute proceedings, eithe civil or criminal, or both, in th event that any particular plan o course of action is used to ac complish unlawful private ends Further, (it) retains full freedon to institute civil actions to enjoi continuance of any acts or practice found not to be in the public in terest and persisted in after notic to desist."

The Justice Dept. explained tha while decision to form such a com mittee rests with the specific de partment, it has received a "num ber of requests" to clarify its po sition.

THE REAL RADIO AUDIENCE IS GREATER THAN YOU THINK!

"Sets-In-Use" Figures Must Be *Multiplied* to Determine True Audience!

PERCENTAGE OF SETS-IN-USE IN IOWA HOMES HEARD BY DIFFERENT NUMBERS OF PEOPLE

	WEEKDAY	SATURDAY	SUNDAY
Total Quarter-Hours, Sets-In-Use	38,760	4,035	5,906
Proportion of Total Listening Time When a Set-In-Use was Heard By:			
One person	40.0%	29.0%	20.3%
Two persons	35.6	40.7	35.0
Three persons	14.5	16.7	20.5
Four persons	6.2	8.2	12.3
Five persons	2.4	1.8	4.8
Six persons	0.8	1.7	2.5
More than six persons	0.5	1.9	4.6
	100.0%	100.0%	100.0%

In Iowa, does the average "tuned-in" radio set have just one listener, or is it more apt to have two or three? What's the difference on Saturday and Sunday . . . on farms and in the city?

The 1950 Iowa Radio Audience Survey* provides reliable answers to these questions—answers compiled from diaries kept for 48,701 quarter hours at the time of listening by 930 scientifically-selected Iowa homes. It shows that 60% of the time on weekdays, a "set-in-use" has two or more listeners! Weekend figures are even higher—71.0% on Saturday and 79.7% on Sunday!

The above table tells the story . . . proves that in Iowa, *the "single listener" is the exception rather than the rule!*

When broken down into urban, village and farm categories, the "sets-in-use" audience varies in some respects . . . remains constant in others. Complete details in the Survey itself.

In addition to revealing many such hitherto unknown facts as the above, the 1950 Iowa Radio Audience Survey contains much additional proof that *Iowa listening is at an all-time high!* Also WHO continues to dominate the great Iowa audience.

Get your copy of this invaluable survey, *today*. Write direct, or ask Free & Peters.

*** The 1950 Iowa Radio Audience Survey is the thirteenth annual study of radio listening habits in Iowa. It was conducted by Dr. F. L. Whan of Wichita University and his staff. It is based on personal interviews with 9,110 Iowa families and diary records kept by 930 Iowa families—all scientifically selected from Iowa's cities, towns, villages and farms. It is a "must" for every advertising, sales or marketing man who is interested in radio in general, and the Iowa market in particular.**

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager



FREE & PETERS, INC.
National Representatives

PBS BEGINS

Name Talent Inaugurates

PROGRESSIVE BROADCASTING SYSTEM was to begin operations yesterday (Nov. 26) with a special three-hour inaugural program. Its regular 7 a.m.-7 p.m. daily schedule was to open today.

The number of PBS affiliates that would carry the new network's programs was uncertain last Friday at the time this story went to press. A PBS executive said he was unable to announce a station count because negotiations were still pending with many stations.

PBS will operate out of three originating points, New York, Los Angeles and Chicago. The network programming will be fed to the eastern time zone out of WNJR Newark, N. J., with which PBS concluded an affiliation agreement last week. Pacific time zone stations will be fed out of Audio-Video Studios, Hollywood. As of last Friday noon, the origination point for the central time zone had not been arranged.

A PBS spokesman said Friday noon that an affiliation with an unidentified Chicago station was expected "within hours."

At least at the outset, there will be no PBS feed into the mountain time zone.

Transcribed Shows

PBS programming will mostly be produced and transcribed in Hollywood. The transcribed programming will then be fed to the network at 7 a.m.-7 p.m. local time in each of the three time zones. The use of transcriptions eliminates the need for costly telephone lines to tie the network together coast-to-coast.

The special inaugural show yesterday was to include a large line-up of star talent. Wayne Coy, FCC Chairman, was to appear in a welcoming talk. Talent was to include Eddie Cantor, Bob Hope, Mel Torme, Carmen Miranda, Edward Arnold, Spike Jones, Jeanne Cagney, Frankie Laine, Peggy Lee and many others.

One factor that threw PBS behind schedule in the last weeks of arranging its debut was the telephone workers' strike during which AT&T was unable to make new commitments on as large a scale as PBS wanted. With the strike ended PBS was understood to have been assured by AT&T that its orders would be fully met soon.

PBS officers are Dr. Miller McClintock, chairman of the board; Larry Finely, president; Donald Withycomb, executive vice president; Robert B. White, vice president, central division, and Forest Wallace, vice president, Pacific Coast division.

PBS, in soliciting prospective affiliates, has stressed the uniqueness of its structure. It furnishes daytime program service for a flat fee based on the size of the station. There is no network option time, and stations may use as much or as little of the PBS programming as they choose.

PBS programs can be sold locally, regionally or on a network basis, but it is expected that local sales will predominate.

WDOV Dover, Del., has signed as an affiliate of PBS, it was announced by Mildred Carroll, WDOV general manager. WIL St. Louis also has joined PBS, according to L. A. Benson, president of station.

DAIRY DOLLAR

Faber Cites Radio's Claim

RADIO'S claim on the public relations dollar on the basis of personalized contact and preference over other media was outlined to publicity agents for various dairy organizations at a convention of the National Milk Producers Federation in Minneapolis.

Jim Faber, farm director at KROC Rochester, Minn., supported the claim for radio by citing surveys and detailing the advantages of selecting the time of day best for a firm's message, setting the mood of the audience and personalizing the contact between the dairy concern and listeners.

POWER FAILS

Hub Stations Work Fast

A POWER failure in Boston Sunday evening, Nov. 19, caused Boston radio stations to summon all their Yankee ingenuity and emergency power supplies. The blackout, caused by a switching error in the high tension wires, lasted an hour and plunged Boston and an estimated 25 surrounding towns into total darkness.

Reports to BROADCASTING last week included:

Kip Culley, WEEI Boston engineer, had to fumble around in the dark as he tried to locate a patch-cord and jack in order to hook up the battery powered equipment. He succeeded and WEEI reported an air time loss of only two minutes.

Quick work by Carmen Ferraro, WCOP Boston transmitter engineer, kept the ABC outlet on the air with a lapse of only 1½ minutes. Mr. Ferraro switched the programming to the transmitter, which was not affected by the blackout, and after making a hurried announcement to the effect that there had been a general power failure in Boston, he began playing musical recordings on the turntable located there. Within 20 minutes, Ron Cochran, WCOP news director, had joined Mr. Ferraro at the transmitter to fill in with news reports.

AD PLANS

Shurick Urges Close Analysis Of Media

A PLEA for advertisers to apply "more than the superficial research that is prevalent today in radio" in determining radio and television plans was made by Edward Shurick, CBS market research counsel, at the Sales and Advertising Executives Club of Charlotte, N. C., Nov. 17.

He said "snap judgement and throwing overbroad of program investments which promise long-life returns, and then starting all over again later by buying back in, will be even more costly in television than in radio today."

Careful analysis, he said, will show the strong points of all media and can lead to sensible appropriations. Some advertisers have deserted radio because rating figures fell off, without considering that "a slight decline in a listening rating wasn't anything compared to the steadily decreasing values of . . . magazine advertising."

Mr. Shurick showed a chart explaining how reader noting of black-and-white magazine advertisements has steadily declined since 1944—although circulation cost has risen almost 18% higher than the low year of 1946. "You can imagine what happens therefore to 'noting cost-per-thousands,'" he said.

Mr. Shurick said that the four leading weekly magazines, *Life, Look, Collier's* and the *Saturday Evening Post*, were "faced by a 54% average increase for black-and-white advertisements since 1944—an increase from $1.48 a thousand to $2.28.

The four leading women's service magazines, *Woman's Home Companion, Good Housekeeping, Ladies Home Journal* and *McCall's* are "even in a more unhealthy position," he said. The average cost-per-thousand for advertisement noters in those magazines has risen 68% since 1944, from $2.16 a thousand to $3.62.

"Examine by more than one yardstick your advertising buys in all media," Mr. Shurick said. "There is more to the story than mere big city rating points. Radio, by being in over 95% of the homes of this country, provides the advertiser with a circulation base that is not even approached by other forms of advertising."

Radio, he said, continues to provide the only "truly economical means to reach practically all families." Television, "an exciting new medium . . . paying off in advertising returns unheard of in past media history," should be an important part of an advertiser's media effort, he noted.

But money for television should be "new money," he said. If, however, new money for TV is not available, "every precaution should be taken to see that the advertising dollars come from less productive media."

upcoming

Nov. 30-Dec. 2: Western Assn. of Broadcasting Engineering Convention, Palliser Hotel, Calgary, Alta.

Dec. 1-2: Florida Assn. of Broadcasters, Mayflower Hotel, Jacksonville, Fla.

Dec. 3: Ontario Regional meeting, Canadian Assn. of Broadcasters, Royal York Hotel, Toronto.

Dec. 6: Tennessee Assn of Broadcasters, Andrew Jackson Hotel, Nashville.

Dec. 7-9: Academy of Radio Artis (Canada), Royal York Hotel, Toront

Dec. 8: Television Broadcasters Ass meeting, Waldorf-Astoria, New Yor

D.C. MEDIA WAR

'Peace' Meeting Hel

WASHINGTON, D. C.'s two-decad media war, newspapers vs. radi appears to be moving toward a armistice.

Action to end traditional ho tility of newspaper interests towar radio journalism got under wa Wednesday at a meeting in Wash ington of an all-media committe headed by Bascom N. Timmon veteran capital newsman.

Full recognition of radio-tel vision reporters on an equal basi with newspaper and press associa tion interests would result unde the project, winding up a battle i which broadcasters have had t fight their way into news source because of the opposition of printe media.

Merging of press, radio and per odical galleries on Capitol Hill ma eventuate from the project.

The committee was named som weeks ago by William F. Arbogas AP, chairman of the Standing Com mittee of Congressional Corre pondents. Mr. Timmons was un able to call a meeting at an earlie date because he was in Korea o assignment.

Wednesday Session

The Wednesday meeting, held a the Statler Hotel, was purely ex ploratory but it indicated willing ness by printed media, radio, TV movies, magazines and photog raphers to work in harmony. Radi and television were represented b William R. McAndrew, genera manager of WRC-WNBW(TV Washington, president of the Radi Correspondents Assn.

Many of the news-gatherin problems in Washington are com mon, it was agreed. This pointe to need for a clearing house an solid-front approach by all legit imate news-gathering agencie Combined influence of the group it was suggested, would be helpfu in barring lobbyists and 5-per centers from news conferences.

Integrating of separate associa tions, such as Radio Correspond ents Assn., into a single group wa discussed.

The Timmons committee, whos powers are limited to investigation is to report in January to the Stand ing Committee of Correspondents



"COLD" PLUGS ON 14 **KTUL** NEWSCASTS OVER 2-DAY PERIOD BROUGHT. . . .

7,137 immediate *REQUESTS*

FOR U.P. FOREIGN NEWSMAPS!

KTUL'S "AUDIENCE-*ACTION*" POWER ASSURES THE MOST FOR YOUR ADVERTISING DOLLAR!

CBS
in TULSA and
EASTERN
OKLAHOMA'S
BILLION-DOLLAR
MARKET

KTUL

JOHN ESAU
Vice President
General Manager

AVERY-KNODEL, INC.
Radio Station Representatives

PAPERLESS PITTSBURGH

Radio Helps Business Firms and Public

RADIO was cast in a role it likes best during the Pittsburgh newspaper strike—it was called upon by the community to provide news and other services normally taken for granted by the public.

That it did its part nobly is borne out by evidence that has been piling up since the strike's end. In addition, radio dramatically demonstrated that it can shoulder a great part of a community's business load when the only available advertising medium.

The Steel City was on a strict radio diet for 45 days—the period when AFL mailers and truck drivers maintained a walkout against the city's three dailies, shutting them down from early October to Nov. 14. All radio outlets KDKA WCAE KQV WJAS WWSW WPIT WPGH WKJF (FM) and the city's only TV outlet, WDTV, revamped schedules in order to provide more local and national news coverage and services and features normally presented by the newspapers. The keynote was cooperation with the struck press and its advertisers.

The reconstructed picture of how radio stuffed the gap shows (1) department stores buying up all available commercial time on the airwaves, (2) cooperation between the retail firms and the broadcasters, (3) concentration of newscasts, a majority sponsored, and (4) cooperation between the outlets and the newspapers.

Pittsburgh's major department stores entered institutional advertising by printing—with stations' aid—all radio and TV logs for a week's period and distributing them at the rate of between 180,000 and 200,000 per week. An agency study of the strike period showed radio and TV information third and fifth respectively, as the material most missed by the newspaperless public. Newscasts were increased by nearly every one of the stations. As an example of the type of staffing necessary, one station, WWSW, increased its newsroom by 11 men and added local probes, police and fire beats to the usual radio coverage. Most of the additional help were experienced news reporters, temporarily out of a job because of the strike. In this way, most of the radio outlets helped the community over the rough spots.

The national elections Nov. 7 fell into the strike period. Stations pooled facilities, bearing the cost of Tri-State Bureau, a local election service usually maintained by the local newspapers. Greatest sponsorship of added newscasts was from department stores.

In addition, daily services performed by newspapers such as the obituary column were aired. WCA and WWSW aired obits, and con strip sequels, the latter service al being telecast by WDTV.

Weather reports were given greater detail and received ext attention in the stations' progra logs.

All stations cooperated wi newspapers by carrying up-to-t minute bulletins on the stri mediators' progress in negotiati the walkout.

WDTV telecast live shopping a merchandising programs from u finished studios. The station w busy changing its location to a n studio-building. Among big d partment store advertisers usi the outlet was Joseph Horne which also sponsored news KDKA. Also using WDTV w Gimbels.

Listening at Peak

Listening, of course, was at peak. Record radio tuning w reported in a Guide Post Resear (Pittsburgh) survey. A study fou that 85% of the public received i formation from radio, 24.9% fro out-of-town papers, another 23.4 from television and the remaind split among weeklies, magazin and the union-printed newspap

KDKA added a daily mime graphed news sheet, giving out son 10,000 copies every day at t largest buildings and restauran in the city. The newspapers boug spots on stations. Gimbels spo sored a reading of comics on t *Post-Gazette's* WWSW.

Automobile firms, introducir new models at the time of t strike, turned to radio. Nash i creased AM spots and station bre announcements. Also using rad spots was Kaiser-Frazer.

The Pennsylvania Public Utiliti Commission purchased four on minute spots to publicize an a nouncement of hearings for t building of a new road—a no usually confined to the small ty of the newspaper.



NEW RURAL SURVEY PROVES WDAY IS 17-TO-1 FAVORITE!

A 22-county survey of rural listening habits made by students of North Dakota Agricultural College shows that WDAY is a 17-to-1 favorite among the wealthy hayseeds in these 22 counties. In answer to the question "To what radio station does your family listen most?" *78.6% said WDAY; 4.4%, Station B; and 2.3%, Station C!*

The same overwhelming preference for WDAY holds true in the city too. For the second year in a row, WDAY got the Nation's highest Hooperatings, Morning, Afternoon and Evening, among all NBC stations in the country for the period Dec. '49–Apr. '50! *WDAY's Share of Audience was 64.2% in the Morning, 66.5% in the Afternoon and 64.0% in the Evening—against 21.1%, 13.0% and 15.1% for Station B!*

Write direct or ask Free & Peters for all the fabulous facts, *today!*

WDAY

FARGO, N. D.

NBC • 970 KILOCYCLES • 5000 WATTS



FREE & PETERS, INC., Exclusive National Representatives

AWB MEET

District 2 Sits Dec. 2-

SECOND district of the Assn. Women Broadcasters will hold i annual meeting Dec. 2-3 at t Hotel Syracuse, Syracuse, N.

Mrs. Doris Corwith, operatio manager, NBC public affairs d partment and district chairman AWB, will preside. Mrs. Ru Hardeke, WSYR Syracuse, w act as hostess.

Saturday morning, Dec. 2, w be devoted to panel discussions "Who Buys Your Program a Why" and "Who Sells Your Pr gram and How." Following t panel, William T. Fay, gener manager, WHAM Rochester a NAB District 2 director, will spea at a luncheon meeting on NAB a its relationship with AWB.

"What goes Into Your Program will be the topic of the afternoo panel. Following a breakfast mee ing, Dec. 3, the AWB members wi visit the Radio-Television Center Syracuse U.

To a businessman with a driver's license and no Cadillac

(This is not a *Cosmopolitan* contest ad)

Once upon a time there was an Iowan* who knew very well the answer to an old riddle. There was no doubt about it: The chick came first with him because he owned a fertile hatchery. *(Everything is fertile in Iowa. The average Iowa acre grosses between $4.50 and $5 cash per month. Acre for acre it's the best in the U. S.)*

Since the going price for chicks is around $150 per M, and his hatchery hatched chicks by the M's, this Iowan had a lot of eggs in one basket.

There's a Musical Clock on WMT wound by a guy named "Howdy" Roberts. He got to brooding about the chicks and hatched a fowl commercial. For chicken-feed ($43.30 per ¼-hour on a 52-time basis) he egged on WMT's listeners. They scrambled to their phones *(more farms in Iowa have telephones than in any other state)* and ordered 23,000 chicks after a single ¼-hour program.

The Iowan bought a new Cadillac.

Ask the Katz Agency man to show you how WMT puts you in the driver's seat in Eastern Iowa.

WMT
CEDAR RAPIDS

5000 WATTS

600 KC

DAY AND NIGHT

BASIC COLUMBIA NETWORK



** We've always wanted to run an ad that said "Name on request" just to see if anyone would request it. On the other hand, if nobody did (though why they should is arcane) the agency might look bad. Why take chances? His name is Mr. Vance McCray.*

we're going to give them

Only a few days ago, Associated Program Service sent the following announcement to all of its subscribers throughout the radio industry. Normally, this would have been a confidential memo intended for them alone—yet what it reports is of such importance that we think the facts should be shared with everyone in the whole field of broadcasting.

This memo is a wish coming true. Our wish—and yours, too.

As broadcasters, we've both long hoped that the folks who produce services for us would find some way to plan these services *as station operators would plan them.* Plan them, that is, for maximum productivity in terms of audience and especially in terms of dollars.

Well . . . it's happened. And it couldn't have happened to a nicer organization than Associated. For several weeks now we've been traveling the nation, visiting stations, talking to broadcasters, asking them what they thought a real broadcasters' library should be.

Here's what they said:

1. Broadcasters want a library service with a built-in **SALES SERVICE!** They want a library that produces income—easily!
2. Broadcasters want a library that offers real program help. They want news about *new* program developments. They want program service that *cuts costs and ups ratings.* They want to know how to get the *most* out of a library. They realize that the new developments in sales and programming in radio must come from stations from now on—and they want all the necessary tools.
3. Station men say they want a good, big, basic, well-balanced musical library. And they want quality reproduction, ease of handling—*and lots of new releases all the time!*

To meet these requirements—based on the *actual specifications set by broadcasters*—Associated is now planning to deliver a brand new kind of service to its subscribers. We think it's going to set a pattern for radio library service from now on. Here's the pitch:

First—*we're going to help you sell.* Not just by sending you bulletins . . . not just by grinding out sales aids. **We're going to work directly with your sales staff—at your station!**

Here's how:

Beginning in January 1951—and continuing monthly thereafter—I'm going to put *a sales meeting on a transcription* and send it to every Associated subscriber station. Each transcription will cover a different phase of selling radio advertising. Some will cover fields of retail business—furniture, ready-to-wear, used cars, banks, etc. Others will cover techniques of salesmanship, presentation, creative selling, etc. And I've invited guests to accompany me to your sales meetings via these transcriptions—top men in various retail fields and other folks you've always wanted to have talk to *your* sales staff, right in your own offices!

Ahead of each transcription will come a complete suggested outline for the sales meeting itself—complete even to assignment forms to use in connection with the meeting project: forms that will help you find out exactly how much business these sales meetings produce for you.

All you will have to do—once each month—is call a sales meeting. Tell your men we'll be around to talk directly to them—bringing a guest or two. And you've solved the problem of "what-to-say" at a dozen of your 1951 sales meetings, at least. (Incidentally, we'll be saying *some* things at those meetings that you've always wanted to say—but wished someone else would say for you!)

That's item #1. Here's item #2:
Broadcasters say there's no substitute for talking shop and exchanging ideas with other broadcasters *in person.* We agree, and we want to help. So we're scheduling a series of sales (and program) clinics throughout the nation during 1951. *For Associated subscribers only, of course.* These will be the kind of meetings that everybody's always talked about but nobody—so far—has ever really held. A full, jam-packed day of shop talk. Sure, we'll take a few minutes to talk about the APS library—because broadcasters *want* to talk about and learn more about the library as a sales and program tool. But the bulk of each session will be designed to bring you up-to-date on what's new, different and successful in sales and programming . . . in terms of what is *actually* being done in the field.

You'll get your invitation to the conference in your area just as soon as it's scheduled. And this full day of meaty business discussion will be a part of your Associated subscription. There will be *no registration fee* for Associated subscribers—and non-subscribers won't be invited, of course.

What else? Lots of things—too many to list here, in fact, but here are some:

- *A new, informative monthly bulletin.* Any station manager or sales or program executive will recognize what its title means: **"THE NEEDLE."** A roundup of sales and program ideas as we see them travelling around from market to market, from station to station.
- *Bigger and even better sales presentations* for the shows in your Associated library. Practical show promotion kits, too—for use by local sponsors.

APS Associated Program

151 West 46th Street, New York 19, N. Y.

WHAT THEY WANT!

- *A series of "how-to-use" manuals,* written for you by broadcasters and transcription specialists. They'll tell you how to get the best reproduction, easiest handling and smoothest programming from your library.
- *More and more special transcription material*—like Associated's already-famous weather, time, Dollar-Day, Christmas and retail musical lead-ins . . . every one produced with *sales* in mind.

Remember—this isn't an invitation to subscribe to an additional service! You've earned this service by being an APS subscriber in the first place. It's a franchise we think our subscribers will want to guard carefully—a service only a limited few will be able to procure as time goes on.

Does that mean APS won't take new subscribers? Not exactly. But it is a fact that there's a real shortage—and an increasing one—of raw materials that go into the production of transcriptions and records. Vinylite is scarce, for instance, and certain metals are almost impossible to obtain. Others have gone underground, into the "gray market" where prices jump from, let's say, 80 cents a pound to $8.00. We manufacture all our own transcriptions in our own factory in Kentucky and we're beginning to face some practical realities. Our costs are soaring. Our supplies are getting scarcer. Our technique of manufacture isn't a mass-production one—the discs you get from us are literally hand-made, because our quality standards are so high that we actually average only a dozen discs or so from each metal stamper.

The solution? Slam prices up, drop quality standards, buy on the black market. *Or else—and this is the way we're doing it*—put everything you have into serving those with whom you've dealt all these years and produce new libraries only when the materials aren't needed for current releases to subscribers. Just how long we can adhere to this policy is a moot point, and as a subscriber you should study the following data carefully:

1. **You are protected against price-increases** for the life of your current contract.
2. **We are still permitting current subscribers to extend their contracts** to a maximum of five (5) years. If you want this additional protection, however, you should request it at once—certainly before January 1.
3. **We will accept only a limited number of new subscriptions** during the coming year. When we have them—and they're coming fast!—our field staff will concentrate on the sales and program services described earlier in this letter.

TO SUM UP: This library is going places! In 1951 we think it will be the most valuable sales and program tool in the industry—and this in an era in which the initiative for sales and programming is once again in the hands of station people. To help you do a better job of selling we'll provide you with

- transcribed station sales meetings
- regional sales-programming conferences
- regular bulletins on sales and programming
- program sales presentations for local use
- sponsor-promotion kits for our shows
- more of those grand APS scripts and programs
- lots of personal service from our field staff
- manuals to help you get the most from your library
- price and quality protection as long as possible

AND . . . *the best basic library in the business.*

We want you to feel, in '51, that your library can and will *pay for itself!*

MAURICE B. MITCHELL
General Manager,
Associated Program Service

Associated Program Service, however, *can* still accept new subscribers at current rates. If you are interested in being one of them, fill out the coupon below and mail it to us right away. You'll receive a prompt reply with full facts on Associated Program Service and its reasonable cost to your station.

Service

"the library that pays for itself"

MAURICE B. MITCHELL, General Manager
Associated Program Service
151 West 46th Street, New York 19, N. Y.

I am interested in knowing more about Associated Program Service for my station. Will you air mail the facts to me?

*Name*_____

*Title*_____

*Station*_____

*Street*_____

*City*_____ *Zone*_____ *State*_____

INDIANA MERGER

Four Stations Join Forces

MERGER of the licensees of four Indiana radio stations—WISH Indianapolis, WHBU Anderson, WANE Ft. Wayne, and WHOT South Bend—was announced last week by C. Bruce McConnell, chief owner of WHBU, WANE, and WHOT, and Frank E. McKinney, president of WISH.

The consolidation is subject to the customary FCC approval. It involves the reorganization of Universal Broadcasting Co., which now operates WISH, as the parent corporation of WHBU, WANE and WHOT as well as the licensee of WISH.

Mr. McConnell, who acquired a 43% interest in WISH a few days before the merger was announced, will head the reorganized Universal and own 67.885% of its stock. Mr. and Mrs. McKinney, who hold 35% of Universal as the licensee of WISH, will have 10.6% of the company as the owner of all four stations. Earl H. Schmidt, a substantial minority stockholder of WHBU and WHOT, will have 14.01% of the new Universal, and Frank M. McHale, Indianapolis attorney who owns 10% of WISH, will have 3% of the reorganized firm.

Mr. McConnell acquired his 43% interest in WISH about two weeks ago from Robert H. Hinckley, ABC vice president, and Mr. and Mrs. George Hatch, part owners of KALL Salt Lake City and the Inter-Mountain Network, for a reported $151,000, or about $75,500 to the Hatches and a like amount to Mr. Hinckley.

The merger involves no monetary consideration, stock in the reorganized Universal being issued to the stockholders of WHBU, WANE, and WHOT in return for their respective stock shares in those stations. New Universal stock will be issued, increasing the company from a $300,000 stock corporation to one of $1,000,000.

The plan is conditioned not only on FCC's approval but also on its classification by the Internal Revenue Bureau as a tax-free reorganization.

Plan TV Service

Messrs. McConnell and McKinney said in a joint statement that they plan to provide television service to major Indiana markets at the earliest practical date, and also to add other radio stations to give more complete coverage in Indiana and bordering states.

It was pointed out that the new WISH studios, completed a year ago, include complete televisio studio facilities.

Messrs. McConnell and McKinne also noted that the four station provide service to more than 2 mi lion Indiana listeners. Mr. Mc Connell will direct the operation o the stations. He said he planne to retain their present staffs an local management executives, wit efforts toward program service im provement the only change contem plated.

All four of the stations are net work affiliates. WISH, WHBU and WHOT are affiliated with ABC while WANE and also WHBU ar affiliated with CBS.

Officers of the company followin reorganization will be Mr. McCon nell, president; his son, Robert B vice president; Mr. Schmidt, secre tary; and Mr. McKinney, treasure Mr. McHale and the officers wil compose the new board of director

WISH operates on 1310 kc wit 5 kw day and 1 kw night. WHBU WANE, and WHOT are 250 w full time outlets on 1240, 1450, and 149 kc, respectively.

Applications submitted to FC by the law firm of Haley, McKenna & Wilkinson, Washington counsel showed the new ownership of Uni versal, following the reorganiza tion, will be as follows:

C. Bruce McConnell, 67.885% Mr. and Mrs. McKinney, 10.6% Earl H. Schmidt, 14.01%; Mr. Mc Hale, 3%; Owen G. Bush, 2% with the remaining 2½% being divided among six other stock holders.



The BIG PLUS in Little Rock can be yours . . . if you advertise on —

NBC's Arkansas Powerhouse-KARK

Send today for the illustrated brochure that gives the FACTS, and shows how you can put this PLUS to work for you in the sales oasis of fast-growing Arkansas. Just write us or ask your nearest Petry Representative for your copy!

National Representative:
EDWARD PETRY AND CO., INC.

KARK dial 920 NBC
5000 WATTS
Arkansas' Preferred Station

T. K. BARTON
Gen'l Mgr.

JULIAN F. HAAS
Comm'l Mgr.

WBCC PACT

Joint Sales With Pape

WBCC - AM - FM Bethesda, Md., a suburban Washington station, is now operating under a sales management contract with Bethesda Newspapers Inc., the newspaper firm announced last week.

Arthur C. Stringer, who left NAB last summer after 11 years with the association, is general manager of the station. Mr. Stringer has been a consultant to Robert J. Smith, president of Bethesda Newspapers Inc., and handled the merging of the two Bethesda newspapers owned by Mr. Smith.

Willard D. Egolf, who has directed WBCC since its opening in 1947, remains as president, director and part owner. Mr. Egolf is now devoting fulltime to his law practice and other interests.

KYMA on Air Dec. 11

NEW 250 w station, KYMA Yuma, Ariz., expects to start operations Dec. 11, on 1400 kc. Owner is Salt River Valley Broadcasting Co., of which John L. Hogg is president. Station becomes part of the Arizona Network and as such will be an affiliate of the Mutual-Don Lee Network. Stations comprising the Arizona Network are KOY Phoenix, KTUC Tucson, and KSUN Bisbee.



Portland

a top radio market with KEX

With consistently higher radio ratings than other West Coast cities (including percent of sets in use).. and with *lower* radio rates than most markets of comparable size.. Portland today shines as one of the nation's best markets for the use of radio as a basic sales medium!

Market Facts

POPULATION

City	371,011
5-county metropolitan area	723,927
41-county BMB area of KEX	1,699,200

RETAIL SALES

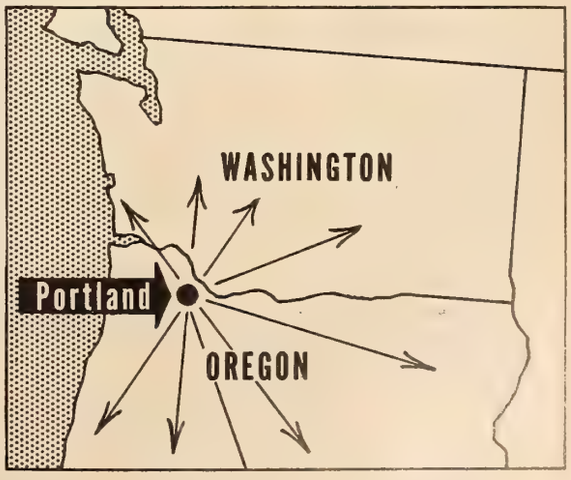
City	$ 632,200,000
5-county metropolitan area	774,100,000
41-county BMB area of KEX	1,590,100,000

10-YEAR SALES INCREASES*

Automotive	339%
Furniture, radio	354%
Food	232%
Average of all gains	225%

*Statistics courtesy Sales Management

Portland is the distribution center for most of Oregon, much of Washington. Cover this vast market with KEX.. Oregon's *only* 50,000-watt station. Compare rates with other media! Check Free & Peters for details.



KEX

PORTLAND, ORE.

50,000 WATTS

ABC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc KYW • KDKA • WBZ • WBZA • WOWO • KEX • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

square dancing, the whole family pastime,
gets big boost from the whole family station,

11,000 PEOPLE jam Chicago Stadium to see our first INTERNATIONAL SQUARE DANCE



IT WAS NEEDED...

The men behind the event: Glenn Snyder, WLS General Manager; Walter Roy, Chicago Park District Recreation Director; James E. Edwards, Prairie Farmer-WLS President; Ernest Lee, Canada's National Director of Physical Fitness.

WLS, living close to its listeners, saw square dancing grow in favor in both cities and rural areas. Our mail brought a stream of requests for callers, square dance music, instructions. Chicago Park District recreation leaders reported on how rapidly they were having to expand their square dance teaching staff to meet city-wide demand. Listeners and recreation leaders alike said, "We need a focal point, a way to get together to keep square dancing the clean, wholesome, family recreation it is." Answering this expressed need of our people, we put our showmanship experience of 26 National Barn Dance years, our selling skill and publicizing power to work with the facilities and knowledge of the Chicago Park District's nationally known recreation men and leaders from a score of states and Canada.





AND WE RESPONDED...

Left, Mrs. Laurie Guy, 72, and Carol Carpenter, 14, typify age-spread of dancers coming to the Festival. Center, three sheet poster used throughout Chicago. By the time these were printed, WLS promotion had already sold out the $2.50 seats. Right, Georgia's 58-person delegation starts off their special railroad car.

The skills that made the WLS National Barn Dance an American institution and a potent advertising medium went to work . . . organizing the nation with state leaders over an area 2,500 miles wide by 3,000 miles long . . . contracting for huge Chicago Stadium . . . planning a rounded, complete campaign that would not only sell the Festival but also strengthen square dancing . . . consulting leaders . . . developing rules that would help, not hinder the growth of square dancing in family, neighborhood and community. We are tremendously gratified at the way top recreation men, not only in our own four-state "community" but all over the nation, accepted our leadership and worked shoulder-to-shoulder with us.

WLS—FIRST IN SERVICE, ENTERTAINMENT AND RESULTS IN THE CHICAGO



FESTIVAL

A NATION-WIDE SUCCESS

768 square dancers and callers travel as much as 2,000 miles to exhibit their skill, costumes and square dance styles in Chicago's outstanding entertainment event of the year—the first International Square Dance Festival, October 28, 1950—planned and staged by Prairie Farmer-WLS in cooperation with the Chicago Park District.

They filled the giant Stadium's 15,000 square foot floor with a colorful spectacle for packed stands to see.



THE RESULTS...

A morning Leaders' Institute drew 450 outstanding square dance folk to see special demonstrations, hear talks and panels, and discuss the best interests of their favorite recreation. The afternoon was devoted to rehearsals and get-acquainted dances for the 768 participants.

At night, 11,000 people packed the stadium (nearly 10,000 paid at an average of $2.00 a seat) to watch a series of unusual spectacles . . . exhibitions of square dancing as it is done in Idaho, Minnesota, Georgia, Indiana, Missouri, Kentucky, Canada and many other regions. A unique specialty combined sets of blind, deaf, polio-crippled, under-12 and over-65 dancers. Canada's group of French Canadians danced to a call in French, following the singing of the Canadian National Anthem. Our mail now is packed with plaudits from witnesses of the thrilling spectacle.

JUSTIFY A FUTURE...



Nearly every letter received, whether from participant or enthused spectator, has mentioned "next year's festival". . . and so an experiment in a different type of public service is already making itself into another WLS tradition.

It is living close to our listeners that enables WLS to feel the pulsebeat of the people . . . and render the service they want, when they want it. Like the Christmas Neighbors Club, School Time broadcasts, Family Album, conducted World's Fair Tours, all-day picnics, famous cornhusking contests, the International Square Dance Festival is filling a need and tying the station ever closer to the hearts of the multi-million family audience – the listeners who turn to WLS for service, for entertainment . . . and for advertising they can depend on. If you seek greater sales influence in Midwest America, place your sales message on "their" radio station, whose 50,000 watts of power are multiplied many times by the close kinship built over a quarter century of knowing what the people want . . . and giving it to them, whether it is a complete weather forecast at 5:55 a.m. or an International Square Dance Festival.





MIDWEST CLEAR CHANNEL Home of the NATIONAL Barn Dance

890 KILOCYCLES, 50,000 WATTS, ABC NETWORK—REPRESENTED BY JOHN BLAIR & COMPANY

JUVENILE CRIMES

Radio-TV Gets Acquittal

MAMA'S radio or television set is not the electronic ogre that's going to turn her little offspring into a mobster, murderer or thief.

This is the general conclusion that can be drawn from a report on juvenile delinquency now released by the Senate Crime Investigating Committee.

The Senate group solicited letters from leaders in the field reprinting the comments in a 254-page booklet. It will be distributed to several thousand juvenile authorities, court officials and people in public office.

Devoted mainly to the influence of "crime comic books" on delinquency, the report also touches upon radio and TV as they relate to lawlessness among youth.

Majority of those who referred to the broadcasting media did not believe they contributed directly to delinquency. The same held true in the exhaustive opinion rendered on comic books.

Hoover Appearance

FBI Director J. Edgar Hoover, an authority on youth crime, appeared as radio-TV's champion. He said it was a lack of moral responsibility and not the influence of comics, radio or TV that is the basis of waywardness in youth. Child guidance, he said, is the factor which can dissipate crime tendencies. With such direction, Mr. Hoover pointed out, the child can set up standards and sift the good from the bad in comics and other media such as motion pictures, radio, or TV.

Mr. Hoover noted that sentiment has been voiced against crime programs on the air because of the power of suggestion they may hold for the immature mind. But, he said, this type of irresponsible presentation is offset by those programs (or comic books) which conform to "carefully prescribed standards of good taste and authenticity."

Cited as an example of a radio program which throws the "proper light" on crime because of its portrayal was *This Is Your FBI*, which is sponsored by Equitable Life Assurance Society of the U. S. in cooperation with the FBI on ABC, Thursday 8:30 p.m. The program has been produced with FBI aid since 1945, Mr. Hoover said.

"We feel that the fight against crime cannot be won by literally sticking our heads in the sand. We feel that programs which portray crime in its proper light and which, through educational means, awaken Americans to action have a proper place on the radio or television," Mr. Hoover told the committee.

A North Carolina county public welfare unit observed that often crime comic books and crime plays on the radio give a positive rather than a negative value.

Reply from a Wisconsin juvenile probation officer brought out the public service feature of radio. He said he has delivered talks on youth problems via the airlanes.

Another probation officer declared that in her experience in Denver, moving pictures on crime were most incidental in the increase of delinquency and gang activities.

A Minnesota probation authority listed factors in the "production of delinquency" in the following order: Pool hall, undesirable movies, lurid magazines, dramatic newspaper stories and comic books. Significantly, this listing placed an entertainment medium, which is in competition with some segments of broadcasting, and two competing advertising media up front as contributing to delinquency while radio and television were not mentioned.

'Worst' Influence

A New York authority opined that some delinquents draw from the "worst" of comic books, movies and the radio but that it was difficult to pinpoint relationships between wayward youngsters and entertainment media.

From Kentucky, the director of the Welfare Dept.'s division of corrections noted: "Juvenile delinquency is based on many factors in the community which have greater influence than anything persons read in comic books, hear on the radio, or see in the movies."

Some respondents saw in radio crime drama a threat to the unstable child. A California official said some evidence existed to show the greater a child's "own emotional instability, the greater his undesirable reaction to such type of reading and radio programs." An Ohio authority added comic books "are no more harmful" than radio, movie and television "gangster and crime programs."

A number of the respondents pointed to the good influence of such radio-TV and comic book-famed heros as Hopalong Cassidy, who one social worker noted "is just as great a hero in the slums as he is among the children whose families can buy them Hopalong outfits."

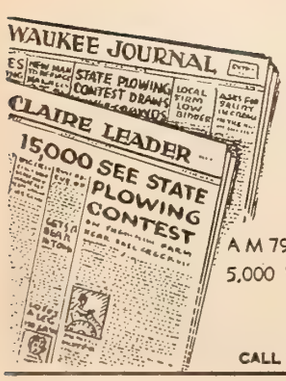
Refuting the theory that comic books or other entertainment media generally are to blame as suggestive forces in anti-social behavior, a parole board head recalled that an article on auto theft rack-

(Continued on page 40)



ATTENDANCE AT WEAU SPONSORED
WISCONSIN PLOWING CONTEST
and
SOIL CONSERVATION FIELD DAY

Attendance at this annual farm event demonstrates powerfullly the influence of station WEAU on a large portion of Wisconsin's farm audience. Coverage of the event by daily newspapers of the region and selection by Billboard Magazine of the promotion as second place winner in the Billboard 1949 awards testify to the station's thorough and skillful handling of programs and promotions.





A M 790 K. C.
5,000 WATTS

RADIO **WEAU** STATION

F M 94.1 MEG
60,000 WATTS

EAU CLAIRE, WISCONSIN

N B C - ARROWHEAD NETWORKS

CALL RA-TEL IN NEW YORK OR CHICAGO BULMER & JOHNSON IN MINNEAPOLIS

the TOUR-TEST proves

KGW THE ONLY STATION WHICH GIVES THE ADVERTISER COMPREHENSIVE COVERAGE

.....in the OREGON MARKET



Oregon's capital city—Salem—is the geographical center of the populous, economically-prosperous area effectively blanketed by the COMPREHENSIVE COVERAGE of KGW. Because of its lower 620 frequency and "Beamed Broadcasting" *KGW is the only Portland station to completely cover this great Northwest market.* Yearly at Salem, Oregon's State Fair graphically displays the wealth and growth of the KGW Market Area. An authentic Tour-Test, made in cooperation with the Oregon State Motor Association, demonstrates how thoroughly Salem is delivered through KGW'S COMPREHENSIVE COVERAGE.

BROADCAST MEASUREMENT BUREAU SURVEYS PROVE KGW's LEADERSHIP

Actual engineering tests have proved that KGW's efficient 620 frequency provides a greater coverage area and reaches more radio families than any other Portland radio station *regardless of power.* BMB surveys bear out this fact. KGW is beamed to cover the population concentration of Oregon's Willamette Valley and Southwestern Washington.

TOTAL BMB FAMILIES
(From 1949 BMB Survey)



DAYTIME

KGW	350,030
Station B	337,330
Station C	295,470
Station D	192,630

NIGHTTIME

KGW	367,370
Station B	350,820
Station C	307,970
Station D	205,440

This chart, compiled from official, half-milivolt contour maps filed with the FCC in Washington, D.C., or from field intensity surveys, tells the story of KGW's COMPREHENSIVE COVERAGE of the fastest-growing market in the nation.

KGW
NBC AFFILIATE

PORTLAND, OREGON
ON THE EFFICIENT 620 FREQUENCY

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

Juvenile Crimes

(Continued from page 38)

ets printed in the '30s by a leading national magazine was proved to be responsible for a wave of auto thieving. He added: "I suspect the newspaper handling of much crime news offers more suggestions to adolescents than do the comics."

Constructive suggestion that newspapers, radio and TV "recognize they have a cultural obligation to perform" was forwarded by a New Jersey officer.

Two extremes were also represented—one by a comic book publisher and the other by Arthur J. Freund, chairman, Criminal Law Section, American Bar Assn., St. Louis. Mr. Freund charged radio, TV and the movies as well as comic books to be the "most powerful educational influences upon the mental growth of the child, the adolescent and the impressionable." And according to Mr. Freund, these entertainment media when combined give a repititious diet of harmful affect for the young child.

Mr. Freund, appearing on the opposite end of the delinquency barometer than that occupied by Mr. Hoover, pointed up *This Is Your FBI* as well as *Mr. District Attorney* and *Gangbusters* as notorious examples of "crime by radio." He included in his brief, articles by such critics as Jack Gould, radio editor of the *New York Times*, who took broadcasters to task last July on the subject of summer programs dealing with crime on both radio and television.

The other viewpoint was expressed by the comic book publisher. He quoted an outstanding social officer from Chicago as saying: "It is my conviction that the recent furor over radio serials, wild movies and comic books is sheer nonsense."

The Senate crime probe group originally had planned to hold hearings on the subject of juvenile delinquency, giving special attention to comic book influences. As an alternative, however, the committee decided to compile opinions from qualified experts in the field.

A committee staff spokesman, after having digested the material contained within the pamphlet, said: "It looks like there isn't a great deal of influence from radio and television on juvenile delinquency." Some 85 respondents' comments were reprinted as most representative of the opinions gathered by the committee's staff.

KVOS Bellingham, Wash., daily half-hour show *Dinner Bell Time* was theme of special resolution adopted by Whatcom County Farm Bureau at annual convention. Resolution praises program for services to farmers.

BROTHERHOOD KIT

Radio Committee Meet

BROTHERHOOD WEEK Radi Committee has met in New York t discuss contents of a kit whic will be distributed to every radi station in the country. The kit wil contain spot announcements, sug gestions for local programs and a letter from President Truman.

Robert E. Kintner, ABC presi dent and chairman of the commit tee, agreed to ask each networ president to write a letter to his af filiated stations, urging them to us the kit and recording; carry th network programs concernin Brotherhood Week, and originat local programs.

Ted Cott, WNBC New York, wa named chairman of a subcommitte to prepare suggestions for promo tion of Brotherhood Week. Idea presented included suggestions fo local documentary programs; spo announements by mayors an other civic figures; special pro grams to be directed to children participation of religious program and sports broadcasters; a four-net work broadcast which would in clude talks by President Truma and Gen. McArthur, and partici pation of stations which carry United Nations programs.

CLEAN ADS

FTC Shows Good Radio Record

RADIO continued its high batting average in the domain of unobjectionable advertising copy during October, but television continuities set aside for further study rose to a new level, the Federal Trade Commission indicated last week.

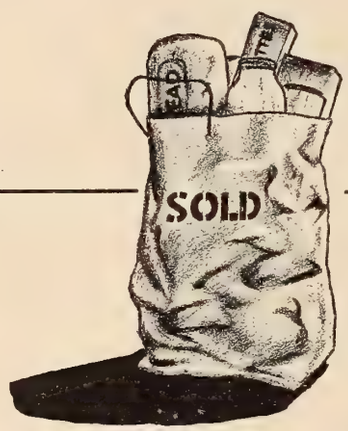
In a report issued by FTC's Radio and Periodical Advertising Division for last month, radio's record for objectionable advertisements was a low-ranking 2%, below all but mail order catalogs and circulars, which had a bare 1%. Of the five categories studied, more television continuities (7½%) were set aside as possible "misrepresentations" than any other media copy. Newspapers and magazines drew marks of 5% and 6½%, respectively.

The figures: Radio, 729 out of 35,409; television, 153 out of 2,007; newspapers, 1,149 out of 21,424; magazines, 699 out of 10,894; mail order catalogs and circulars, 45 out of 3,261.

Phil Irwin Fund

FUNDS, contributed in the money-raising for the Phil Irwin Memorial Fund, are already large enough for the purchase of an iron lung, KGW Portland, Ore., reports. The station's veteran announcer was Portland's 47th victim of polio on Oct. 10, 28 days after he was stricken. Iron lung is being purchased by the Multnomah County Chapter for Infantile Paralysis.

CJNT Quebec has moved to new address, 30 Garden St., Quebec City, Que.



SALES
COME FAST IN THE RICH FLINT MARKET



910 KC
WFDF
FLINT MICH.
AMERICAN BROADCASTING COMPANY
REPRESENTED BY
THE KATZ AGENCY

Sales come fast and easy in Flint where wages have hit new highs! Flint folks are in a buying mood . . . buying more cars, more houses, more everything than they bought last year. Share the jackpot . . . buy WFDF* in the rich Flint market and watch your sales chart smile!

*Flint's *first* station . . . see your Hooper.

Associated with: WOOD Grand Rapids—WFBM Indianapolis—WEOA Evansville

LOOK *at the* FACTS

. . . *then* BUY!

. . . . In October, WGN had more local programs sponsored by food and drug advertisers (retail and national) than all other major stations combined.

And no wonder . . . WGN reaches more homes one or more times a week than any other Chicago station.*

Look at the facts . . . when you have a choice of stations, your best buy in Chicago is WGN.

*1949 BMB

A Clear Channel Station . . .
Serving the Middle West

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial



MBS

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4

duPONT AWARDS

Deadline for Entries Is Dec. 31

STATION entry deadline for the 1950 duPont radio-TV awards is Dec. 31, W. H. Goodman, secretary, Alfred I. duPont Awards Foundation, Jacksonville, Fla., has reminded.

The foundation this year has been mailing separate announcements to radio and TV stations, inviting entries. Each, however, emphasizes that both media will be included in vieing for the three $1,000 awards, and that there will not be a separate TV award.

As in the past eight years that the awards have been made, two prizes will go to stations "for outstanding and meritorious service in encouraging, fostering, promoting and developing American ideals of freedom and for loyal and devoted service to the nation and to the communities served by these stations respectively." One award will be to a station representing the large station group, the other to the outlet with power (5 kw and under) and coverage range of the smaller station.

Third award will be bestowed on a news commentator "in recognition of distinguished and meritorious performance of public service by aggressive, consistently excellent and accurate gathering and reporting of news and the presentation of expert, informed and reliable interpretation of news and opinion for the purpose of encouraging initiative, integrity, independence and public service."

Awards will be presented during the month of March 1951 or as soon thereafter as possible, Mr. Goodman said.

Entries must be accompanied by supporting data. While rules are not hard-fixed, according to the foundation, it is requested that entries be limited to loose-leaf volumes approximately 10 x 11½ inches in size, presenting data in reasonably condensed form and summarized in the introduction and conveniently indexed for easy reference. Photographs, descriptive data and films, if desired, should be included. Stress is on general overall resume of performance, the foundation explains.

In future years, Mr. Goodman said, announcements of the awards will be combined with the "original foundation agreement" and "supplement agreement" now being mailed also merged. Separation of booklets this year serves to emphasize the combining of radio and television in the awards consideration, he added.

Last year's winners were WNOX Knoxville, Tenn., and WWJ Detroit with a special TV award to WPIX(TV) New York and a special program award to ABC and associates. Morgan Beatty, NBC won the commentator award.

IRE AWARDS

Presentations Set March 21

ROBERT B. DOME, electrical consultant for the General Electric Co., Syracuse, N. Y., will be awarded the Morris Liebmann Memorial Prize for 1951 by the Institute of Radio Engineers for his contributions to the intercarrier sound system of TV reception, wide-band phase-shift networks, and simplifying innovations in FM receiver circuits. Presentation of the award will take place at the annual banquet of the IRE on March 21 at the Waldorf-Astoria Hotel, New York.

Alan B. Nacnee, assistant professor of electrical engineering at the U. of Michigan, will receive the Browder J. Thompson Prize for his paper, "An Electronic Differential Analyzer," which appeared in the November 1949 issue of the *Proceedings of the IRE*. Marcel J. E. Golay, Signal Corps Engineering Labs, Fort Monmouth, N. J., will receive the Harry Diamond Memorial Award, designated only for persons in government service, for his work in the overall Signal Corps research and development program, and particularly for his contribution toward a reduction in the infra-red-radio gap.

Willis W. Harman, associate professor at the U. of Florida, Gainesville, Fla., will receive the Editor's Award which was established for stimulating the use of good English in technical writing, for his paper, "Special Relativity and the Electron" (November 1949 issue, *Proceedings of the IRE*).

WJBK HONORED

Gets Veterans Adm. Awards

FIRST Veterans Administration service awards presented in Michigan this year have been received by WJBK-AM-FM-TV Detroit. Announcement of the honor was made by Richard E. Jones, vice president and general manager of the Fort Industry Co.'s Detroit operations.

The Certificates of Appreciation were presented for "outstanding service to war veterans of the United States through the media of radio and television." Specifically cited was the work done recently in raising more than $9,000 to be used in helping Michigan's hospitalized war veterans. The VA awards follow closely on the heels of the AMVET Distinguished Service Award, which was also presented to WJBK for these services.

Hormel Order

GEORGE A. HORMEL & Co., Austin, Minn. (meat packer), has ordered a 40-station NBC network for *Music With the Hormel Girls* Sunday, 2-2:30 p.m. (CST), for 52 weeks effective Dec. 3, through BBDO, Minneapolis. Show will be repeated at 3:30 p.m. (CST) for West Coast stations.



WGR
delivers a
BIG
PLUS
beyond Buffalo

● Your radio advertising dollar buys MORE than a dollar's worth on WGR. You get record-breaking highs in WGR's prosperous Buffalo-area audiences PLUS coverage of scores of important upstate rural and farm markets. 5000 watts day and night on the dial's *best* wavelength does it!

WGR 550 Broadcasting Corporation
RAND BUILDING, BUFFALO 3, N.Y.
Buffalo's Columbia Network Station
National Representative, Free & Peters, Inc.

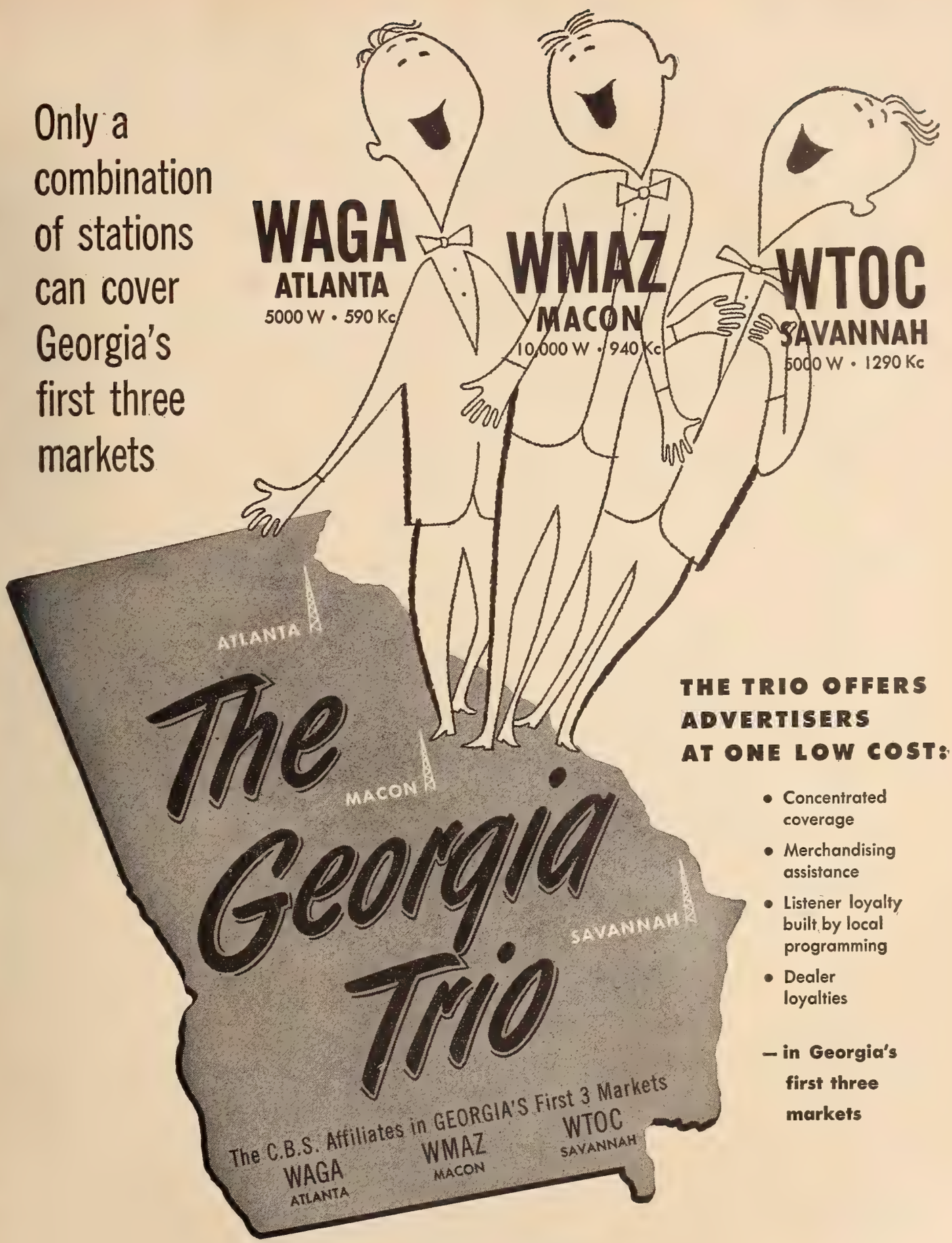
Leo J. ("Fitz") Fitzpatrick *I. R. ("Ike") Lounsberry*

Only a combination of stations can cover Georgia's first three markets

WAGA
ATLANTA
5000 W • 590 Kc

WMAZ
MACON
10,000 W • 940 Kc

WTOC
SAVANNAH
5000 W • 1290 Kc



THE TRIO OFFERS ADVERTISERS AT ONE LOW COST:

- Concentrated coverage
- Merchandising assistance
- Listener loyalty built by local programming
- Dealer loyalties

— in Georgia's first three markets

Represented, individually and as a group, by

THE KATZ AGENCY, INC. New York • Chicago • San Francisco • Dallas Atlanta • Detroit • Kansas City • Los Angeles

FARM SAFETY

Awards Cite Six AM Stations

SIX AM stations were commended yesterday (Sunday) by the National Safety Council for their activities during Farm Safety Week in 1950 and the preceding 12 months at a luncheon in conjunction with the annual meeting of the National Assn. of Radio Farm Directors in Chicago's Stevens Hotel. Awards are non-competitive.

Winners and their activities follow: KUOM St. Paul, four special recorded farm safety shows, distributed to 20 stations in Minnesota, plus special safety activities; KUSD Vermillion, S. D., "for unique contribution in providing the dramatic talents of eight staff members for a series on farm safety produced by another station," and for sponsorship of a "highly successful" farm safety slogan contest, plus "an impressive and continuous schedule" of farm safety spots and shows.

WIBX Utica, N. Y., was cited for devoting an average of 10 minutes daily, six days weekly, throughout the year to the general subject, and for supplying foreign language jingles on rural safety and persuading clients to relinquish commercial copy for additional safety messages broadcast daily during National Farm Safety Week.

WNAX Yankton was commended for its "outstanding" safety effort during the week in broadcasting 246 station breaks, 78 live spots, 24 transcribed spots, 36 newscast items and 10 shows, and for holding a "Kalling All Kids" contest.

Effective broadcasts of interviews, with actual farm accident victims, won the citation for WSJS Winston-Salem, N. C., which also distributed material on farm safety week to 214 rural ministers and to 24 home and farm agents. WTIC Hartford, Conn., conducted an "outstanding" farm and home safety contest, and used a "tremendous volume of excellent quality" spots and shows.

One of the judges was Paul Visser of NBC Chicago's Agriculture Dept.

Pal Renews on MBS

PAL BLADES Inc. (Pal razor blades) renews *Rod and Gun Club*, 8-8:55 p.m. Thursday, effective Jan. 4, 1951, on MBS. Advertiser launched sponsorship of the program for its first plunge into radio. The show reportedly has been so successful that the company will renew for 52 weeks. Agency is Al Paul Lefton, New York.

WDRC Hartford, Conn., received letter of commendation from Ira Hecht Jr., director of public information for the Community Chest of Greater Hartford.

MEYERS NAMED

Becomes WMAQ Sales Mg

HOWARD B. (Howdee) Meye salesman at NBC Chicago Sp Sales for the past three years, h been promoted to sales manag of WMAQ, the network's O & AM station in Chicago. Mr. Meye replaces Edward Cunningham, w is being transferred to the rad division of the NBC Spot Sal department in Chicago.

Mr. Meyers previously work on the news and special even staff at WGN Chicago. After Arn service, he was named progra director of the American Forc Network in Europe. He joined t news and special events staff NBC Chicago in August 1946 a a year later was transferred Spot Sales, his present positio At the age of 38, he is believed be the youngest sales manag WMAQ has had since it was a quired by NBC.

The Spot Sales staff also is the process of realignment. Oliv Morton, who has headed both rad and television spot since WNB (TV) took the air almost two yea ago, will supervise radio only. H former assistant, Robert Ewin has been pegged for managersh of the television end. Workin with Mr. Ewing will be Jack Mu holland, of the present staff, ar two more men, to be added.

Mr. Morton will work with M Cunningham and staff member George Halleman and Robert Flan gan, plus one salesman to be hire Spot Sales represents six AM st tions and eight TV, both grou including five O & O outlets.

INTERWOVEN PLANS

Christmas Spot Driv

INTERWOVEN Stocking Co., Ne Brunswick, N. J., has requested it dealers to cooperate in a radio spo campaign timed for Christma business.

The company is supplying re orded one-minute commercial promoting and including time fo the individual dealer's tie-in an nouncement. Dealers are asked t buy time locally for placement o the spots.

Last year the company enliste more than 1,200 dealers in a sim ilar campaign, although not em bracing a Christmas theme, and i hopes to increase this number wit the added impetus of the gift sea son this year.

Protestant Shows

PROTESTANT Radio Commissio will present over 100 special radi and TV broadcasts to originat from the Constituting Conventio of the National Council of Church es of Christ in the U. S. A., i Cleveland Nov. 27-Dec. 1, larges meeting of religious leaders of th Protestant Church to be held i this country.



WSBT IS THE BONUS BUY!

You get a big coverage bonus—and a rich one—with WSBT. In addition to the half-million people in the eight-county South Bend-Mishawaka trading area, there are a million *more* people in the primary area. This extra million spend nearly a billion dollars a year for retail purchases—*in addition to* the half-billion spent in the trading area alone. That's *bonus* coverage of *bonus* spending!

WSBT delivers bonus listenership, too. Every CBS show on WSBT enjoys a Hooper that's higher than the network average. For bonus coverage, bonus listenership, bonus sales, it's WSBT—the bonus buy!

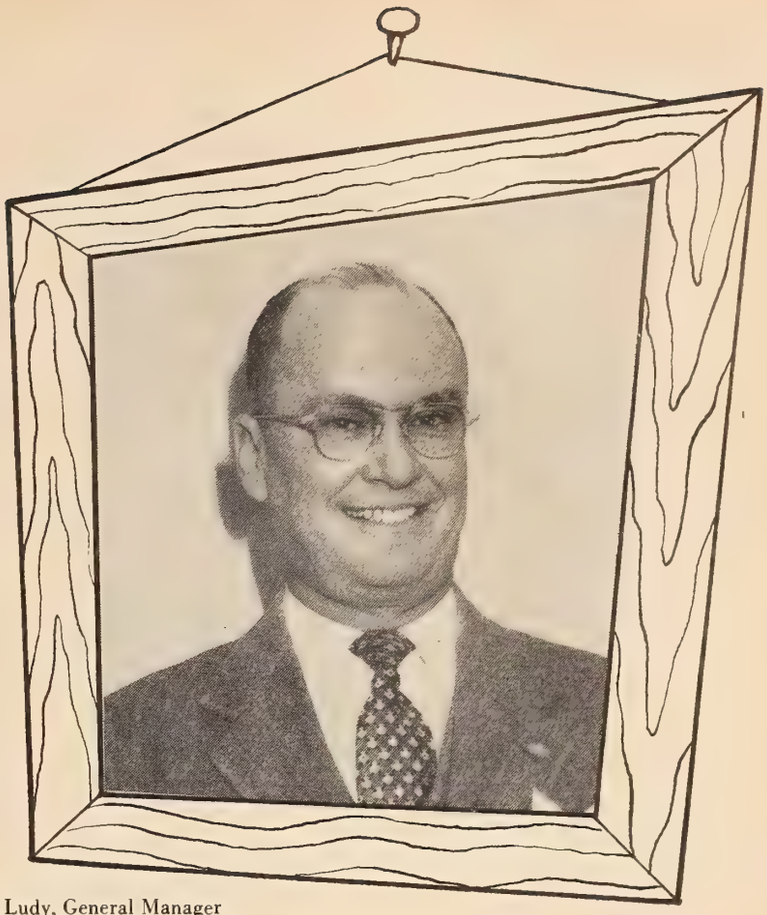
WSBT SOUTH BEND
5000 WATTS • 960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

hats off

TO BEN LUDY!





Ben Ludy, General Manager
WIBW & WIBW-FM, Topeka
KCKN, Kansas City

. . . long-time General Manager of WIBW — a station that points with pride to the number of advertisers who renew WIBW year after year after year.

As Ben puts it, "*Our* most potent success stories are about our clients who renew the same shows on WIBW eleven, thirteen, even fifteen consecutive years without a break."

"By the same token" he adds, "WIBW was one of the first subscribers to Standard Radio and we have *continued* to renew our Standard service for some sixteen years. Need I say more?"

Thanks to you, Ben, and to our many other subscriber friends who, year in and year out, make Standard the "most sold" of all transcription libraries!

SELL WITH
Standard Radio

TRANSCRIPTION SERVICES, INC.
140 N. LaBrea, Hollywood 360 N. Michigan, Chicago
665 Fifth Ave., New York

REDS 'INVADE' RADIO

Budenz Writes on Communist Inroads

STRIKING again at the "Red penetration" of the radio and television field, the December issue of *The American Legion Magazine* carries an article, "How the Reds Invaded Radio," by Louis Francis Budenz, admitted former Communist and one-time managing editor of the *Daily Worker*.

Mr. Budenz states that the "Soviet fifth column has as one of its chief items of business the thorough infiltration of radio and television." He continues: "I can testify to this because I was part of the Red campaign, a member of the Communist commission directing it." The plan of infiltration reportedly was outlined to Mr. Budenz in the late fall of 1943 by Alexander Trachtenberg, Moscow's commissar of culture in the United States. "Today, as I note the names of artists and writers whom I knew to be affiliated with the Communist organization and observe the spots they have on radio programs," Mr. Budenz writes, "I am aware that the job begun by that commission got along quite well." He reportedly left the Communist party in October 1945.

At the 1943 meeting, Mr. Trachtenberg is quoted as saying: "We have a substantial nucleus, both in the radio artists field and in the Office of War Information. . . ." Among that "nucleus," Mr. Budenz claims, "were not a few of those professional radio people who are now adorning the pages of *Red Channels*."

After an allusion to alleged Communist infiltration of the movie industry, Mr. Budenz refers to a man, "whose name will undoubtedly be exposed before long in some Congressional hearing," who with another radio writer "worked hard and successfully to get Communists into various jobs in the industry." Regarding Red artists and writers, Mr. Budenz outlines the "audience support" which the party reportedly organized to make them a success. This was a letter writing campaign, praising the work done by members of the party and assailing "reactionary commentators and artists" on the other hand.

Campaign Start

To start this campaign, several big articles reportedly were written for the *Daily Worker* by "Peter Ivy," an unidentified individual whom Mr. Budenz claims "is at present one of the leading radio script writers and about the time he wrote the articles . . . was attached to the radio division of the Office of War Information." His name reportedly now appears in *Red Channels*.

After additional discussion of "audience support" and several alleged party members, both named and un-named, Mr. Budenz says: "These people can be known, since the very fact that they have been members of so many Communist fronts is an indication of where their hearts and sympathies lie. They are on the radio today in large part as the fruit of the Red commission." Outlining other alleged activities of the Reds in the radio field, Mr. Budenz writes of the place the party is purported to have had in getting several commentators on the air.

Mr. Budenz also reports that the Communists "worked out a big drive to get open Communists openly on the radio, and to take advantage of the FCC's ruling that any political group which was assailed could have time to answer back." This plan, he reports, "did succeed in getting a lot of time, particularly on local stations. . . . They also frightened many timid radio stations into practical censorship of any anti-Communist utterances. The mere threat to demand free time for a reply was enough to shut down all criticism of Soviet Russia and its agents here."

Purchase Plan

Another plan reportedly was to have "certain concealed Reds" purchase stations, but Mr. Budenz says he left the party in 1945 before this part of the program could be fully tested.

Hitting the lack of knowledge by the American public as to how concealed Communists act, Mr. Budenz gives this outline: "The function of the concealed Communist on the radio or any other place is to further that line when possible —to prevent the passage of anti-Communist legislation by crying 'civil liberties,' to come to the defense of other concealed Communists when they are under attack and to present as pleasant a picture of the Soviet dictatorship as occasion will permit." The writer mentioned two former FCC Commissioners in his expose.

Mr. Budenz says: "I'd like to emphasize that the leaders of the industry should not be blamed too much for the Red infiltration of broadcasting. Indeed, they too were victimized. However, there is no denying the fact that many of them have been lax in trying to purge their staffs of Commies and Red stooges. . . . When you hear any uproar about the 'persecution' of people in radio who have been connected with Communist fronts you can well remember that smoke has a habit of being associated with fire. . . ."

SOMETHING EVERY SALES MANAGER SHOULD KNOW—

A Station Is Known by the Audience It KEEPS!

A long time ago, KRNT, Des Moines, got the audience. A close friendship was established that remains loyal and unbroken. The Hoopers show that, and they also show that KRNT continues to add to its immense family of listeners.

Any advertiser who insists upon a successful radio campaign in the rich, ripe and ready CENTRAL IOWA market MUST call on KRNT to get the job done.

To substantiate that fact, KRNT has scores of success stories or—take a look at the latest C. E. Hooper Audience Index, Des Moines, city zone, for May–thru–September, 1950. You'll see—

KRNT LEADS IN EVERY TIME PERIOD!

And . . . THAT'S Something Every Sales Manager Should Know!

KRNT

DES MOINES — THE REGISTER AND TRIBUNE STATION
REPRESENTED BY THE KATZ AGENCY

The station with the fabulous personalities and the astronomical Hoopers

TUBE OUTPUT

Canada Doubles Last Yea

CANADIAN RADIO TUBE production this year has been double that of last year, according to latest figures available from the Dominion Bureau of Statistics Ottawa. Production in the first seven months of 1950 totaled 4,217,000 tubes valued at $1,932,000. In the calendar year 1949 production of radio tubes in Canada totalled 4,694,000 valued at $2,250,000.

Production has increased so much that a new $350,000 addition is now being built at Toronto to the largest Canadian tube plant, owned by Canadian General Electric Co Ltd. A recent survey taken for defense purposes shows that the Canadian radio tube industry, four plants in all, can be expanded under present plans to produce 2(million radio receiving tubes a year.

Demand from American se manufacturers for Canadian radi tubes continues, and it is learned unofficially that one large Cana dian plant shipped 40% of its production of television picture tubes to the United States in the first half of this year.

Freeman Named

J. DOUGLAS FREEMAN, of the *Washington Post* advertising staff has been named commercial manager of Metropolitan Network, embracing five perimeter stations in the Washington, D. C. area, according to Frank U. Fletcher WARL Arlington, Va., head of the network. Member stations include besides WARL, WBCC Bethesda Md.; WGAY Silver Spring, Md. WFAX Falls Church, Va.; WPIK Alexandria, Va.

ALLEN B. DuMONT Labs Inc., Clifton, N. J., announces new oscillograph-record camera that provides one minute record of oscillograph image. Camera designed specifically for application with any five-inch, cathode ray oscillograph. Camera employs Polaroid-Land process for delivering finished prints.



Reading Time:

ONE DOZEN FREIGHT TRAINS!

In the 60 seconds it will take you to read this, an average of one dozen heavily-loaded freight trains will start on their way. And that figure holds true for every minute of the day and night!

That adds up to about 17,000 trains every day — hauling not only the major portion of all the things Americans use in their daily life and work but also most of the material and machinery of our national defense.

The railroad freight fleet is doing a big job these days. And it's good to know that the railroads have moved swiftly to provide additional transportation for this vastly increased load.

New cars are coming along in ever-increasing numbers. For the railroads have ordered more than 100,000 new freight cars — more than 500 million dollars worth — and, every day, railroad shops are sending back to duty hundreds of repaired and rebuilt cars.

In addition, heavier loading and quick loading and unloading of cars by shippers are having the effect of increasing the number of cars — for every day that's cut from the average "turn around" time of the railroad freight car fleet is equal to adding 100,000 cars!

Your railroads are busy — busy day and night — busy in fair weather and foul — carrying the things it takes to make this nation strong!

ASSOCIATION OF AMERICAN RAILROADS

WASHINGTON 6, D. C.

Listen to THE RAILROAD HOUR every Monday evening on NBC



"The Prestige Station of the Carolinas"

HOOPER RADIO AUDIENCE INDEX

FALL 1950 CITY ZONE GREENSBORO, N. C.

SHARE OF RADIO AUDIENCE

	WBIG	STATION "B"	STATION "C"
8:00 A.M.–12:00 N. Monday thru Friday	38.7	27.9	22.7
12:00 N.–6:00 P.M. Monday thru Friday	42.3	16.7	19.1
6:00 P.M.–10:00 P.M. Sunday thru Saturday	52.4	20.3	16.7
TOTAL AVERAGE TIME PERIODS	44.5	21.6	19.5

WBIG

Gilbert M. Hutchison, President

CBS Affiliate 5000 watts

EST. 1926

represented by Hollingbery

EMERGENCY FM SYSTEM

Joseloff Amplifies Storecast Defense Plan

INTEREST in a plan for an emergency loudspeaker FM radio system in New York City, to supplement a radio-siren network already established, has been mounting in various quarters and may serve to impress upon the public the value of FM broadcasting, Stanley Joseloff, president of Storecast Corp. of America, said within the past fortnight.

If the plan, originally submitted by his firm last August, is approved by city defense officials and receives full cooperation and support the company is prepared to undertake the entire organization and administration of the plan at no cost to the city, Mr. Joseloff explained. He added, however, that he has no intention of making Storecast stores a part of the proposal.

Mr. Joseloff said the plan would not involve "difficulties" with respect to cost and "unavailability" of certain equipment, or the effects of new building construction on efficiency in sound propagation.

Outlining the details of the Storecast blueprint for an "Emergency FM Sound System" for New York City [BROADCASTING, Nov. 6], Mr. Joseloff cites three purposes of the plan: (1) to achieve the "best and least vulnerable system" for air raid warning and relief throughout the boroughs, in the "shortest possible time and at the lowest possible cost to the city": (2) to increase efficiency of civil defense organization by providing it with an instantaneous medium for mass public communication, and (3) to permit fire and police vehicles to use siren signals at all times.

Speakers in Buildings

System will be based on supersonically-controlled FM receivers locked to the frequencies of FM stations in the New York area. Speakers placed inside public buildings, in front of stores (at street level) and at building entrances would be activated by the receivers controlled from a master panel at a municipal station, WNYC, or its mobile counterpart, through a network of about 12 FM transmitters now operating. They also could be activated from other FM transmitters.

A supersonic pulse from WNYC would automaticaly connect all FM stations to that station and carry its announcements, blocking out all conventional programming from other stations. Eventually each station could "break away" from the network to issue instructions to its particular area.

Engineers are confident the plan could work effectively, based on Storecast's experience with controlled receivers and speakers at installations involving facilities at FM stations in number of cities, Mr. Joseloff said, adding that he does not suggest use of satellite speakers or amplifiers.

The Storecast executive said his organization would make the undertaking on a basis of private subscription for all equipment and installations involving private business establishments and institutions. Costs for equipment and installations at city or other government locations would be borne by the authorities concerned, he added.

Basically, it is a system in which merchants and other businessmen in any block could join in the moderate cost of a receiver, amplifier and speaker. Storecast is not engaged in the manufacture or sale of equipment and the radio manufacturing industry would generally be solicited to supply necessary equipment on the lowest-bid basis.

Enlist Merchants' Support

Mr. Joseloff expressed hope that his firm could muster the necessary organization "reasonably quickly" to enlist merchants' support and pointed out that Storecast already has trained personnel to provide the framework for coordinating supply, engineering and administrative phases.

As evidence of interest in the project, Mr. Joseloff cited a story in the New York *World-Telegram* and *Sun* which described the plan as "the first comprehensive, easily understood air raid alarm system that could inform the people in the streets of approaching danger on what to do to avoid further casualties in the case of atomic attack."

He also noted, with respect to FM's value, that "it is only because of FM's ability to accommodate such wide frequency ranges that we can even think of supersonic controls."

CIO PROCEEDINGS

Prepares Discs For Radio

RECORDED portions of speeches and debates at the national CIO convention, held at the Palmer House in Chicago Nov. 20-24, were made available in program form for use by local radio stations, CIO Vice President Allan S. Haywood announced.

Five 15-minute recordings, similar to those made last year, were sent to union councils from the UAW-CIO Radio Dept., 411 W. Milwaukee, Detroit 2, Mich. They were airmailed direct from Chicago at $5 per program. Series was produced by Guy Nunn, radio commentator for the CIO Auto Workers. Mr. Haywood has urged state and local union councils to secure time on local stations for the programs.

Compton Adv. Named

THE HUBINGER Co., Koekuk, Iowa, maker of Quick Elastic starch, names Compton Advertising, Chicago, to handle its advertising, effective Jan. 1.

NETWORK BOXSCORE

Number of commercial programs on four nationwide networks Sept. 30 224
Number of commercial programs starting on networks during Oct. 18
Number of commercial programs dropped from networks during Oct. 4
Number of commercial programs on four nationwide networks Oct. 31 238

OCTOBER ADDITIONS

SPONSOR	PROGRAM	NETWORK	TIME	AGENCY
Longines-Wittnauer Watch Co.	Longines Symphonette	ABC	Mon.-Thurs., 10:35-11 p.m.	Victor H. Bennett Co.
The Miller Brewing Co.	Miller High Life Revue	ABC	Wed., 10-10:30 p.m.	Mathesson Assoc.
R. J. Reynolds Tobacco Co.	The Fat Man	ABC	Fri., 8-8:30 p.m.	Wm. Esty Co.
American Bird Products Inc.	American Radio Warblers	MBS	Sun., 1-1:15 p.m.	Weston-Barnett
Dawn Bible Students Assn.	Frank and Ernest	MBS	Sun., 12:45-1 p.m.	William Gleeson & Co.
General Foods Sales Corp.	Juvenile Jury	MBS	Sun., 7:30-8 p.m.	Benton & Bowles
DeSoto Division, Chrysler	Grouch Marx, You Bet Your Life	NBC	Wed., 9-9:30 p.m.	BBDO
Liggett & Myers	Bob Hope	NBC	Tues., 9-9:30 p.m.	Cunningham & Walsh
Lewis Howe	Fanny Brice	NBC	Tues., 8:30-9 p.m.	Dancer-Fitzgerald-Sample
Pabst Sales	Life of Riley	NBC	Fri., 10-10:30 p.m.	Warwick & Legler
Fisher Flouring Mills	7 O'clock News (Pacific net.)	NBC	Mon.-Fri., 7-7:15 a.m. (PST)	Pacific Nat. Adv.
Tidewater Assoc. Oil Co.	Pacific Coast Conf. Football Games (Pacific net.)	NBC	Sat. (3 hours)	Buchanan & Co.
Coca-Cola Co.	Morton Downey Show	CBS	Sat., 10:30-11 a.m.	D'Arcy Adv.
Reddi-Whip	Godfrey Digest	CBS	Sun., 4:30-5 p.m.	Ruthrauff & Ryan
Sterling Drug Co.	Sing It Again	CBS	Sat., 10:30-11 p.m	Dancer-Fitzgerald-Sample
Bymart Inc.	Frank Sinatra	CBS	Sun, 5-5:15 p.m.	Cecil & Presbrey
Toni Co.	Arthur Godfrey	CBS	Mon.-Fri., 10:15-10:30 a.m.	Warwick & Legler
R. J. Reynolds Tobacco Co.	Football Roundup	CBS	Sat., 2:30-5:30 p.m.	Wm. Esty Co.

OCTOBER CANCELLATIONS

Miles Labs.	Queen for a Day	MBS	Mon.-Fri., 2:30-2:45 p.m.	Wade Agency
Pabst Sales Co.	Blue Ribbon Sport of Kings	NBC	Sat., 4-4:30 p.m.	Warwick & Legler
Philip Morris	Crime Photographer	CBS	Thurs., 9:30-10 p.m.	Biow Co.
Lewis Howe	Starlight Concert	NBC	Tues., 8:30-9 p.m.	Dancer-Fitzgerald-Sample

OCTOBER ONETIMERS

Gillette Safety Razor Co.	World Series	MBS	Oct. 4-7, Wed., Thurs., Fri., Sat., 12:45 to concl.	Maxon Inc.
Independent Citizens Committee	Political Speech	NBC	Oct. 11, 18, 25	Gray Adv.
Independent Citizens Committee	Political Speech	NBC	Oct. 20, 1:30-1:45 p.m. Oct. 20, 9-9:15 p.m. Oct. 27, 9-9:30 p.m.	BBDO
New York State Repub. Committee	Political Speech	NBC	Oct. 12, 6:15-6:30 p.m.	
New York State Repub. Committee	Political Speech	NBC	Oct. 28, 8:30-9 p.m.	BBDO
New York State Repub. Committee	Political Speech	NBC	Oct. 6, 8:30-9 p.m.	BBDO
New York State Democratic Committee	Political Speech	NBC	Oct. 30, 10-10:30 p.m.	Ben Sackheim Adv.
Roosevelt For Gov. Committee	Political Speech (Pacific network)	NBC	Oct. 8, 7:30-7:45 p.m. Oct. 19, 6:30-6:45 p.m. (PST)	Milton Weinberg Adv.
Statewide Committee for Re-election of Gov. Warren	Political Speech (Pacific Network)	NBC	Oct. 13, 20, 27, 7:45-8 p.m. (PST)	George I. Lynn Adv.
Democratic National Committee	Vice President Barkley	CBS	Oct. 27, 9-9:30 p.m.	Biow
Dem. National Committee	Chairman William Boyle	CBS	Oct. 31, 10-10:15 p.m.	Biow
Independent Citizens Committee For Lehman	Speech	CBS	Mon., 6:15-6:30 p.m.	Grey
Dewey & Hanley	Speech	CBS	Oct. 17, 18, 24, 31, 6:15-6:30 p.m.	BBDO
New York State Democratic Committee	Speech	CBS	Oct. 5, 12, 26, 6:15-6:30 p.m. Oct. 24 and 27, 10-10:30 p.m.	Ben Sackheim Adv.
Labor's League for Political Education	Speech	CBS	Oct. 6, 8-8:30 p.m.	Morris Novik

TER OPENS

New Terrell, Tex., Outlet

RINCIPAL address at the dedi- ation of KTER Terrell, Tex., was elivered by House Speaker Sam ayburn (D-Tex.). The 250 w aytime station started operation ov. 9 on 1570 kc. Texas Secre- ary of State Ben Shepperd served s master of ceremonies.

Owner and general manager of the station is Fred I. Massengill Jr. He is publisher of the *Terrell Daily Tribune* and president of the Texas Press Assn.

A BRAILLE edition of *Hand Book of Radio Writing* by Erik Barnouw is now available. Handbook was published in 1939 and revised in 1947 at request of a number of blind radio writers. It is designed to help writers acquire knowledge of technical conditions in radio.

14% SALES INCREASE IN RECORD TIME...

results in sponsor* adding 6 new markets!



*This medium-sized Southern bakery (name on request) tested "Cisco Kid" for 90 days . . . in a market where distribution was thin . . . during the summer, when bread sales are lower. **Now In 7th Renewal!** Results were so sensational—14% sales increase—that this bakery decided to sponsor "Cisco Kid" in six additional markets! "Cisco's" performance, as a record-breaking salesman for many products and services, is ready for your inspection. Write, wire or phone for details. See the proof — before you commit yourself on any Western!

Sensational "Cisco Kid" Promotion Campaign—
From buttons to guns—is breaking traffic records.

LOW PRICED!
½-Hour Western Adventure Program . . . Available 1-2-3 times per week. Transcribed for local and regional sponsorship.

FREDERIC W. ZIV COMPANY
Radio Productions
1520 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK HOLLYWOOD

Here's the Sensational
LOW-PRICED WESTERN
That Should Be On Your Station!

Put your product i



WGBS Product-of-the-Week counter card is displayed prominently in leading food and drug stores. Your product gets extra attention, featured display, at point of sale.



Ten WGBS hostesses visit housewives to talk about featured products, distribute samples, make consumer surveys at point-of-use. Their work is part of Product-of-the-Week promotion plan.



WGBS merchandising men look after your interests in the stores they visit. They are available for stock checking, dealer and customer surveys, as well as display and store sign work.

At WGBS, Miami, national advertisers have at their unusual promotion plan. Called "Product-of-the-Wee around direct mail to jobbers and dealers, personal call participation in the WGBS Musical Shopper program, "Product-of-the-Week" mentions on several personali

In addition, the WGBS Woman's Advisory Board (trained hostesses from the Welcome Wagon organiza 100 housewives weekly in the Greater Miami area to spotlighted products, and to determine their use or

To put your product in the Billion Dollar South Florida sales picture, you need WGBS, Florida's only 50,000 watt station. WGBS speaks with a voice that assures top audiences and gives advertisers healthier sales pictures. Add to this the result-getting "Product - of - the - Week" plan, and your product gets complete localized promotion and merchandising.

The job is done so thoroughly that the pay-off in sales is a premium you can't afford to pass up.

Why not che man now fo

Putting y sales picture kets where F are located success story Each Fort the needs of just as WGE grammed to and responsi your product

A FORT INDUSTRY STATION

THE FORT INDUSTR

WSPD, Toledo, O. • WWVA, Wheeling, W. Va.
WLOK, Lima, O. • WAGA, Atlanta, Ga. • WGBS, Mian
WSPD-TV, Toledo, O. • WJBK-TV, Detroit, Mich.
National Sales Headquarters: 488 Madison Ave., N

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with your KATZ
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COMPANY

WMMN, Fairmont, W. Va.
• WJBK, Detroit, Mich.
WAGA-TV, Atlanta, Ga.
York 22, ELdorado 5-2455

editorial

Fusion Now—Or Never

IN TIMELY fashion—but none too soon—the NAB board of directors has moved toward fusion with TV. An autonomous TV operation, within the NAB structure, is proposed, with a special convention to be held next January to formalize the project—if the telecaster votes are there.

Action came on the eve of the convention of the Television Broadcasters Assn., scheduled in New York for Dec. 8. TBA admittedly has been a stopgap operation these past few years because it wasn't satisfied that its essential needs could be handled by an NAB, the board of which had been dominated by aural broadcasters. The job that TBA has done on a microscopic budget is one of the wonders of trade association activity.

The NAB proposal—advanced by AM-TV Broadcaster Robert D. Swezey, WDSU New Orleans—would give TV its own board of directors, a sort of NAB-TV. Telecasters would pay their own freight. Only on matters of broad policy, applicable to all, would the NAB itself take over. There would be no duplication of services. Aural broadcasters would not be called upon to support TV services, what with TV emerging so handsomely from deficit operation.

This project is the first step toward ultimate fusion of all mass radio media, and of all segments of them — broadcasters, manufacturers, sellers and suppliers. That was the theme of an editorial campaign launched by this journal last June, and which was generally applauded. Some thought it premature.

The TBA convention will view the NAB-TV plan with interest, and perhaps a jaundiced eye. TBA itself is confronted with "expansion now" or a fade-out. Its membership is not representative of the 107 TV stations or of the entire TV manufacturing industry. We hope it will tread water until it can appraise the results of the January meeting in Chicago called by NAB President Miller, and to be presided over by Harold V. Hough, director of the *Fort Worth Star-Telegram* radio-TV operations. If the ingredients are there, TBA membership should join. If not, TBA must go its own way.

A successful NAB-TBA merger, under the "federating" plan, certainly would encourage other independently-maintained associations to ponder fusion. The high degree of cooperation now evident between the NAB and the Radio-Television Mfrs. Assn. on all matters of mutual concern could be the augury of eventual consolidation under a combined "Congress" or "Council," to fight the inexorable battle of government versus private operation.

The chasm between broadcasters and manufacturers is not great in these arduous days of pseudo-war, base material shortages, and color controversy. Within the FCC more emphasis is being placed upon the theory that because receivers are miniature transmitters, and actually are causing interference with air communication (spurious oscillations), the FCC can license manufacturers. If this thesis holds, either through FCC fiat or new legislation, fusion will occur as a matter of law.

Academic

THERE'S HIGH dudgeon over color TV. Many folks are up in arms over the advertising line used in the first of a series of TV dealer ads inferring that children feel socially inferior without TV. The new NARBA agreement has caused consternation in clear channel ranks. The educators are making a drive for TV facilities, reminiscent of their quest for AM facilities 20 years ago, and FM a decade back.

All of these developments are exciting and important. But all are overshadowed by base metal shortages that could make them innocuous and meaningless.

Color TV, unless all current signs fail, is destined to lose a race against time and the material shortages. Manufacturers, at this writing, will be fortunate if they're able to turn out 3,000,000 TV receivers in 1951 as against possibly 8,000,000 sets this year. The cobalt freeze alone could cut-back production to almost zero.

The ostracism approach on TV selling was a stupid blunder. That campaign theme has been abandoned. It isn't the first time that advertisers have run out of bounds. Nor the last. Public opinion changed it.

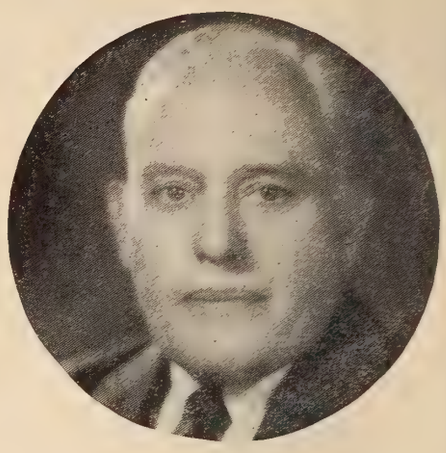
The last hasn't been heard about NARBA. There will be a vigorous fight against ratification at the next session, fostered largely by those who will be hurt—and those are largely clear channels. This marked the first time in the 13-year history of NARBA that an agreement was evolved when a treaty no longer existed. The U. S. delegation contends it did the best it could with what it had. The U. S. gave more than many thought it should, particularly from the standpoints of areas and populations served. The fight on Senate ratification—and the good faith of the signatories —will tell the story.

The educators' quest for TV is a thrice-told story that finds its answer in radio lore. Under the original allocations there were 130 educational AM stations. Since 1928, the number has dwindled to about a score. The others went commercial. In FM, a broad portion of the spectrum sufficient to accommodate literally hundreds of non-commercial educational stations was set aside less than a decade ago. Today there are exactly 69, with 18 others authorized and only two applications pending. So the educators want TV in every major market?

When the first shot was fired in Korea last June, it became evident that "normalcy" was a relic of the past, despite those who decried it as a "police action." There's no normalcy in any phase of the mass-radio media. So jot down all of these horrendous problems as "academic" as of today.

NOW COMES the Canadian Broadcasting Corp., through its director of programs, and describes U. S. commercials as "more and more obnoxious." That being alleged, it's difficult to understand why CBC takes first call on all U. S. network programs in competition with privately-owned Canadian stations. And it's interesting to observe that, for the first time in years two Canadian evening network programs are listed among the first 10 network shows. The rest, of course, were good old U. S. network or transcribed shows. We would suggest that if CBC doesn't like U. S. network programs, that it give the privately-owned stations right of way, or let Canadians listen to them from across the border.

our respects to:



WILLIAM HOWARD SUMMERVILLE

ABOUT the time that "Slim" Summerville, the human string bean of the silent movies, was tilting with the onrush of the "talkies" another "Slim" Summerville, who bore him no physical resemblance whatever, was grappling with his first radio station rate card.

"Slim" II, a stripling of 26, was breaking in just 25 years ago last Thursday (a day of Thanksgiving, he avers) on the old KRLD Dallas. Today William Howard Summerville is general manager of WWL, the booming 50,000-watter which dispenses CBS programs from New Orleans, and which boasts a signal up and down the Mississippi Valley.

The prematurely gray "Slim" Summerville, although he looked like a performer and still does, elected to enter radio via the sales end. He had planned a medical career, but during his pre-med days, answered the call for World

(Continued on page 59)

Static and Snow

By AWFREY QUINCY

WHEN the NAB TV members meet in special convention, it's bound to be a colorful scene. But their report to the board will be in black-and-white.

* * *

When FORD rides TANDEM will it be at the wheel or in the back seat?

* * *

An ABC advertisement says "Men From Mars Invade Radio." With candied missiles from the Milky Way?

* * *

Concerning the effect of radio and television on baseball attendance, last week's BROADCASTING gives an Associated Press run-down of big league bosses. Included is a quote from "Billy Evans of the Cleveland Indians." But we couldn't find anything from Hank Greenberg of the Detroit Tigers.

* * *

That picture of "wrestler" Angeleo Cistoldi assaulting Sportscaster Arthur Flynn makes us wonder if Angeleo was using his best "holt." To us, it looks more like Position One at Arthur Murray's.

SHELL NEW IN '50

One of the largest users of spot radio newscasts, Shell Oil and J. Walter Thompson analyzed the Seattle radio picture for months before buying Dick Keplinger on KJR, 6:00 to 6:15 p.m., Monday through Friday, "Shell's Dinner Edition of the News."

Remember, this is Shell's only newscast in Western Washington.



REPRESENTED NATIONALLY BY AVERY-KNODEL, INC.
NEW YORK · CHICAGO · LOS ANGELES · SAN FRANCISCO · ATLANTA

Here's Archer!



GENE ARCHER

WRC's Gene Archer, to be exact. Gene's delightful, hour-long mid-day program features the Cliff Quartette's individual music, popular records . . . **plus** Gene Archer's own brilliant baritone style.

Participation in this choice time period (12:30-1:15 PM, Monday through Friday) promises business in Washington. An impressive list of current national spots amply supports Gene's selling story.

Audience loyalty of "Here's Archer" offers an immediate association with a "Name Performer" in the Nation's Capital.

A few choice availabilities remain, contact WRC directly or NBC Spot Sales.

IN THE NATION'S CAPITAL YOUR BEST BUY IS

FIRST in WASHINGTON
WRC NBC
5,000 Watts • 980 KC
Represented by NBC SPOT SALES

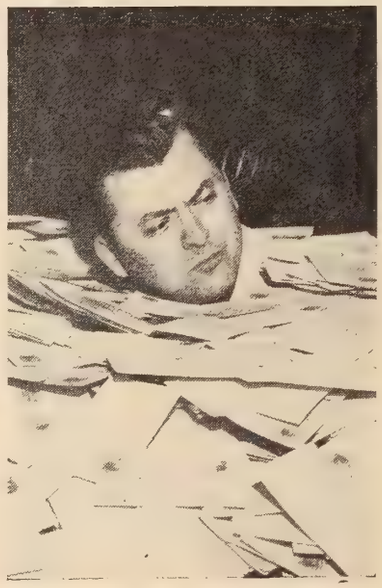
feature of the week

A TOTAL of 23,908 mail votes poured into WAVE Louisville in response to the Nov. 3 and 4 finals of the station's *Disc Jockey Contest*, sponsored by Oertel Brewing Co.

The two shows featured the eight contestants who had won previous weekly competitions and vied for a "Hollywood Weekend" prize as a tie-in promotion with NBC's *Double or Nothing*.

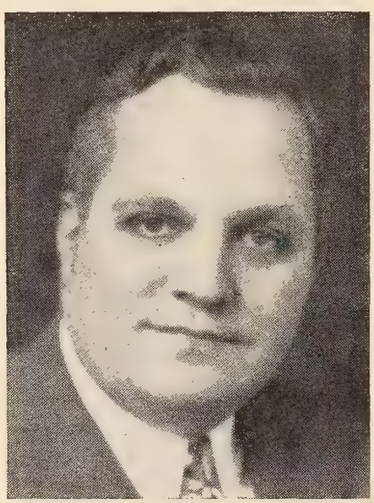
According to the station, Bob Kay, program m. c. of WAVE who conducted the two winners to Hollywood, was told by Walter O'Keefe, m. c. of *Double or Nothing*, that the WAVE response was the largest received by any station for the "Hollywood Weekend" offer.

* * *



Mr. Kay up to his ears in votes.

strictly business



ULMER RIVES LIDE

TAKE the basic philosophy of Benjamin Franklin, add a disc jockey format and inject a generous portion of Western twang, and the result may well prove worthy of the confidence in radio now enjoyed by one of the nation's largest personal loan companies.

One popular success, the *Squeakin' Deacon Show*, "opened my eyes to the real power of radio," says Ulmer Lide, advertising director for Seaboard Finance Co., Los Angeles, who put the show on the air over KXLA Pasadena, Calif., in October 1946. So fruitful were the results that Seaboard now spends anywhere from $10,000 to $20,000 a month on its radio advertising.

Despite convictions that the Deacon and his Western disc jockey program, interspersing music with home-spun philosophy, were a little "too homey for the West Coast's foremost thinkers and celebrities," Mr. Lide patiently persevered and saw his own judgment vindicated.

Seaboard soon went into radio on an extensive scale, utilizing a mystery program, spot announcements and, finally, newscasts. The firm had used radio since 1937 but it remained for Mr. Lide, who joined the company in 1943, to reserve a solid place in the radio firmament for Seaboard, which also has used some television.

Ulmer Rives Lide was born in Evergreen, Ala., on Feb. 2, 1906, but spent his early childhood in Rockingham, N. C. At the age of 12, he moved with his family to Bennettsville, S. C. In high school the youth established an enviable scholastic record, serving as president of both the junior and senior classes.

The Alabaman also was active in sports, indulging in baseball, basketball and football. As a pigskin star, he was named all-state tackle. While attending Furman U., he found he had to sacrifice all but freshman football to complete a four-year course in three years, graduating *Magna Cum Laude* with an AB degree.

Mr. Lide taught English in the

(Continued on page 57)

IF YOU'RE INTERESTED IN SMILES..

All Milwaukee Declares, "From Sunrise To Midnight, It's a Real Pleasure To 'LIS'N TO WISN'... The Station With A SMILE."

No Stuffed Shirts Or Circus Barkers Among WISN Announcers. They're FRIENDLY SALESMEN Who Are Always Welcome In Any Home.

You'll Like Doing Business With WISN.

IN MILWAUKEE THEY LIS'N TO
WISN CBS
5000 WATTS
Represented by KATZ Agency

front office

AL ALBINGER, general manager WCOL Columbus, Ohio, to KTMS Santa Barbara, Calif., in same capacity.

WELDON CONNIE ALEXANDER, director of news, sports and special events KVER Albuquerque, N. M., appointed assistant manager.



Mr. Albinger

RICHARD C. ARBUCKLE, TV account executive Edward Petry & Co., N. Y., to WCAU Philadelphia as commercial representative.

HENRY FLYNN, account executive Radio Sales, CBS, N. Y., father of girl, Nov. 19.

CAPT. THOMAS B. SAWYER, former president WSSB Durham, N. C., assigned as public information officer, North Carolina Military District.

PACIFIC REGIONAL NETWORK, 48 California FM relay stations, appoints WILLIAM A. AYRES Co., S. F., as representative.

WGN-TV CHICAGO issues Rate Card No. 7 which incorporates recommendations of television standardization group, broadcast advertising committee of NAB. These deal principally with card format, content, order of presentation and rate table structure. Committee recommendations were followed exactly, according to Sales Manager George W. Harvey, one of original committee members.

JERRY JONES, West-Holliday Co., S. F., to Katz Agency Inc., S. F., station representative firm.

AL NELSON Jr., A. E. Nelson Co., S. F. agency, to KLX Oakland as S. F. sales manager. Replaces BILL HUNEFELD, recalled to active duty with Navy.

Personals . . .

JENNINGS PIERCE, general manager KMED Medford, Ore., named state radio chairman for Oregon Congress of Parents and Teachers . . . CHARLES H. COWLING, national sales manager KMPC Hollywood, leaves this week for three-week sales trip to New York, Chicago, and major mid-western cities. . . . BILL REA, owner CKNW New Westminster, B. C., named president British Columbia Public Hall Operators.

VIRGIL SHARPE, assistant manager and program director KOIL Omaha, polled second highest amount of votes in field of 12 candidates for non-political Omaha Board of Education. JULES HERBUVEAUX, manager television department NBC Chicago, elected president Merchants & Manufacturers Club, Chicago. . . .

Senior Bowl Rights

LIBERTY BROADCASTING SYSTEM has announced the signing of exclusive broadcast rights to the Senior Bowl football game. The annual classic will be played in Mobile, Ala., on Jan. 6. The two teams—Yankees and Rebels—are made up of the top players in the country who have, during the past season, completed their college football careers.

RCA INSTITUTES, INC.

One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.

Address inquiries to Placement Director
RCA INSTITUTES, INC.
A Service of Radio Corporation of America
350 W. 4th St., New York 14, N. Y.

ASCAP OUTLINED

In 'Saturday Evening Post'

ASCAP is termed "one of the most singular operations in the land" in the Nov. 25 issue of *The Saturday Evening Post.* Robert M. Yoder wrote the article, titled "Tin-Pan Alley's Wonderful Monopoly."

The story includes an account of ASCAP's foundation, its struggle to become accepted by the radio networks and its influence on the composers and performers of the more than 750,000 American compositions it reportedly controls. The ASCAP system of collecting and distributing funds also is outlined. Pictures of personalities prominent in ASCAP and the entertainment world accompany the article.

SCHWIMMER CHANGE

Operation Is Split

WALTER SCHWIMMER, president of Radio Features Inc., Chicago package firm, has changed the name of the company to Walter Schwimmer Productions Inc., incorporated in Illinois.

Move follows development of two video packages, *Foto-Test* and the *Miss U. S. Television Contest.* The name Radio Features is being retained, with the firm as a subsidiary of the new parent company. George Guyan, sales manager, is vice president of the new corporation, and Dorothy Fell, office manager, is secretary. Mr. Schwimmer is president and treasurer.

Agencies Enfranchised

A TOTAL OF 68 advertising agencies have been enfranchised by the Canadian Assn. of Broadcasters, it was revealed in a list issued at CAB headquarters at Ottawa in mid-November. Included in the list are the Canadian offices of 13 American and one British agencies. The American agencies having offices in Canada are Atherton & Currier, Benton & Bowles, Dancer-Fitzgerald-Sample (Canada), D'Arcy Adv. Agency, Ellis Adv. Agency, Erwin Wasey of Canada, Grant Adv. of Canada, Hutchins Adv. of Canada, Kenyon & Eckhardt, Ruthrauff & Ryan, J. Walter Thompson Co., Young & Rubicam, and Armand S. Weill Co.

Final Spark

CHAIN reaction sparked by John Gelder Jr., WCHS Charleston, W. Va., really put the local Community Chest drive over the top. The station manager, local chest chairman, conducted a one-man, five-hour marathon in downtown Charleston, urging listeners to "give a little more" and asking them to call a friend. Reaction was immediate and kept special operators busy throughout the drive as Mr. Gelder punctuated his requests with recorded music. At one-o'clock signoff nearly $3,000 had been received and pledges continued to pour in enabling the Red Feather drive to attain its $238,000 goal. Radio was credited by city civic leaders with supplying the final spark.

William M. Young

WILLIAM M. YOUNG, 47, member of NBC music department for over 20 years, died at his home in Bronxville, N. Y., Nov. 11. Mr. Young joined the music division of NBC in 1930. Funeral services were held in the Reform Church, Bronxville, N. Y., Nov. 14. Surviving are his widow, one son and two daughters.

A Salesman Talks

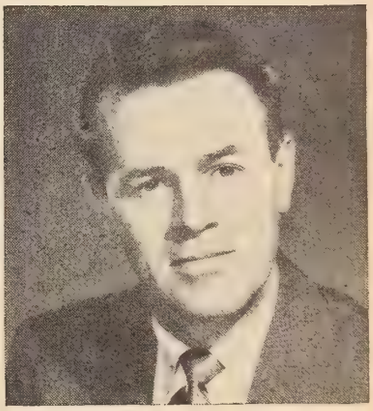
"I dropped in to see the Advertising Manager of a school that offers an adult educational course, and he was in a pretty good mood. He's been using WINS—half an hour nightly—with consistently good results. WINS is the only New York station he's used for three years without a hiatus."

* * *

"A letter came in from an agency about an account of theirs which tested radio for the first time this summer, with the 15-minute Art Scanlon show on WINS across the board. It said, 'The results have far exceeded our expectations. Although the months of June, July and August are traditionally the slow months for reupholstery, Art Scanlon kept our client's sales at peak month levels. So satisfied has this client been with WINS results that we plan to increase our time on the Art Scanlon show, to the exclusion of other media.'"

* * *

"The other day I talked to a furrier who's used our station for nine years—the only radio advertising he's done. He's stayed on this station because his sales have been growing each year—directly traceable to WINS through tests he's made on his programs. I always say local advertisers are a good indication of a station's value, because they either get results, or they don't stay on."



* * *

Call your WINS representative . . . see him when he calls. Buy WINS . . . it *sells!* CROSLEY BROADCASTING CORPORATION, WINS 50 KW, New York.

FM IN ARIZONA

KTYL-FM Is First Outlet

FIRST FM station in Arizona—KTYL-FM Phoenix—has begun broadcasting coincident with its AM affiliate, KTYL, increasing its power from 250 w on 1490 kc to 1 kw at 1310 kc. The new combined operation, representing a $200,000 investment, is housed in a new KTYL building located two miles west of Mesa.

Stations' General Manager Dwight Harkins reported there are no plans for dual programming, with both the AM and FM facility operated separately. Dick Gilbert, who broadcasts daily on KTYL 12 noon-3 p.m., will be heard on FM 7-8 p.m., and Mr. Harkins, who is m. c. on a two-hour AM disc show, also will conduct an FM program, it was explained. Other FM programming will follow lines of "good music" stations by stressing the classical in musical entertainment. "Talk" programs—news, interviews, dramas, serials, etc.—will be banned, according to Mr. Harkins.

The new KTYL building contains two complete control rooms, three studios, an announcer's booth, eight built-in turntables and permanent installations of special tape-recording equipment. Downtown Mesa studios, offices and theatre facilities are being retained.

air-casters



MAX LIEBMAN, Broadway producer, presented with scroll from NBC honoring him for his contributions to success of its *Your Show of Shows,* at special luncheon in his honor.

MARY DODSON WATKINS rejoins KGGF Coffeyville, Kan., as traffic manager. Her duties were handled by **PAT ADAMS** who is remaining in program department.

GLENN STUTZMAN, announcer KCNI Broken Bow, Neb., recovering from broken leg.

ROBERT PAYSON, production manager *Ford Theatre* and *Magnavox Theatre* on CBS-TV, father of twin girls Nov. 16.

KIRBY AYERS appointed director *Grand Slam,* sponsored by Continental Baking Co. on CBS.

BOB CUTT, KSFO San Francisco staff announcer, father of boy, Jimmy.

JANET KUBICZ named prize and contest supervisor at ABC-AM-TV Chicago. Was with Feature Prizes, Chicago.

DON LUFTIG, MBS, to WATV (TV) Newark on directing staff. **ELLEN STERN,** promotion and publicity director KSFO-KPIX (TV) San Francisco, to TV directing staff, and **RUTH GILKYSON,** KSFO-KPIX, to copywriter, WAAT, AM affiliate of WATV.

JIM GIBBONS, morning man and sports director WMAL-AM-TV Washington, father of daughter, Nov. 11.

WILLIAM MILL, staff announcer WWCO Waterbury, Conn., resigns to enter Armed Forces. **ROY ROMAN,** newcomer to radio, replaces him.

SAMUEL KAUFMAN, supervisor of radio publicity, and **PHIL DEAN,** press staff writer for NBC, promoted to editorial director and exploitation manager, respectively.

CAROL EWING, assistant controller NBC Western Division, appointed KNBH (TV) Hollywood controller, succeeding **W. W. BOONE,** resigned.

JOE KOGEN, writer, **DON MATHERS** and **PRINCESS LIVINGSTON,** comedians, signed by **BILL ANSON** for his TV disc jockey show on KTTV (TV) Los Angeles.

HANS FELIX BREITBARTH, program director and disc jockey KLVL Pasadena, Tex., to KATL Houston as traffic manager.

ROBERT L. CHAUDOIN, continuity editor WSIX Nashville, to WMAK Nashville, as traffic director.

BILL MOSHIER to KGW Portland, Ore., handling *Farm Time with Bill Moshier.* Was with KJR Seattle; has been vice president and national treasurer of Radio Farm Directors.

FRED LAIGHT, on special broadcast service staff CKRM Regina, Sask., appointed program manager. Replaces **BILL WALKER,** who is now with CKRC Winnipeg, Man. **THOMAS HILL,** CBC Toronto, to CKRM as production supervisor. **WILLIAM REES,** traffic department, appointed promotion manager.

ANDY KARSEN to announcing staff WKTY La Crosse, Wis., replacing **BOB DAY,** who resigns to enter Armed Forces.

BETTY NESTOR to WWL New Orleans, as record librarian.

BILL POLGLASE, staff announcer WAVE-AM-TV Louisville, to WMAL Washington, in same capacity.

ARNOLD V. GEHNICH to announcing staff WCOJ Coatsville, Pa.

PAMELA TABBERER to copy department WCSC Charleston, S. C. She was journalist in England and has written articles for newspapers in this country.

TIM KILEY, graduate Northwestern U., to WMCT (TV) Memphis on production staff.

News . . .

GEORGE McGOWAN program director KXLY Spokane, Wash., to special events staff.

BEN HOBERMAN, WXYZ-TV Detroit sales, father of boy, Thomas Henry, Nov. 11.

BOB CARLIN, morning news editor WOWO Fort Wayne, Ind., is author of two short stories appearing in Dec. issue of *True Detective Magazine.*

PHILIP LENHART, newscaster WGAY Silver Spring, Md., to WHKK Akron, Ohio, in same capacity.

NSRB POSTS

Symington Names Three

THREE appointments, involving the posts of information director, special assistant and special consultant, have been announced by W. Stuart Symington, chairman of the National Security Resources Board, charged with the nation's communications and other mobilization planning.

Edward F. Jones, chief correspondent for *Life* magazine in Washington, was named special assistant to Mr. Symington, succeeding Stephen F. Leo, who resigns next month to join Sverdrup & Parcel, St. Louis consulting engineering firm [BROADCASTING, Nov. 6]. Mr. Jones has been granted leave of absence from *Life.*

James R. Aswell, information director of NSRB since August, has been appointed special consultant to Mr. Symington, succeeding Albert Abrahamson. Mr. Aswell, on leave from Hill & Knowlton, New York, is a noted contributor to national magazines and served with the World War II Office of War Information. A former newspaperman, he also was Washington correspondent for *Newsweek* magazine.

Scott Hershey, Mr. Aswell's assistant the past three months, has been named director of information for NSRB. Mr. Hershey previously served with ECA, the Hoover Commission, and with numerous magazines and newspapers, including McGraw-Hill Publishing Co., *American Aviation* and *Newsweek.* Earlier he was on the staff of AP.

REID APPOINTED

NBS Electronics Div. Chief

J. GILMAN REID Jr. will succeed Dr. R. D. Huntoon as chief of the National Bureau of Standards' Electronics Division, it was announced last week. Mr. Reid has been chief of the Engineering Electronics Section since Jan. 3, 1939, and is a member of the Institute of Radio Engineers. He joined NBS in 1937. The Electronics Division was created last July 1.

Simultaneously, appointment of Joseph P. Spaulding to the staff of National Bureau of Standards also was announced. Mr. Spaulding will handle research in the bureau's Ordnance Development Division, including study of new principles and components of advanced types of electronic ordnance devices. From 1941 to 1950 he helped develop radar equipment and other electronic devices.



Ralph Edwards
CBS Star

WVAM ALTOONA FIRST

You're on the INSIDE with the OUTSIDE audience on WVAM. ONLY 1000-watt fulltime coverage in Altoona and Central Pennsylvania.

CBS

WARD JOHNSTOWN FIRST

IS GODFREY 25 or 32? As a fact, HE'S BOTH! Godfrey's daytime show rates a 25.0 Hooper Godfrey's Talent Scouts has a 32.4 in Johnstown HOOPERFIRST Godfrey & WARD

Represented by Weed & Company

COVERING WISCONSIN'S LARGEST RADIO VOID
WTTN
The Nation's Richest Farm Market
Local Retail Sales, 1949, 18% above the Nation's Average—1950—higher.
WTTN WATERTOWN, WISCONSIN

Strictly Business

(Continued from page 54)

Greenville, S. C., high school, for a year, then joined Western Electric Co., Kearney, N. J., to handle shop layout work. His interest soon turned to management, education, and personnel problems of the loan and discount business. He became acquainted with W. A. Thompson, founder and chairman of the board of Seaboard Finance Co., and joined the firm in March 1943.

Radio and television, even then, commanded his interest. As personnel manager in those early years, during which he trained some 900 employes in about 100 cities, Mr. Lide preached the principle that the media could serve as Seaboard's "front door."

"We keep that 'front door' attractive, dignified, and a nice place to meet us," he told them. "Like the Squeakin' Deacon, the welcome mat is rolled out by people the whole family will enjoy knowing, by people who sincerely mean it when they say, 'Come in, let us help with your problem.' "

Sold Several Shows

Inspired by that tenet and radio-TV's potentialities, Mr. Lide sold KXLA on the *Squeakin' Deacon Show.* In June 1949 Seaboard decided to try another type program, *Crime Does Not Pay,* over KFI Los Angeles. Subsequently, from time to time, Mr. Lide in his new capacity as advertising director bought newscasts on KMPC KFI KLAC, all Los Angeles, KSFO San Francisco, KVI Seattle, and other stations.

Seaboard's spot campaign, launched on a selected national basis, included stations in Phoenix, Ariz.; Memphis, Tenn., and Atlanta, Ga., as well as those West Coast outlets in Los Angeles, San Francisco, Seattle, and Portland, anchor territory for the firm.

At present Seaboard has a news broadcast on KSFO and has just concluded a series of spots on KNBH (TV) Los Angeles.

Television has not played a prominent role in Seaboard's plans but only because the firm has not yet evolved the program which it feels may meet the firm's needs, Mr. Lide says. Further radio expenditures will hinge largely on government controls and other factors which may be reflected in its budget. "We have always liked the media and undoubtedly will resort to expanding it at a time which seems most opportune," he adds.

Mr. Lide is a member of the Personnel and Industrial Relations Club of Los Angeles. Aside from his avid interest in sports as a spectator, Mr. Lide also enjoys bridge, canasta, and gin rummy, as well as horseback riding, movies and reading.

NANCY Mc IVER
(Formerly Nancy Grey on WTMJ-NBC, Milwaukee)
Travels the World
WHFC Reports over Chicago WEHS-FM
2 to 2:30 Monday thru Saturday
Participations Available
She Entertains
—and Sells—and Sells—and Sells
MARSHALL PRODUCTIONS INC.
40th Floor Bankers Bldg. Chicago 3
Radio Television
Shows to fit your budget

CULTURAL SHOWS

NBC, Other Networks Cited

CITATION honoring the *NBC Theatre* as the program "which during the past school year has done most to promote a greater understanding and appreciation of our literary heritage, and to raise ideals of good speech and writing" was awarded to the network last Saturday (Nov. 25) by the National Council of Teachers of English in Milwaukee.

Cited for honorable mentions by the council were "Document A777" of MBS' *Pursuit of Peace* series; NBC's *Living 1949-50* series, and CBS' *We Take Your Word* and *Invitation to Learning.* Awards were presented by Leon C. Hood, council's radio committee chairman, before 2,000 teachers at their annual convention.

In presenting the award to Margaret Cuthbert, production chief for *NBC Theatre,* Mr. Hood mentioned the fact the program is offered as a home-study course in literature by some universities. Teachers lauded the series as being the "most literate, artistic, intelligent literary-dramatic program on the air."

The council also praised the following programs for their cultural value: *Theatre Guild, Greatest Story Ever Told, Cavalcade of America, Metropolitan Opera, Hallmark Playhouse, Author Meets the Critics, Halls of Ivy, Pulitzer Prize Playhouse* and musical programs sponsored by Firestone Co. and Standard Oil of California.

System of awards involves some 7,000 students and teachers who work on a radio-TV program appreciation project-sponsored by the council's radio committee.

Coffee Clincher

IT TOOK 178 cups of coffee at his expense to convince a Ventura, Calif., drive-in restaurant owner that local KVEN had a sizable audience for its daily 7:45 a.m. newscast. Unsuccessful at trying to sell the newscast to the restaurant, Station Manager Mort Werner asked the owner if he would give a free cup of coffee the following morning to anyone who arrived after 7:45 and mentioned the name of the program. The owner agreed; offer was mentioned on the newscast the next morning with a two-fold result: 178 people came by to pick up free cups of coffee; Mr. Werner picked up a new sponsor.



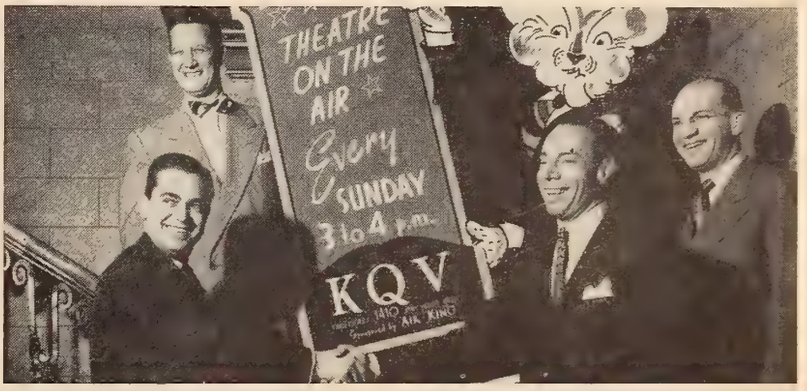
HANDSHAKE marks West Coast arrival of NBC Executives Joseph H. McConnell (second from l), pres., and John K. West (r), who took over new duties as v. p. in charge of NBC Western Division [BROADCASTING, Oct. 2]. Also in party (l to r): Manie Sacks, dir. artists relations, RCA and NBC; Mrs. McConnell; William F. Brooks, v.p. in charge of NBC public relations.



JELL-O demonstration at Los Angeles' Hotel Biltmore is attended by (l to r): Fred Hawkins, district mgr., General Foods Sales Division; George Plass, adv. mgr., Jell-O Products; Lucille Ball, star of CBS *My Favorite Husband,* sponsored by General Foods for Jell-O.



HUMORIST Walter Kiernan (center) gets off a fast one at luncheon marking start of second year of his *One Man's Opinion* for Philip Morris on ABC. Amused listeners are Mark Woods (l), vice chairman of ABC board, and Alfred E. Lyon, chairman of board, Philip Morris.



LEO the Lion in Pittsburgh's Loew's Penn lobby watches Theatre Mgr. William Elder (lower l) congratulate Bernard Samuels, Air-King TV distributor, after latter contracted for multiple market purchases of MGM Radio Attractions, *MGH Theatre of The Air.* Looking on are George Baren Bregge (rear l), KQV Pittsburgh, and Edward Eaton, account exec., Burk Agency. Show, on KQV, extended to WBUT Butler Nov. 12, with other additions likely.

THIRD birthday Oct. 26 of WCCC Hartford was marked by special broadcast attended by (l to r): Mayor Cyril Coleman; Publisher John R. Reitemeyer, *Hartford Courant;* Mrs. Arra Sutton Mixter, Hartford Gas Co.; Syd Byrnes, WCCC station manager; Kerwin Spencer, Society for Savings Bank of Hartford; Bill Savitt, station pres.-co-owner; Max Savitt, WCCC v.p.-co-owner.



allied arts

RICHARD H. GORDON Jr., former president World Video, N. Y., to Foley & Brockway, N. Y. (TV productions), as partner and vice president in charge of production.

HARVEY BULLOCK and **JACK HOUSTON**, writers; **RED BELLSON**, producer—m.c., and **HARRY BESTRY**, talent agent, to Paul Killiam, N. Y. TV producer and packager.

WILLIAM MORRIS Agency, N. Y. (packager), announces plans to construct two-story office building in Beverly Hills, Calif., adjacent to Beverly Wilshire Hotel, to house its enlarged staff on West Coast. Building, expected to be ready in late 1951, will comprise 20,000 square feet, including modern TV, radio, and motion picture audition rooms.

JOHN RIDGELY, Warner Bros. motion picture star, signed by Charles Michelson Inc., N. Y., open-end TV and transcription program sales firm, for *Capsule Mysteries*, 260 five-minute TV film shows.

LOU STUMER, CBS account executive for MCA, named general manager World Video Inc., N. Y. **DICK LEWINE**, producer World Video's *Clebrity Time*, appointed production supervisor.

ROBERT F. HOLTZ, consulting radio engineer of Great Notch, N. J., next month will go to Far East for year's assignment on radio project. Will headquarter in Djakarta, Indonesia.

MARGERY LUCE, Jerry Fairbanks Inc., N. Y., promoted to production coordinator.

WALTER HANLON, advertising director Ideal Publications, to *TV Guide*, N. Y., as director of advertising sales and promotion, and **BARBARA FROST**, publicity department WOR-TV New York, to *TV Guide* as women's editor.

WPIX (TV) New York appoints **Hewitt, Ogilvy, Benson & Mather**, N. Y., as agency for trade advertising.

THOMAS D. RISHWORTH, director Radio House at U. of Texas, addressed Iowa Congress of Parents and Teachers at Des Moines Sat., Nov. 18. Subject was "Radio in Health Education." He is chairman of radio and TV for National PTA.

WKOP Binghamton, N. Y., appoints **Robert S. Keller Inc.**, N. Y., as sales promotion representative.

MARSHALL PRODUCTIONS, Chicago, names **BOB KULZ** vice president in charge of production and engineering, and **JAY ANDRES** chief announcer and production advisor. Mr. Kulz was with WMAW and WTMJ Milwaukee. Mr. Andres is former chief announcer and specialty announcer at WMAW.

Technical . . .

THREE NBC Chicago television engineers recently became fathers: **RAY BURTHSCHER** father of Janis Ray; **ROBERT RAHNERT**, a son, Robert Paul, and **RALPH POMEROY**, a son, James William.

JIM BOYD, engineer CHNO Sudbury, to engineering staff CHUM Toronto.

Equipment . . .

CLIFFORD M. RIGSBEE, L. S. Ayres & Co. (department stores), Indianapolis, appointed manager radio-phonograph-television group of RCA Service Co. Replaces **THOMAS WHITNEY**, appointed operations manager for government service.

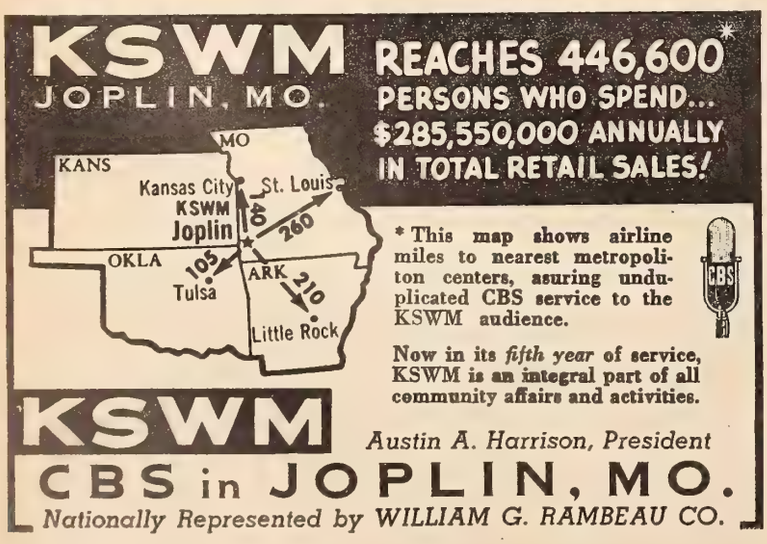
WELLS TELEVISION Inc. appointed as RCA TV Antenaplex specialist in hotel field, **W. W. WATTS**, vice president and general manager of RCA Engineering Products Dept., has announced.

SIMPSON ELECTRIC Co., Chicago, leases new plant at 932 Benton St., Aurora, Ill. This brings total to five plants producing for company.

HARVEY LEONARD POKRASS, president Tele King Corp., and Nicole Jannine Hirch de Metz announce their marriage.

SBN Fight Show

ARMED FORCES Radio will carry the Sports Broadcast Network's *Fight of the Week* feature, Monday 10 p.m., to 64 relay stations around the world, according to WPEN Philadelphia, the network's key station. WMCA New York, also part of SBN, has initiated a series of broadcasts of the fights for all radio-equipped taxicabs in the city of New York, it was added.



CIVIL DEFENSE

Congress Urged To Act

RECOMMENDATION that Congress take up President Truman's proposal for a Civil Defense Administration when it reconvenes Nov. 27 was made Nov. 14 by Sen. Brien McMahon (D-Conn.). He urged that the Senate Armed Services Committee start consideration of a separate bill (S 4162) which he sponsored last September to set the wheels of civil defense in motion on a national scale.

The measure was introduced almost coincident with release of the President's report on "United States Civil Defense," which termed communications as the "nerve system" [BROADCASTING, Sept. 25]. A similar bill (HR 9689), authored by Rep. Carl Durham (D-N. C.), was placed before the House chamber.

Whether Congress would act on the proposal before adjourning was not known, but it is believed that the Chief Executive would submit the plan in any event. He also is expected to appoint a full-time director to head the agency [CLOSED CIRCUIT, Nov. 13].

Sen. McMahon, chairman of the Joint Atomic Energy Committee, also suggested that Congress look into the President's plan for dispersal of key government agencies as part of the decentralization program.

HADACOL BOOM

To Triple '51 Talent Budget

SEN. DUDLEY LeBLANC, president of Hadacol, Nov. 16 announced he would triple his 1951 appropriation for live talent and motion pictures, following a $2 million order response to his pre-Christmas party promotion [BROADCASTING, Nov. 13].

The Christmas parties in more than 500 theatres will be held in cooperation with radio stations carrying Hadacol advertising. Each party is to include films, live talent and prizes, with the admission charge to be one Hadacol box top.

Sen LeBlanc's decision to triple his 1951 appropriation came after he had explained his party plan in a night letter to 3,900 Hadacol wholesalers and chain stores. Within 48 hours the plant was overworked with nearly $2 million in orders that immediately poured in from recipients of the telegrams, it was reported.

Sen. LeBlanc also stated that the Hadacol Caravan for 1951 will undertake a five-week tour with an entire railroad train being leased for the entourage. Plans are for next year's show to surpass the 1950 version when more than 30 acts that included top flight radio, movie and stage talent participated in a three-week good-will tour that attracted international attention.



FIRST Honorable Mention Certificate for her entry in the 1950 "Life Line of America" contest is presented to Jane Weston, WOWO Fort Wayne, Ind., by Paul S. Willis, president, Grocery Mfrs. of America Inc. Awards are presented each year by GMA to women broadcasters and newspaper food editors who best interpret to their audience the line of essential processes and services on food, from farm to table. Miss Weston's entry consisted of five Home Demonstration Agent programs on WOWO, in which she interpreted the growth and use of tomatoes.

MICH. AP MEET

Election Coverage Lauded

STEPPED-UP election coverage resulting from a special fund approved by 22 Associated Press member stations keynoted discussions at the fall meeting of the Michigan Assn. of AP Broadcasters meeting at the Hotel Olds in Lansing, Mich., fortnight ago.

Lester W. Lindow, general manager of WFDF Flint, president of the AP group, commended the membership for its foresight and progressive action in voting the special election pool. Several station executives reportedly praised the service as the best they had ever received. Wire was controlled continually in Detroit on election night and part of the following day to meet needs of Michigan AP members particularly, according to Howard L. Kany of AP.

British Show Set

BRITAIN'S 18th National Radio Show will be held Aug. 28-Sept. 8, 1951, at Earls Court, London, according to an announcement by the Radio Industry Council. The show will feature British radio, television and electronics equipment of all kinds, as well as tubes and components. BBC is slated to hold demonstrations of television from a fully equipped studio in the exhibition hall.

"Independent" as H☆@!!

—and almost S.R.O.

WGRD

The People's Station

Grand Rapids, Mich.

Respects

(Continued from page 52)

War I. His friends and associates say, however, that he has never forsaken his early medical training, and pursues his sales task with the deft touch of a surgeon with his scalpel, rather than as a peddler wielding a meat axe.

Although he regards himself as a native Texan, and a Louisianian by adoption, "Slim" Summerville was born on June 3, 1899, in the modest little town of St. Elmo, Ill. His father, a railroad conductor, had two loves. He wanted Howard to become a doctor, and he loved thoroughbred horses, which he raised. When "Slim" was still in his teens, the family moved to Dallas, where he attended elementary school. After a year at Holy Trinity in Dallas, Uncle Sam beckoned. He returned to Trinity, leaving in 1922.

Joined Curtiss Candy Co.

The first fulltime job for Mr. Summerville came that year, with the Curtiss Candy Co. in Chicago. It was there he learned the rudiments of selling. Returning home for a Thanksgiving holiday, he found that his reputation as an intrepid salesman had preceded him. He joined a Dallas agency.

There were two stations in Dallas then — WRR, established in 1920, and WFAA, which began operations in 1922. It was in 1926 that A. L. (Chillie) Chilton, who operated the Chilton Advertising Agency, took over KRLD, and it was then that "Slim" Summerville joined his staff, later to become its commercial manager. His next stint, a half dozen years later, was with WGST Atlanta, serving as its general manager. In between, he had spent a few months managing the then Chilton stations in Little Rock—KLRA and KGHI. [Mr. Chilton still operates KGHI, along with KSKY Dallas]. In 1939 Mr. Summerville was called to WWL by the faculty of Loyola U. He carried the station through the critical wartime years, in the face of equipment and personnel shortages. Each year the station has made strides in public acceptance as well as in time sales.

Mr. Summerville is on the board of directors of the International House, famed New Orleans club, and is a member of the Metrie Country Club. He has served as a member of the CBS Stations Advisory Committee since 1944, representing affiliates in the tier of six Southern States. He is vice president of the Louisiana Assn. of Broadcasters.

Mrs. Summerville is the former Louise Jones of Dallas. They have four children—Howard Jr., 26, now employed at WWL; Mrs. Mary Ann Dereyna, of New Orleans; Yvonne, 16, and Nancy 13.

The Summerville family wonders when "Pop" will turn up with another boat—his favorite hobby, though he does go in for hunting when business and family allow.

Howard H. Esary

HOWARD H. ESARY, 42, vice president of Allied Advertising Agencies Inc., Los Angeles, died Nov. 17 at Burbank Hospital following an operation. Mr. Esary pioneered in Seattle radio and later became an account executive for Don Lee network in Los Angeles. He joined Hearst Radio Inc. in 1939 as program director of KEHE (now KECA) Los Angeles and in 1940 became a vice president of the organization. Two years later Mr. Esary joined Allied as an account executive. He is survived by his widow, Helen; his mother, and brother James, a Seattle public relations executive.

P. L. Burke

P. L. BURKE, 70, father of Harry Burke, KFAB Omaha general manager, died Nov. 11 at Grand Island, Neb., following a long illness. The elder Mr. Burke was in business in Central City and Norfolk, Neb., before going to Portland, Ore., 23 years ago. In addition to his son, Harry, survivors include his widow, a brother and a sister. Burial was in Grand Island.

WSAB MEET

Sessions Held in Seattle

GREATER representation of radio in advertising and business administration classes in high schools and colleges was advocated by the Washington State Assn. of Broadcasters during its meeting Nov. 17-18 at the Edmond Meany Hotel in Seattle. Association backing also was given a bill to be presented in the 1951 session of the Washington Legislature which would allow stations to cover high school sports events without exclusivity or payment of fees for broadcasting.

Rogan Jones, KVOS Bellingham, who urged creation of a committee to work with educational institutions on the matter of radio, was named chairman of the committee by WSAB President Fred F. Chitty, KVAN Vancouver, who presided at the meeting. Other members of the committee are: R. O. Dunning, KHQ Spokane; Goodwin Chase Jr., KXLE Ellensburg; H. J. Quilliam, KTBI Tacoma; H. E. Studebaker, KUJ Walla Walla; Arch Morton, KJR Seattle, and O. W. Fisher, KOMO Seattle.

Gov. Arthur B. Langlie sent a personal message of thanks to the broadcasters through his radio secretary, Charles W. Bryant. State superintendent of public instruction, Mrs. Pearl A. Wanamaker, was speaker at Friday's luncheon.

WSAB also voted to present a nightly broadcast of the 1951 legislative sessions to keep residents of the state informed on legislative action during the 60-day biennial meeting. Carl Downing, manager of the association's radio news bureau in the state capitol, will handle the broadcasts.

The WSAB Legislative Committee is headed by Tom Olsen, past association president and owner-manager of KGY Olympia. Other members are J. Elroy McCaw, KELA Centralia-Chehalis; Mr. Jones of KVOS; Bruce Bartley, KBRO Bremerton; Mr. Quilliam of KTBI, and President Chitty.

Max B. Arbeiter

FUNERAL services for Max B. Arbeiter, 63, time salesman with Chicago radio stations for nearly 30 years, who died Nov. 11, were held Nov. 13 in Chicago. Mr. Arbeiter sold for WEBH, the old Edgewater Beach Hotel station, when it first took the air in Chicago in the '20s. He later was employed by Gene T. Dyer on the several stations operated by Mr. Dyer before FCC's duopoly ruling became effective. At the time of his death he was on the sales staff of WSBC-WXRT (FM) Chicago. He leaves his widow, Jennie; a daughter, Mrs. Nathan Sugar, and a son, Dr. Herbert Arbeiter.

GOV. THOMAS E. DEWEY of New York praised WWRL New York in a letter to Eugene Endrey, producer-director, for its Hungarian language broadcasts.

11,000 People Jam Chicago Stadium to See Our First
INTERNATIONAL SQUARE DANCE FESTIVAL



SEE DOUBLE PAGE SPREAD, this issue

WLS CHICAGO 7

Clear Channel Home of the National Barn Dance

REK-O-KUT'S CONTINUOUSLY VARIABLE-SPEED TURNTABLE

The New and Needed Tool That Every Broadcast Engineer, Disc Jockey and Announcer Dreamed About!

Plays without "Wow" or flutter at any speed from 25 to 100 R.P.M.

Simple in design, simple to operate, requires no maintenance!

Speeds are regulated by fingertip movement of shift lever.

Operates at 50 or 60 cycles—the ONLY turntable to use in areas of varying voltage, frequency or with portable power plants.



MODEL-CVS 12
(Illustrated)
Chassis, Motor and Turntable Assembly Plays all records from 6 to 16 inches.
$84.95 net

MODEL-CVS 12P
In portable case with dual-stylus 16" Pickup.
$124.95 net

SOUND EFFECTS:
Patented Varikon Drive assures absolutely true running speeds for highest fidelity reproduction of all sound effects.

TRANSCRIPTIONS:
Permits speed-up or slow-down of recorded transcriptions to fit into allotted airtime . . . no more cut-off commercials!

REHEARSALS:
(A) Excellent check to determine whether overlong musical program can be used when squeezed into allotted time by speeding up in playback.
(B) For Disc Jockeys, Vocalists, Musicians, etc., permits singing and playing with any recording by matching the pitch of the record with voice or instrument. Reproduces the long sustained notes without warble or sourness.

SPECIFICATIONS
Speed Changes: Continuously Variable
(a) 110V—60 Cycles, Range: 25 to 100 R.P.M.
(b) 110V—50 Cycles, Range: 20 to 85 R.P.M.
Turntable—12" cast aluminum, hardened and ground shaft.
Motor—constant speed, 4 pole.
Drive—exclusive Rek-O-Kut VARI-CON* self-seating rim drive.
Noise Level—30db maximum below recording level.
Dimensions—16" L., 12" W., 5" below chassis.

Available At Your Regular Parts Distributor. Literature on Request . . . Write Direct to REK-O-KUT.

REK-O-KUT CO., Inc.
31-19 Queens Boulevard
Long Island City 1, New York

On All Accounts

(Continued from page 14)

that he worked with C. B. Cole, vice president and advertising director of Garrett Co., which produces Virginia Dare wines, and Ellis Redden, director of advertising and sale promotion of Motorola Inc.

"Another thing," he continues, "advertising is different from old-line occupations. Here we have no assets except office furniture and ideas. If a new idea comes along, we have no choice but to take it—no matter who thought it up. There's no premium on age. That's one reason I like it."

Did school help? "The one thing I learned from school was that if you have something to sell, you've got to sell it through advertising."

How about earlier experience? "No, the only previous civilian job I had was as a crane truck driver for two summers in Navy yards. You just learn the psychology of people and business fast in an agency," he says.

As a full account executive, Mr. Mahoney gained financial altitude rapidly. For Virginia Dare he spends $1 million a year, and for Motorola, $2 million.

Also, a New York mail order business he owns in partnership, called Accessory of the Month, is developing a career of its own among feminine magazine readers.



CHARLES SALIK, owner of KCBQ San Diego, adds his welcome to the U. S. for French singer Edith Piaf, whom he had met in Paris while attached to the Armed Forces Network during World War II. L to r: Faye Emerson, who arranged the meeting after the Pepsi-Cola show she emcees in New York on CBS-TV; Mr. Salik; Miss Piaf, and Art Ford, WNEW New York disc jockey.

He doesn't manage it, but writes new copy each month and keeps an analytical eye on the mail.

Obviously, Mr. Mahoney is not exactly resting. For a month he tried to get the time to buy a new convertible, and "it happened last Friday."

As executive of the Motorola account, Mr. Mahoney keeps a finger in the commercials of *Four Star Revue* over NBC-TV, Wednesday, 8 to 9 p.m., and spends a lot of time maintaining an intimate understanding of the show itself. Motorola, at present, sponsors the full three-thirds of the program, but Norge and Pet Milk will each pick up a third around Jan. 1.

He also supervises the Virginia Dare account, which uses spot promotion extensively.

Tennis and squash at the New York Athletic Club, of which he is a member, and just recently golf, have eased the strain a bit. But not before his stomach presented him with a bouncing ulcer, the care and feeding of which, if he had a wife, would constitute a family. Although he has accepted the diet, he has refused to lay aside his pipe.

Club Affiliations

Mr. Mahoney also belongs to the New York Advertising Club, New York Republican Club, and U. of Pennsylvania Club.

He lives in a bachelor apartment at Tudor City, overlooking the United Nations headquarters and the East River. A product of New York City public schools and LaSalle Military Academy on Long Island, where a basketball-baseball scholarship helped him through, Mr. Mahoney likes New York and what he is doing.

As to his future—Don't think we haven't got problems," he says hastily. "That's true of any agency with large accounts. Competition is what makes the business so stimulating and rewarding. But it keeps you busy, whatever your age."

Miss Lois Winston
The Biow Co.
New York City

Dear Lois:

'Lection night proved onct again why folks lissens ter WCHS more'n ter all th' other four stations in Charleston, West Virginny. Arr boys really done a good job broadcastin' from th' offices uv th' CHARLESTON DAILY MAIL, an' they give th' folks th' very latest returns an' analyses all evenin'. Add thet ter th' bang-up job CBS done nationally, an' yuh've got th' reason fer all them lisseners. Jest 'nother instance uv WCHS locally an' CBS nationally outdoin' 'em all! That's mighty important fer folks like you ter know!

Yrs.
Algy



WCHS

Charleston, W. Va.

'SURVIVAL'

Programs Promote America

RECOGNIZING the ever growing danger of Communism in this country, WPIC-AM-FM Sharon, Pa., has started a series of programs designed to sell America to Americans. Under the general title of *Survival,* WPIC now devotes three hours a week to the series while its FM affiliate carries five and a half hours weekly.

Programs for all listening groups are included in the series. Some are package programs and others are locally produced, but all point out the advantages of the democratic, free-enterprise system. Local and national advertisers are sponsoring the programs which were promoted with an attractive brochure outlining the basic idea behind the venture and the programs offered.

Elizabeth D. Dunton

ELIZABETH DAVIDSON DUNTON, mother of A. D. Dunton, chairman of the board of governors, Canadian Broadcasting Corp., Ottawa, died Nov. 14 at her home at Montreal. Funeral was held Nov. 16.

AT MID-CENTURY

Drewry Edits New Volume

JOURNALISM AT THE MID-CENTURY. Edited by Dean John E. Drewry. U. of Georgia Press.

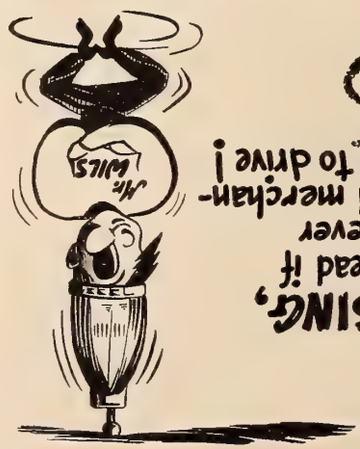
SUB-TITLE of Dean Drewry's latest book best explains the contents. It is "Press, Radio, and Specialized Publications as Seen Through Institutes at the Henry W. Grady School of Journalism, 1949-50." The book is composed of principal addresses delivered at the Press, Radio and the Industrial Editors Institutes as well as at the Peabody Radio and Television Awards presentation.

For each of the speeches printed, Dean Drewry, in an editor's preface, develops biographical data about the author and other interesting information. The Grady School head also has written a general introduction for the volume.

As explained by the editor in his introduction, the book presents comments on everyday subjects related to communications media by authorities, who include leading editors and radio officials, the editor and publisher of "the leading trade journal in the field of radio and television" (BROADCASTING-TELECASTING), a financial news daily editor and a spokesman for a camera-making house successful with its product and advertising. The volume is similar to *Contemporary Journalism,* published last year and also edited by Dean Drewry.

New Liberty Programs

TWO new programs are being offered by the Liberty Broadcasting System to member stations. On Nov. 16 *Ciros From Hollywood* started with Herman Hover as master of ceremonies. The Sunday through Friday program features music and interviews with personalities dining at Ciros restaurant in Hollywood. The John Ballough Singers are to be presented each week in a quarter-hour program of choral work. The program will originate in Liberty's Washington studios and feature Charles Keaton at the piano and organ.



SEE RAMBEAU

WILES of LANSING,
Mich. will stand on its head if
necessary to give you clever
program promotion and merchandising service tailored to drive!

BOND DRIVE

Radio-TV Devotes $33 Million

TIME and talent devoted by radio and television during the past fiscal year to savings bond promotion totaled more than $33 million, it was reported last week by Nathan P. Colwell, chief of radio-TV for Treasury's Savings Bond Division.

Addressing the Women's Advertising Club of Des Moines on Tuesday, Mr. Colwell pointed out Treasury expended a budget of $150,000 in securing this promotion, gaining a return of $220 for every dollar spent. He noted the "outstanding record" of individual stations and networks in the cooperative effort to boost bond sales.

Presently the four national networks donate 28 regular half-hour programs weekly to bond promotion, he explained, in addition to special event features. Allocation of special announcements on outstanding commercial programs in addition are currently made during some 26 weeks out of the year, he stated.

Industry Record

Treasury's quarter-hour *Guest Star* transcriptions, issued since March 1947, are carried weekly by 2,843 AM and FM stations—"an industry record for penetration, approaching the 93% mark," Mr. Colwell explained. All programs were requested by the stations and 80% run the show in Class A time, he pointed out.

Three other transcribed bond shows are presently being aired by individual stations, he said. These include a quarter-hour series featuring Eddie Arnold, on 1,350 stations; five-minute series featuring novelty instrumental groups, on 1,100 stations, and a four-week Christmas series, just starting on 1,300 stations. Each of these is available for local sponsorship, he stated, but 60% of the stations are running them on a public service basis.

Hundreds of stations in addition are presenting their own bond programs and using Treasury announcement kits and other material, Mr. Colwell related.

New Business

(Continued from page 11)

units produced for TV. Production cost on initial group of reels will exceed $1,400,000.

Network Accounts . . .

ANDREW JERGENS Co., Cincinnati, renews Louella Parsons *Jergens-Woodbury Journal* Jan. 1 to 52 weeks, Sun., 9:15-9:30 p.m., on ABC. Agency: Robert W. Orr Assoc., N. Y.

MARS Inc. (candy), Chicago, renews 5:45-6 p.m. Monday and 5:30-5:45 p.m. Wednesday *Howdy Doody* on NBC-TV for 52 weeks through Grant Advertising, Chicago.

BRISTOL-MYERS Co., N. Y., Dec. 20, renews for 52 weeks *Mr. District Attorney* on NBC Wed., 9:30-10 p.m. Agency: Young & Rubicam, N. Y.

PEARSON PHARMACAL Co., N. Y. (Ennds chlorophyll deodorant tablets), to sponsor Gabriel Heatter Fridays 7:30-7:45 p.m. on MBS effective Jan. 5. Agency: Harry B. Cohen Advertising, N. Y.

WASHINGTON Co-operative Farmers' Assn. (packers of Lynden chicken products), through Pacific National Advertising Agency, Seattle, purchases 15-minute Sunday news program for 52 weeks on Columbia Pacific Network.

Adpeople . . .

HARRY ROGERS, advertising manager Federal Stores, S. F., named advertising manager Langendorf United Bakeries, S. F. Succeeds RICHARD ST. JOHN, resigned. ARMAND S. LEVER succeeds Mr. Rogers at Federal Stores.

W. A. NEWHOFF, vice president Union Oil Co., to Rainier Brewing Co., S. F., as executive vice president. Will supervise sales and advertising in addition to general administrative activities.

JAMES CAMPBELL DOUGLASS, cordinator of radio-TV advertising Colgate-Palmolive-Peet Co., and MURIEL CAMPBELL, owner Campbell Productions, N. Y. (TV package firm), were married Nov. 21 in N. Y.

FLAMINGO TAKES TO THE AIR

Sponsor Identification Jumps 144% in Two Months

IN a special survey taken for Flamingo Frozen Orange Juice, user of an intensive local radio and outdoor advertising campaign, an identification of 44% has been achieved. Radio has been mainly responsible for the identification, it was reported.

According to Fact Finders Assn., an independent research organization, the survey was conducted in the metropolitan New York area and shows that the orange concentrate jumped in name recognition by 144% in two months. Fact Finders said that "is remarkable progress for a new product to make in such a short time." Sixty days ago a survey made by the same research firm listed Flamingo's identification at 18%.

Within the past two months Flamingo has become a participant on the Eleanor Roosevelt program on WNBC and the Walter Kiernan program on WJZ as well as a series of one-minute spots on WINS, WOR and WJZ, all New York.

Thus radio has picked up the recognition of Flamingo from 18% to 44%.

Flamingo is marketed by Douglas Leigh, outdoor display man, who drew attention to his product late this summer by two illuminated blimps, five broadway signs and a Railway Express poster.

Before the year is out, Mr. Leigh expects to have a Flamingo cartoon commercial on television in Philadelphia and then in New York.

ZENITH PROFITS

McDonald Reports on 6 Month

NET PROFITS for Zenith Radio Corp. and its subsidiaries for the first six months of the fiscal year ending Oct. 31 totaled $3,790,990 after federal income tax provision of $2,973,000, depreciation and reserves. This was reported in Chicago last week by Zenith President Eugene F. McDonald Jr.

Figure contrasts with $1,066,526 for the same six-month period last year.

Comdr. McDonald said Zenith is "continuing to produce at a high rate, despite difficulties in securing certain scarce materials and components," but admitted he cannot "at this time estimate the effect that restrictions and cutbacks on strategic materials will have on production after Jan. 1."

The company, which allocates radio and TV set production to dealers, is expected to continue with this plan, he said. "Preparations are being made to handle a substantial amount of production for defense when orders are released by governmental agencies."

Ontario CAB Meet

A ONE-DAY meeting of Ontario member stations of the Canadian Assn. of Broadcasters is planned to be held at Toronto at the Royal York Hotel, Dec. 3, to discuss mutual regional problems, prior to the annual meeting of the CAB.



BROADCASTING TOWER available

868 FT. ABOVE SEA LEVEL



Here is one of the rarest opportunities ever offered to a broadcasting company—

A broadcasting mast located atop one of New York's tallest skyscrapers, in the geographic center of the Metropolitan area!

This 100-foot mast is no mere blueprint—it is already erected. Steam and electrical services are available. 24-hour elevator service throughout the year. And it is possible to erect a mast on this site even higher than the present 100-foot one!

Combine these outstanding advantages with the prestige of the internationally known 500 5th Avenue address, and you have an opportunity which is not only rare, but genuinely unique!

500 FIFTH AVENUE

N. W. CORNER 42nd STREET

PHONE: PE 6-5300

REASON WHY

People in Kansas and adjoining states depend on farming for a living. That's why we've programmed to their needs for 24 years. And it's why they buy WIBW-advertised goods.

WIBW The Voice of Kansas in TOPEKA

open mike



'Fine Job'

EDITOR, BROADCASTING:

I hope you will pass along . . . the very sincere appreciation of both Jerry (Jerry N. Jordon, "Analysis of 1950 Baseball Attendance," BROADCASTING, Nov. 20) and myself for the splendid article about his analysis of the baseball attendance in that issue. It was a fine job, completely fair, and reported so well that we were both more than happy with it.

C. L. Jordan
Exec. Vice President
N. W. Ayer & Son Inc.
Philadelphia

* * *

Tower Creditline

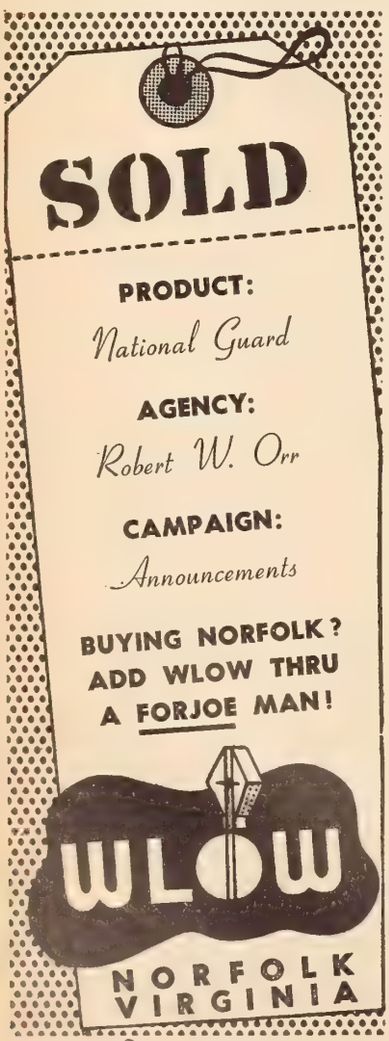
EDITOR, BROADCASTING:

In the Oct. 23 issue of BROADCASTING you had a nice story on page 21 covering the Miami hurricane.

There were two paragraphs devoted to WGBS who "carried on" before, during, and after the storm. There was no mention of whose towers took the full force of the hurricane . . .

. . . It may be interesting to know that WGBS had four towers —all 277-ft. Stainless, towers. . . .

John F. Guzewicz
Stainless Inc.
North Wales, Pa.



Time for Trumpets

EDITOR, BROADCASTING:

I was impressed by your editorial, *"Freedom Isn't For Sale,"* [BROADCASTING, Nov. 20].

It is, as you suggest, a time for trumpets. The horse of censorship and hampering restrictions is far from dead.

I notice that radio and television occasionally encounter difficulties, and so do we. There isn't freedom so long as any of us—not just "the press"—are excluded from the full and equal protection of the First Amendment. I am so happy to see you emphasize this point. All power to you!

Kenneth Clark
Director of Information
Motion Picture Assn. of America Inc.
Washington, D. C.

* * *

Likes Reviews

EDITOR, BROADCASTING:

. . . Congratulations on your new "review" section. One thing I like particularly is that you give enough space to fully discuss each program—rather than many paragraph reviews. . . .

Lynn Poole
Director of Public Relations
Johns Hopkins U.
Baltimore

* * *

Favors Rate Increase

EDITOR, BROADCASTING:

. . . Having spent the last eight years as general manager-station manager-salesman with two or three pretty good stations, I have always contended that advertising rates on most stations were too low, and especially in our southern towns of from 10,000 to 35,000 population. But, and this is stated without malice towards any station owner, 99% of them watch their local newspaper rate too much, and are too afraid they may lose an account locally, should they raise their rates. The great trouble with most stations, they do not sell radio enough. Newspapers usually sell themselves in every issue.

On one 5,000 w station, and one 250 w station that I formerly managed, I raised my rates 15% and never lost an account, and on Oct. 15, we raised our rates here, and there has been no appreciable kick from our local merchants. The great trouble has been, is, that during all the war years, and since, when everything else has been going up, radio stations generally have kept their same old rates. Tubes are up more than 100% in the past five years, and every other thing that radio stations use, is up in like proportion. Then too, 75% of the radio stations are seeing how few personnel they can operate on, and in that way keep from raising rates, when in reality, they should carry a personnel in keeping with good radio, and charge enough to make it pay its way. . . .

N. L. Royster
Commercial Manager
WGBR Goldsboro, N. C.

* * *

'A Real Contribution'

EDITOR, BROADCASTING:

It was gratifying to see your article, "The Show That Cleared the Shelves of Premiere Sauce Arturo" [TELECASTING, Nov. 13], because it indicates how alert your publication is to effective use of our medium's peculiar selling technique. It is a real contribution to the progress of television, I think, to be sure of such reportage as BROADCASTING regularly affords.

Chris J. Witting
General Manager
DuMont Television Network

* * *

Farmstead Program

EDITOR, BROADCASTING:

May I . . . thank you for the splendid coverage BROADCASTING magazine recently gave to Midwest Farmer Day, staged by WNAX in the new Sioux City Auditorium as the finale . . . of the three-year Farmstead Improvement Program sponsored by this station [BROADCASTING, Nov. 13].

However, where reference was made to the termination of the program, I was mistakenly quoted as giving the following reason: "Farmers have so raised their standards in this region that there is little or no room for further improvement." I assure you that having been engaged in agricultural broadcasting for over 14 years, I would never presume to make a statement of this type about any phase of agriculture, much less farmstead improvement. There is always room for improvement in raising living standards on the farm. What I did say at the banquet and at the evening's entertainment before some 8,000 midwest farm folk was that the Farmstead Improvement Program had been terminated due to changing economic conditions and that the outlook for the future seemed to indicate emphasis on more efficient and greater farm production. . . .

Chris Mack
Farm Service
WNAX Yankton, S. D.

* * *

Is There a Shortage?

EDITOR, BROADCASTING:

I would like to voice my "two cents worth" in the discussion going on about the "shortage" of first class licensed men. To the station managers who think there's a shortage, I'd like to ask what salary they are offering? Is it enough for a good man to move into their town, maintain a decent home and send their children to school? Or do they want a $135 a month man, like those I've seen asked for in the classified? What causes the shortages? Oil companies and construction compaines are getting good men and keeping them. I work for a utility company. We don't have to hock our right arm to buy a roll of solder or a few tubes. When owners and managers pay enough for a good man, then trust him to run their stations properly and efficiently, there won't be any shortage.

H. Warren Smith
503 Walsh St.
Austin, Tex.

* * *

EDITOR, BROADCASTING:

Regarding Mr. William R. Tedrick's letter in the Nov. 6 issue . . . please allow me to point out that both the NAB resolution involved and my previous letter in OPEN MIKE were concerned with the availability of licensed technicians



-engineers were not mentioned in ither. . . .

As to my qualifications . . . I am ot an engineer, but as a technician that has held a regular broadast license for many years, and aving broad contacts with the industry, I think I can speak with . . first hand knowledge. . . .

. . . Perhaps a fair barometer of ctual conditions is the number of "Situations Wanted — Technical" ds appearing in BROADCASTING and ther trade papers, and the number of regular licensees now working non-radio jobs. The shortages envisioned by District 11, Mr. Doherty and Mr. Tedrick are, in my considered judgment, purely imaginary. . . .

The situation is further confused by the paradoxical stand taken by District 11. I know personally that many of the managers who voted for the restricted operator resolution have extremely high and rigid supplemental requirements for the employment of regular licensees, which is probably justifiable in view of the available supply, yet they ask for the total abolishment of technical requirements implied by restricted license.

What is the explanation?

Lewis Sherlock
Box 51
Plainview, Tex.

* * *

MAB Broadcast

EDITOR, BROADCASTING:

On Nov. 10 and 11 the Michigan Assn. of Broadcasters held its second annual meeting in Lansing.

One of the features of this meeting was a 30-minute, state-wide broadcast presented for and in connection with the meeting, on Nov. 10, at 9:30 p.m.

The purpose of the broadcast was to acquaint listeners with what Michigan radio has contributed to the entertainment, education, and culture of the people of Michigan for the past 30 years. The broadcast was made available to all Michigan stations and was produced under the direction of MAB director, Worth Kramer, general manager of WJR. Mr. Kramer and his associates at WJR are to be congratulated for a very fine performance.

Six weeks were spent working on the script and in all 40 people participated in the broadcast, including the Paul Levoy Orchestra, Don Large and his 16-voice chorus, Soloists Marion Gillette and Frank Kendall, Ty Tyson, the Long Ranger, Harry Heilman and Narrators Franklin Mitchell and Ron Gamble. . . .

We were very happy that the broadcast received the enthusiastic approval of the broadcasters and listening public and felt that it would be of interest to other state associations. . . .

Edward F. Baughn
President
Michigan Assn. of Broadcasters
WPAG Ann Arbor, Mich.

* * *

Winners Who Quit

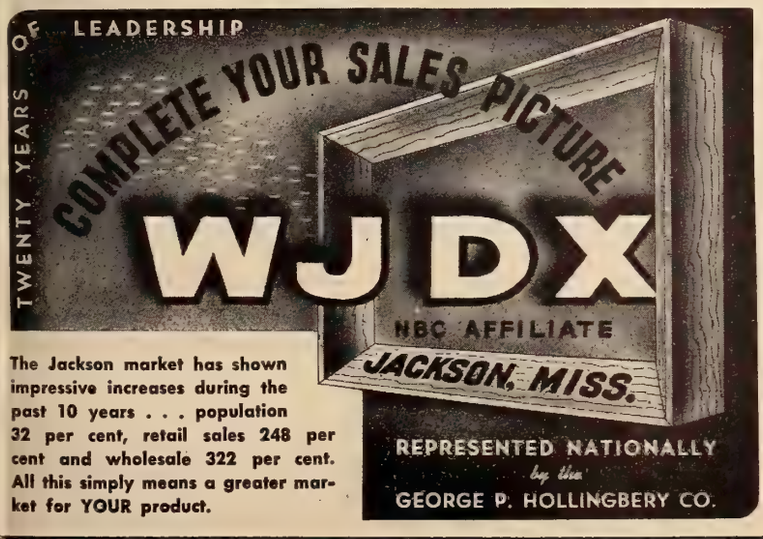
EDITOR, BROADCASTING:

You disappointed me! All this time I've been waiting for a story on why WFIR Danbury, Conn., forfeited their construction permit for 550 kc last Aug. 24. Whatever the reason, it surely made monkeys out of the FCC examiner and the majority of the Commission who voted for the Danbury application a year and a half ago, after deciding against the exclusive bids of Atlantic Broadcasting Co., Boston, and WNBH New Bedford. Personally, I would have preferred WNBH. . . .

. . . Incidentally, the fight of the Fulton County Bcstg. Co. (the now deleted WPKM Atlanta) and WSOC Charlotte for 1550 kc a few years ago is an exact parallel—while, like the moon and the stars, the Lubbock hassle still goes on between KFYO and the (practically deleted but) proposed operators of KVLU for 790 kc.

It appears that the best interest of broadcasting would be served if the FCC adopted a rule whereby existent stations such as WNBH, WSOC and KFYO would have priority rights to channels previously granted their rivals in competing applications, in the event those permitees subsequently decided to call it a day. . . .

Bill Cunningham
Hollywood, Calif.



The Jackson market has shown impressive increases during the past 10 years . . . population 32 per cent, retail sales 248 per cent and wholesale 322 per cent. All this simply means a greater market for YOUR product.



Mrs. Broeg proudly shows her trophy to Wilbur S. Edwards, assistant general manager of WEEI.

FERGUSON PLANS
Un-American Probe Unit

PROPOSAL that the Senate Judiciary Committee be armed with power to investigate un-American activities or that a separate committee be created for that purpose has been suggested by Sen. Homer E. Ferguson (R-Mich.).

At the same time, Sen. Ferguson urged a fresh probe of charges that the State Dept. has been penetrated with Communists or Communist sympathizers. Such an investigation, he explained, could be launched under provisions of the new anti-subversive law requiring registration of Communist groups and identification of their sponsored radio-TV programs.

Sen. Ferguson suggested that the Senate Judiciary Immigration subcommittee, which has been studying Communist infiltration, take over the job of such inquiries as a regular fulltime job and as a counterpart to the House Un-American Activities Committee. Both the House committee and Senate group have explored testimony citing evidence of Communist infiltration in the communications industry.

Imdrin Hearing

HEARING was held in Chicago last Monday by the Federal Trade Commission on a complaint involving alleged false advertising by Rhodes Pharmacal Co., Cleveland, on behalf of its product, Imdrin. The FTC complaint charges that the firm misrepresented the therapeutic properties of the medicinal preparation in radio and other advertisements. Among other commitments Rhodes sponsors Gabriel Heatter on MBS Tuesday, 7:30 to 7:45 p.m. Abner Lipscomb presided as trial examiner, while Joseph Callaway was the government attorney.

RCA broadcast equipment sales section announced completion of a new 250-watt AM transmitter BTA-250M, planned for greater economy of space and operation cost. Transmitter will have smaller size single tuning control, reduction in number and type of electron tubes, use of screen grid tubes in all r-f stages and circuit changes for better fidelity.

'TWO-TIMER'
WEEI Director Wins Trophy

HELOISE PARKER BROEG, director of WEEI Boston's *Food Fair* program, has returned to the city with another silver trophy—a sterling silver replica of the famous London Bowl—and a smile of pride. For the second time in three years, Mrs. Broeg entered the nationwide competition sponsored by Grocery Mfrs. of America and emerged with first prize in the radio division.

Her entry was based on a series of special broadcasts over WEEI bringing out scientific research on food and featuring interviews with noted authorities. A former owner of three retail bakeries, she is credited by WEEI with manufacturing the first biscuit mix on the market.

For the past 10 years Mrs. Broeg, who is active in the business division of the American Home Economics Assn. and other groups, has been "Mother Parker" on WEEI, airing educational programs on food to a growing audience of women and the general listening public. She also found time to edit the sea food section of Betty Crocker's new pictorial cook book, and to make the largest pie —five feet in diameter—ever assembled for the Massachusetts Agricultural meeting last January, according to reports from the Boston station.

Time Buyers, NOTE!

NO TV

Stations within 60 miles of

YOUNGSTOWN, O.

Ohio's 3rd Largest Trade Area

Buy

WFMJ

The Only ABC Station Serving This Market

5000 WATTS

All programs duplicated on WFMJ-FM 50,000 Watts on 105.1 Meg.

CALL

Headley-Reed Co.,

National Representatives

NEW MUSIC PROBLEM?

U.S. Eyes Canada

U. S. BROADCASTERS and their copyright attorneys are paying more than usual attention to Canada these days, following the appearance of a new music licensing organization, Federation of Authors in Canada. The group has notified the dominion's copyright appeal board that after Jan. 1, 1951, the federation will handle the performing rights to the music of the French society, SACEM, now represented in Canada by the Composers, Authors & Publishers Assn. of Canada (Canadian ASCAP).

In a tariff filed with the Copyright Appeal Board, government body which holds hearings each year to determine the fees to be paid to the various copyright organizations for the broadcast performances of their musical works, the Federation of Authors is asking fees aggregating $117,087.54 for 1951 for the SACEM catalog, which includes the works of Ravel, Debussy and other leading French composers. This sum is roughly 40% of the tariff petition filed by CAPAC, which asks $304,824.30 for its broadcast rights for the coming year.

In the United States, where music license fees are not set by a government agency but are negotiated individually by the broadcasters and the licensing organizations, the combined contracts for broadcasting ASCAP licensed music, including the SACEM catalog, currently total some $8 million in fees paid by the broadcasters to ASCAP each year. This is under a nine-year agreement which does not provide for any reductions in fees as a result of the loss of foreign catalogs.

If SACEM should pull out of ASCAP and set up its own licensing organization in the United States and make the same percentage demand as in Canada, U. S. broadcasters might find themselves faced with the prospect of paying somewhat more than $3 million a year (40% of the approximate $8 million they now pay ASCAP) in addition to the present ASCAP fees. Or they might be able to get a per piece arrangement from the new licensing company similar to a per piece license fee offered Canadian broadcasters by the federation.

Not Yet Awarded

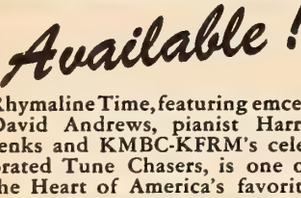
Mr. Gerard de la Chappelle, North American representative of SACEM, told BROADCASTING Nov. 17 that although it is true that the federation has filed a tariff for SACEM music rights in Canada, SACEM has not yet awarded its Canadian licensing rights to this organization. A request has been made, he said, but SACEM management still has the matter under consideration and has not yet made a definite decision whether to switch or to retain CAPAC as its licensing agent in the dominion.

Asked whether any change is contemplated in the United States in 1951, with some organization other than ASCAP handling SACEM's performing rights, Mr. de la Chappelle denied any knowledge that such a move is being contemplated.

His responses add weight to conjectures made by certain Canadian broadcasters that what SACEM really wants is not to break with CAPAC but a larger percentage of the organization's revenue and that SACEM's dealings with the federation are only part of a campaign to get CAPAC to boost its payments to SACEM. The situation is similar, they noted, to that of a decade ago in the United States, when Warner Bros. withdrew the catalogs of its music publishing companies from ASCAP after failing to secure a higher percentage of the society's income for its music. Warner Bros. issued its own licenses to broadcasters and filed several million dollars worth of infringement suits against non-licensed stations and networks during the first half of 1940, but in July of that year it made its peace with ASCAP and resumed its membership and its licensing through the society in August, after seven months of independent operation.

Available!

Rhymaline Time, featuring emcee David Andrews, pianist Harry Jenks and KMBC-KFRM's celebrated Tune Chasers, is one of the Heart of America's favorite



morning broadcasts. Heard each weekday morning from 7:30 to 8:15, Rhymaline Time is a musical-comedy program that pulls more mail than any other current "Team" feature.

Satisfied sponsors have included, among others, Katz Drug Company, Land-Sharp Motors, Jones Store, and Continental Pharmaceutical Corp.

Contact us, or any Free & Peters "Colonel" for availabilities!

KMBC
of Kansas City
KFRM
for Rural Kansas

No Blasphemy Intended

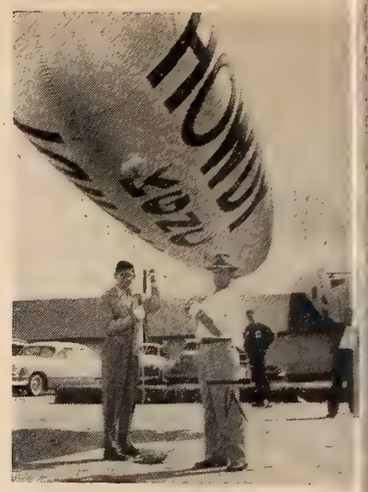
A WMT Cedar Rapids, Iowa, listener relayed this story to Chuck Worcester, station farm service director: It seems a small radio station opened its early morning program with a transcribed 15-minute program containing a prayer. It was the custom of the announcer to start the disc and then dash out for morning coffee. One morning, however, he returned to find the phone madly ringing as indignant calls began to come in charging the station with blasphemy. It turned out that the transcription had stuck and for 10 minutes had been repeating "for Christ's sake. Amen."

Sartain Elected

DENIS SARTAIN, news editor, WWDC-AM-FM Washington, was re-elected president of the Chesapeake Associated Press Radio Assn. at the group's annual fall meeting Nov. 19 in Baltimore. News editors of 30 stations from Maryland, District of Columbia and northern Virginia were represented at the meeting. Also re-elected were Matthew Warren, WEAM Arlington, Va., first vice president; Max Fullerton, Baltimore AP Radio Bureau chief, secretary. John Alderson, WFBR Baltimore, was elected second vice president.

Education Meet

SECOND meeting of the Television and Education Clinic will be held at WBAL-TV Baltimore studios Dec. 13, the station has announced. Business will begin at 10 a.m. and a lunch will be served. Meeting is expected to run until 4 p.m. Participants will discuss the role of television in education, particularly those developments which have taken place since the clinic's first meeting earlier this year.



Launching "Howdy" are (l to r Engineers Bob Natho, Bill Curbo and Wallace Wilkes (in r background).

* * *

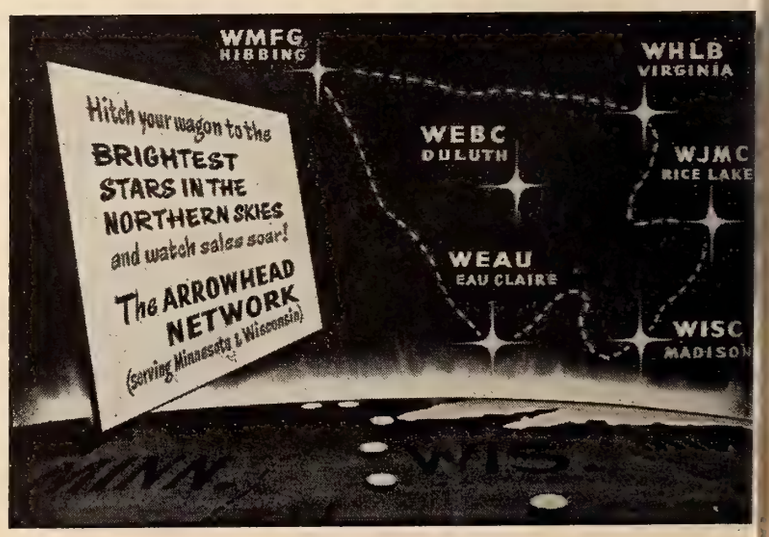
KGNC'S BLIMP

Takes to Greener Pasture

EVEN a blimp can get over it flated with its own importance an take to greener pastures. That what happened to KGNC Am arillo's "Howdy" blimp—22 ft. lon and 600 cu. ft. helium-filled—whi serving as the welcoming floate for a meeting of advertising exec tives in the city. It previous had made its promotion debut the Tri-State Fair.

Moored to a large sign atop th Herring Hotel, the wanderlu war-surplus blimp parted compan from its rope. General Manage Tom Krister offered a $25 rewar for the high riding traveler. A he put it, "We had the rope bu the cow got away."

Weather Bureau observe charted the air sausage's flig until it faded from view while r sidents in the area kept the st tion's switchboard crowded wit calls. The blimp—bearing the st tion's call letters—finally ran ou of helium and sagged to a flappin heap on a ranch 14 miles northea of Amarillo. Owner of the ranc by coincidence, was Mr. Krister uncle, R. B. Masterson Jr.



programs promotion premiums

EDUCATION SERIES

EDUCATION series will be telecast by WTMJ-TV Milwaukee Saturday, starting Jan 6. Five schools in area taking part are Marquette U., U. of Wisconsin Extension Div., Mount Mary, Milwaukee State Teachers and Milwaukee Downer Colleges. Subjects to be corrective speech and hearing procedures, science and chemistry, reading for children, modern methods of teaching, choral speaking and occupational therapy.

NIGHT CLUB SHOW

LIBERTY BROADCASTING System has completed arrangements with Herman D. Hover, owner Ciro's, L. A. night club, for five weekly half-hour program *Ciro's Disc Jockey Show* to emanate from club with Mr. Hover as m.c. Program will be released on entire network.

ANNOUNCING BOOKLET

CKNW New Westminster has released six-page booklet "Principles and Procedure of Announcing" by Mrs. Bertha Biggs of CKNW. Booklet describes qualifications of announcer, reading, training and practice for announcers. It is available on request and has been distributed to Canadian stations.

RELIGIOUS PROGRAM

KNBH (TV) Hollywood, *Sunset Service*, Sun., 5:30-6 p.m. (PST). Non-denominational religious services consisting of choir, organist, guest minister and different well-known figure weekly from entertainment world who will read favorite passage from Bible. Program under leadership of Dr. Louis H. Evans; Rev. Clifton E. Moore, supervises.

ROSARY BROADCASTS

KCOR San Antonio, recitation of rosary, nightly 6:30 p.m. Archbishop Robert E. Lucey and Raoul A. Cortez, president of station, have completed plans for broadcasts, which began Oct. 1, to continue over KCOR. Recitation is broadcast in foreign languages as well as in English, with cooperation of Catholic Church.

WBBM BROCHURE

WBBM Chicago sending attractive brochure to trade. Cover is filled with handwriting and silhouette of man's head in red circle. Inside is entitled "Bouquets or Brickbats," followed by three pages headed "They Listen . . . They Respond . . . and . . . They BUY!" Piece promotes Paul Gibson's program with facts and figures on show's sales and coverage.

GLOVE WEEK

WENT Gloversville, N. Y., in cooperation with local tanneries and glove factories celebrating National Glove Week broadcast series of programs describing steps taken in glove manufacturing. Four tanners sponsored series and Bacmo-Postman Glove Corp. sponsored 15-minute description of completed product on final show. Nancy Craig, ABC fashion commentator, and Nancy Olson, motion picture actress, were guests on program. Station also had street interviews in connection with premiere of Miss Olson's new picture released during celebration.

DISC JOCKEY PROMOTION

KOWL Santa Monica, Calif., sending folding mail piece to advertisers and trade. Cover made up of reprints from trade magazine. Inside it tells about Joe Adams, station's popular disc jockey and points up success of Mr. Adams, reportedly first Negro to handle a record show in L. A. Rate card is attached at bottom of page.

CHEST FUND

WWOD Grand Rapids, Mich., collected more than $1,600 for lagging Community Chest Fund during all night broadcast. Pledges were taken by staff members over telephone. Station also invited personnel from other Grand Rapids stations to participate and had guest stars. Station reports all-night show topped 100% quota set for the drive.

ICONOSCOPE TUBE

WFMY-TV Greensboro, N. C., presented first iconoscope tube used in live telecast, to Greensboro Historical Museum. J. M. Thornton, museum society president, said tube will be placed with other television objects and will be on permanent display in Greensboro First, section of museum.

POT HOLDER

WIBW Topeka sending brochure to advertisers with picture of girl carrying hot dish and headed "To Handle Hot Dishes . . . Use This Handy Pot Holder." Inside has green pot holder under heading "To Handle Hot Selling Problems in KANSAS . . . Hire WIBW." On back of piece are indorsements from advertisers on station.

GOOD COVERAGE

KGO-TV, KPIX (TV), KRON-TV San Francisco joined forces on night President Truman made his major policy speech from Bay city's War Memorial Opera House (birth place of the UN) to bring televiewers a three-hour visual report of event. All stations cancelled regular evening offerings to carry show.

HONORS SYNAGOGUE

WCSC Charleston, S. C., *Church of the Air*, Sun., 10:30-11 a.m., Nov. 19. Honored second oldest synagogue in U. S. Kahal Kadosh Beth Elohim congregation's bicentennial celebration originated at station and was fed to CBS network coast to coast. Program featured speakers, choir and cantorial solos. Produced by Russel Long, station's program manager.

TWENTY-FIFTH YEAR

WRVA Richmond sending trade 12-page booklet commemorating 25th year of broadcasting. Cover in silver with picture of station's transmitter building and with dates 1925 and 1950 below it. Inside contains pictures of people in different departments and of historical events in station's history. On back is picture of proposed future television building.

MRS. CASEY JONES

WGR Buffalo, *550 Party Line*, Billy Keaton, announcer, interviewed Mrs. Casey Jones, wife of the railroad hero. Mrs. Jones was in Buffalo to participate in local department store's bargain train promotion saluting railroads.

BOOK COVERS

WTOP Washington distributed textbook covers to school children in Washington area. Covers note: "After studying . . . Relax with WTOP." Under head is list of programs heard on station asking students to check off ones they listen to.

BROCHURE ON FORMAT

VICTOR S. SILVER Productions, Baltimore, publishes brochure describing radio format of its *Tele-Puzl* quiz series. Copies may be obtained by writing company at 6400 Walnut Ave., Baltimore 7.

'Fair' Bargain

IF KLAC-TV Los Angeles ever finds itself in need of a 1950 Nash it will be assured of a fair bargain by a local car dealer. One day recently station engineers found on their parked remote truck a card left by an over-zealous dealer who had pretty well canvassed all parked cars in the vicinity. Card read: "Would you be willing to trade your car for a new Nash if we can get you $1,950 for it?" Station has only one problem: The truck, complete with equipment, is valued at $100,000.





EUROPEAN BROADCASTING

By HARRY C. WILDER
PRESIDENT
WSYR SYRACUSE, N. Y.

EUROPEAN radio still is far behind American broadcasting, aside from Radio Luxembourg, according to Harry C. Wilder, a pioneer broadcaster and a member of the U. S. "task force" that inspected facilities on the continent in 1945. Just back from a seven-week tour, he found Britain ahead of other European nations in the television field but was impressed by the 819-line TV system being developed by France. The tour included England, France, Italy and Switzerland. The Wilders sailed Sept. 14 on the *Queen Mary* and returned this month on the *Queen Elizabeth*.



Mr. WILDER

* * *

THE degree of government news control of European radio stations varies in direct ratio to the margin of control of the party in power. In France and Italy news is highly colored, where the government is none too secure. In Switzerland there is less slanting of news because of the traditional stability of the Swiss political system. In England there is more radio censorship than in other peacetime years due to the closeness of Labor party control of Parliament, but British newscasts have been average to excellent. However, in listening, I was impressed with the treatment of Korean war news, where United States troops appeared to be less active than British Empire units.

In dictator countries, of course, newscasts and programs are almost wholly propaganda and unreliable.

Most European countries conduct radio stations with limited funds. They pay so little for talent that programs are poor. One of the top comedians told me he didn't go on the air "because I have to eat." He is soon to appear in South Africa, where he will be "well paid."

There is no comparison between European radio and the American system—you have to go to Europe to fully appreciate the great superiority of United States radio stations.

One Commercial Station

One exception is the only privately run commercial station, Radio Luxembourg, with high power which has many United States sponsors on the air. Luxembourg's audience is very great. In many other countries listeners prefer it to nearer government owned stations.

Britain is well ahead of Europe on television, but France has developed new technological television advances which should be copied elsewhere in time. The mechanical handling of television film in Britain and France is ahead of our system. Italy and Switzerland have no television, the latter only because of the mountains which would confine reception to small areas and require too many stations to reach all the population. There are three official languages in Switzerland, which is a deterrent. Italy has one FM station but no sets to receive it.

Weather Reports

In just one particular do European radio programs excel ours—weather reports. Complete weather for every area in great detail commands the largest audience of any programs. Otherwise European listening is at low ebb, except for shortwave sets that can bring in distant stations.

By the latest count, Russia has erected 75 radio transmitters to jam American and British programs, particularly the Voice of America. The latter is about 20% effective as a result of Russian jamming and police orders.

The directors of government-owned stations suffer seriously from lack of funds, including no pay at all for radio staffs for weeks at a time. The BBC in Britain is not included, because of the large sums collected in set license fees and advertising revnues from publications of BBC. Obviously, the Canadian system is superior to the British since it permits privately owned stations in addition to government stations. The Canadians use United States programming to a great extent, as does Radio Luxembourg, with consequent high listening acceptance.

If there are any ills in the United States system, they are inconsequential by any comparison with European government-owned radio.

The French television station just redesigned shows indications of alert technical skill. Programs are broadcast from two transmitters at the Eiffel Tower, one with 441 lineage, feeding the bottom of the antenna, and the newer transmitter feeding the top using 819 lines, both on VHF frequencies.

Current programming is 25 hours a week. Half the programs with 441 screen are live and half film (35mm and 16mm). On the 819 screen each evening a 20-minute live show is followed by two hours of film.

The 819 line camera is unique and effective. It is compact, lightweight and contains a Superikon tube which has some resemblance to the RCA Imageorthicon, but simpler. The construction details of this new camera (with three short lenses) reveal unique simplicity of design and evident lower cost. France so far has only three or four of these cameras.

Screen Lineage

Any international agreement as to uniform screen lineage appears impossible—British 405, United States 525 and French 441 and 819. Each has points in its favor. The disadvantage of using 819 lines in the United States is the wider band required, thus eliminating over half the VHF stations. Once you have seen 819 line pictures, you wonder if we should not find some way to adopt this standard.

The present 10,000 receivers in Paris are for 441 lines. Production is starting on 819, which will cost slightly more. In nine years France will abandon the 441 line screen.

In reporting officially on my conclusions, I advised that the United States withhold full Marshall Plan or dollar aid to nations which operate radio and television stations without advertising revenue. There is no sense in permitting impoverished national treasuries to pour new money into radio and/or television when these same stations could be made self-sustaining or even profit-producing.

This is not an infringement on their inaliable right of self-government but simply a business transaction to cover an emergency period, when we have every reason to expect their cooperation. This practical suggestion was well received but nothing will probably be done about it.

TEACH TEACHERS
WKY Aids Pedagogues

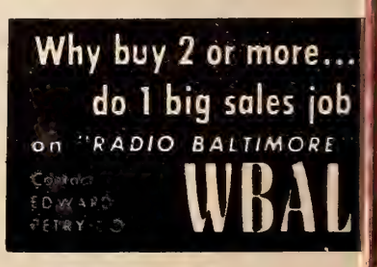
WKY-AM-TV Oklahoma City donned cap and gown when the city's first annual Business-Education Day brought teachers from local schools to nearly 200 firms for a close look at the inner workings of the free enterprise system.

Ten educators began their day at the station by hearing the history of the AM-TV operation. In the afternoon, they were transported via the WKY bus-type mobile unit to the AM-TV transmitter site six miles north of the business district where they watched origination of the TV show *Kitchen Close-Ups*.

Winding up the day, P. A. Sugg station manager, discussed radio and TV profits, losses, taxes, personnel, regulations, programming and educational services. The teachers formed a committee to consult with station management on common problems.

NATIONAL Iced Tea Time will be celebrated from July 13 to 20, the Tea Bureau announced. It will be supported by advertising, merchandising, and promotion with details to be worked out by the first of the year.





NOVEMBER 27, 1950

TELECASTING

A Service of BROADCASTING Newsweekly

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Latest Set Count By Markets
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more than

9 million Brown Cows

sold by watv's junior frolics, New York's highest rated local children's tv program

the sponsor says:

- more than three times as many dealers per month
- former dealer resistance has almost completely disappeared
- sales up more than 33 per cent over 1949
- we used no other advertising medium



P.S. September 20th, 1950
Costa buys an additional half hour segment on watv's phenomenal junior frolics

Complete copy of the amazing Costa sales success story available upon request.

watv TELEVISION CENTER, NEWARK 1, NEW JERSEY
REPRESENTED BY WEED AND COMPANY

A Service of Broadcasting Newsweekly

National Press Bldg.
Washington 4, D. C.

NOVEMBER 27, 1950

BROADCASTING, Telecasting
$7 annually, 25c weekly

TELECASTING

TALENT RATES JUMP TV COSTS

TVA-Network Pact Set

By PETE DICKERSON

TELEVISION costs are up again as the result of new talent rates, provided under the first network-Television Authority contract in history.

The contract provides rates as high as $70 per quarter-hour to $170 an hour for actors, including rehearsals. Accord was reached for live and kinescope performances only minutes before a coast-to-coast walkout of 25,000 union members was scheduled to go into effect. Radio network operations also were threatened when an estimated 10,000 members of the American Federation of Radio Artists voted to observe TVA picket lines (see separate story page 26).

Meanwhile, two new problems were presented to both radio and television networks in New York by the National Assn. of Broadcast Engineers and Technicians NABET notified the networks that its members had been ordered not to work more than 50 hours per week, effective Nov. 16. A network spokesman said that nothing in the NABET contract, which runs until next Oct. 31, limits the hours to be worked; and that "considerable embarrassment" may result to the networks from the ruling.

Wage Increases Asked

NABET also has requested the networks to reopen its contract and grant wage increases of $5 to $7.50 in some categories. A network official said that the companies had indicated their willingness to discuss NABET proposals, which would necessarily involve consideration of allied matters such as when new rates would go into effect, and how long an extension of the contract. He said NABET had not indicated it would discuss these matters.

Another of the week's developments was announcement of negotiations in New York with the TV networks by John C. McDowell, executive secretary of Theatrical Protective Union No. 1, the stagehands' organization. He said some 800 members employed as technicians, set builders, handlers and riggers would seek a 10% wage incerase and a 5% contribution to the welfare fund.

Substantial gains by TV performers were indicated by the salient figures of the complex TVA-network agreement, details of which are still being negotiated in face of a Dec. 1 deadline. Four networks, NBC-TV, CBS-TV, ABC-TV, and DuMont—and WOR-TV New York, which originates one network program and five unions, American Federation of Radio Artists, American Guild of Variety Artists, American Guild of Music Artists, Actors Equity Assn. and Chorus Equity Assn., all represented for bargaining purposes on live and kinescope shows by Television authority, a trusteeship, were involved.

Agreement developed from a crisis that followed more than two months of negotiation which began Sept. 14 and continued through a final week on an almost round-the-clock basis. The crisis came after a meeting of network and advertising agency representatives on Friday, Nov. 17, at which the latter reportedly opposed any further concessions.

The following day, network representatives caucused until four hours past the 10 a.m. meeting previously scheduled with union negotiators, with whom they finally met at 2 p.m. Spokesmen for all networks but NBC-TV are believed to have entered the meeting feeling that they already had offered more than they should have, and that further talks would be futile unless their earlier "final" offer was reconsidered by the union.

NBC officials disagreed, and the remark is said to have been made to them that if they reached an agreement on their own, it would set a pattern to which the rest would have to conform. However, when the other network spokesmen had presented their views, and George Heller, TVA national executive secretary, had broken off negotiations and issued a strike order effective the next day against all except NBC, the latter continued to negotiate.

NBC-TVA Negotiate

Throughout the night and early morning, while strike preparations were under way, NBC-TVA negotiations went forward until an agreement was reached. Whereupon the other networks, through the intervention of Commissioner J. R. Mandelbaum of the Federal Mediation and Conciliation Service, renewed talks with Mr. Heller, who acquainted them with the NBC pact. After discussion, in which they are reported to have concluded they had no alternative but to subscribe to the same terms, an agreement with Mr. Heller was made.

NBC spokesmen are understood to have regarded the settlement as a substantial saving as compared with the "final" offer of the networks jointly, in terms of overall network operation. Spokesmen for other networks, however, said that it could not be so regarded in respect to their operations; that instead it constituted an increase. This was possible because of the dissimilarity of network operations which leads one to be predominantly concerned with the cost of variety acts, and another with the cost of dramatic shows.

Union gains in any event are substantial. It was agreed that kinescopes of live TV shows might be telecast within 60 days there-

(Continued on page 76)

SEVEN-SIDE SYMPOSIUM

Set by TBA

A SEVEN-SIDED symposium designed to provide answers to the most pressing problems of TV broadcasters will be staged Dec. 8 at New York's Waldorf-Astoria Hotel by Television Broadcasters Assn. under the chairmanship of Eugene S. Thomas, manager of video operations of WOR-TV New York.

Described by Mr. Thomas as "the most informative event of its kind ever sponsored by the association," the 1950 TBA clinic will open at 10:30 a.m. with a programming session.



Mr. Thomas

M. C. Waters, vice president and general manager, WCPO-TV Cincinnati, will discuss "Programming for the Daytime Audience" and Sylvester L. (Pat) Weaver, NBC vice president in charge of television, will report on "Programming —Network Problems." Donald Thornburgh, president and general manager, WCAU-TV Philadelphia, will tackle the subject of operating a TV station in a multi-station market and Donald Stewart, general and commercial manager, WDTV (TV) Pittsburgh, will detail the problems of operating the only TV station in a major market.

G. Bennett Larson, vice president and general manager, WPIX (TV) New York, will describe "Steps Towards Reducing Expenses — Programming and Otherwise" which stations can take to get into the black, or at least to strike a balance between income and expenses. Another aspect of programming, "Catering to the Local Television Audience," will be dealt with by John M. Outler Jr., general manager, WSB-TV Atlanta.

Deckinger on Research

Research, final topic on the morning's agenda, will be covered by E. Lawrence Deckinger, research director, Biow Co., and president of the Radio - Television Research Council, in a talk on "Recent Developments in Measuring the Television Audience and Its Response."

This session will include the first public showing of the Hooperecorder, automatic, instantaneous audience reporting device developed by C. E. Hooper Inc., which will be demonstrated by C. E. Hooper president of the research organization.

J. R. Poppele, TBA president will serve as toastmaster at the luncheon session. TBA is making arrangements for a prominent luncheon speaker and for entertainment. In the afternoon, A. C. Ruthven, president of the U. of Michigan, will speak on "Possibilities of Educational Television," including a report on courses now being offered by this university in conjunction with WWJ-TV Detroit whose general manager, Harry Bannister, will introduce Dr. Ruthven.

Dwight W. Martin, vice president, WLWT (TV) Cincinnati chairman of the TV industry ASCAP per-program committee will report on the progress of the group's negotiations with ASCAP on determining rates and conc-

(Continued on page 77)

COLOR COURT TEST

Battle Increases

THE COLOR television warfare continued to rage last week in briefs and affidavits filed by both sides in the Chicago federal court on RCA's suit against FCC adoption of the CBS color system.

Documents filed with the three-judge court, which issued a temporary restraining order to halt effectiveness of the Commission's color decision pending further decision of the court [TELECASTING, Nov. 20], included the following:

● A reply brief submitted by FCC Wednesday undertaking to answer RCA's claims and urging that the RCA motion for an interlocutory injunction should be denied.

● A 58-page memorandum filed by CBS Wednesday also opposing issuance of a temporary injunction, charging that RCA and other manufacturers fighting the FCC decision are confusing the issues and claiming that delay is costing the public "millions of dollars."

Pilot's Contention

● An affidavit by Pilot Radio Corp.'s President Isidore Goldberg, intervening on RCA's side, in support of Pilot's contention that Chairman Ed C. Johnson (D-Col.) of the Senate Interstate and Foreign Commerce Committee "prodded and cajoled" FCC to make a fast decision approving color now.

Dr. George H. Brown, RCA engineer, also made an affidavit in which he said he was speaking facetiously when he referred, during FCC's color hearings, to a possible use of the so-called "Chapin adapter" with the RCA system.

This affidavit was in answer to an FCC claim designed to offset RCA's charge that E. W. Chapin, head of FCC's Laboratory Division, invented a device usable only with the CBS system and was still allowed to participate in FCC's decision.

John T. Cahill, general counsel for RCA, referred to the affidavit during his argument before the court the preceding week. Court officials were unable immediately to single the document out of the plethora of papers before the court, but in a copy submitted to FCC Dr. Brown said he had referred to a "Chapin converter," not an adapter:

. . . My reference to the "Chapin converter" on page 7,599 of the transcript in the color hearings was intended as a facetious remark which I made only because it was Mr. Chapin who was questioning me.

The device to which this testimony related is not the Chapin device or any variation thereof. The only thing it has in common with the Chapin device is that the device to which I referred reacts automatically to an incoming signal. That device, unlike that of Mr. Chapin, has nothing to do with changing line and frame frequencies . . .

The affidavit obviously aroused FCC. Chairman Wayne Coy referred to it during questioning of an RCA witness in the current VHF-UHF proceedings, asking at the end whether he had included any "facetious" testimony (see story below).

In its brief, FCC said Dr. Brown's affidavit "may serve to induce caution in reliance on the testimony of RCA's witnesses," but that it "does not affect the only real point in issue, that RCA never made before the Commission the objection to continued participation of Mr. Chapin in the proceedings, which it now says it made, and that, in any event, such participation was not improper in any way."

Meanwhile there were these color TV developments:

● **Patenting of a new color TV system which produces pictures in three-dimensional perspectives as well as in color was reported. The invention was credited to a Navy scientist, Thornton W. Chew, with rights assigned to the government.**

● **CBS, stopped by the court order from commercial color operations, continued its experimental colorcasts in New York, featuring its No. 1 performer, Arthur Godfrey, in one of its local demonstrations.**

● **The likelihood of a Senate investigation of industry opposition to FCC's decision was seen in Sen. Johnson's telegram, sent the preceding week to Pilot Radio Corp., declaring that "in due course it is likely that those believed to be the conspirators will be called before a committee and given an opportunity to prove the other allegations contained in your telegram" [TELECASTING, Nov. 20].**

FCC's Brief

FCC's brief claimed that the RCA suit—in which RCA subsidiaries NBC and RCA Victor Distributing Corp. are co-plaintiffs with the parent company—relies on "*ex parte* affidavits" as well as the FCC hearing record for its support.

FCC said an affidavit of C. B. Jolliffe, executive vice president in charge of RCA Labs, "is referred to in plaintiffs' briefs as authority for all types of contentions, including what the Commission knew from the record, more than 60 times, while there are less than half as many references to the record and actual testimony."

The brief claimed "witnesses other than CBS and Commission witnesses testified as to unsatisfactory features of the RCA system," and that the choice was between "a satisfactory non-compatible system and no color television."

It charged that RCA's "progress report" on its own compatible color system "made no claim satisfactory and definable development with respect to basic unsatisfactory characteristics of the [RCA] dot-sequential system," and did not request that the FCC color record be re-opened.

The brief also contended that "the [CBS] field-sequential system adopted by the Commission was adopted after the fullest exploration of the potentialities of the systems presented to the Commission, permits the highest quality of service now known, and permits of the addition of improvements

(Continued on page 81)



HARRY BANNISTER (r), general manager of WWJ-AM-FM-TV Detroit, meets with Dr. Alexander G. Ruthven, president of U. of Michigan, at the inaugural telecast of WWJ-TV-U. of Michigan "tele-course." Station is making its facilities available to the universty for an experiment in "teaching by video."

Te-Ve



Drawn for TELECASTING by John Zeigler

"He always did prefer the balcony."

UHF CONFLICT

Explained by RCA-NBC

RCA-NBC elected last week to submit new exhibits comparing its Bridgeport UHF results with FCC predictions [TELECASTING, Oct. 30] rather than permit the Commission to strike portions of the report on grounds certain data is "misleading."

Allen B. DuMont Labs. and FCC's E. W. Allen Jr. earlier criticized the comparisons involved, DuMont particularly holding the RCA-NBC analysis presents the "darkest possible side of UHF" as a TV service [TELECASTING, Nov. 13, 20].

RCA-NBC, however, indicated last week it considered its explanation of alleged discrepancies to be "reasonable" and pointed out it initially had been careful to cite the assumptions used in the comparisons in order to prevent misinterpretation.

In this "explanation," FCC noted RCA-NBC now recommends a completely new and more stringent definition for grades of service in both the VHF and UHF in which FCC's Grade A contour would become RCA's Grade C contour.

Meanwhile, FCC's general VHF-UHF allocation hearing today (Monday), begins consideration of proposals for the reservation of channels for noncommercial, educational purposes (see story page 77). The Commission estimates this phase will conclude by Dec. 8, after which it will turn to the final phase of the complex proceeding to hear city-by-city allocation bids.

Dec. 6 Deadline

Dec. 6 was set as deadline for receipt of the new Bridgeport comparisons and also for a report from the Radio-Television Manufacturers Assn. concerning a survey of members on their plans to incorporate in receivers the 41.25 mc intermediate frequency recommended as standard by RTMA for the VHF.

Last week's hearing, held before Chairman Wayne Coy and Comrs. George E. Sterling, E. M. Webster and Robert F. Jones, was devoted mostly to cross examination on general allocation issues. Aside from the dispute between RCA-NBC and FCC over the Bridgeport comparisons, highlights of the sessions included:

● Introduction by RCA of cost and time estimates for UHF transmitters and antennas as well as announcement it would produce VHF-UHF combination sets in addition to VHF-only sets, the former to cost an estimated $25 more than comparable models of the VHF-only variety.

● Concern by Chairman Coy how RCA's proposal also to sell $50 UHF "converters" for existing VHF sets differed from its oppo-

(Continued on page 74)

FOOTBALL POLICY

Eyed by Justice Dept.

SPECULATION that certain allegedly restrictive practices by professional football clubs involving sale of territorial radio-TV rights has caught the probing eye of the Justice Dept. mounted last week amid scattered complaints by radio stations.

There was an indication—but no official confirmation—that the department's Anti-Trust Division was quietly studying the football picture along the same tact it pursued professional baseball's policies on broadcasting and telecasting [BROADCASTING, Oct. 31, 1949].

Justice Dept. officials, of course, declined comment but indicated they had received complaints which would provide the basis for an investigation similar to that of organized baseball which culminated in elimination of certain "causes and complaints" by broadcasters.

Under that ruling, major league games now may be broadcast in minor league territory when the local club is not playing at home. During the period it is playing at home, the local club may object to a broadcast or telecast of major league games from a station in its home territory. When the local club telecasts a road game, it also may object to telecast of a major league game by a station in its territory.

Local clubs also were shorn of the power to designate which station or sponsor shall handle the local broadcast or telecast of games of "outside" clubs.

The absence of such regulations governing professional football reportedly has stirred protests in certain broadcast circles the past fortnight. Touching off the complaints, it was understood, was a statement attributed to Bert Bell, commissioner of the National Football League, in an article in the *Sporting News* Nov. 15 issue.

San Francisco Complaint

Mr. Bell said that, as a result of a complaint filed by a San Francisco station, the league had revised its constitution on the sale of radio and TV rights.

"We can no longer rule which areas should be blacked out," the commissioner was quoted as saying, "that comes under the heading of restraining radio and television. Henceforth, it will be matter for the individual clubs to work out. So long as they handle the situation owner-to-owner, they can reserve the right to broadcast on whatever basis they please."

Mr. Bell said the league had decided to take this action following a conference with officials of the FCC, and that a San Francisco station had complained to the Commission. The station, he said, had broadcast a Los Angeles-New York Yank game at the same time the San Francisco 49ers were playing at home. The broadcast, Mr. Bell quoted the club as saying, violated its territorial rights.

FCC denied any knowledge late Wednesday of any such meeting between Mr. Bell and its officials, or of his statement that football broadcasts or telecasts by professional league clubs cannot be barred from markets with NFL franchises. One FCC official pointed out, however, that Mr. Bell may have been guided by prevalent policy governing organized baseball as expressed by some FCC spokesmen.

The issue arose on another front last week. It was learned that WOL Washington had cancelled its plans for broadcast of the Detroit Lions-New York Yanks Thanksgiving Day contest because of territorial rights claimed by the Washington Redskins team. WOL was restrained from carrying the game under a ruling which, prior to Mr. Bell's announcement, prohibits broadcast or telecast of any other NFL club by a station in Washington territory at any time.

WOL Position

WOL's position, as outlined by Station Manager Ed Parsons, is that restrictions governing rights to professional football games should be eliminated to place that sport's policies on a level with that of organized baseball.

Mr. Parsons quoted George Marshall, Redskins owner, as explaining that the club had merely abided its territorial rights and had sold exclusive rights to the American Oil Co. for all Redskin games, with a restraining clause barring broadcasts or telecasts of other games at any time.

Neither legal counsel for Mr. Marshall nor representatives of the Joseph Katz Inc., Baltimore, which handles American Oil account, could be reached for comment late Wednesday.

Under an agreement evolved by Redskin management this season, only "road" telecasts of Redskin games are aired over WMAL-TV Washington. Home telecasts are not permitted, though film excerpts are used and broadcast of all Washington football games are allowed.

The "rub," according to Mr. Parsons, lies in the fact that the Redskins management is in a position to outlaw broadcasts or telecasts of all other NFL games not involving the Washington team at any time on the grounds of exclusive territorial rights it has sold to advertisers.

Commissioner Bell's announcement, it was felt, would serve to place the burden on individual club owners who negotiate the contracts with sponsors. Whether that would tend to minimize the anti-trust implications was a matter of speculation.

PAUL PATTERSON

WMAR-TV President Resigns

RESIGNATION of Paul Patterson as president of The A. S. Abell Co., publisher of the Baltimore *Sunpapers* and owner of WMAR-TV Baltimore, was announced last week by Harry C. Black, board chairman.

Accepting the resignation with regret, the board simultaneously disclosed that William F. Schmick Sr., at present executive vice president, had been chosen to succeed Mr. Patterson as president when he leaves Jan. 31, 1951.

Mr. Patterson, 72, has been engaged in active newspaper work for over 50 years. He joined the *Evening Sun* in 1911 as managing editor. On Nov. 11, 1919, he was elected president of the company. It was during the latter part of his successful tenure as president that he fostered the development of WMAR-TV as well as the planning and erection of the new *Sunpapers* plant.



Mr. Patterson



Mr. Schmick

Mr. Patterson is to continue as a member of the board of directors.

The board, in naming Mr. Schmick as successor, cited his distinguished success in the direction of the business management of the *Sunpapers*.

MAHLER TO CBS

As Color TV Consultant

RICHARD J. MAHLER, former buyer in charge of radio and television development for Sears, Roebuck & Co., has been hired by CBS as industrial consultant to handle liaison between the network and organizations seeking information about color TV manufacturing and servicing.

Mr. Mahler, a graduate of Massachusetts Institute of Technology, is a member of the Institute of Radio Engineers, the American Institute of Electrical Engineers and the Society of Motion Picture and Television Engineers.

He joined Sears, Roebuck as a development and consulting engineer in 1944 after nearly 20 years in the electrical engineering field, and has since served in several executive capacities.

In announcing Mr. Mahler's new appointment, CBS said it had received "hundreds" of requests from manufacturers and service organizations seeking information on color TV receiving equipment. In the future all such requests will be handled by Mr. Mahler.

VIDEO'S GROWTH

Jolliffe Speaks in Canada

A LIMIT would be placed on the future growth and improvement of color television by the system recently approved by the FCC, Dr. C. B. Jolliffe, executive vice president of RCA, told a capacity audience of the Royal Canadian Institute at Toronto, Nov. 18. With Canada just starting TV, Dr. Jolliffe said "it is my hope that in the development of television in this country, your regulatory and operating organizations will accept the philosophy which provides potentials for future growth in television, whether in black-and-white or color."

Dr. Jolliffe spoke in Convocation Hall of the U. of Toronto. He explained the various color systems developed in the United States and demonstrated the all-electronic RCA system. He gave Canadians a detailed look into the problems of color television as well as the use of TV for industrial, research, educational and medical purposes.

SNADER FILMS

Kaufman Gets Rights

IN a million dollar deal, Louis J. Snader, president, Snader Telescriptions Corp., Beverly Hills, Calif., has negotiated contract with Reuben R. Kaufman & Assoc., Inc. advertising agency, Chicago, giving agency exclusive representation for Snader Telescriptions in 10 Eastern cities. Contract was signed last week in Chicago by Mr. Snader and Reuben R. Kaufman, president of agency.

Cities to be represented by agency are New York, Chicago, Detroit, St. Louis, Minneapolis, Milwaukee, Philadelphia, Washington, D. C., Boston, Norfolk, Va. Films will probably be made available to one station exclusively in each city.

According to contract terms agency will pay Snader minimum of $1,000,000, $50,000 of which was paid at time of contract signing and remainder to be paid Dec. 1, for rental of 960 telescriptions over period of year.

At present time 177 films, each three to three and one-half minutes, have been completed. Remainder will be filmed at rate of 20 per week, with possibility of half being shot in Hollywood, half in New York. Estimated total cost of the 960 films is $1,400,000.

Snader plans after Dec. 1 to make films available to other parts of the country, either through representation as in Kaufman negotiations or through direct sales.

Gives Credit to TV

SEN.-ELECT John Marshall Butler of Maryland paid high praise to television as an influential medium during political elections when he appeared on CBS' version of *Capitol Cloakroom*. He told CBS Reporters Griffing Bancroft, Walter Cronkite and Bill Downs he felt TV was the "primary factor" in winning his Senatorial race against Sen. Millard Tydings in Maryland, because it put him "across with the people."

SET ADS CHANGE THEME

FTC Probes

AMERICAN Television Dealers & Manufacturers, whose contributors comprise more than a score of top television set makers including RCA Victor and DuMont, last week switched the theme of its current advertising campaign after its initial newspaper ads and radio commercials aroused widespread criticism.

In Washington the Federal Trade Commission announced Wednesday that it has launched a probe of the controversial "child appeal" advertising designed to promote the sale of television sets. Numerous complaints from parents and educators prompted the inquiry, the commission said.

In letters to Ruthrauff & Ryan which handles the campaign, and to 22 manufacturers of TV sets, FTC's Radio and Periodical Advertising Division said it is "considering the certain recent advertising of television sets in order to determine the truth or falsity of statements and representations. . . ." The inquiry covers advertisements disseminated the past three months, it was stated.

The first campaign theme featured a statement by Dr. Angelo Patri, writer of a syndicated column on child care, to the effect that television sets should be bought to keep children from feeling inferior.

Criticism of the theme from both the public and elements in advertising prompted a statement from Travis Wells, advertising manager of the American Television Dealers & Manufacturers. Mr. Wells said:

"Since its start less than 10 days ago, the television set selling campaign of the American Television Dealers & Manufacturers has become one of the most widely discussed campaigns of the last 25 years.

"A few of the educators and authorities quoted in this campaign were strong in their convictions that TV was a virtual necessity to children's morale and social standings. However, the majority of the authorities contributing their views on the subject expressed only the positive side: i.e., the advantages of television and its beneficial effects on the family life.

Campaign Changed

"It was originally planned to start this positive facet of the campaign about the third or fourth advertisement. However, the impact of the first advertisement was so powerful and the reaction so vigorous and strong, that the advertising committee and Ruthrauff & Ryan decided to advance the release date on this positive advertising and consequently the second advertisement appearing in all newspapers carries this theme, as will all radio spots."

The "positive" theme to which the group switched featured a testimonial by Mrs. Eleanor Roosevelt, which, to say the least, was more temperate than Dr. Patri's. Mrs. Roosevelt was quoted as saying that television "offers a magnificent opportunity to increase the education which we make available to the children of today." She added, however, that parental supervision should be exercised over children watching TV." It is a parent's duty to see to it that the children get the best in books and the best in television entertainment and education," she was quoted.

The dealers and manufacturers' $2 million campaign also has used radio spots featuring a song by Mindy Carson, "I Want a Television Christmas." No protests have been reported as to that.

Federal Trade Commission, in its letter to manufacturers, requested them to furnish specimens of all broadcast and published advertising matter "placed through or handled by the advertising agency . . . for which you were in any way responsible through payment of all or any part of the cost, and which was disseminated during the past three months in promoting sales of television sets."

Ruthrauff & Ryan was asked to supply the names and addresses of all manufacturers and distributors of TV receivers who participated in dissemination of the advertisements. The agency was not identified by name, nor were any manufacturers, in FTC announcement.

Manufacturers contributing to the joint campaign reportedly include RCA Victor, Allen B. DuMont Labs, Motorola Inc., Admiral Corp., General Electric Co., Zenith Radio Corp., Emerson Radio & Phonograph Corp., Westinghouse Electric Corp., Stromberg-Carlson Co., Belmont Radio Corp., Capehart-Farnsworth Corp., Pilot Radio Corp., Hallicrafters Co., Scott Radio Labs, Magnavox Co., John Meck Industries, Philco Corp., Fada Radio, Sylvania Electric Products, and others.

A spokesman for RCA said his company had protested the controversial first advertisement before its publication, but was outvoted by other participants in the campaign. He added that RCA approved the second advertisement, which took a "positive" approach.

S. J. Schwinn, chairman of the executive committee of Ruthrauff & Ryan, described the FTC's investigation as "rather a routine thing," and denied there had been any misrepresentation that would justify FTC concern.

PEOPLES DRUG

Signs $10,000-Month Pact

PEOPLES DRUG STORES of Washington became the biggest radio-television sponsor in that metropolitan market with the purchase last week of a $10,000-a-month television package on WNBW (TV) Washington.

Six weeks ago the 70-store chain bought a $100,000-package of 24 news broadcasts a day on WWDC Washington [BROADCASTING, Sept. 25]. Both contracts were handled by the William D. Murdock Advertising Agency.

The new television show will be from 1-2 p.m. Monday through Friday and will be telecast for the first time Dec. 4. The program will use first run feature film with live demonstration commercials.

Announcement of the new contract was made by C. R. Sanders, advertising director of Peoples; William R. McAndrew, WNBW general manager, and Mr. Murdock.

It has been indicated the drug firm will further expand its radio and television advertising in the Washington area and schedules have been considered for Richmond and Akron where retail outlets are operated [CLOSED CIRCUIT, Sept. 25]. In addition to the news broadcasts and the newly signed television contract, Peoples will continue its Washington tie-in with the *Cavalcade of Stars* on the DuMont TV Network.

NBC-TV RATES UP

Reported 32% Hike Jan. 1

NETWORK television rate increase, effective next Jan. 1, was announced officially last week by NBC-TV [BROADCASTING, Nov. 6].

The new rates will boost the price of an evening half hour to $21,780 from the present $16,000 established in the rate card adopted last July.

George H. Frey, NBC director of television network sales, said the new rates were justified by the growth in television circulation. By next Jan. 1 TV set distribution will have increased 12 times over that of Jan. 1, 1949, he said. In the same period the cost-per-thousand TV homes on NBC-TV will have declined from $8.13 to $3.46.

Mr. Frey said that advertisers under contract before next Jan. 1 would receive six months rate protection.

The NBC-TV network rate increase amounts to a 32.5% boost over rates currently in force, it was said.

Rates quote for the evening half-hour as well as for all other periods in the new rate cards, which are about to be distributed, cover a full network of 63 stations, 47 of them interconnected.

The same number of stations are involved in the present rate card, which was adopted last July 1.

The increases in the network rates mean proportionate increases in the per-period network revenue to stations.



Starting to formulate plans for the television study under the grant given by Crosley are Mr. Clarke (l) and Dr. McCoy of Xavier U.

* * *

HOMEWORK STUDY

Crosley Backs TV Survey

TELEVISION'S effect on children's homework will be the subject of a study to be made under a $2,500 grant to Xavier U. by Crosley Broadcasting Corp.

James D. Shouse, Crosley Corp. board chairman, announced the grant last Tuesday, observing that "a medium purported to have such an adverse impact on children as has been ascribed to televison, suggests that TV may be also an inherent constructive force." Mr. Shouse said the purpose of the grant was "to determine, through study rather than accusations, how television affects a student's work."

The relation of parental control of TV viewing to the homework problem also will be considered by Xavier's Walter J. Clarke, assistant professor of education in the graduate division. Mr. Clarke will be working under an advisory committee headed by Dr. Raymond McCoy, director of the graduate division at Xavier.

Mr. Shouse expressed hope that "a clearer picture will be available on the controversial subject of television's effect on young people when it is used as an award for application to studies, with parents assuming their role of responsibility to the guidance of the children's viewing habits, based on actual statistics and study of the problem."

This is the second fund to be established by Crosley Corp. for the study of the relationship between television and education. A $2,500 fellowship was awarded to the U. of Cincinnati in February 1949 for the study of how television could best be used as a supplementary aid to classroom training.

KEYL To ABC-TV

KEYL (TV) San Antonio becomes the exclusive ABC-TV outlet in that city effective Dec. 11, bringing total number of ABC affiliates to 63. Station, owned and operated by San Antonio Television Co., operates on Channel 5. It also is a DuMont affiliate.

YESTERDAY
and
TODAY
in
Central Indiana
at
WFBM-TV
"First in Indiana"

•

Yesterday . . . .

On May 30, 1949 there were 2500 Sets in WFBM-TV's coverage area.

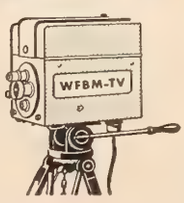
Today . . . .
there are
95,000
Sets in use
in WFBM-TV's
coverage area

In planning your TV coverage remember to TAKE A CLOSE LOOK at the Central Indiana Market—COMPLETELY COVERED by WFBM-TV.

Represented nationally by
The Katz Agency Inc.

WFBM-TV

Channel
6



"First in Indiana"

telestatus



NARND Surveys News Coverage

(Report 139)

TELEVISION news has progressed little, if any, during the past year. This is the concensus of the television committee of the National Assn. of Radio News Directors, which submitted results of a survey conducted among 61 video stations to the membership at the fifth annual convention in Chicago Nov. 16-18 (see separate convention story page 25).

Byron Heads Committee

Chairman James A. Byron, news director at WBAP-TV Fort Worth, and his committee, Jack E. Krueger of WTMJ Milwaukee and Jack Knell of WBTV (TV) Charlotte, learned that 83% of the stations returning the mailed questionnaire (60% of 105 mailings) plan additional news coverage in the future. The greatest immediate need in television news is a more economical processing method for film, followed by a faster means of developing and transmitting film and, finally, increased know-how, the report noted. A "common complaint" was that too much of the video news is written to follow pictures, rather than pictures shown as illustrations for the news.

Stations without exception, want more local and regional news, the committee reported. The study is an outgrowth of TV committee recommendations made to the NARND board last spring. The three-man group suggested at that time: (1) establishment of an "authentic" working list of TV news directors; (2) cataloging types of news shows carried on TV and detailing of news shows with the "greatest viewer interest"; (3) concern with all phases of TV news, with concentration on presentation of news "cheaply, simply and effectively"; and (4) preparation and distribution to all operating TV stations a questionnaire, "with the information so obtained to be used as a basis for future operations of the committee."

Although "the one big fact evident" in the returns was that television news has not progressed much in the past year, the survey also showed an "apparent reluctance to experiment with either new or old ideas."

Of those stations sending replies, 7% have no news department of any kind; 10% have a news director as a one-man department; 7% have no news director, but do have one or more employes assigned at least part-time to news; 30% have no news writers, but those with writers employ an average of three.

Fifty-one per cent hire no news film cameramen, but among those which do the average is 2½ men working at least part-time in news. Forty per cent of the stations have no film editors, with the average 1¾ men with those that do. No other news personnel was reported by 72%, with the overall average 5⅓ men assigned to stations with a news operation.

Fifty-four of the 61 stations replying were combined AM-TV or FM-TV operations, of which 23, or 43%, used the same staff to produce news on both. Fifty-seven percent employ separate staffs for the TV operations, the report showed.

National newsreels "of some description" are used by 72% of the stations, but 42% of those carried are network originations. Number of these reels used weekly ranges from 1 to 25, with 5 as the most popular number.

Local News Coverage

Less than half of the stations answering the questionnaire, 44%, use local newsreels. Number used weekly ranges from 1 to 41, with 5 again the "most popular." The committee pointed out, however that some shows classed by the stations as local newsreels are actually only local news shows with film clips. Local reels are run to as much as 30 minutes, but five minute shows or less are preferred by most of the stations. Ten and 15-minute features are chosen next. Seventy-two percent of the local reels are comprised of silent film with narration and music supplied separately. Eighty per cent of the local reels are produced by the stations.

Still pictures are telecast from 1 to 40 times weekly by 60% of the stations, with 5 weekly the most preferred. About a half of the respondents, 48%, use chart on a "when-needed" basis.

Only 30% of the stations have

(Continued on page 80)

Weekly Television Summary—November 27, 1950, TELECASTING Survey

City	Outlets On Air	Number Sets
Albuquerque	KOB-TV	5,000
Ames	WOI-TV	24,487
Atlanta	WAGA-TV, WSB-TV	67,800
Baltimore	WAAM, WBAL-TV, WMAR-TV	240,476
Binghamton	WNBF-TV	27,154
Birmingham	WAFM-TV, WBRC-TV	27,500
Bloomington	WTTV	11,000
Boston	WBZ-TV, WNAC-TV	580,245
Buffalo	WBEN-TV	149,331
Charlotte	WBTV	39,724
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	679,417
Cincinnati	WCPO-TV, WKRC-TV, WLWT	196,000
Cleveland	WEWS, WNBK, WXEL	349,319
Columbus	WBNS-TV, WLWC, WTVN	104,000
Dallas, Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	82,544
Davenport	WOC-TV	27,962
Quad Cities	Include Davenport, Moline, Rock Ise., E. Moline	
Dayton	WHIO-TV, WLWD	106,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	355,504
Erie	WICU	41,350
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	82,544
Grand Rapids	WLAV-TV	65,400
Greensboro	WFMY-TV	30,508
Houston	KPRC-TV	51,112
Huntington-Charleston	WSAZ-TV	29,000
Indianapolis	WFBM-TV	95,000
Jacksonville	WMBR-TV	20,000
Johnstown	WJAC-TV	45,025
Kalamazoo-Battle Creek	WKZO-TV	45,570
Kansas City	WDAF-TV	73,565
Lancaster*	WGAL-TV	68,474
Lansing	WJIM-TV	32,500
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH, KTLA, KTSL, KTTV	796,865
Louisville	WAVE-TV, WHAS-TV	60,25
Memphis	WMCT	60,17
Miami	WTVJ	40,00
Milwaukee	WTMJ-TV	176,98
Minn.-St. Paul	KSTP-TV, WTCN-TV	163,40
Nashville	WSM-TV	12,66
New Haven	WNHC-TV	109,70
New Orleans	WDSU-TV	41,05
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	1,720,00
Newark	WATV	Inc. in N. Y. Estima
Norfolk	WTAR-TV	39,94
Oklahoma City	WKY-TV	54,63
Omaha	KMTV, WOW-TV	47,44
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	695,00
Phoenix	KPHO-TV	17,40
Pittsburgh	WDTV	160,00
Portland, Ore.	.....	9
Providence	WJAR-TV	95,50
Richmond	WTVR	47,30
Rochester	WHAM-TV	56,20
Rock Island	WHBF-TV	27,9
Quad Cities	Include Davenport, Moline, Rock Ise., E. Moline	
Salt Lake City	KDYL-TV, KSL-TV	31,50
San Antonio	KEYL, WOAI-TV	33,1
San Diego	KFMB-TV	58,0
San Francisco	KGO-TV, KPIX, KRON-TV	114,6
Schenectady Albany-Troy	WRGB	116,1
Seattle	KING-TV	50,1
St. Louis	KSD-TV	206,5
Syracuse	WHEN, WSYR-TV	80,9
Toledo	WSPD-TV	57,0
Tulsa	KOTV	48,1
Utica-Rome	WKTV	27,9
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	188,5
Wilmington	WDEL-TV	50,8

* Lancaster and contiguous areas. Total Markets on Air 63 Stations on Air 107 Sets in Use 9,130,0

Editor's Note: Source of set estimates are based on data available from dealers, distributors, TV Circulation committees, electric compan and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas necessarily approximate.

WMAR
THE SUNPAPERS STATIONS
THE A. S. ABELL COMPANY
BALTIMORE 3, MARYLAND

In The Public Interest . .

THE SUN, BALTIMORE, TUESDAY MORNING, NOVEMBER 14, 1950

600 Dentists And Students Watch Televised Operations

The first telecast of actual dental operations ever viewed by a dental society was transmitted from an operating room at the University of Maryland School of Dentistry last night.

Three operations, each about one-half hour long, were televised by WMAR-TV, the *Sunpapers* station.

More than 450 members of the Baltimore City Dental Society and associates from other parts of Maryland watched on eight television receivers in the Osler Hall of the Medical and Chirurgical Faculty Building, 1211 Cathedral street.

150 Students Also Watch

In addition, 150 students watched on receivers in the dental school at Lombard and Greene streets.

Dr. Brice M. Dorsey, professor of oral surgery at the school—the oldest dental school in the world—called the detail shown on the screens "overwhelming."

The ridges on his finger nails were clearly visible during the first operation in which Dr. Dorsey extracted six teeth.

When a diamond grinding disk was used in another operation by Dr. Ernest B. Nuttall, professor of fixed partial prosthesis, the "tooth dust" flying off the disk looked like snow on the receivers.

Two Cameras Used

The closed circuit television experiment, telecast by a six-man WMAR-TV crew using standard equipment, had been preceded only by a "run through" with the dentists participating.

Two television cameras were used—one for extreme closeups and the other for full-view shots as the dentists showed the instruments they would use in performing their operations.

The dentists watched a monitor screen as they worked on the patients and during the course of the telecast found that the image of the back of a tooth reflected in a dental mirror could be seen on the television receivers.

Fitting Of Dentures

The first operation, by Dr. Dorsey and Dr. Grayson W. Gaver, professor of prosthetics, showed the best method for the immediate insertion of dentures after teeth have been removed.

Dr. Dorsey began by demonstrating, using a skull and a wall diagram of the nerves to be reached, the places where the local anesthetic would be injected by needle.

The television camera followed the actual injections, the removal of the six teeth, the suturing and the fitting in of the dentures by Dr. Gaver.

Dr. Nuttall's operation was the preparation of a tooth for a three-fourths cap to support a false tooth next to it.

"Air-Abrasive" Drill

The operation, which Dr. Harold Golton, president of the society, said called for "an engineer and a sculptor as well as a dentist," was designed to show how the skilled dentist could avoid having any metal or attachments show in the mouth of the patient.

Dr. Kenneth V. Randolph, professor of operative dentistry, was televised using the experimental "air-abrasive" drill which may replace the dentist's bur-drill now used in filling teeth.

He emphasized that the air-abrasive drill was still being tested and the dentists in Osler Hall made clear in their comments that they felt the word "experimental" summed it up.

Throughout the telecast, questions of viewers were relayed by phone to the operating room and were answered by the dentists as they worked on their patients.

IN MARYLAND MOST PEOPLE WATCH
WMAR-TV
CHANNEL 2


REPRESENTED BY THE KATZ AGENCY, INC.
NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
CHICAGO • ATLANTA • DALLAS • LOS ANGELES
TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

UHF Conflict

(Continued from page 69)

sition to converters for CBS color.

● Occasional other references by Chairman Coy to the industry's color position in relation to UHF proposals and technical problems such as a standardized IF in receivers.

● Specific inquiry by Chairman Coy of RCA-NBC witnesses whether they testified "facetiously" at any point in view of the affidavit by RCA's Dr. G. H. Brown in the color court case that an earlier reference by him to the Chapin adapter had been a "facetious remark" (see story page 69). Both RCA-NBC witnesses stated they had not testified in such a manner.

● Specific inquiry by Chairman Coy of RCA's vice president and general attorney, Joseph V. Heffernan, whether he questioned the qualifications or propriety of any FCC witnesses in the current proceeding. Mr. Heffernan replied: "I know of no basis now, Mr. Chairman, to question that."

● Report by Zenith on its study of the Bridgeport UHF test which concluded UHF broadcasting with present standards "is entirely feasible and works well with standard equipment."

● Discussion by Chairman Coy with Zenith witness involving assumption retiring VHF by "1960 or 1955" to provide national competitive service solely in UHF.

Lodge Heard

Monday's session opened with cross examination of William B. Lodge, vice president in charge of general engineering for CBS, who earlier testified CBS' pioneer experience showed UHF can render "a real public service" [TELECASTING, Oct. 30]. He said new data substantiates CBS' predictions during 1946-47 hearings.

To questioning, Mr. Lodge stated he thought station owners will think long before building a UHF station to compete with a VHF outlet and recommended against intermixing of VHF and UHF channels in the same area.

Harry Plotkin, FCC counsel, referring to CBS' 1946 UHF color proposal was curious as to who was going to build stations in the UHF at that time. Mr. Lodge explained VHF was not very far along then, stating "time is the only difference."

Asked by Mr. Plotkin how RCA's Bridgeport data compares with studies of UHF elsewhere, Mr. Lodge said the findings are consistent if the same interpretation is used. The difference in results, he said, is due to use of different definitions and reference values.

Raymond F. Guy, NBC manager of radio and allocation engineering, although suffering from a flu attack, appeared for extensive examination on his Bridgeport report. He said when he originally presented the portion of the report now disputed "I pointed out that what I did was explained quite carefully in order that there would be no misinterpretation of the results."

[Editor's Note: The Oct. 30 BROADCASTING reproduced three of the disputed figures, in which RCA-NBC compared a composite of practical UHF reception with theoretical calculations as to what service should be at 600 mc for service Grades A, B and C.]

Mr. Guy indicated in the first figure the Grade A service radius would extend to eight miles (instead of the depicted 1½ miles) had he used the Commission's proposed local field intensity value of 65 db above 1 microvolt per meter held necessary to produce a satisfactory picture.

Rather, he said, "I used 80 db, as I explained. There can be no misunderstanding of that."

Technical Explanation

Entering a lengthy, highly technical discussion with Mr. Allen, chief of FCC's Technical Research Division, on the basis for his choice of the stricter value, Mr. Guy indicated the higher value is necessary to assure development of fullest picture potentials in the long run.

Mr. Guy explained in setting up long term standards for television "we have two sources of noise at present" which degrade the received picture. "One is the picture tube in the studio," he said. "the other one is the noise that is produced in the receiver, the unavoidable noise."

Because of the improvements in studio picture tubes which are continuing, Mr. Guy felt this noise source finally "will cease to be a factor and we will then be left with the receiver noise." He felt receiver noise should be at least 45 db "because the tubes themselves will produce something better than that . . . and therefore if you want a noise-free picture you have to provide noise-free protection against the receiver noise."

"You realize, Mr. Guy, this is going to add 15 db to all our required field intensities, including VHF?" Mr. Allen asked.

"Yes, I do," was the reply.

"You are recommending that?" Mr. Allen queried.

"I am," Mr. Guy stated.

Mr. Allen wanted to know if it were his recommendation in order to get Grade C service out to the distant ranges FCC indicated in its July 11, 1949 revised allocation proposal, that the Commission authorize stations to increase power by 15 db "across the board?"

"That doesn't necessarily follow," Mr. Guy explained, adding, "what it might mean is that you would change your conception of what the Grade A service distance was."

If requirements for Grade C service were upped 15 db, that would correspond to the field intensity "required for our present Grade A service," Mr. Allen said, asking, "Isn't there a 15 db difference between the two?"

"It is in that order of magnitude," Mr. Guy said.

"In effect," Mr. Allen observed, "you would change your Grade C contour back to where we now have a Grade A contour, the same figures would apply approximately?"

"That is right," Mr. Guy responded, noting establishment of service grades is a very complex matter. Mr. Allen agreed it is difficult to find some method of analysis upon which everyone agrees.

Mr. Guy commented, "Your proposal contemplates that the grade of service remain the same but the percentage of people getting it changes with distance. That is a different concept somewhat from our other types of standards. I am not sure which is the best. I am just pointing out my thoughts and recommendations."

Mr. Plotkin entered a lengthy examination of the three figures comparing the Grades A, B and C of service and noted that while the 80 db value had been used in computing the inner circle representing actual results, the comparative change in value had not been applied in computing the two outer theory circles, which if applied, would have reduced their size.

Chairman Coy questioned how the new value might affect allocation.

Mr. Guy answered he was "not sure it enters into allocation . . . beyond stating that service will be provided to a certain distance of Grade A or B. It does not have anything to do with some other factors of allocation, I believe. This is strictly a primary service standard of the highest type."

Upon summation, Mr. Plotkin moved the three figures plus several other related charts be stricken because they "are so misleading."

Mr. Heffernan offered to submit new exhibits "upon the basis which Mr. Guy has explained here this morning . . . but I think his explanation is a reasonable one."

"I think it is perfectly clear that he has used two different standards here for comparison, if that is what you mean by his explanation being clear," Chairman Coy observed. He said if they were to stand solely on the basis of Mr. Guy's explanation he would sustain the motion to strike, but would entertain "a request from counsel before so ruling, that you can submit corrections of these figures to bring them on a comparable basis."

Would Supply Data

RCA-NBC indicated it would do this.

Paul F. Godley, radio-TV consulting engineer representing Easton (Pa.) Pub. Co. and the Lehigh Valley Television Inc. of Allentown, Pa., was questioned briefly on his proposal that FCC's allocation plan be flexible and to allow use of directional antennas to improve service [TELECASTING, Nov. 6].

He was followed by Bernard C. O'Brien, chief engineer of WHEC Rochester, N. Y., who submitted final drafting of his proposal to adhere to the Commission's initial allocation revision of May 1948 in which co-channel separation of 150 miles is specified [TELECASTING, Nov. 6]. His new material included detailed tables and maps on his proposed VHF allocation for the eastern U. S. which he claimed better meets FCC's priorities.

Chairman Coy, complimenting Mr. O'Brien for his original work in his allocation proceeding debut, questioned him on VHF-UHF policy matters in view of the need to provide a national, competitive system. The O'Brien proposal was seen as pretty much a two-service VHF plan.

Mr. Coy asked the witness if he had given any thought to the building of national competive facilities "all in the UHF, by providing for a period of time to amortize the VHF stations and permit the present VHF operators to have a UHF assignment so that there would be a period in the future in 1960 or 1955 when you would have your competitive service in the UHF where you have the channels to do the job . . . ."

Mr. O'Brien said he hadn't thought much about retiring the VHF channels "on a certain date" since "that is just outside my experience as an engineer."

Chairman Coy said he asked the question since the VHF plan of the witness would provide less coverage "than you could get out of the UHF, and I think there are certain engineering concepts involved in it further."

The chairman explained the VHF is split in three sections with the UHF band still another. But "receiver design and construction" problems would be simplified "with all the service eventually in the UHF."

"If we had to start from scratch it possibly would be certainly something to consider to restrict television to UHF," Mr. O'Brien said adding, "the major part of the problem right now seems to be the investment which has already been made on the part of the public and the broadcasters in VHF. I just don't see how to get around it."

Chairman Coy continued:

Of course, you are aware of the fact that there has been a certain amount of notice that the VHF was inadequate for a nation-wide competitive service and that the future home might well be in the UHF, which was written into the 1945 allocation report of the Commission. The fact [is] that an study that we now make shows that the 12 channels will not make a nation-wide competitive service any way we try to cut it . . . nor would it be better to patchwork it by intermixing as is implicit in your plan here, or to work it out on the basis where there will be a competitive situation in the UHF that would be comparable to all broadcasters alike, and where you have plenty of channels to build up such a nation-wide service. Or the third alternative would be to go along the lines of the Allen DuMont proposal here, for wide area coverage with the VHF channels, have intermixing only to a minimum, and move or change some VHF assignments to UHF in order to get the maximum white area coverage out of the VHF assignments.

"Assuming that we were to add additional VHF stations between 216 and 300 mc and they were available for allocation," Chairman Coy said, "would there be any difference whatsover from the economic standpoint as to the use of those additional VHF stations as against the UHF stations from 47 to 890 mc?"

"No difference whatever," Mr. O'Brien replied.

Noting no VHF sets presently tune above 216 mc, Chairman Coy commented, "But you have heard a lot of conversation about adding additional VHF channels and from the economic standpoint it is identical with adding the UHF channels. . . . I think it is a very good point to have made to all these

eople who yell about if we just ad more VHF."

John F. Bell, Zenith Radio Corp. ngineer and also RTMA's witness n IF and other problems, urged CC to allow industry to stand- rdize the IF for allocation pur- oses but Chairman Coy was con- erned about controlling radiation hich harms reception elsewhere nd what happens to sets already old which are offending. Mr. Bell aid nothing could be done about ets already sold but competition ould force manufacturers to cor- ect new models.

"You believe in that case there ould be very little concern about he product that had already sold?" hairman Coy asked.

"That is true. It is difficult to do nything about it," Mr. Bell re- lied.

"Wouldn't be characteristic of he position they now have in the olor situation, would it?" the hairman queried.

"Well, I wouldn't care to com- ent on the color situation," the itness said.

"It is my comment upon the prin- ple that you have enunciated," he chairman replied. "Depends on whose ox is being gored."

To further comment by Chairman oy on the color situation as it elates to RTMA's plan for a vol- ntary IF standard of 41.25 mc, TMA Counsel Edward Wheeler ated:

I am not asking you to lean upon at for a precedent, because that ould not be a precedent, even if it ere true, because there has been no reement on the part of the Standards ommittee of RTMA as to color tele- sion one way or the other. But I ink if the history of the work of the andards Committee were reviewed, it ould demonstrate pretty clearly that ce the standard is recommended by TMA in this engineering field, it is iversally adopted, not only by mem- rs but by non-members as well.

Testifying for Zenith on its ridgeport work, Mr. Bell said his rm concluded from the tests "that HF broadcasting, using present andards, is entirely feasible and orks well with standard equip- ent."

Zenith used its standard receiv- rs in Bridgeport homes but in- alled UHF channel strips as pre- ously allowed for in the set anufacture. Home owner reaction r the most part was "highly avorable" he said. Asked to com- ent on Mr. Guy's report for CA-NBC he said:

Our tests were necessarily much ore limited than the ones that were ported by Mr. Guy, and the nature the UHF transmission, which is well nown to all of us, is such that when ou impose a 90% factor it becomes ite severe, and I think that, in the ain, accounts for the very small fective radius that was indicated in r. Guy's report.

That is going to mean that when HF transmitters are located, much ought is going to have to be given the proper location of the site and tting maximum antenna height and forth, and there is a possibility of aving to duplicate channels to cover reas that cannot be covered otherwise, ings of that sort.

There are problems there and we cognize that. In spite of that we el that the UHF will render a useful rvice.

To query by Mr. Plotkin, Mr. ell thought FCC's signal value to vercome noise is sufficient to give "very acceptable picture." To change it upward as Mr. Guy did "is a matter of individual opinion," he said.

For allocation purposes FCC's value was considered good also by Ralph Harmon, Westinghouse engineering executive, who presented further cost data on Stratovision. He estimated $27 as the hourly cost of operating a ground TV station, including amortization of plan. A four-hour per day, four-day weekly Stratovision operation, with standby plane and crew, would cost $800 per hour, he said, but much greater areas would be served. Walter Evans, Westinghouse Radio Stations president, at the time great detail was given FCC on Stratovision and the UHF [TELECASTING, Nov. 13], had testified he would recommend to his board that $5,000,000 would be needed to commence Stratovision operation.

George L. Beers, assistant director of engineering for the RCA Victor Division, presented the cost and time data on UHF equipment. In substance he reported:

RCA presently can supply 500 w and 5 kw transmitters for Channels 2 through 13. A 20 kw amplifier for the 5 kw transmitter is being developed and is expected to be available in late 1951. RCA is producing "super turnstile" antennas capable of providing power gains of five to seven depending on channel. By end of 1951 antennas providing power gain in order of 12 for Channels 7 to 13 are expected to be available.

List price for 5 kw transmitter for Channels 2 to 6 is $83,500; Channels 7 to 13, $88,500. VHF antennas vary $12,000 to 27,500 depending on gain and channel. New high gain antennas to cost $40,000. The 20 kw amplifier will be $65,000. Preliminary estimate on UHF transmitter like that in Bridgeport (1 kw r-f, 14 kw ERP) is $132,000, including antenna.

Development work on new UHF transmitter has progressed to point where over 5 kw power has been devoloped in dummy load at 530 mc. This obtained with single experimental tube, contrasted to multiple tube arrangement in Bridgeport plant. In 18 to 24 months 5 kw UHF transmitter is expected to be available for commercial TV. With 20 to 1 gain antenna also expected to be ready then, total costs would be $225,000.

Asked about delivery date on 1 kw UHF transmitter, Mr. Beers said normal production cycle would be involved, nine months to one year. Chairman Coy was curious about UHF's "incompatibility" with VHF sets and analogy to color. Mr. Beers indicated in color case set owner was deprived of existing service under CBS system but would get new service through UHF without losing VHF program.

DuMont's counsel, Thad H. Brown Jr.. and FCC's Counsel Plotkin noted RCA earlier had made no indication it would submit the new data but would not object to its introduction at the late date since FCC wanted all information it could get. Mr. Brown noted RCA has never made any FM-only receivers and its AM-only sets have outsold its AM-FM combinations even in big cities.

Mr. Heffernan noted his witness made a statement it is RCA's policy to "market anything the customer will buy" and the RCA counsel commented "that is subject of course, to preserving the reputation of the dog—the dog mark, I should say."

"If I did make that statement, I certainly would want to qualify it," Mr. Beers replied, "that the statement must be qualified to the extent of ending up with a satisfied customer."

"On that particular point I assume you are referring here to the question of color," Chairman Coy interposed, "that you wouldn't manufacture color on the field sequential standards adopted by the Commission because you think that would affect your reputation adversely."

"Frankly, I didn't have color in mind," the witness replied, indicating he actually had the 45 rpm record in mind. Asked if RCA was developing color equipment for FCC's new standards, Mr. Beers indicated this was out of his field.

"Do you think that if you did do such developmental work and put it on the market, it would affect the reputation of the dog adversely?" the chairman asked.

"That gets out of my sphere again," the witness replied, "that is in the commercial."

FCC's Mr. Allen concluded the session, extended overtime Tuesday, by presenting new data on 63 mc service radii.

FILM SYNDICATE

Planned by TV Group

A THREE-MAN committee was named by representatives of 12 major television stations Monday to take steps necessary to form a television film production syndicate which will make available to the group network calibre programs for national and local spot sale.

At a meeting in the Ambassador East Hotel, Chicago, Ben Larson of WPIX (TV) New York, P. A. Sugg of WKY-TV Oklahoma City, and Robert D. Swezey, WDSU-TV New Orleans, were selected to discuss with Pierson & Ball, Washington attorneys, early incorporation of the proposed syndicate and to look after other organizational details. While most of those in attendance are associated with newspaper-owned stations, it was made clear that the group will not be restricted to such ownership. Ultimate membership will comprise only one station in each market.

Harrison Dunham of KTTV(TV) Los Angeles, acting as spokesman, said the syndicate will include up to 45 stations "before we're through." He said capitalization will be a minimum of $250,000 and that for every dollar a station contributes, on a proportionate basis, 25 cents will be for stock and 75 cents on loan. He introduced a well-known Hollywood producer of low-budget films (name withheld), who is expected to be placed in charge of production in the near future. Films will be comedy, western, dramatic, mystery and science fiction, but the syndicate hopes to buy world rights to other productions as well, Mr. Dunham revealed. It was learned that the group is interested in "March of Time."

The Chicago meeting followed two others at which the film group was proposed.



Still heading KPIX's lineup of public interest programs is "Wanted and Missing Persons," handled by Inspectors Ed Comber and Jack Kane. KPIX's descriptions and photographs of wanted and missing persons have directly aided the police in apprehending numerous criminals and locating missing persons, since the program's inception in January, 1949. The unique telecasts are presented as a public service by the station in close cooperation with the Police Department.

"The Hour of Melody," which now goes into its 10th year on KSFO, is still proving that fine music pays off. Recently, a farmer in the Bay Area, who beds his cows down every evening with music from "The Hour of Melody" wrote sponsor, Morris Plan, that since both he and his cows were benefiting from the music, heard nightly on KSFO, he would open an account with them and put away part of the income derived from the cows.

The TV success story that tops 'em all occurred recently when a local advertiser gave a sales pitch on the "Del Courtney Show" for 4,000 Xmas Trees. No sooner had he finished the commercial, when Paul Verdier of the City of Paris department store, and Courtney's next guest, stepped before the camera and asked to buy all 4,000. Cost to advertiser . . . $35.00.

IN THE AIR: Acme Beer has purchased an additional half hour strip on KPIX, introducing their new Gold Label Beer. . . . the show is a dramatic series featuring classic short stories. . . . latest report on TV set sales in the San Francisco Bay Area is 114,686.



TV FILM & PRODUCTION SERVICES



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(producers of short-length films since 1919)
5,000 TOP-QUALITY COMMERCIALS
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COMMERCIAL SPOTS
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NEW YORK
PLAZA 3-1531

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NEW YORK, N. Y.
PLAZA 9-3600

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FOR
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HOLLYWOOD 9-7205

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FILM SPOTS
20-SECOND AND 1 MINUTE
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FILM & PRODUCTION
DIRECTORY
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LAST ISSUE OF
EACH MONTH
GUARANTEED PAID CIRCULATION
EXCEEDS 15,000

Talent Rates Jump

(Continued from page 68)

after to supplement the original coverage in areas not reached. But otherwise, kinescopes are banned in accordance with restrictions TVA will formulate, or unless written permission is especially given by the union.

Whether this restriction on kinescope use will be extended to films for television use is uncertain. Jurisdiction over talent appearing in TV films is currently under dispute. Screen Actors Guild of Hollywood and TVA are fighting it out through National Labor Relations Board channels. In the TVA-networks discussions, the subject of film talent was carefully avoided.

Another union gain was the requirement that talent on sustaining programs be paid 80% of commercial program rates. Commercial rates were set up by creating nine major categories of performers: Actors and soloists, announcers and dramatized commercials performers, choruses and dancers, singers, specialty acts, sportscasters, walk-ons and extras, live signature performers, and performers for cut-ins, hitch-hikes, and cow-catchers. Some of these major categories were further broken down into sub-categories.

Union Demands

Original union demands, issued last spring, called for all performers to be paid at the same rate of $70 for shows of 15 minutes or less, $85 for 16 to 30 minutes, and $115 for 31 to 60 minutes. All rehearsal time was to be paid for at the rate of $6 per hour. The division of performers into categories, and the inclusion of a certain number of rehearsal hours in each fee, were developed in the course of negotiations.

Although details of the settlement have not been officially released, the following are the basic wages as made available unofficially:

Actors with more than five lines will receive for shows of 15 minutes or less the fee of $70, which includes 5 hours rehearsal time; for 16 to 30 minutes, $125 with 12 hours rehearsal; and for 31 to 60 minutes; $170 with 22 hours rehearsal. Actors with less than five lines will get $50, $62.50 and $75 for 15, 30, and 60 minutes, respectively, with four, six and nine rehearsal hours included. Extra rehearsal rate is $5 per hour.

Announcers and dramatized commercial performers are broken into sub-categories. Voice only, of more than 10 lines, will receive $50, $90, and $125 for 15, 30, and 60 minutes, with three, four, and six hours of rehearsal. Voice only, of 10 lines or less, gets $50, $62.50, and $75 for 15, 30 and 60 minutes, with two, three and four rehearsal hours. Dramatized commercials performer with more than five lines will receive $60, $75, and $90 for 15, 30, and 60 minutes with three, four, and five hours, rehearsal. Extra rehearsal is $5 per hour. Multiple performance rates are reduced proportionately to their number: Two performances get a single rate times 1¾; three performances a single rate times 2¼, and so on.

Choruses of dancers are scaled at $70, $100, and $125 with 12, 24, and 4(rehearsal hours in the three tim brackets, with extra rehearsal at $3.5 per hour.

Singers (in contrast to a soloist who is paid at actor rates) will be pai according to the following scales, wit extra rehearsal at $3.50 per hour:

OFF CAMERA

Time	Rehearsal (Hrs. Inc.)	No. of Pers Fee Per Pers 2	3	4	5	6	7
15 min.	2	$47	45	43	41	39	37 3
30 min.	3	60	58	56	54	52	50 4
60 min.	3	67	65	63	61	59	57 5

ON CAMERA

15 min	6	67	65	63	61	59	57	5
30 min.	12	76	74	72	70	68	66	6
60 min.	22	100	98	96	94	92	90	8

Multiple performances: Same a performers on dramatized commercial

Specialty acts are scaled accordin to the number of performers is th act, with six rehearsal hours include in each fee if used within two day one of which is the telecasting da One-person acts receive $200, tw person receive $275, three-person r ceive $375, and four-person get $47 For each person over four, an a gets an additional $100. Extra r hearsal rate is $5 per hour.

Sportscasters are broken down in major and minor sports, and fu sportscasters and assistants or col men. In major sports (baseball, foo ball, and major boxing), the sport caster receives $200 per event, or $5 for a week of seven events of t same sport. His assistant or color m receives $150 per event, or $350 for week of seven events of the sa sport. In minor sports, the sport caster is scaled at $150 per event, $350 for a seven-events week the same sport. His assistant or col man at $100 per event, or $225 for seven-event week of the same spo (An event is defined as what a da ticket or admission buys.)

Walk-ons and extras will recei $20, $35, and $45 for 15, 30, and minutes with three, six and nine hearsal hours included. Extra hearsal hours at $3 per hour.

Performers on live signature nu bers get a $40 fee which inclu dress rehearsal, with extra rehear payable at $3 per hour.

Performers on cut-ins, hitch-hik and cow-catchers get a $50 fee announcement, but not to exceed fee payable to an announcer on whole program. Rehearsal is to paid for at actors' rates.

Three hours minimum call is p vided for all talent except on st programs if rehearsal is called mediately before or after the progr

BIG TEN CHANGE?

Basketball Telecasts

A CONTRADICTION in the Ten's attitude toward the teleca of sports contests was indica last week, unless the confere brings its football policy in with its basketball policy. WT TV Milwaukee has announced t the First Wisconsin Bank of M waukee will sponsor 10 college b ketball games on the station, involving at least one member the Big Ten and seven of them be played between two members the conference.

The Big Ten has steadfastly posed telecasting of its memb football games.

HF-UHF CHANNELS

Educators Ask In Petition

E VHF channel in each metropolitan center and each major educa-
hal center—plus 20% of all UHF channels to be allocated by FCC—
requested exclusively for non-commercial, educational purposes, the
mmission was told last week by the Joint Committee on Educational
evision.

CC begins consideration today
onday) of proposals for reser-
ion of TV channels for edu-
ors [TELECASTING, Nov. 20; also
general allocation story page
.

he request was disclosed by
g. Gen. Telford Taylor, coun-
for JCET and onetime FCC
heral counsel. JCET represents
American Council on Educa-
n, Assn. for Education by Radio,
sn. of Land Grant Colleges and
iversities, National Assn. of
ucational Broadcasters, National
sn. of State Universities, Na-
nal Council of Chief State School
icers and the National Education
sn.

n those cities where all of the
IF channels are assigned, such
New York and Los Angeles, the
oup will recommend to FCC that
licensees "be required to devote
ortion of their broadcasting time
non-commercial educational
ograms, in accordance with ar-
ngements to be worked out," it
s stated.

Welcome Educators Case

Meanwhile, last week, the New
rk State Board of Regents di-
ted Commissioner on Education
wis A. Wilson and Department
unsel Charles A. Brind Jr. to
tify before FCC on the educa-
nal TV issue. Seymour N.
egel, president of the National
sn. of Educational Broadcasters
d director of New York City's
unicipal broadcasting system,
NYC-AM-FM, expressed confi-
nce that FCC will welcome the
ucators' case.

"In a sense we will be re-arguing
long standing contention that
mmercial radio is unable to live
to its own promises," Mr. Siegel
ted.

He explained "television has
ny more educational potentiali-
s than does straight audio-radio
oadcasting, thereby emphasizing
e duty to protect the public in-
rest in the radio spectrum. Fur-
er, inasmuch as television exer-
ses the use of two of the five
nses, it becomes a more perfect
strument of education than does
raight radio and consequently has
eater standing. Under the lan-
age of the Communications Act,
e Commission has the responsi-
ity to 'generally encourage the
ger and more effective use of
dio in the public interest.'"

Mr. Siegel stated further:

**We feel the experiences of educa-
nal and public service programs,
cause of commercial radio's unkept
omises, makes necessary the assur-
ce of the public's opportunity for
ernative and selective program
oice in the field of television.**

By specific allocation of television channels for education, and allowing its development unencumbered by the vagaries of commercial radio, the public can be assured of the best use of its own property, namely, the radio spectrum.

There is precedent for this action in the Commission's allocation in the FM bands. But in the television bands, where the number of potential stations is extremely limited, we feel the reservations must be made at the outset so there will be no contest between commercial television and educational television over specific available channels.

We hope too, to bring about a definitive interpretation of educational programs and public service programs. We do feel, that even though there be specific allocations for educational stations, commercial television will not be relieved of a responsibility for general public and community service. The basic philosophy holds that commercial radio and television are granted licenses to the use of the public domain by accepting and carrying out the responsibility of presenting a reasonable amount of public service programming.

The New York state regents also directed Education Comr. Wilson to communicate with Gov. Thomas E. Dewey and request cooperation of other state departments in asking for television facilities for health, conservation and other state activities.

Seven-Side Symposium

(Continued from page 68)

tions for the use of ASCAP music on individual video programs. John A. Kennedy, president, WSAZ-TV Huntington, W. Va., chairman of the TBA industry excess profits tax committee, will discuss the effects on video broadcasters of an excess profits tax such as that now being considered by Congress and the steps taken by his committee to present the views of the TV station operators to Congress.

Irving R. Rosenhaus, president and general manager, WATV (TV) Newark, will discuss the use of films in TV programming. A session will be devoted to station time sales and the afternoon will conclude with a panel discussion and question-and-answer period devoted to color television and its impact on the broadcaster, the performer and the viewer.

TBA members will hold their annual meeting in the morning preceding the clinic sessions, hearing reports, discussing and voting on several proposed amendments to the TBA by-laws and electing directors to fill the terms of Dr. Allen B. DuMont, president, Allen B. DuMont Labs; Joseph A. McDonald, ABC vice president, and Richard A. Borel, general manager, WBNS-TV Columbus, Ohio, whose terms expire at the meeting. New board will meet in the afternoon to elect officers for the coming year.

IF TV

Pulls in Bloomington, it'll pull elsewhere

Station WTTV is located in Bloomington, Indiana, the smallest community in the nation with its own television station. Rates are naturally lower. That's why we suggest using WTTV as your test station. We're located in an ideal, true test market where you get balanced audience (rural, industrial and urban population) at LOWEST cost.

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WTTS | WTTV

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General Electric's Great New Air-Cooled TELEVISION TRANSMITTER

Cuts tube cost up to 85% saves you as much



Point-By-Point Comparison Shows Overwhelming G-E Advantages!

Characteristic	G. E. TT-10-A	Manufacturer A	Manufacturer B	Manufacturer C
Tube Cost (1 set)	$1300	$3300	$1500	$1400
Power Required (average picture)	14 kw	25 kw	23 kw (approx.)	25 kw
Size	12'5" L	17'4" L	17'11" L	16'7" L
	84" H	84" H	78" H	83" H
	34" D	38" D	36" D	40" D
Air Cooled	Yes	No	Yes	Yes
Self Contained	Yes	No	Yes	No
Direct Crystal Control of Aural Transmitter Frequency	Yes	No	No	No
Low Level Modulation	Yes	No	No	No
Vestigial Side Band Filter	Not Required	Required	Not Required	Required

...as $10,500 a year!

Requires Only 14KW Input... Cuts Annual Power Cost Up To $1,000... Completely Self-Contained Unit For Channels 2-6.

Lowest Initial Tube Cost, Lowest Operating Cost, and Lowest Power Consumption In The Industry—these are the big features of this spectacular General Electric transmitter. Two years of research and development at Electronics Park have produced a product that is now unsurpassed in the field of television broadcasting.

The figures tell the story. Examine the comparison chart under the photo at left. Measure these dollars-and-cents advantages against any television transmitter on the market today. In addition, these new design features of the General Electric TT-10-A deserve careful consideration by any broadcaster.

Low Power Modulator using low cost receiver-type tubes saves you money. The most expensive modulator tube is a 1614 costing only $2.05.

Built-In Clamp Circuits eliminate the usual type of low frequency video distortion found in many input signals.

Completely Self-Contained and Air Cooled. This transmitter occupies up to 37% less floor space than competing makes. Requires no external equipment, such as transformers, blower or water pumps.

Saves Time—Quick Tube Change. Every stage, including finals, equipped with plug-in sockets.

Adjustable White Clipper keeps predetermined modulation depth from being exceeded.

Increased Safety. High voltage interlocks and grounding switches on all cubicles.

Accessible. Vertical chassis, functional layout—walk-in construction. Tubes, components, adjustments and controls at your fingertips.



"Let your G-E broadcast representative show you the savings you can realize on this transmitter. Call him at the office nearest you."

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1122 Merchandise Mart
Whitehall 4-3915

CINCINNATI 2, OHIO
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Parkway 3431

DALLAS 2, TEXAS
901 Ross Avenue
Prospect 7-4296

HOUSTON 2, TEXAS
4604 South Main Street
Justin 0657

KANSAS CITY 6, MISSOURI
106 West Fourteenth Street
Victor 9745

LOS ANGELES 14, CALIFORNIA
530 West Sixth Street
Trinity 3417

NEW YORK 22, NEW YORK
570 Lexington Avenue
Plaza 5-1311

PHILADELPHIA 2, PENNSYLVANIA
1405 Locust Street
Pennypacker 5-9000

SAN FRANCISCO 6, CALIFORNIA
235 Montgomery Street
Douglas 2-3740

SYRACUSE, NEW YORK
Electronics Park
2-0245 Ext. 25

WASHINGTON 5, D.C.—806 Fifteenth Street, N. W.—Executive 3600

You can put your confidence in—

GENERAL ELECTRIC

Telestatus

(Continued from page 72)

shows in which the newsman is pictured, and five to seven minutes are the favorite time lengths. The range is from 1 to 21 weekly, with the average 1½ per day. Thirty-five per cent schedule news by tape and other devices on test pattern time, and 1½% reported they use some kind of news on station breaks.

Remote news pickups are scheduled by 40% of the stations, exclusive of sports, but the average is only one every two months. Newsmen direct 19% of these remote shows.

News directors, almost all of whom "feel the need for a bigger operating budget and more manpower," want more local and regional news. One-half of the editors said they would be satisfied with faster and better still pictures on a local basis, and the other half think "still pictures are no more than a stop-gap and not a very good one at that."

In summary, Mr. Byron and his committee agreed that motion pictures are "essential for good television news coverage, but will not at this time stand alone." They pointed out the delay of transmitting national and foreign news films, from a day to a week with an average delay of two days. Spot coverage "is essential" to supplement film, the committee reported.

The "indefinable personality trait which makes some newscasters successful on TV" has "probably, more than any other fact, turned many news directors away from programs built mainly around the newscaster."

"Television is cruel in its portrayal and merciless in its demands, and a particular type personality is an absolute requirement for consistently effective results," the committee report said.

The committee suggested that a reason for the loss of potential revenue is that many stations "attempt too inclusive coverage on one news show instead of dividing programs into two or more sections to be sold separately."

Suggests Combination

Suggesting combinations of writer-editor, cameraman-reporter, newscaster-writer and newscaster-cameraman, the threesome contends "versatility of TV news staff members is absolutely necessary if costs are to be kept down." Television news, "day in and day out," is much more difficult to handle than radio news, and television must provide the specialists it needs because there is now no source of supply, the committee said.

An aid in the solution of local problems is to conduct more experimentation, opening up sustaining time for use of the news staff. "The newsman who labors under the impression that the conversion from radio to television is an easy one will come to grief in most cases, as personnel requirements are harder to meet and there is much need for imagination, forcefulness, much hard work and some daring," reported the committee.

Although more film will be produced faster in the future, "the big job always will remain on the shoulders of the local news director because no network, no film company can provide what is needed to cover the home front at a cost which can be handled by the local advertiser," it said.

Until costs go down, "it will be difficult to sell management on the need for providing news coverage, or expanding present news coverage, but news of some sort is essential for balanced programming even if it means only an hourly news capsule. The first step, the committee pointed out, is to get a news operation going on a very moderate cost scale if need be, then work for expansion."

The committee, after filing its convention report, recommended to the board that a survey be made next year to determine the most popular local news show in each market, to be supplemented with a complete break-down of each of these shows by the news director in charge.

They pointed out that revenue from adjacencies also should be taken into consideration.

* * *

October Video Ratings Released by Nielsen

TOP television program during the two weeks ended Oct. 7 was *Texaco Star Theatre*, according to the latest ratings of A. C. Nielsen Co. released last week. Data on total homes reached and percentage of homes reached in program station areas are reported as follows:

HOMES REACHED IN TOTAL U. S.

RANK	PROGRAM	HOMES (000)
1	Texaco Star Theatre	5,115
2	Blue Ribbon Bouts	3,962
3	Philco TV Playhouse	3,296
4	Fireside Theatre	3,271
5	Colgate Comedy Hour	3,129
6	Arthur Godfrey (L & M)	3,117
7	Stop Music (Lorillard)	3,005
8	Martin Kane	2,978
9	Arthur Godfrey (Pillsbury)	2,927
10	Your Show of Shows (Snowcrop)	2,901

PERCENT OF TV HOMES REACHED IN PROGRAM STATION AREAS

RANK	PROGRAM	HOMES (%)
1	Texaco Star Theatre	64.4
2	Fireside Theatre	54.5
3	Blue Ribbon Bouts	51.0
4	Arthur Godfrey (L & M)	47.2
5	Arthur Godfrey (Pillsbury)	46.0
6	Lone Ranger (General Mills)	44.9
7	Lucky Strike Theatre	42.9
8	Arthur Godfrey (Toni)	41.9
9	Philco TV Playhouse	41.5
10	Man Against Crime	40.9

Copyright 1950 by A. C. Nielsen Co.

* * *

Standard TV Plans

ANOTHER radio firm to follow the trend into television, Standard Radio Transcriptions, Hollywood, has taken options on 66 British feature-length mystery films obtained from various British producers for sale to television stations throughout the country. Films will be revised for TV use and cut down to 54 minutes playing time for hour TV shows. Firm has obtained first 13 films, with the rest to follow.

PEPSI SWITCH

Emerson Show to ABC-T

PEPSI COLA will switch its Fa Emerson show, now a live prod tion, from CBS-TV Tuesdays a Thursdays, 7:45-8 p.m. to a film program on ABC-TV and some i dependent stations throughout t country effective Dec. 25.

Liggett & Myers will spons *The Stork Club* for its Fatima c arettes in the vacated CBS-T Tuesday and Thursday tim Agency for Liggett & Myers Cunningham & Walsh, New Yo

Pepsi Cola, through the Bi Co., decided to film the progra when the ABC network was una to clear the desired number of s tions. Agency is currently lini up independent stations through the country in addition to ABC-T Monday, Wednesday and Frida 7:15-7:30 p.m. Talent cost for t Emerson show is said to be ab $14,000 weekly.

ECONOMIC STATU

Madden Addresses TV Ass

"SOME television stations are ready showing black figures, so others are approaching the hap state, but the network is still the red," according to Edwa Madden, vice president in cha of NBC television, who address the Television Assn. of Philad phia Nov. 16, on "The Econom of Television."

"We are producing outstandi programs with big name perfor ers from stage, screen and rad and some of them are presen being financed at a loss," he sa "In addition, we require enormo ly expensive and still expandi program plant facilities. And a similar vein we have been fina cing a lot of costly sustaini programs, which, until they a sold commercially, eat up a lot revenue against which there is offsetting income."

Mr. Madden said "the avera cost for one half-hour on NB TV today is $19,000. This inclu time, talent and product charges. In 1955 we estimate will cost $50,000 per week to a vertise by TV in the 48 larg markets in the country."

A film was shown at the me ing entitled "There's More Th Meets the Eye," which showed variety and extent of facilit used to manufacture televis shows to attract large audiences

Duncan Resigns

WALTER I. DUNCAN, sales m ager of WPIX(TV) New Y since February, resigned last we He did not announce future pl nor did WPIX announce any s cessor, although G. Bennett Lars vice president and general m ager of WPIX, said that seve are being considered and that matter probably will be settled the next few weeks.

nothing but smiles under our umbrella!



NOW – 92,972 SETS



WLAV-TV

CHANNEL 7 – GRAND RAPIDS

LIVE – INTERCONNECTED

Represented by John Pearson

Color Count Test

(Continued from page 69)

w foreseeable but not yet per-cted."

The brief continued:

. . . It is, in any event, clearly thin the Commission's jurisdiction refuse to adopt standards for a or television system which it has pressly found to be unsatisfactory. is a startling argument, and one ver made before, that standards an unsatisfactory service should adopted merely because the new rvice will be received on existing ts in the form of an old service. . . .

The record shows no demonstration satisfactory converters which will able existing receivers to receive A color transmissions in color. To rmit the public to buy new color ceivers for a system which does t perform adequately would be an thinkable violation of public in-rest. . . .

In this decision, the Commission s held fast to the previous de-rmination that for each service, nether it be AM, FM, black-and-hite television or color television, at every receiver be able to receive ery transmission.

Tri-Color Tube Problem

To RCA claims that Columbia's e of the RCA tri-color tube ould confront the CBS system ith the same difficulties which e Commission found for the RCA stem, the Commission asserted at the CBS system "has no regis-ation problems at the camera" t that the RCA system does ave, and that "the tri-color tube ill not remove these difficulties."

On the question of effectiveness channel utilization, the Commis-on said:

. . . The short answer to plaintiffs' ntention is that the RCA system in ueezing more information than the BS system in the channel space ailable, even if this were true, crifices a good color picture. There no such thing as effectiveness of annel utilization in the abstract. he test is the resulting picture. CA failed this test.

FCC concluded:

. . . The Commission specifically und that the day-by-day continuing ggravation of the compatibility was important reason for adopting the eld-sequential system at this time. he grant by this court of an inter-cutory injunction will encourage e increased sale of receivers re-uiring outside adaptation to receive BS color transmissions in black-nd-white.

The difference between this cost nd the cost of adapting receivers at e factory is the price the American ublic will pay if the Commission's ecision is finally upheld. Plaintiffs ave absolutely failed not only to how irreparable legal injury result-ng from the Commission's order, but ave failed to make any showing that hey are likely to succeed upon a nal determination of this case. As very day passes and the public is old more television receivers re-uiring external adaptation and con-ersion, color television is set back . . .

Pilot President Goldberg's affi-avit related to correspondence of en. Johnson with FCC and with BS, some of which had been dis-closed previously [TELECASTING, Nov. 20].



J. FRANK BEATTY (l), associate editor of BROADCASTING, helps Judge Justin Miller, NAB president, celebrate his birthday with a cake presented during the recent NAB board meeting which concluded on his birthday, Nov. 17 [BROADCASTING, Nov. 20]. Mr. Beatty's birthday was the same day.

In one letter to FCC Chairman Wayne Coy, Sen. Johnson noted that "any further delay will place us far behind the rest of the world in this potentially phenomenal improvement of the television art." The letter, dated Aug. 9, 1950, asserted that "most certainly the Commission now has before it all of the basic and scientific facts which can be presented. . . ."

A personal note to Edward Cooper, communications adviser to the Senate commerce committee, from CBS President Frank Stanton on Aug. 5, 1950, was followed by Mr. Cooper's answer three days later which included this paragraph:

How did you like the Senator's letter? It went into the *Congressional Record* today and we have released mimeographed copies. . . . I wonder what Wayne's reaction is [FCC Chairman Wayne Coy]. I hope he realizes that the letter was intended to strengthen his own position.

Charges Confusion

The memorandum filed with the court by CBS charged that RCA and other manufacturers opposing FCC's color TV decision are confusing the issues, and that "their refusal to permit the court to go to final decision is deliberate."

Plaintiffs "know that when the case is considered on the merits, the most elementary and established principles of law spell failure for them," CBS said. "But they do not care because meanwhile the damage to the public will be done and plaintiffs will have gained their ends not because they are correct in law but because time works in their favor."

The memorandum continued that despite the "calculated" confusion, the only issue before the court is whether the FCC order "is reasonable and supported by the conclusions and the findings." The court need not concern itself "with the two trunks full of transcript of the record made before the Commission," but "need only refer to the Commission's reports," it added.

The memorandum pointed out that "the plaintiffs have conceded that there is supporting evidence for each and every significant finding."

To show that the "conclusions and order of the Commission are supported by the findings and are not arbitrary or capricious," CBS summarized the FCC's findings thus:

Color fidelity of the RCA picture is not satisfactory, and there appears no reasonable prospect the defects can be overcome; texture of the RCA color picture is not satisfactory and it is difficult to see how this defect can be overcome; receiving equipment utilized by the RCA system is exceedingly complex, and there is no assurance this difficulty can be overcome even if the tricolor tube is successfully developed; there is no assurance that satisfactory commercial type station equipment for the RCA system can be built; the RCA system is much more susceptible to certain kinds of interference than black and white television or CBS color television; there is not adequate assurance that RCA color can be satisfactorily networked, and the RCA system has not been sufficiently field tested.

FCC did not ignore the experts in reaching its conclusions, as charged by RCA, but on the contrary "on almost every question of performance characteristics of the CBS and RCA systems, industry engineers found CBS superior to RCA," CBS continued.

The manufacturers who are against the FCC action, CBS said, plan to "flood the market with black-and-white sets incapable of receiving CBS signals and thus place high obstacles before the new color system."

"In most cases involving administrative rules or even legislation," said the memorandum, "it makes little difference whether the rule or the legislation goes into effect today or six months from now, but in this case as the Commission itself found in its reports, one month means tens of millions of dollars to the public, and many months may mean no color at all and a final decision by mere passage of time—even if defendants [FCC] should ultimately prevail in the courts."

In this fact, the memorandum added, "lies the key to much of what plaintiffs and manufacturers have done. . . . They know if the order is suspended for long enough, they have accomplished their objective and they need not be concerned about this court's and the Supreme Court's decision of the ultimate issues on the merits."

Every day the FCC order remains suspended, CBS warned, another 30,000 black and white receivers are sold to the public. The difference in cost between adaptation at the factory and adaptation after sale thus saddles the public with the enormous added economic burden of from $28 million to $43 million per month, CBS claimed.

You Want YOUR SHOW to be SEEN, Don't You?

SO . . . You Put It On WSYR-TV

and it shares FREE in WSYR-TV's Unrivaled Promotion Program:

- 11,817 lines of newspaper advertising per month — on TV shows alone
- Full schedule of courtesy announcements
- Frequent publicity stunts and contests
- Listings in 10 area newspapers
- Listings of complete week's schedule in both Syracuse papers
- Close association with local dealers in TV receiver sales

Promotionally, there's ALWAYS Something Going On at WSYR-TV. Cash in on it!

WSYR SYRACUSE AM • FM • TV

The Only COMPLETE Broadcast Institution in Central New York

NBC Affiliate • Headley-Reed, National Representatives

what is the status of TELECASTING today?

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You'll find these answers, and many, many other important TV facts in the December 4 BROADCASTING • TELECASTING. This special Television Broadcasters Convention issue will be out—

. . . next week

Look for round-up features on the overall status of television, barometer reading on the "freeze," TV station directory covering executive personnel, network affiliate, national representative, transcription library, news service.

Again it's BROADCASTING • TELECASTING across the board with the latest, most complete news of all radio—AM, FM, TV. Make this $7.00 investment that pays dividends—

. . . every week.

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Yes, I want *my own* copy of BROADCASTING every week. Please start with next issue.

☐ $7 enclosed ☐ please bill

NAME

COMPANY

STREET

CITY ZONE STATE



Marking purchase, Bryan Mathis (sitting), secretary-treasurer, Griffin Grocery Co., signs check as (standing l to r) Messrs. Bernard, Griffin and Leake look on.

News Censorship

(Continued from page 25)

tion, handling and emphasis of news, can be circumscribed by certain protections. The first, said Mr. Utley, is selection of a commentator who is basically a newsman, and who will "not falsify news to gain a maximum audience." He should also be "sharp enough in his moral background so he will face issues honestly."

Secondarily, opinion should be labeled as such when there is departure from fact. "This helps the listener to think soundly and to differentiate between fact and fiction," Mr. Utley said.

A panel on crime reporting by radio Saturday afternoon included Erle Smith of KMBC Kansas City; Fred B. Siebert, director of the school of journalism and communication at the U. of Illinois, and Louis B. Nichols, assistant director of the FBI, Washington.

Mr. Siebert concluded that "we cannot today assess the effect of crime news on the listener," and that use of it day by day must be guided by experience, intelligence and integrity.

He suggested that newsmen work locally with judges, who have complete jurisdiction over what goes on in their court rooms.

Mr. Nichols, after greeting the newsmen on behalf of J. Edgar Hoover, FBI director, said the FBI's job is to detect, apprehend and prevent crime. "The only permanent and lasting relief is prevention, in which the newsman can help," he said.

Speaking on a panel on the profitability of news, Ken Church of WIBC Indianapolis, said the station itself is the best promotion medium. Appearing with him were Bill Warrick, WJOB Hammond, Ind.; Gren Seibels, WMSC Columbia, S. C., and Dee Coe, manager, WWCA Gary, Ind.

Mr. Coe pointed out that competition for WWCA is "tough," inasmuch as 28% of the homes have television. However, in 11 months of operation, the station has been in the black on its news operation. Stressing the use of many local names, he said an audience is built if local matters are highlighted.

WMSC has 50% of its newscasts sold, and expects 75% to 85% will be sold by Christmas, said Mr. Seibels.

Wilton Cobb, manager of WMAZ Macon, Ga., reported 12 of 15 newscasts are sold on his station, and that news programming represents 15% of the time, 13% of the gross and 20% of the net. "News has been a tremendous thing with us," Cobb said, reporting news department salaries "comparable to those at the commercial level." He suggested use of women newscasters, if "suitable personalities" can be found.

Wire Service Talks

A discussion on wire services was participated in by Seymour Berkson, general manager of International News Service; Oliver Gramling, assistant general manager of the Associated Press; Herbert Moore, board chairman of Transradio Inc.; Charles Ahrens, radio manager, United Press, Chicago, and Jim Borman of WMT Cedar Rapids.

Lyle Wilson, manager of the UP Washington bureau, talked of Washington news Friday morning, after which U. S. Steel sponsored a luncheon with Gen. Hoyt Vandenberg, chief of staff of the Air Forces, as guest speaker.

That afternoon, newsmen met for a session on radio news in the government, as outlined by Charlie Dillon, head of the radio-TV branch, Dept. of Defense, and William A. Wood, acting chief, radio-television and visual media branch, division of public liaison, Dept. of State.

The buffet supper that evening was given by Zenith Radio Corp., after which Lowell Thomas broadcast his 10 p.m. CBS news show.

Cocktail parties were given under the auspices of AP, UP and INS on successive convention days.

The political and economic situation in the Far East was outlined Saturday morning by Russ Brines, manager of the AP bureau in Tokyo who was flown from Tokyo especially for the occasion. In the afternoon, Jim Byron of WBAP Fort Worth, chairman of the NARND television committee, presented his group's report (see TELESTATUS page 72).

The research panel, concerned with research needed by a newsroom consisted of Mitchell Charnley, professor of journalism at the U. of Minnesota, and Erle Smith of KMBC Kansas City. Charles H. Swanson, Minnesota School of Journalism, discussed "How Professional Research Fits Newsroom Needs," after which Arthur M. Barnes of the Iowa School of Journalism talked on how to organize research in the average newsroom.

Acceptance of, and competition with, television was advocated as the approach for radio newsmen by Baskette Mosse, instructor in journalism at Northwestern U., who concluded the roster of panels and speakers before the final session.

That evening, at the annual NARND banquet, Lowell Thomas appeared as featured speaker.

KOMA BUYS

Laying TV Color Plans

PURCHASE by KOMA Oklahoma City of the tower and land owned by KOCY at 74th and Lincoln that city as a location for a new radio and TV building has been announced by J. J. Bernard, KOMA vice president and general manager.

While the purchase price was not revealed, it was indicated that the transaction was one of the largest in Oklahoma radio history. The new facilities will be constructed as soon as FCC approves the sale, it was added. Conducting negotiations for KOMA were John T. Griffin, president and James C. Leake, vice president, Griffin Grocery Co., the parent organization which also owns KTUL Tulsa, Okla., and is acquiring KFPW Fort Smith, Ark., subject to FCC approval.

Mr. Bernard said that KOMA, which has an application for black and-white TV pending, plans to eventually telecast color according to CBS standards when FCC gives its approval. A modification of the application to that effect is being prepared Mr. Bernard revealed.

Influencing the decision to plan color telecasting, according to the KOMA management, is the belief that "color is inevitable" and "further delay in adopting color" would work hardship on the public in converting thousands of future sets.

KOMA will vacate its present location at the Biltmore Hotel where the station occupies the top two floors, when the new studios and offices are completed, he added.

PONSOR IDENTIFICATION

WKY-TV Surveys Viewers in Enid, Okla.

ONSORS of television shows be identified by TV viewers h a high degree of accuracy, ac- ding to a survey conducted in id, Okla., by WKY-TV Okla- ha City.

In nine out of the 12 programs ed, over 50% of viewers were e to identify the sponsor cor- tly," according to the WKY-TV dy. Enid is a town of 35,000 ated 65 miles from Oklahoma y. Each of 94 set-owners in all ome groups answered 10 ques- ns.

Conducting the interviews in id were P. A. Sugg, WKY-TV nager; Scott Donahue, New rk, of Katz Agency; Lowe nkle and Howard Neumann, of we Runkle Agency, Oklahoma y; Eugene B. Dodson, Jack user and Ray Scales, WKY-TV motion and sales staff members.

The survey indicated the WKY- signal is "excellent seven days week with normal antenna in- llation and without the use of osters or any other special ap- ratus." There are about 3,500 sets in Enid and Garfield unty. Data were gathered Oct. and 31.

Sponsor identification of 12 KY-TV programs (set owners ked if they could name the spon- rs) follows:

Friday night wrestling, Falstaff cal), 62.7%, Dancer-Fitzgerald- mple; *Toast of the Town*, Lincoln- rcury (CBS), 62.7%, Kenyon & khardt; *Original Amateur Hour*, d Golds (NBC), 61.7%, Lennen & tchell; *Sooner Shindig*, Admiral cal), 59.6%, *Versatile Varieties*, rsa-Tile (NBC), 56.3%, Gibraltar v. Agency; Wednesday wrestling, *ogress* (film), 50%, George Knox; *yride*, Hoffman TV (local), 50%, alter McCreery Inc.; *Hopalong Cas- y*, General Foods (NBC), 50%, ung & Rubicam; *Fred Waring*, Gen- al Electric Co. (CBS), 50%, Young Rubicam; *Perry Como*, Chesterfields BS), 46.8%, Cunningham & Walsh; U. football, Ford (remote), 28.7%, Walter Thompson Co.; *Singing Pas- r*, Super Feeds (local), 21.3%, James Reese Agency.

Number of sets turned on ranged from 30% at 2 p.m. to over 90% at 7 p.m., a steady increase. The figure leveled off to 9 p.m., dropped to about 86% at 10 p.m. and then descended to 45% at signoff, recently extended to 12:30 a.m., which matched the 4 p.m. level.

About 10% of the televiewers have had sets for over a year, 30% less than three months.

Make of Receivers

Analyzing make of set, the survey showed RCA Victor 34%; Admiral 19.2%; Motorola 9.6%; General Electric 8.5%; Airline 6.4%; Philco 4.3%; Hoffman 3.2%; Bendix 3.2%; Emerson 2.1%. Of the survey group, 69.2% were satisfied with the size of their present screen. As to size of sets owned, 12.8% were under 12 inches; 30.8% 12-inch; 2.1% 14-inch; 49% 16-inch; 5.3% 19-inch.

Favored programs, in order, were: *Toast of the Town*, wrestling, *Sooner Shindig, Fred Waring, Arthur Godfrey, Hopalong Cassidy, Original Amateur Hour, Studio One*, sports, *Dan Williams Show, Comedy Hour.*

Interviews were conducted in daylight hour and answers primarily reflect views of housewives.

V SETS STYLE

Shade, Tone Appeal Noted

ELEVISION is having its effect women's fashions. Checks are ic again, thanks to TV. Designers plain that with the black-and- ite television, on which checked d plaid outfits show up to spec- cular advantage, women demand dress like their TV favorites.

When color television takes over, shion experts say, women will influenced more by this medium an any other single factor. If certain color does not telecast ell, it will be out of the style cture.

According to designers, "manu- cturers may be caught with mil- ns of dollars worth of unsalable othes, because they are in shades at TV can't properly record."

Canada Sets Increase

PRODUCTION OF TV receivers in Canada is increasing, with only reception available in a few border areas, mainly southern Ontario and in the Vancouver area. Latest figures show sales of 4,000 TV receivers in September. Meanwhile, a new $350,000 plant addition is being built at Toronto by the Canadian General Electric Co., for production of TV receiving and picture tubes.

WCAU-TV PLANS

Further Program Expansion

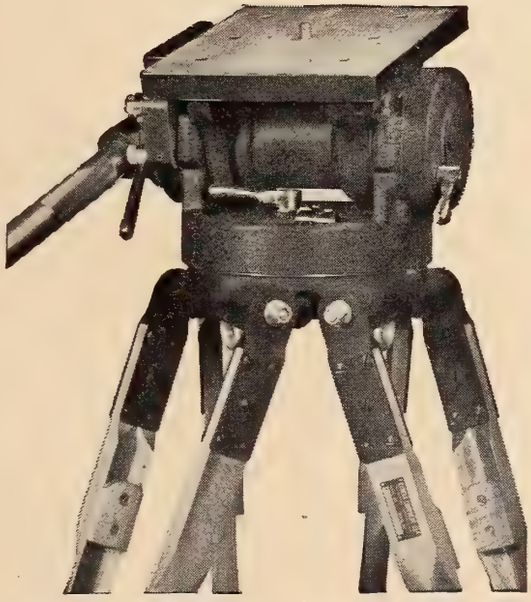
PLANS are underway by WCAU-TV Philadelphia to further expand its telecasting schedule, already boosted to 17 hours per day, the station has announced.

The 17-hour per day schedule went into effect Sept. 11. At the end of the first calendar month following that date, the station reported, WCAU-TV facilities during the period were made use of by 68 local advertisers, 89 clients through CBS Radio Sales and 57 sponsors via network programming. These totals show each advertiser only once, although a majority appear on the schedule two or more times per week and committed to long-term contracts, the station said. In a number of participating programs, availabilities were completely sold out with only a few not contracted for in remaining shows, WCAU-TV noted.

Floating Action! **for all TV Cameras**

'BALANCED" TV TRIPOD

(Pat. Pending)



This tripod was engineered and designed expressly to meet all video camera requirements.

Previous concepts of gyro and friction type design have been discarded to achieve absolute balance, effortless operation, super-smooth tilt and pan action, dependability, ruggedness and efficiency.

Below:

3 wheel portable dolly with balanced TV Tripod mounted.



Complete 360° pan without ragged or jerky movement is accomplished with effortless control. It is impossible to get anything but perfectly smooth pan and tilt action with the "BALANCED" TV Tripod.

Quick-release pan handle adjustment locks into position desired by operator with no "play" between pan handle and tripod head. Tripod head mechanism is rustproof, completely enclosed, never requires adjustments, cleaning or lubrication. Built-in spirit level. Telescoping extension pan handle.

Write for further particulars

FRANK C. ZUCKER
CAMERA EQUIPMENT CO.
1600 BROADWAY NEW YORK CITY

TV BLACKBOARD

School Shows on WPTZ

PHILADELPHIA area schools, in conjunction with WPTZ (TV) that city, have inaugurated an ambitious program schedule on television. The series, a 30-minute "live" television program *Operation Blackboard,* is telecast five times weekly.

The project is under the supervision of the School Community Relations Dept. of the Philadelphia Board of Education, under the direction of Martha A. Gable. Public, Catholic, private and suburban schools are cooperating in the venture. WPTZ is making its complete television facilities and personnel available and the schools handle production, casting and other phases.

The programs, viewed in the classroom during school hours, also are of interest to the general public. While *Operation Blackboard* is the title of the overall series, each day's program has its own subject matter. School officials report that the incentive to appear before the cameras has resulted in higher classroom proficiency by the students.

JERROLD Electronics Corp., Phila., now producing new antenna distribution outlet box, model ADO-10. Designed primarily for apartment house installation and can provide any combination of ten 300 or 72 ohm receivers with television.





GATHERED around the speakers table at a Detroit Television Round Table meeting are (l to r): Adrian Murphy, CBS vice president in charge of television; Dick Jones, WJBK-AM-FM-TV Detroit general manager; Bill Bryan, president, DTRT; George B. Storer, president of Fort Industry Co., and Jack Van Volkenburg, CBS vice president in charge of sales. Both Mr. Murphy and Mr. Van Volkenburg spoke at the DTRT meeting.

CALIFORNIA TELE-CENSUS

Shows Viewers Will Pay for Movies at Home

CALIFORNIA television families still consider motion pictures their "most wanted" entertainment and are willing to pay to see first run movies over home receiver sets, but not on large size theatre screens, according to a semi-annual Tele-Census of the TV Research Bureau of Woodbury College, Los Angeles.

Conducted under the supervision of Prof. Hal Avry, the research project embraced some 3,000 TV set owners in the greater Los Angeles region, fringe areas of Riverside and San Bernardino, San Francisco-Oakland Bay area and San Jose. Covering a 25-day period ending Nov. 2, interviews were handled by some 500 students from Woodbury College, Valley College, Redlands U. and San Jose State College.

Survey shows 36% of the TV set owners don't expect color over their receivers for at least one or two years. Some 80% said they wanted color, with 45% in the Los Angeles area expressing willingness to pay $100 for an adapter; San Francisco-Oakland region response to buying adapters was 39%.

It was reported by 64% of the respondents that some members of the household listen to radio even if the TV set is on. However, 59% of those interviewed in the Los Angeles area think dramas, mysteries and lighter type plays more interesting over TV than radio, with San Francisco region response 69%.

Survey shows almost 80% of persons contacted would pay from 25¢ to more than $1 to see a first run movie on their home receiver set. Theatre TV, however, isn't so popular. Less than 33% expressed willingness to pay to see TV on a large theatre screen even though performance wasn't available on their home set.

Los Angeles area figures show 68% of those interviewed go to movies less frequently since acquiring sets, while response to that question in San Francisco-Oakland region was 74%. In the overall picture, the survey shows there is only a 6% drop in viewing time with those who have had sets more than a year. With those who have had sets longer than two years, the drop is 7%. Of those interviewed, 85% have sets in use seven days weekly in the Los Angeles area, with San Francisco-Oakland region report as 76%.

In the overall survey it is shown nearly 60% of those interviewed have changed living habits since acquiring sets. They do less visiting and more staying home.

Although parents say *Time for Beanie* is their youngster's most popular show, children themselves declare they prefer *Space Patrol.* Milton Berle continues to hold first place in popularity, according to the survey, with sports second.

Wrestling continues to find a high rating, second only to football and above baseball, basketball, boxing and other sports.

On the question of purchases made as direct result of TV commercials, 43% in Los Angeles area had done so, and 44% of those interviewed in San Francisco region. Some 52% of the Los Angeles responses said they prefer cartoon type of advertising, with 29% giving product in use preference. San Francisco response was 56% for cartoon, with 27% voicing the product in use advertising.

Although the overall picture shows little more than 40% of those interviewed like their news via TV, some 21% listen to radio for that purpose.

THEATRE TV

Draws Record Gate in Chica

THEATRE television got its b gest Chicago gate Nov. 18 wh the State-Lake Theatre sold 2,600 admissions 1½ hours bef game time and turned away enou people "to fill the house agai A spokesman of Balaban & Ka which owns the theatre, s "theatre TV is as good as attraction, and the attraction w the biggest football game of season." The game was betwe the U. of Illinois and Ohio St from Illinois's stadium.

Highest turnout for showings the two theatres involved, State-Lake in the Loop and Tivoli on the South Side, was ported for the game although cl circuit telecasts of four previ games had been shown in b theatres. The Tivoli garnered but "a couple hundred" admissi under the 3,400 seat capacity the house. Many buyers w routed from the State-Lake b office. The total number of missions, about 6,000, far exce any previous weekly total. Av ages for the State-Lake have b about 1,500, for the Tivoli, un 1,000.

Illinois home games are be shown by the two Chicago hous and U. of Michigan home gam at the Michigan Theatre in D troit, owned by the United Det circuit. United Paramount Th tres owns both Balaban & K and United Detroit.

The B & K spokesman s sports promoters are attracted the "limited audience" and he ticipates that hockey, baseb boxing and more football will theatre TV attractions in the n future.

Industrial TV

APPLICATION of television the industrial field currently is successful operation at the n Fisher Body plant in Pittsbur which is equipped with transm ter, receiver, camera and pov unit, General Motors Corp., Detr has announced. Equipment ables an operator of a scrap ba unit to view loading procedures all times, with the camera focu on the scrap conveyor and ei 1.5 kw flood lights illuminating area at night.

Slice of Success

ALL-PURPOSE slicer at $1, advertised in a five-minute film used three times per week, once in Class A and twice in Class C time, over WDTV (TV) Pittsburgh netted the W. R. Feemster Co., Brooklyn, Mich. (kitchen tool), $8,735 in its first eight-week TV try, according to the station. Total cost of air time for the period was $1,980. Feemster accepted only cash, returning C.O.D. orders with letters of explanation.

film report

UTUAL TELEVISION PRO-UCTIONS, Los Angeles, to do m series of cases taken from Los ngeles sheriff's office by special rangement with Sheriff **Eugene . Biscailuz.** Half-hour in length m expected to get underway rly in December. **Sig Neufeld,** ce president Mutual, to supervise oduction. **Edward M. Gray,** film esident, in New York setting up stribution. **George Green** will rect.

* * *

INS Telenews newsreel now ex-nds its service to 15 foreign untries with the addition of two w clients in Latin America, JPI Rio de Janeiro, Brazil and nion Radio in Havana Cuba are wcomers. . . . **Producer's Service ilding,** offering facilities for pro-ction of films for television and eatrical release, opened in Holly-ood at 7657 Melrose Ave., phone alnut 8680.

Stan Myers and **George Sawley** n **Snader Telescriptions,** Los ngeles, as musical director and ad set decorator, respectively. r. Myers replaces **Phil Moore** who ll continue to work with film mpany on consultant basis. ader recently completed series five telescriptions featuring **ge Cavanaugh Trio. Toni Arden,** nger, signed to do five three-nute musical shorts for same mpany.

John Bancroft has been added to enario staff of Chicago office of rra Inc. He will work on crea-n and writing of television and siness films. **Marvin Bailey** has ned Sarra as film editor. Mr. iley was a combat photographer ring World War II and formerly rked for Chicago Film Lab.

* * *

David Coplan, Times Television c., has returned from London ter arranging for 26 British made ystery film features to be re-ased by **Sterling Television Co.** c., New York. **Saul J. Turell,** esident of Sterling, says TV sta-ons throughout country will be rviced by these features.

Ken Carpenter, announcer, signed do narration on *Tubby's Trouble,* imated color featurette for tele-vision and theatrical showing being produced by **Jerry Fairbanks Inc.,** Hollywood, for **Metropolitan Life Insurance Co. Robert Lawrence,** New York studio manager Jerry Fairbanks Inc., Hollywood, appointed vice president and head all eastern production.

* * *

Newcomers to Fairbanks New York sales staff include: **William H. Groody** formerly Sam Jaffe Agency; **Joseph M. Barnett,** in charge of radio and TV National Concerts and Artists; **James V. Boyle,** formerly RKO sales promotion executive; **Robert Brilmayer,** head sales, Ted Nemeth studio. **Verne Smith** signed by Fairbanks to narrate series of TV film commercials for **Nu-Maid** margarine. **George Justin** production supervisor named production manager firm's New York studio.

* * *

Film Labs Inc., new midwest video and film studio, has opened laboratories at 33 S. Market St., Chicago. **Arden H. Purvis,** founder and former president of Filmex Inc., heads new firm. Working with him is **Carleton H. Worfolk Jr.,** formerly engineering division RCA. Mr. Worfolk will handle production and technical development.

tarts TV Building

ONSTRUCTION has started on e first television studio build-g in Canada, at 354 Jarvis St., oronto, where Canadian Broad-sting Corp. is erecting TV studios d transmitter building for oronto's first TV station. Build-g will be three stories high, mea-ring 160 by 60 ft., of reinforced ncrete, and will have two studios, fices and transmitter rooms.

TV DIAGNOSIS

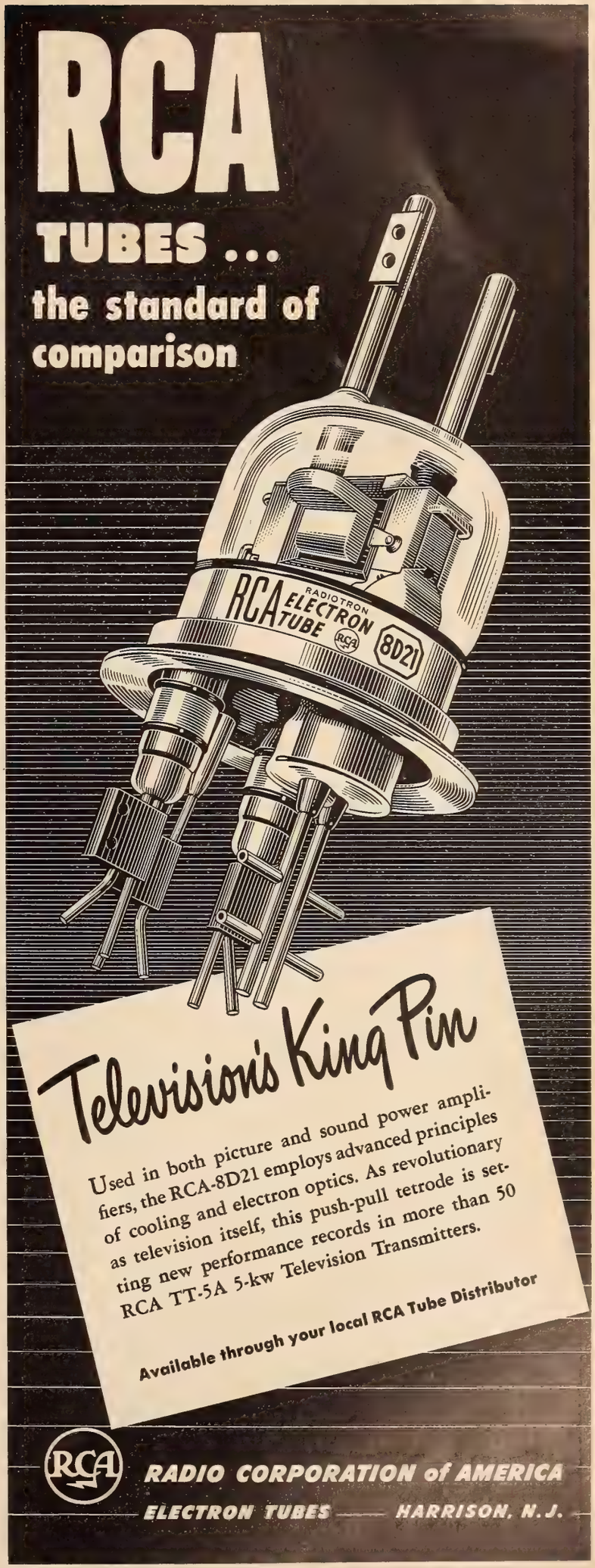
Set for Johns Hopkins Show

TELEVISION diagnosis of a patient will be made Dec. 5 by doctors in New York, Chicago and Baltimore on the *Johns Hopkins Science Review* program telecast Tuesday, 8:30-9 p.m. on DuMont TV Network and keyed from WAAM (TV) Baltimore.

Using a newly developed X-ray fluorscope device, Johns Hopkins U. will telecast X-rays of the patient. The doctors will witness the X-ray examination via television and their diagnoses will be carried on the telecast, according to Lynn Poole, director and founder of the TV series. Mr. Poole is Johns Hopkins U. public relations director.

The telecast started its fourth season on WAAM last month. This is the first season on the network. Such topics as fear and atomic energy have been covered. Widest reaction developed from the fear program, it was reported.

Johns Hopkins Science Review has just been officially cited by Chicago public schools as one of five approved educatonal programs. In Baltimore all science teachers receive advance notices of programs and assign them as extra-curricular activity.



Agency Beat

(Continued from page 15)

THE BERNARD B. SCHNITZER Inc., S. F., moves to larger quarters at 347 Stockton St.

GILBERT J. SUPPLE, McCann-Erickson, N. Y., to radio and TV copy department Lennen & Mitchell, N. Y.

WILLIAM A. BERNS, Kenyon & Eckhardt producer for *Mark Trail* on MBS, and Toni Ellis to be married Nov. 29.

ROBERT B. WHITE, McCann-Erickson Inc., S. F., to research department Foote, Cone & Belding, S. F.

MOVE TO REOPEN KPFA(FM)

Fund-Raising Committee Formed in Calif.

KPFA (FM) Berkeley, Calif., which went off the air recently after 15-months of non-commercial, listener-supported broadcasting, may soon be back in operation.

A committee of leading Northern California business and civic people have organized a fund-raising drive to take up the station's deficits, increase its power and put it back in business.

During its brief life the station was supported by $10 annual subscriptions from listeners and by other larger donations from interested backers. Pacifica Foundation, the station licensee, had been declared a non-profit educational organization by the federal government and all donations to the station were tax exempt.

Still it was unable to meet expenses of operation.

The new drive, in addition to raising necessary immediate funds to reopen the station, hopes to enlist at least 4,000 listener-subscribers, which General Manager Lewis Hill says will be sufficient to meet current operating expenses.

The station, which specialized in local dramatic and musical productions, public affairs, children's programs and discussions on educational and sociological subjects, depended for the most part on Northern California colleges and universities and on various cultural societies for its talent.

In the past its low power reached only to the communities along the east of San Francisco Bay. If the current drive succeeds, power is to be increased so the station can reach throughout the Bay Area, from San Jose to Santa Rosa.

With the backing of prominent citizens, the station reportedly has been assured of a new 3 kw transmitter promised gratis by a manufacturer—if the fund-raising drive succeeds.

Defense Show Shifts

ABC's *Time for Defense*, produced by the Defense Dept. for broadcast each Tuesday, 8:30-9 p.m., last week changed its day and time schedule. Program is now heard Thursday, 10 p.m. Documentaries and an on-the-spot recording from an aircraft carrier were featured on last week's show. Next week Elmer Davis, ABC commentator, will interview Gen. Lawton J. Collins, Chief of Staff, Dept. of the Army. On Dec. 7, Pearl Harbor anniversary, Robert Montgomery is slated to interview Admiral Forrest P. Sherman, Chief of Naval Operations.

AT A MEETING held last Wednesday the directors of the American Telephone & Telegraph Co. declared a quarterly dividend of $2.25 per share, payable Monday, Jan. 15, 1951 to its more than 980,000 stockholders. This is the 119th consecutive quarterly dividend at the $2.25 rate.

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DISCUSSING plans for Kellogg Co. sponsorship of Commodore Productio *Clyde Beatty Show* three times weekly on MBS starting Jan. 1 are (l to Walter White Jr., Commodore pres.; William Weddell, Leo Burnett Co., v. Kellogg agency; Shirley Thomas, Commodore v.p.; Wendell Williams, W Coast mgr., Burnett radio dept.





PACT for new six-times weekly series on WCBS New York is set by (l to r): Disc Jockey Stan Shaw; Don Ball, WCBS program director, and G. Richard Swift, WCBS-AM-TV general manager. Series started Nov. 6.

FOUR-FINGER highsign between D Rogers (r), Mid-Continent Petrole Corp. adv.-sales prom. mgr., and K Miller, KVOO Tulsa commentat signifies firm's fourth-year renev of three-times weekly news sh





TIEING-IN with Bakers of America advertising, Louis E. Caster (l), pres., Keig-Stevens Baking Co., Rockford, Ill. (Colonial Bread), orders 1,000 Colonial Bread jingle spots on WROK Rockford, from Paul Collin, WROK acct. exec.

DEAL for airing all Syracuse N basketball games on WNDR Syrac with General Electric Co., Radio TV Receiver Div. co-sponsorship, set by (l to r): W. H. Sahloff, F. H. Small and J. F. Ackerm WNDR; S. M. Fassler, GE.

FOURTH 26-week renewal of weekly *Magic Island* on KLZ Denver by Safeway Stores Inc., Denver (Lucerne milk), gets okay from Delphine Schmitt (l), Safeway division adv. mgr., and Lee Fondren, KLZ national sales mgr. Children's show is aired Sat. morning.

SALES strategy for Realite shorten commercials on WJJD Detroit *Er Simon Show* five times weekly is viewed by (l to r): Ernie Simon; S ney Clayton, Sidney Clayton Assoc., Chicago, Realite agen Arthur H. Anderson, Realite sa manager.





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Offices and Laboratories
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Washington 4, D.C. Santa Cruz, Cal.
*Member AFCCE**

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Washington 4, D. C.
National 7757

JOHN J. KEEL
Warner Bldg., Wash., D. C.
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Washington, D. C. REpublic 3984
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1820 Jefferson Place, N. W.
Washington 6, D. C.
REpublic 7236

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Dallas, Texas Seattle, Wash.
1728 Wood St. 4742 W. Ruffner
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EXecutive 1230 Washington 6, D. C.

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road — Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

ADLER ENGINEERING CO.
TELEVISION AND BROADCAST FACILITIES
DESIGN AND CONSTRUCTION
1 Le Fevre Lane, New Rochelle, N. Y.
New Rochelle 6-1620

*Member AFCCE**

November 17 Applications . . .

ACCEPTED FOR FILING

AM—1380 kc

WPAW Pawtucket, R. I.—CP AM station to change from 1380 kc 500 w D to 550 kc 1 kw D.

License for CP

KENO Las Vegas, Nev.—License for CP AM station to change frequency.

License for CP new FM station: WLIL-FM Lenoir City, Tenn.; WGTR Paxton, Mass.

Modification of CP

Mod. CP new FM station for extension of completion date: WFOX-FM Long Beach, Calif.; KREL-FM Goose Creek, Tex.

License Renewal

WSMB-FM New Orleans, La.—Request for license renewal.

CP to Reinstate

WOL-FM Washington, D. C.—CP to reinstate expired CP.

WMLL Evansville, Ind.—CP to reinstate expired CP.

APPLICATION RETURNED

KVOU Uvalde, Tex.—Returned Nov. 17 application for renewal of license.

FCC actions



NOVEMBER 17 TO NOVEMBER 22

CP-construction permit	**ant.-antenna**	**cond.-conditional**
DA-directional antenna	**D-day**	**LS-local sunset**
ERP-effective radiated power	**N-night**	**mod.-modification**
STL-studio-transmitter link	**aur.-aural**	**trans.-transmitter**
synch. amp.-synchronous amplifier	**vis.-visual**	**unl.-unlimited hours**

STA-special temporary authorization **CG-conditional grant**

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

November 20 Decisions . . .

ACTION ON MOTIONS

By Commissioner George E. Sterling

Cecil W. Roberts, Kewanee, Ill.—Granted request dismissal of application.

By Commissioner E. M. Webster

The Monroe Bcstg. Co., Monroe, Wis.—Granted request dismissal of application; application was dismissed with prejudice.

WVOK Birmingham, Ala.—Granted continuance of hearing in proceeding upon application from Dec. 4, to Feb. 8, 1951, at Washington, D. C.

WELS and WFTC Kinston, N. C.—Granted petition of WELS to dismiss without prejudice application. On Commission's own motion, application of WFTC removed from hearing docket.

Scranton Radio Corp., Scranton, Pa.—Granted continuance of hearing upon application from Nov. 30 to Jan. 30, 1951, at Washington, D. C.

East Penn Bcstg. Co., Pottstown, Pa.—Granted request dismissal without prejudice application.

WEST Easton, Pa.—Granted request dismissal without prejudice of application.

Mt. Airy Bcstrs. Inc., Mount Airy, N. C.—Granted continuance of hearing in proceeding upon application from Nov. 27 to Jan. 12, 1951, at Washington, D. C.

County Bcstg. Service, Mt. Jackson, Va.—On Commission's own motion, application of County Bcstg. Service was removed from the hearing docket.

By Examiner Fanney N. Litvin

Rural Bcstg. Co. of Ohio, Oak Harbor, Ohio—Granted motion to amend application so as to make modifications in proposed DA system for day and night use.

The Midwestern Bcstg. Co., Toledo, Ohio—Granted motion for leave to amend application so as to revise engineering showing.

WTOD Toledo, Ohio—Granted motion to amend application so as to specify new site and so as to revise its entire engineering showing necessitated thereby.

Radio Corp. of Toledo, Toledo, Ohio—Granted leave to amend application so as to specify reduction in maximum expected operating value of proposed directional array in direction of WBIG Greensboro, N. C.

By Examiner Leo Resnick

WAGA Atlanta, Ga.—Granted continuance of hearing re application from Dec. 8 to Feb. 8, 1951 in Washington, D. C.

KLOK San Jose, Calif.—Granted leave to amend application by substituting new Section V which reduces requested power from 5 kw to 1 kw on 1170 kc at San Jose, with a directional pattern nighttime designed to fully protect KVOO Tulsa, Okla., and KCBQ San Diego, Calif.

By Examiner Elizabeth C. Smith

KWHK Hutchinson, Kan.—Granted continuance of hearing re application; hearing now scheduled to commence Nov. 27, at Hutchinson, Kan., was continued to a date to be fixed by subsequent order.

WICH Norwich, Conn.—Granted continuance hearing in proceeding re application and that of WALE Fall River, Mass.; hearing continued from Nov. 16 to Dec. 8, at Washington, D. C.

By Examiner H. B. Hutchison

KULP El Campo, Tex.—Granted continuance of hearing in proceeding upon application; hearing continued until further order.

November 20 Applications . . .

ACCEPTED FOR FILING

AM—1240 kc

Winter Garden Bcstg. Co., Crystal City, Tex.—CP new AM station 1400 kc 250 w unl. AMENDED to request 1240 kc.

License for CP

License for CP new AM station: WSMI Litchfield, Ill.; KTER Terrell, Tex.; WBKV West Bend, Wis.

Modification of CP

WFMD-FM Frederick, Md.—Mod. CP to make changes FM station for extension of completion date.

Mod. CP new commercial TV station for extension of completion date: WFBM-TV Indianapolis; WHEN (TV) Syracuse, N. Y.; WFMY-TV Greensboro, N. C.; WLWC Columbus, Ohio.

November 21 Decisions . . .

BY THE SECRETARY

American Colonial Bcstg. Corp., Arecibo, P. R.—Granted mod. of CP WWA-200 for extension of completion date to 1-15-51.

WJOB WJIZ South Shore Bcstg. Corp., Hammond, Ind.—Granted relinquishment of control of licensee corp. through transfer of 1000 sh. common stock from Robert C. Adair to Adair Charities Inc.

WBOK New Orleans, La.—Granted mod. CP to change type of trans.

WCAP Lowell, Mass.—Granted mod. CP to change trans.

KRON-TV San Francisco—Granted mod. CP for extension of completion date to 6-15-51.

KDIA Diamond H. Ranch Bcstrs., Auburn, Calif.—Granted license for new station; 1490 kc 250 w unl.

WCDL Carbondale, Pa.—Granted assignment from Carbondale Bcstg. Co. to new corporation of same name.

KGEK Sterling, Col.—Granted license increase power from 100 w to 250 w day only on 1230 kc, install new trans. and new vertical ant., and change trans.

WDSM Superior, Wis.—Granted license change facilities to 710 kc 5 kw, unl. DA-N, install new trans. and DA-N and change trans. and studio locations.

Midwestern Bcstg. Co., Traverse City, Mich.—Granted CP and license for new remote pickup KA-7965.

Sioux Falls Bcst. Assn. Inc., Sioux Falls, S. D.—Granted CP for new remote pickup KA-7964.

F. C. Todd, Gastonia, N. C.—Granted CP to make changes in existing remote pickup KA-3844.

Vidalia Bcstg. Co., Vidalia, Ga.—Granted CP for new remote pickup KA-7966.

Ashley County Bcstg. Co., Crossett, Ark.—Granted CP new remote pickup KA-7967.

Blanfox Radio Co., Harlan, Ky.—Granted CP for new remote pickup KA-7968.

KPQ Wenatchee, Wash.—Granted mod. CP for extension of completion date to 2-1-51; cond.

WEIM Fitchburg, Mass.—Same to 2-4-51.

The Blue Valley Co., Independence, Mo.—Granted license for new remote pickup KA-6919.

The Midwest Bcstg. Co. Inc., Coffeyville, Kan.—Granted license new STL KAB-95.

Agricultural Bcstg. Co., Chicago—Granted CP new remote pickup K 7953 and license to cover.

Chanticleer Bcstg. Co., New Brunswick, N. J.—Granted CPs and licens to cover new remote pickups KA-79 7951, KEB-809.

KAKE Bcstg. Co. Inc., Wichita, K—Granted CP and license for new mote pickup KA-7943.

Granite State Bcstg. Co., Manchest N. H.—Granted CP and license for n remote pickup KA-7948.

WEBR Inc., Buffalo, N. Y.—Grant CP and license for new remote pick KED-808.

Following granted CPs new rem pickups: Kennebec Bcstg. Co., K 7956, Waterville, Me.; Earle C. Antho Inc., KA-7954-5, Los Angeles; Isla Bcstg. Co. KUA-251, KA-7945, KA-79 KA-7947, Honolulu; Lamar Bcstg KA-7949, KA-7950, Paris, Tex.; B Bonnet Bcstg. Corp. KA-7940, F Worth, Tex.

Orville W. Lyerla, Herrin, Ill Granted CP new remote pickup K 7941.

Ottawa Bcstg. Co., Ottawa, Kan Granted CP for new remote pick KA-7942.

WHLL Wheeling, W. Va.—Gran mod. CP to change type of tra conditions.

All Okla. Bcstg. Co., Tulsa, Okla Granted CP for new STL KKA-83.

KRIZ Phoenix, Ariz.—Granted cense new station; 1230 kc 250 w u

KCON Conway, Ark.—Granted lice new station; 1230 kc 250 w, unl.

WKLK Cloquet, Minn.—Granted cense change freq. from 1450 to 1230 250 w unl.

WCFV Clifton Forge, Va.—Gran license new station; 1230 kc, 250 unl.

KBIG Guthrie, Okla.—Granted m CP for approval of ant., trans. studio locations.

WCAR Pontiac, Mich.—Granted m CP for extension of completion d to 6-1-51.

INTELLIGENT ADS

Bushnell Hits Repetitio

CANADIAN radio advertise have been told that they have very low conception of the appr ciation and intelligence of the ave age radio listener." Voicing t opinion is E. L. Bushnell, progra director-general, Canadian Broa casting Corp., Toronto. Mr. Bus nell told the Ottawa Advertisi and Sales Club on Nov. 15 th some radio advertisers "believe repetition to the point of redu dancy. Have they ever consider how many people they have turn away from their products by th monotonous and obnoxious poun ing?" he asked.

Mr. Bushnell urged Canadi advertisers not to pattern th advertising on that of the Unit States, stating that the intel gence of the average radio listen in Canada is higher than in t United States. "In the U.S. [the listener] has been subject to so many commercials he h become impervious to them," stated. He told the advertise that when the CBC starts tele sion in Canada, it will not be us as an "electronic billboard."

Gates has it

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TELEPHONE • 522

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SERVICE DIRECTORY

Custom-Built Equipment
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STerling 3626

COMMERCIAL RADIO MONITORING COMPAN
PRECISION FREQUENCY MEASUREMEN
"A reliable service for over 18 years"
For immediate service phone
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P. O. Box 7037 Kansas City, M

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted, 10¢ per word—*$1.00 minimum* • Help Wanted, 20¢ per word—*$2.00 minimum*
All other classifications 25¢ per word—*$4.00 minimum* • Display ads. $12.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING, 870 National Press Bldg., Washington 4, D. C.

All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

eral manager with experience as in smaller community. Ambitious unusual opportunity in metropoli- market. Box 902G, BROADCAST-

able manager to organize produc- sales force, immediately, large up- e New York major market station. e full qualifications. Box 936G, ADCASTING.

mercial manager for successful 250 network station in excellent Ohio ket. Salary plus commission or ght commission with good drawing unt. Send complete qualifications, rences, picture. Immediate open- Reply Box 22H, BROADCASTING.

Salesmen

sman—Experienced in construc- ly selling radio. Must be alert and cal. To represent leading station, affiliate, in competitive market. d full information; references, to, income requirements. KSEI, atello, Idaho.

ou are a top radio time salesman want to move into a larger market, have an opening for you. We are a our-a-day music, news and sports ion with the second highest Hooper ng in an area of 700,000 listeners. must have a car and we pay a ble drawing account against 15% mission. Please send complete in- nation and a recent snapshot to Harper, WNOR, Norfolk, Virginia.

AC, Racine, Wisconsin's second est market, needs one good sales- . $50 draw against 20% commission. tact Herschell Lewis.

ated, experienced energetic sales- to sell very attractive TV program children for the midwest market. objection to supplementing this present duties. Write or call The st Rider Enterprises Inc., Empire e Building, 350 Fifth Avenue, NYC, kawana 4-1571.

Announcers

p south 5000 watt NBC affiliate in ellent market has an opening for an erienced staff announcer with op- unities for talent. Send all details, uding disc, photograph, references minimum salary requirements, initial inquiry. Box 942G, BROAD- STING.

nouncer wanted by Pennsylvania work affiliate. Permanent position. d pay for capable, experienced DJ. e news. Send disc or tape and de- s to Box 970G, BROADCASTING.

e opportunity for thoroughly ex- enced announcer with mature voice, ndly sincere manner and excep- al radio background. $100 basic ry plus talent fees. Send disc, full ails and references. Box 11H, DADCASTING.

ated: Combination engineer - an- ncer with first class license and an- ncing experience or training, for manent, well-paid position with AM ion near Chicago; excellent work- conditions, fine opportunity. Box , BROADCASTING.

nouncer with first phone. Will use inner if voice quality, ability and erences satisfactory. South-south- tern location. Box 46H, BROAD- STING.

nted: Combination engineer (1st ne) announcer, emphasis on an- ncing. Network affiliate centrally ated between Washington and Rich- d. Excellent working conditions. salary. Experience preferred but required. Send disc, photo and lifications to Box 60H, BROAD- STING.

Help Wanted (Cont'd)

Young staff announcer, accent on ability, not experience. Send disc, picture. State when available; salary requirements. Must appear for personal interview. Include telephone number. Pennsylvania Mutual affiliate. Box 47H, BROADCASTING.

5 kw midwest rural independent wants stable experienced staff announcer-disc jockey, music shows, news, control room operation. Must be able to deliver retail national and mail pull copy. Permanent, with good starting salary for right man with financially solid progressive organization. Character and credit record will be scrutinized. Box 78H, BROADCASTING.

Combo: Real proposition for top man with voice and experience. KFLW-ABC, Klamath Falls, Oregon.

Experienced announcer with first ticket. Engineering ability secondary. Best small market daytime operation southwest. Married man preferred who is now overworked and underfed. We offer decent working hours, good pay and employ only above average personnel. Starting salary around $300 monthly with increases accordance your value to station. Send disc and details KTFY, Brownfield, Texas.

Immediate opening two combination announcer-engineers, accent on announcing. One position chief engineer. Please give all details in first letter with disc. Experience not necessary, but helpful. WDEC, Americus, Georgia.

Staff announcer, good commercial man. permanent position, future for reliable, experienced person. Send disc, photo, details. WPIC, WPIC-FM, Sharon, Pa.

Combination announcer and first class license holder. $60 weekly. Jack Aley, WWNF, Fayetteville, N. C.

Technical

Wanted: Combination engineer - announcer with first class license and announcing experience or training, for permanent, well-paid position with AM station near Chicago; excellent working conditions, fine opportunity. Box 44H, BROADCASTING.

Opening for transmitter engineer with first class license, at progressive midwest AM station; excellent working conditions, good salary, fine opportunity. Box 45H, BROADCASTING.

Return to Minnesota? Station now in its 24th year of operation is offering a permanent position to a conscientious man with a 1st class ticket who can also announce. Send complete application including disc, personal data and references to Radio Station KGDE, Fergus Falls, Minnesota.

Engineer, experienced recording, remotes, some announcing. Not afraid work. WGGA, Gainesville, Georgia.

Opening for engineer-announcer with first phone ticket. Progressive 1000 watt station, excellent working conditions, good salary, exceptional opportunity. **Contact Station WJAT, Swainsboro, Georgia.**

Fulltime CBS affiliate has opening for technician both AM and FM. Great variety of control room operation including turntables, tape and disc recording master pre set and switch gear. Experienced man preferred. Pay $1.25 per hour during probation and minimum of $1.40 per hour after probation period. Liberal vacation, sick leave and holiday pay policy. Contact D. A. Burton, Radio Station WLBC, Muncie, Indiana.

Help Wanted (Cont'd)

Production-Programming, others

Commercial copywriter wanted: Girl or man to write all commercial copy on 1 kilowatt northern Illinois daytimer. No other duties. Box 51H, BROADCASTING.

Television

Technical

Licensed operator with commercial broadcast experience for video control and film camera position at midwest television station. Good salary and opportunity for right man. Box 996G, BROADCASTING • *TELECASTING.*

TV engineers for midwest station, actual operating experience desired in all phases of studio operation and maintenance. Box 24H, BROADCASTING • *TELECASTING.*

Situations Wanted

Managerial

Manager over 18 years experience net and independent stations. Box 560G, BROADCASTING.

Sales manager-salesman, 33, married, aggressive, steady, also write, announce. Box 992G, BROADCASTING.

Need flood of new business and more money in the bank at your station? From top to bottom, I've worked in all capacities. Thorough knowledge of all station operations, also top announcer. College background plus ten years experience. Proven record of two stations pulled out of red. Good reason for change. Want job with future and will accept trial period. Available thirty days notice to present employer. Draft exempt. Box 5H, BROADCASTING.

A good man is hard to find! We have one who is leaving for perfectly valid personal reasons. He has outgrown our small operation. A program director and station manager, he is thoroughly experienced in every phase of radio; programming, writing, public service, announcing, special events, personnel management, sales supervision and network coordination. He has helped tremendously to bring to life a very dead horse. 28, draft-exempt, sober, a worker and a family man. We would release him on short notice for the right opportunity. Gentlemen, here is the man you have been looking for. Address replies to: General Manager, Box 32H, BROADCASTING.

Outstanding, young, aggressive, civic-minded manager who is experienced in sales, programming and promotion and has good administrative background. Box 41H, BROADCASTING .

Assistant manager, program director. Over 9 years experience, last 3 in NBC regional, highly competitive market. Qualified administrator, personnel man, writer, production and news director. Excellent references. Available after January first. Box 63H, BROADCASTING.

Commercial manager; years of successful past. Want to advance, but fast! Middlewest only. Box 67H, BROADCASTING.

Good programming, plus proper service for your sponsors will mean consistently high weekly billings. If you need that combination, then it makes sense to hire a commercially minded program manager who is prepared to deliver the goods. Experience includes work on both local independent stations and local network stations. Salary, plus incentive or bonus arrangement preferred. Box 69H, BROADCASTING.

Situations Wanted (Cont'd)

Sales manager or manager. Twenty years of constructive radio background. I defy anyone to show a better record or better reference than I can give. Seeks job as sales manager of substantial station or manager of smaller station. 45 years of age, married, will go any place. Box 993G, BROADCASTING.

Manager-sales manager, percentage basis, no draw, no salary, includes three competent salesmen. Programming, promotion and the knowhow to get the sponsors you have lost, due to inefficient merchandising. No announcers or technicians. Otherwise can handle station. Will take over your problems on fair basis. Replies confidential. Stanley P. Holmes, 719 Colorado, Louisville, Ky.

For complete information about experienced manager write Box 81H, BROADCASTING.

Salesmen

Salesman: From way back. Strong on service. Central states only. Box 66H, BROADCASTING.

Fulltime personal representation in NYC, one AM or TV station. Conservative draw against commission. Lots of hustle. Box 71H, BROADCASTING.

In 18 months, wrote over $100,000.00 worth of time contracts. Florida indie and Ky. ABC basic. Left radio for private business January, 1950. Over 2 years newspaper advertising. College trained, draft exempt vet, married, family, 29. Will travel anywhere to get a sound selling job where tireless energy, initiative pay dividends.. Excellent references. Available immediately. Write or wire Hank Guzik, Box 623, Hollywood, Florida.

Announcers

Basketball, play-by-play. One of nation's best. $150 weekly. Box 755G, BROADCASTING.

Sportscaster. Four selling years play-by-play football, basketball, hockey, baseball. Can permanently help sports minded station midwest or east. Box 860G, BROADCASTING.

Staff announcer, 24 years old, 2 college degrees, extensive training, newscasting at Radio City. Pleasing voice. Can write. Veteran. Will travel. Disc available. Box 966G, BROADCASTING.

Sportscaster. Exciting play-by-play for topnotch sports area. Experienced in basketball, football, baseball, boxing and wrestling. University graduate. Favorable draft status. Married. Veteran. Authoritative newscasting and announcing of high caliber. Box 3H, BROADCASTING.

Announcer, newscaster, 15 years all phases, seeks permanent position. Former NBC staff. Veteran, 34 years old, married, one child. All replies answered. Will go anywhere. Box 12H, BROADCASTING.

Staff announcer. Single. Veteran. 4 years experience. References and audition. Box 23H, BROADCASTING.

Sports announcer, presently employed, desires change starting basketball season. Sponsor references. $65. Experience all major sports plus four years staff. Box 26H, BROADCASTING.

Staff announcer, experienced, DJ, commercials. Young, but no draft whatever. Available immediately. Box 40H, BROADCASTING.

Want sports? 5 years sports director desires alert full-schedule sports station. Insufficient sports at present post. Class "A" and major league baseball, college, and pro basketball, football, hockey, polo etc. Some TV experience. Box 49H, BROADCASTING.

Announcer, disc jockey, 27; specialty news. Can write, produce, direct. Three years experience in Hollywood. Desires location in Chicago. Disc, picture, references on request. Box 50H, BROADCASTING.

Experienced sportscaster, former pro-baseball player, presently employed, wants job in midwest or west. Marine vet World War 2. Married, one child. Good references, sober and no drifter. Disc and picture available. Salary minimum $80 a week. Write to Box 53H, BROADCASTING.

Announcer-salesman. Radio-stage experience. Permanent position wanted. Willing settle small town. Knowledge control board. Box 54H, BROADCASTING.

Situations Wanted (Cont'd)

Sports, news, sales. Denver University radio graduate.. 3½ years newspaper and radio experience in sports, news and sales. 27 years old. Draft exempt. details, disc, picture on request. Best references. Box 52H, BROADCASTING.

Experienced announcer-newsman, disc jockey, sales, music librarian, 28, married, no drifter, presently employed, draft exempt, prefer midwest, but will travel. Box 55H, BROADCASTING.

News. Experienced gathering, rewriting, broadcasting. Can also sell. Midwest or southwest. Box 56H, BROADCASTING.

Experienced announcer-engineer-writer, first phone, veteran, married, 24. Disc available. Box 57H, BROADCASTING.

Wanted: Job as sports announcer at radio station that has lots of sports. Air disc and qualifications furnished on request. Box 61H, BROADCASTING.

Experienced announcer, single veteran, 24. Non reservist. Fifteen months experience, DJ, news and sports programs, general staff. Excellent reason for desiring change. Available usual notice anywhere. Tape, best references available. Morning shift desired bu not necessary. All replies answered. Box 70H, BROADCASTING.

I am seeking an announcing position with a progressive station, one that is willing to mold a dignified voice (with staff experience) into a personality. Box 73H, BROADCASTING.

One of nation's finest western trios, "not corn," and a top hillbilly DJ. Desirous of station job in good market for personal appearances. All good appearance and character. Available for personal audition. Jim, 109 S. Kedzie Ave., Chicago, Illinois, Phone: Van Buren 6-6284.

Technical

Chief engineer, experienced all phases broadcasting, construction. Have made two installations. Permanent position established station. Best references. Family, age 28. Box 870G, BROADCASTING.

Engineer. Experienced studio, phasing and directional equipment, maintenance and remotes. Box 952G, BROADCASTING.

Chief engineer desires position with progressive station. Long experience in all phases of broadcast engineering includes multi-element directionals. Ready for TV. Draft proof. References? The best. Box 954G, BROADCASTING.

Engineer, phone first, complete offer first contact. Box 974G, BROADCASTING.

Stations in Oklahoma, Arkansas area: Competent, experienced chief engineer-announcer ready to come home and settle down with progressive organization. Primary interest engineering, but no objections announcing. Draft exempt veteran with dependents. Excellent references. Available by January first on two weeks notice. Box 48H, BROADCASTING.

Engineer, first class radiotelephone license. Six years experience, FM, AM, studio, remotes, transmitter. Married, mature, draft exempt, no combo, references. Box 59H, BROADCASTING.

Engineer, 3 years experience. Ham 20 years, wants permanent position. No combo. Car. Draft exempt. Box 64H, BROADCASTING.

Engineer, first phone, veteran, experienced, have car, employed, Dixie preferred. Box 74H, BROADCASTING.

Engineer, five years experience operation and maintenance of transmitter and studio equipment. Want permanent position. Excellent references. Married, one child. Box 871G BROADCASTING.

Available immediately. Engineer, 1st phone. Two years college. Five years experience maintenance, installation and operation. Xmtrs to 10 kw FM, 5 kw AM, recording, master control, remotes, etc. One year TV repair. Sober, excellent references. P. O. Box 5811, Metro Station, Los Angeles 55, California.

Technician, first license, five years broadcast radio, wide experience associated fields, wants transmitter job. 32. Single. Available quickly. Please state requirements. Lewis Sherlock, Box 51, Plainview, Texas.

Situations Wanted (Cont'd)

Production-Programming, others

Solve your budget problems with a program director who can write, announce, play organ, do bookkeeping. Experienced in all phases. Minimum salary $65. Box 991G, BROADCASTING.

Newsman. Mature, experienced, fully qualified in all phases. Own minitape. Box 955G, BROADCASTING.

3½ years successful announcer, seeks program directors position with full announcing schedule. Young, married, draft exempt. Presently musical and assistant PD. Box 42H, BROADCASTING.

Commercial copywriter, experienced local accounts, seeks position with progressive station or agency. At present employed in another field, but anxious to re-establish radio connections anywhere in U.S. Salary secondary to opportunity. Draft exempt veteran; degree in music and radio. Not afraid of hard work. Box 65H, BROADCASTING.

Radio-TV team. Young couple. Formerly headed own New York package firm. Offer to radio or TV station low-budget tested programs, services, creative ability. Box 72H, BROADCASTING.

Newsman, reporter, editor, 2½ years experience. Presently employed wire service. 26 year old married veteran, B.A., seeks radio spot with future. Box 76H, BROADCASTING.

Broadcast engineer available for immediate employment. Inexperienced but willing to learn. Interested in transmitter. Upson Howard, Blackville, S. C.

Television

Technical

TV engineer, 3½ years commercial TV experience. Knows TV operation from camera to transmitter, remotes, master control or studio operation. CREI graduate. Qualified as TV chief or supervisor, minimum $100 weekly. Box 79H, BROADCASTING • *TELECASTING.*

Production-Programming, others

Radio production manager desires change to television position. Age 28. Nine years experience, five in supervisory capacity. Musical and little theatre background. Freelance television and film. Box 77H, BROADCASTING • *TELECASTING.*

For Sale

Equipment, etc.

3 unused American Plate transformers, type OISO 230 volts low, 7500Y high 75 KVA cont., 60 Cy. 3 phase. Box 62H, BROADCASTING.

Make offer FM WE 506B-2 complete, spares, 10 kw transmitter. New, never uncrated. H. Edwin Kennedy, WILM, Wilmington, Delaware.

RCA 40C program amplifier, 4 type 41B-RCA pre-amps, isolation and filament transformers included, $50.00. Don Hein, WJBK, 500 Temple, Detroit 1, Michigan.

Wanted to Buy

Stations

Broadcaster interested in purchasing station, or controlling interest and managing. No brokers. Brooks Reed, 611 Taft, Lafayette, Louisiana.

Equipment, etc.

Want 250 watt and 0.5 1 kw AM broadcast transmitters. Forward complete information first letter. Box 997G, BROADCASTING.

UHF TV transmitter, audio optional. Send outline specifications, price and delivery interval. Box 34H, BROADCASTING.

Miscellaneous

Note: New or replacement broadcast crystals for Western Electric, RCA, Bliley and other holders; fastest service. Also monitor and frequency measuring service. Eidson Electronic Co., Temple, Texas, phone 3901.

Help Wanted

Announcers

MORNING MAN

Regional net wants topflight morning showman, disjockey, entertainer, good voice. Tell all. Replies confidential. Will arrange interview. References. Write Box 58H, BROADCASTING.

SOMEWHERE there is a dj personality that should be ready for a major market. Not just an announcer but an audience builder. Salary to suit. WOKY, Empire Building, Milwaukee 3, Wisconsin.

Miscellaneous

TO ALL STATION MANAGERS

CTS **offers a new, urgently needed service. Proven network announcers transcribe spots either straight or production for local sponsors at minimum cost.** ***CTS*** **insures greater radio sales for station and sponsor.** ***CTS*** **information and rates upon request.**

Commercial Trans-Service
143 W. 41st St. N. Y. C.

Employment Service

Experienced capable combination announcer-engineer.

Better men for better stations at better pay

BERT ARNOLD — *RADIO PERSONNEL* Keene Road Clearwater, Florida

New GF Shows

GENERAL FOODS (Post Cereal Division) will sponsor two new programs from Renfro Valley, Ky., on CBS regional network starting Jan. 1 — a Sunday morning hymnal and religious discussion and a quarter-hour morning program daily from the Renfro Valley Country Store. An exclusive talent contract has been signed with John Lair, owner and producer of the package for 52 weeks. Benton & Bowles, New York, is the agency for General Foods.

WAAB CHANGES

Will Stress Local Sho

WAAB Worcester, Mass., rece bought from General Tire & Rub Co. by Bruff W. Olin Jr. [BR CASTING, Oct. 23], has annou revision of its programming include more local shows. Partic attention will be given to cover of the Holy Cross basketball gam which WAAB will originate fo 4 to 16 station network in the n future, it was reported.

Mr. Olin, new owner and gene manager of WAAB, forme owned and managed WQUA line, Ill. He has appointed Jam H. McKnight commercial manag Mr. McKnight formerly was w WTAG Worcester in a selling pacity. William R. Sweeney, w WAAB for more than a year news and sports director, has b retained as administrative assist to Mr. Olin. Dorothy Morris, Olin's executive secretary si 1946, has been appointed progr and traffic manager.

WAAB had been under the ow ership of General Tire & Rub Co., Akron, Ohio, since 1943 wh the latter purchased the Yan Network and its Worcester out

FEAR THINKING

Sawyer Addresses Ad Gro

ADVERTISING media have b urged by Secretary of Comme Charles E. Sawyer to cooperate allaying fear thinking in the tion. Secretary Sawyer expres his views Nov. 16 at a meet of the Committee on Advertis of the U. S. Chamber of Comme

W. Howard Chase, informat consultant to National Product Authority, reviewed impact of fense mobilization on industry advertising. Secretary Sawy urged advertisers to coordin their activity with the Advertis Council and NPA.

Radio members of the commit who attended the session w Roger Clipp, WFIL Philadelph Robert T. Mason, WMRN Mar Ohio; J. Harold Ryan, Fort dustry Co.,; Harold E. Fello WEEI Boston; Richard P. Dohe NAB.

GENERAL MANAGER

. . . with top-drawer qualifications, ability and case history interested in discussing immediate or near-future association with equally high-grade ownership principals or firm. Administrative, sales, advertising and promotion accomplishments of highest caliber. Unexcelled efficiency quotient. These qualities along with rigid adherence to sound principles of honesty and integrity teamed with strong, steady, sane sales drive make this applicant an outstanding potential leader for some high class station that places a premium on A-1 generalship demands a good product and is willing to pay the price. Industry-wide references will stand up under most exhaustive investigation. Present employer aware of this advertisement. Replies held in strictest confidence. Box 68H, BROADCASTING.

Radio Helps Gate

(Continued from page 19)

last season fed baseball ated and live to 200 - plus ns, replied sharply to com- s by Mr. Jordan in his latest y.

don B. McLendon, Liberty dent, said Mr. Jordan's per- views on "too much baseball e air" will be "highly resented ose of us close to the prob-

oking at the matter from the point of basic constitutional s. Mr. McLendon said, "I am ised that so intelligent a g man would be so unconscion- as to distribute a document so ging to those of us who are ng for certain precious free- for radio."

ferring to the Jordan sugges- that "some businesslike bal- should be voluntarily put into allocation of baseball games, ially into minor league s," Mr. McLendon declared: ere Mr. Jordan has actually k a blow at the fundamental om of the press and radio. again, he has departed from rch into personal opinion."

r. McLendon was "completely ed" that Radio - Television . Assn. "would publish a docu- so clearly attempting to build ision at the expense of radio. the RTMA ceased to make s?"

to the Jordan observation as many as three or four major e broadcasts are heard each in the West, Mr. McLendon

ome had none, many had one, s had two. There may have a few cities in the East with e major league broadcasts, and e may have been a few cities h, on rare occasions, had four r league broadcasts, in one But usually these broadcasts ame at the same time in the occasions they occurred, if occurred. I challenge anyone rove that more than three or cities in the whole United es even occasionally had three our major league broadcasts in day. It is not true that gener- or even occasionally, any city in the West had baseball broadcasts beginning at 11 in the morning and, with few breaks, continuing right up until 1 o'clock at night.

"Mr. Jordan is attempting to indicate a general situation by the use of some isolated example he may have. I deeply resent his approach to the problem."

Mr. McLendon noted that "a person can listen to only one game at a time."

A realistic approach will show that baseball was fortunate in 1950, he said. "People in 1950 simply didn't spend nearly as many entertainment dollars as they did in 1949 or 1948. My father and I own a chain of theatres which operate, like the minor leagues, at night; our attendance in small towns and large towns was off far more than baseball's attendance.

'All Entertainment Off'

"Do you think that maybe major league baseball broadcasting in the afternoon did this to us. Nightclub business was off everywhere. Almost every branch of the entertainment business was hit during a year when baseball attendance was also hit. Yet minor league baseball, in its search for a whipping boy, seems to regard itself as the sole target of a cruel economic world.

"Minor league attendance, following the all-time highs of 1948 and 1949, dropped something over 17% in 1950. This has naturally occasioned much weeping and wailing and gnashing of teeth among the affected minor league club-owners. Were they alone in their suffering? The answer is an obvious no when we consider that major league baseball itself dropped over 15%. Theatre attendance is down nationally from 20% to 25%. Most of the good nightclubs have been hit even harder than that.

"Common sense will dictate the answer that attendance has dropped in baseball, theatres, nightclubs and other entertainment because of prevailing national economic factors which were at work to lower entertainment attendance generally.

"I believe that minor league baseball, perhaps as a direct result of the stimulation of interest in baseball by Liberty, has suffered less than other entertainment business."

Mr. McLendon listed economic factors which contributed to lessening baseball and other entertainment attendance. These were:

(1) Increasing installment buying after controls were lifted, with people going on a buying jag.

(2) Thoughts of war diverted attention from baseball in the late spring.

(3) Abnormal records of postwar years necessarily leveled off.

(4) Weather in 1950 was the worst within memory.

(5) Increased entertainment competition, including television which is forming stay-at-home habits.

(6) Sports and entertainment operators took prosperity for granted, relaxed and figured the public would "come anyway."

(7) Many clubs are located in towns which cannot support a baseball club.

He contended the percentage of baseball failures is lower than that of banks.

Liberty's Position

Liberty constantly urged listeners to attend local baseball games, Mr. McLendon said. "What better advertising vehicle for a club than to have somebody talking to his very patrons a few hours before they left for the ball park? And for free. I would certainly like to own a business where somebody would, for free, talk about my business for 2½ hours a day. And a lot of local baseball clubs occupy the position, unique in all business, of being paid for being given publicity—these are the clubs which sell rights to local stations.

"In spite of this a few short-sighted club-owners look at radio as though it were an ogre about to devour them. I would like to suggest that instead of this continued carping criticism of radio by a few minor leaguers that we have more appreciation of the favors and money that radio gives baseball.

"I understand that some minor league baseball clubs criticize the announcers on the major league chains for making the major league games sound more exciting than they really are.

"These minor league spokesmen say that we make every play a thriller and that by comparison minor league baseball sounds tame. In the first place, I do not believe that anyone would want us to picture major league baseball as a dull game. I hear minor league baseball announcers all the time who are more sensational than any major league announcer."

OLDSMOBILE Dealers of Washington have purchased Earl Godwin commentaries on WRC Washington, 6:15-6:30 p.m., Monday through Friday. Agency is Ernest Johnston, Washington.

Radio Station and Newspaper Appraisals

Tax, estate and many other personal problems create the need for an independent appraisal. Extensive experience and a national organization enable Blackburn-Hamilton Company to make accurate, authoritative appraisals in minimum time.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Harold R. Murphy	Ray V. Hamilton
Washington Bldg.	360 N. Mich. Ave.	235 Montgomery St.
Sterling 4341-2	Randolph 6-4550	Exbrook 2-5672

Communications Engineers

Build your Future with RCA

RCA Service Company, a Radio Corporation of America subsidiary, is offering communications engineers, experienced in installation and maintenance of broadcast and TV transmitters, an outstanding opportunity. We need qualified men to fill Field Engineering positions as RCA representatives with the military at overseas locations. Work involves installation and maintenance of electronics equipment, including communications transmitters, radar, sonar, loran and teletype.

Starting salaries are attractive and are reviewed periodically for increase. In addition, overseas bonus, living expenses and full coverage under our liberal group life, disability and hospital-surgical insurance programs are granted. Excellent opportunity for later association with the large scale commercial activities of the company.

Write us today, enclosing a detailed résumé of your training and experience. Qualified applicants will be interviewed promptly at a convenient location. Address:

Government Employment Section
RCA Service Company, Inc.
Camden, New Jersey

Need good COMMERCIAL COPYWRITER.

Proven experience. Must have friendly cooperative personality. Strictly a worker. Call, wire, or write immediately. PERSONAL INTERVIEW REQUIRED.

KSWM
Joplin, Mo.

New owner has just assumed control of 5 kw network station in one of New England's largest markets, and needs intelligent and experienced help in sales department. Draw against good commission offers great opportunity for substantial and permanent income with future possibility of becoming sales manager of this important station. Please state full details of employment history, personal sales records and references. Personal interviews will be arranged with interesting and qualified applicants. Please write Box 80H, BROADCASTING.

Excess Profits Tax

(Continued from page 19)

rearmament program would be stilted.

● Impact would be greater on the smaller than on the larger radio-TV company.

● General relief recommended for hardship cases would not offer practical assistance (because of lack of "normalcy" upon which to base average earnings).

● Growth companies should have an adjustment in their profits credit to equalize their treatment under the tax law.

In making his "growth credit" suggestion, Mr. Sprague offered a recommendation that a growth company be one "whose 1950 earnings are at least 50% greater than its earnings in the year 1949."

Crux of Mr. Sprague's argument, which was further substantiated by Dr. DuMont who testified the same day, was the need to consider 1950 earnings as well as 1946-49 earnings in computing a base period.

Charts TV's Growth

Producing tables which chart the growth of TV set manufacture in the U. S. since 1946, Mr. Sprague revealed the following: In 1946, 6,476 TV sets were produced and sold at a total sales value of $1,250,000; by 1949 the number of sets was 3 million and value at $580 million, and estimate for 1950 is 6.5 million sets at $1.1 billion. These figures show, Mr. Sprague told the committee, that the number of sets manufactured and sold this year will double last year's production and be 1,000 times that of 1946.

Another chart compared all corporations' net income to that of the set industry. These figures show, Mr. Sprague said, that "while earnings of all corporations increased only about 62% between 1946 and 1950, the earnings of our industry expanded almost six times or 600%. The increase in earnings of all corporations in 1950 over 1949 is 40%, but in our industry it is almost 120%."

Taking 38% of the earnings of all corporations as that percentage of 1950 subject to an excess profits tax (computed from Secretary Snyder's proposal) and applying the same formula to the set producing industry, "75% of our industry's 1950 earnings would be subject to excess profit taxes compared to 38% for corporations generally," according to RTMA.

Mr. Sprague's contention that the smaller company would be hit hardest by an excess profits tax was supported by a table prepared from earnings of six representative set manufacturers. The table follows:

	% of 1950 Earnings Subject to Excess Profits Taxes
Largest companies	
Company No. 1	62.8
Company No. 2	76.6
Company No. 3	77.6
Smallest companies	
Company No. 47	79.1
Company No. 48	72.1
Company No. 49	93.3

Mr. Sprague explained: "The tabulation discloses that with one exception, the second smallest company, the amount subject to excess profits taxes increases as the size of the company decreases. The largest member of the group shows only 62.8% of its 1950 earnings subject to excess profits taxes as compared to 93.3% for the smallest member."

In concluding his testimony, Mr. Sprague said:

"We understand that your committee has ruled that it will not consider alternatives to an excess profits tax, but . . . I would like to state that we believe that any additional revenue needed should be raised through a temporary increase in the present corporate tax and that an excess profits tax *should not be* enacted."

It has been pointed out that the World War II excess profits tax law included a growth company formula in computing an average base earnings period for corporations. However, Secretary Snyder suggested the taking of three best years in the 1946-49 period inclusive, as a base, without provision for growth companies.

See Discrimination

Radio-TV industry spokesmen contend that absence of this growth formula would discriminate against their companies. But, in addition, even the inclusion of a growth formula would not alleviate their particular problem unless consideration is made of 1950 earnings.

In attacking the so-called relief provision under the old tax profits law, Mr. Sprague gave his company's experience as an example. He said that the firm applied for relief amounting to more than $1 million in 1943. He said it was five years before tax examiners looked at the company's books and estimated another two years from today before the money would be received. Another claim filed in 1944, he said, amounting to more than $2 million has not yet been settled.

He told the committee that the five years consumed in preparing data for claims cost Mr. Sprague's firm about $175,000 for accountants, tax experts and attorney fees.

Rep. Noah M. Mason (R-Ill.), a member of the committee, paid specific attention to the table which showed the smallest company paying the largest tax. From the figures shown, Rep. Mason said, "there is bound to be a high mortality among the smaller companies in your industry. This committee has got to make some real allowance for industries such as these."

Another Republican, Rep. Thomas E. Martin of Iowa drew attention to RTMA's reference to the "crippling" aspects of the proposed tax and the effect on production for defense. Mr. Sprague, in answer to probing by Rep. Martin, told the committee: "The proposed retroactive feature of the [excess profits] tax is the most damaging to our industry."

Commenting on the defense angle, Congressman Martin said: "One of the greatest bottlenecks we have in the defense program is the electronics industry. To me, there is no industry that is more vital to defense." He asked Mr. Sprague for additional data referring to the defense program to be "given me personally outside of these proceedings."

Rep. H. P. Eberharter (D-Pa.) indicated that every member on the committee wanted to encourage the growth of businesses and that a workable formula which could be applied was being searched.

Suggest Base Period

Mr. Sprague said that when RTMA and its tax staff huddled with Colin F. Stam, chief of staff, Joint Committee on Internal Revenue Taxation, and Treasury tax experts, they looked over the tax situation in relation to radio-TV companies. He said that at that time it was suggested to the tax experts that the first six months of 1950 earnings be included as a base period since in that period there was no war, no defense work, no scare buying.

Industry officials who accompanied Mr. Sprague to the hearing were Tax Committee members Max F. Balcom, Sylvania Electric Products Co.; B. L. Graham, Allen B. DuMont Labs; Raymond C. Herzog, Emerson; M. G. Paul, Philco; George R. MacDonald, Motorola; Glen McDaniel, RCA, committee chairman. Also Merle Darling, Tong-Sol Lamp Works; Dr. Allen B. DuMont, DuMont Labs; Harry A. Ehle, Internati Resistance Co.; Joseph B. Ell RCA; R. E. Laux, General Ins ment Corp.; A. D. Plamondon Indiana Steel Products Co.

F. Cleveland Hedrick Jr., firm of Pierson & Ball, secre and special counsel to RTMA's committee; James D. Sec RTMA general manager, and fred Boni, consulting economist active in preparing RTMA's b were at the hearing.

Earlier, Dr. DuMont, speal in behalf of National Confer of Growth Companies that chairmans, mounted a bliste attack on the administration's posal.

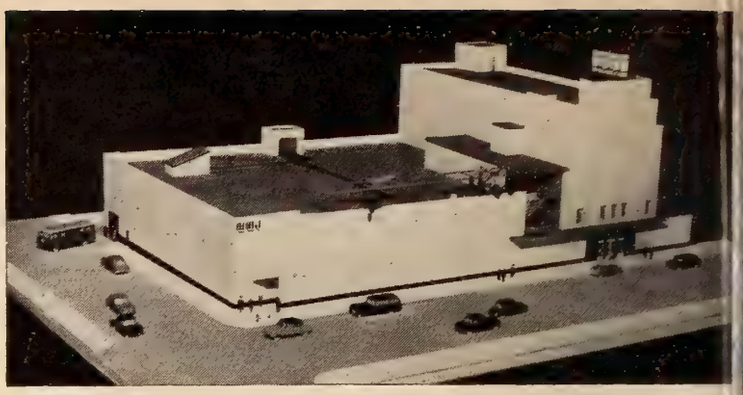
The Conference represent total of 42 radio, TV, chemical electric firms. Among them are following firms, TV set and ponent parts manufacturers, radio-TV users:

Admiral Corp., Allen B. DuM Labs Inc., American Home P ucts Corp., Aerovox Corp., C ing Glass Works, The Hallicraf Co., Hytron Radio & Electro Corp., LeBlanc Corp. (Hada Olympic Radio & Television Sylvania Electric Products and Tung-Sol Lamp Works Inc

Similar to RTMA's position, DuMont put the Conference record in favor of a flat incr in regular corporate rates as a stitute for the profits levy. He agreed with Mr. Sprague's s ment that the tax should not come retroactive.

Challenging the semantics u Dr. DuMont declared: "You ca define excess profits because cannot define normal profits. might better call the kind of t tion you are considering a suc tax, because it penalizes suc after denying success has rewa

Continuing, he said, "Those favor these masquerading pu sals are politicians seeking to c public favor and organized l representatives seeking to ga



RADIO CENTER designed to house complete facilities of WWJ-AM-FM Detroit will be completed sometime next summer with addition of a two-s annex to the present building. Work on the foundation already is under This architect's scale model of the proposed structure shows integratio the annex and present building for the *Detroit News'* radio-television facili

WDRC

CONNECTICUT'S PIONEER BROADCASTER

THE TEST STATION IN HARTFORD — THE COUNTRY'S NO. 1 TEST CITY*

*According to Sales Management Survey (Nov. 10th Issue)

CBS

LIKE TO TRAVEL?

An expanding nationally establish New York transcription firm see several field representative-salesme 3 requirements: own automobile, sal programming and radio backgroun Transcription selling experience val able. Travel heavy, income goo Please submit resume to Box 82 BROADCASTING.

erred position . . . because wage ases will come out of taxes. rom the results of recent elec- , it is apparent that the heads rganized labor do not always k for the rank and file, and . . . t carry the labor vote in their ockets. So why sell the econ- the people and the nation's nding strength down the river a fiction which can never be- real?"

DuMont said:

e group of companies for which ak is representative of a class of ess and industry which has char- ized the development of American gth and standard of living through decades. They are "growth" com- s.

ey are those companies whose pioneering, development or ex- on have made more than substan- ontributions to the economic and ictive strength of our nation, but have not had the opportunity to adequate profit returns.

ecifically, Dr. DuMont sug- d, if an excess profits bill is e considered without "more able" alternatives:

Identical treatment of new ven- capital and retained earnings her on income or invested capital

Elimination of the percentage re- on of base period earnings in com- g the tax credit.

Broadening of relief provisions respect to abnormal reductions lso in income in base period.

Revision of policies in administra- of special relief provisions.

Revision and liberalization of so- d growth formula.

making his suggestions to the mittee, Dr. DuMont put for- l formulas which he said could pplied in making the tax more xable and equitable.

tacking the term "excess prof- ax," Dr. DuMont said it was erroneous and a false label, h "when considered with . . . mpanying emotionally based aganda, impugns the integrity e whole American business and strial system. It implies that y corporation is profiteering n war . . ."

DuMont Example

ting his company as an ex- le Dr. DuMont said his com- y was earning about $2.2 mil- in the 1946-49 inclusive base od but was now earning in the nity of $7½ million. "Growth 't stop in 1949," he said. The is still growing and will con- e to do so unless a restrictive is imposed, he told the com- ee.

eanwhile, the *Wall Street nal* printed a table on Nov. showing the estimated taxes h companies would have to pay er the administration's pro- d profits levy. The chart picked e "stable" companies and two wth" companies, including Du- t Labs as one of the latter. he table estimates the average ings based on the best three s of the base period, computes the 75% credit as recommended by the Treasury and compares the total and percentages of earnings subject to the tax with indicated earnings for 1950.

Under this formula, the *Journal* found DuMont with an average of $3,328,000 in the base period from which a 75% credit would amount to $2,496,000. According to the chart, the company would have $7,504,000 subject to an excess profits tax or 75% as against anticipated earnings in 1950 of $10 million. Of the three "stable" firms, one company would not pay an excess profits tax, a second would have 38.6% taxable, the third, 25.8%.

Statements were scheduled to be filed with the committee at the weeks' end by three broadcasting firms, King Broadcasting Co. [KING-TV Seattle], Meredith Syracuse TV Corp. [WHEN- (TV) Syracuse] and May Broadcasting Co. [KMTV (TV) Omaha].

Capital Risked

The firms point out that capital was risked in the base period of 1946-49 inclusive by all telecasters. With TV set production being trimmed and shortages pending because of defense requirements and the "freeze" order by FCC still effecting the companies emphasized telecasters would have to rely on present circulation.

Since the theory of "war profits tax" is to drain off profits during wartime, they reasoned, such a tax would be undercutting the telecaster, who in reality wouldn't have his profits increased *because* of the war. In fact, the briefs stated, the telecaster would have more to lose. Suggested was special treatment in any law passed.

To show how telecasters would be hindered in their ability to recoup losses which occurred in the so-called base period of earnings (1946-1949 inclusive), the firms revealed the following:

KING-TV—In 1948, total operation loss, $51,565; 1949, $122,166; 1950 (to Sept. 30), $10,852. Capital investment since purchase in Aug. 1949 of station by King Broadcasting Co. (sales price was $375,000 for FM and TV facilities of KRSC Seattle) was $67,554.

WHEN (TV)—Fiscal year ending June 30, 1949, operation loss, $198,663; June 30, 1950, $204,000; July through Sept., 1950, $41,329. Fixed assets: $617,776.

KMTV (TV)—For 1949 (started commercial operation Sept. 1) operation loss, $45,269; first nine months in 1950, $62,832.

Roundup of other comments from business groups appearing before committee:

Committee for Economic Development — Urges House committee not to put Congress in position of choosing "between excess profits tax of World War II type and no taxes." Recommends "sound" and "adequate" tax approach along lines outlined by CED's Research and Policy Committee [BROADCASTING, Nov. 20]. These include temporary 15% defense profits levy, individual income tax boosts, increase in excise levies. Research unit members include Gardner Cowles, president, Cowles stations (KRNT Des Moines, Ia.; WCOP Boston; WNAX Yankton, S. D.); Philip L. Graham, president and publisher, *Washington Post* (WTOP-AM-FM-TV Washington); Philip D. Reed, chairman of board, General Electric Co.

U. S. Chamber of Commerce—Suggests cut in non-military government spending by $6 million to offset needed revenue to finance defense program. Would increase excise levies. If excess profits law enacted, recommends one year out of five, including 1950, be used as base period.

Congress of Industrial Organizations—Suggests stiffer excess profits tax, proposing an 85% tax rate on profits in excess of 75% credit on corporations' average earnings in base period.

United Electrical, Radio and Machine Workers of America (expelled from CIO because of alleged Communistic influences) — Wants $25,000 limit on individual incomes after taxes, in addition to excess profits levies.

National Assn. of Mfrs. — Attacks profits proposal, urging instead a regular corporation income tax increase, or higher excise levies and possibly higher individual income taxes to put defense spending program on "pay-as-you-go" basis.

Comments by leading political figures:

House Speaker Sam Rayburn (D-Tex.)—Says excess profits tax bill "should and would" be passed by "lame duck" session of Congress.

Sen. Ernest W. McFarland (D-Ariz.), chairman, Senate Commerce radio subcommittee — Says any profits tax on communication companies needs to take into consideration special treatment. Adds he is studying issue.

NARFD MEET *Prominent Speakers Address Chicago Session*

MORE THAN 100 members of the National Assn. of Radio Farm Directors had registered by late Friday for the seventh annual meeting of the Association which was scheduled to open Saturday at the Hotel Stevens, Chicago.

Those scheduled to address the two-day meet included Carl Byoir, head of the New York public relations firm by that name; John Strohm, associate editor of *Country Gentleman*; W. Judd Wyatt, director of advertising, M. F. A. Mutual Insurance Co., and William Bill Blake, superintendent of labor relations, Inland Steel Co. and a famous sports official.

Two panel discussions were attracting considerable attention of delegates as they began arriving Friday afternoon and evening. One, on "Practical Farm Program and Policy Problems" was to be chairmanned by Homer Martz, KDKA Pittsburgh. Slated to speak on the panel were Emil Bill, WMBD Peoria; Phil Evans, KMBC Kansas City; Cliff Gray, WSPA Spartanburg, S. C.; Dix Harper, WIOU Kokomo; Don Peach, KOA Denver; Grant Ritter, WCLO Janesville, and Ed Vallender, WCBM Bay City, Mich.

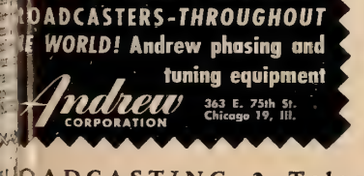
Another group discussion entitled "RFD—Television in Action" was to have been moderated by Mal Hansen, WOW Omaha, with these panelists: Phil Alampi, WJZ New York; Layne Beaty, WBAP Ft. Worth; C. R. Elder, WOI-TV Ames, Iowa; Jerry Seaman, Bert S. Gittins Advertising, Milwaukee, and Maynard Speece, U. S. Dept. of Agriculture TV department.

Other speakers scheduled were Harry Burke, KFAB Omaha; Ed Cashman, president, Doughboy Industries; William Wiseman, WOW Omaha; Maurice B. Mitchell, vice president, Associated Program Service, and a group of agency and advertiser officials, who were to appear jointly on a discussion of what advertisers want from radio farm directors.

This group included Gordon M. Philpott, vice president and director of advertising, Ralston-Purina Co.; Otis O. McIntosh, director of public relations for Ralston; Maurey E. Malin, manager of Chow advertising, Ralston; J. H. Leach and Marshall Smith, Gardner Advertising, St. Louis.

Social features were to include a luncheon tendered by the Sears, Roebuck Foundation Saturday, a reception under auspices of the American Assn. of Nurserymen Saturday evening, and later a buffet supper with the Great Atlantic & Pacific Tea Co. as host. On Sunday, the Foundation for American Agriculture were to be hosts at breakfast, the National Safety Council at luncheon, during which the council's public interest awards for exceptional service to farm safety were to be presented (see separate story), and an evening reception with Armour & Co. as sponsor. At the annual NARFD banquet to follow, presentation of service awards was to be inaugurated.







...at deadline

EASLEY DENIES CHARGES OF CLARKSBURG STATION

ROBERT L. EASLEY, consulting engineer named fortnight ago in $100,000-damage suit filed by WHAR Clarksburg, W. Va. [BROADCASTING, Nov. 6], in reply brief Friday told U. S. District Court for D. C. he never on his own account entered into any agreement with WHAR "and is not indebted or obligated in any way to plaintiff." Suit, filed against R. L. Easley trading as Dixie Engineering Co., 945 Pennsylvania Ave., N. W., Washington, D. C., alleged defendant failed to prepare and carry out application to switch WHAR to regional assignment according to terms of June 1949 agreement.

Mr. Easley told court he never traded as Dixie Engineering and to his best knowledge firm was "properly organized legal entity, a division of the Dixie Network Inc., a South Carolina corporation, then located at Columbia, S. C." He contended Dixie Engineering never was located in Washington and he discontinued his parttime employment with that concern in fall of 1949. He asked court to dismiss suit with costs and that defendant "have such other and further relief as may be just and equitable under all the circumstances."

FLUID LABOR PATTERNS NOTED IN TV STUDY

TV STATIONS and networks employ about 8,500 persons, according to estimate by Richard P. Doherty, NAB employe-employer relations director. Per-station employment average down from 66 to 57 in year, with short schedules of new stations and location in smaller cities as factors in trend.

Stations operating in 1949, when they had 54 employes on average, now have 68, NAB study shows (one-time artists and agency-produced shows excluded).

SKIATRON GETS FCC GRANT

WOR-TV New York Friday granted 30 day special temporary authority by FCC to test "Subscriber-Vision" system of Skiatron Corp., subsidiary of Scophony Corp. of America, during hours midnight to 10 a.m. but using only test pattern or pictures of engineers working on and explaining system. Skiatron Subscriber-Vision operates without telephone wire as does Zenith's Phonevision. It employs special key cards in both camera and receiver. FCC imposed same policy conditions as put on Phonevision test.

TUBE SALES SET RECORD

RADIO receiving tube sales in October set another alltime record, with 40,105,611 sold by manufacturers, according to Radio-Television Mfrs. Assn. Ten-month total is 304,910,-357.

ZIV ENLARGES STAFF

FREDERIC W. ZIV Co. appointed following three new members to its sales staff last week, continuing its planned expansion: William S. Oliver, headquarters in Lincoln, and sales territory in state of Nebraska; Thomas T. Morgan, commercial sales, sales territory in Iowa; and Larry Trexler, headquarters in Memphis and sales territory Central and Western Tennessee and Northern Mississippi.

NEW SELLING AIDS PLANNED BY ASSOCIATED

SERIES of sales aids for subscriber stations announced by Maurice B. Mitchell, general manager, Associated Program Service. On theory that broadcasters "want a library service with a built-in income" Mr. Mitchell said APS will send subscribers monthly transcribed "sales meeting" with each covering different phase of radio selling such as retail, automotive, banks and others. Techniques of selling plus guest speakers will be included.

APS also to hold regional sales-programming conferences for members. Other sales aids include regular bulletins on sales and programming; program sales presentations for local use; sponsor-promotion kits; more scripts and programs; personal service from field staff; guides for use of library.

NEW AM STATION GRANTED IN SIDNEY, NEB.

NEW AM station at Sidney, Neb., on 1540 kc with 250 w daytime granted by FCC Friday to Sidney Broadcasting Co., equally owned by William C. Grove, manager-10% owner KFBC Cheyenne, Wyo., and part owner KCSJ Pueblo, Col., and KRAL Rawlins, Wyo., and Lewis W. Grove, Denver branch manager, Mine & Smelter Supply Co. WABG Greenwood, Miss., granted switch on 960 kc from 1 kw daytime to 1 kw day, 500 w night directional.

Eight transfers granted by FCC:

Merger WEEB and WSTS Southern Pines, N. C., through purchase by WEEB owners J. S. Younts and Grace Lines of WSTS for $25,000 from Frank L. Baber. WEEB to be relinquished. Mr. Baber and Sanford (N. C.) Herald publisher new owners WWGP-AM-FM Sanford, acquiring for $43,500 from Anna Louise Gregory (50%) and W. W. and Gerald C. Primm (each 25%). Other transfer grants included: KPAT Pampa, Tex.; WESB Bradford, Pa.; WCLD Cleveland, Miss.; WMFT Florence, Ala.; KSPA Santa Paula, Calif., and WKID-AM-FM Urbana, Ill.

WCFL JOINS PROGRESSIVE

PROGRESSIVE Broadcasting System, which was to begin operations yesterday (earlier story page 28), late Friday announced affiliation of WCFL Chicago, 50 kw independent, which will be origination point for PBS programming to Midwest stations. WCFL is owned by Chicago Federation of Labor.

CHAMBERLAIN NEWS

CHAMBERLAIN SALES Corp., Des Moines (hand lotion), sponsoring new commentary series, *Eric Sevareid and the News*, on 178 CBS stations, Sun., 5:45-6 p.m. Agency, BBDO, Chicago.

WALLACH APPOINTED

GEORGE WALLACH, WNBT (TV) New York producer, appointed director of news and special events for WNBC-WNBT (TV) New York to fill position vacated by Jay J. Heitin, who joined WNBT sales department as account executive.

TED WEBBE TO WAAT

TED WEBBE, former sales manager of WCTC New Brunswick, N. J., joining sales staff of WAAT and WATV (TV) Newark, N. J.

Closed Circuit

(Continued from page 4)

ington last week at behest of W. Stuart S ington, NSRB director. Whether Mr. S ington proffered position to Mr. Weiss whether latter would accept could no ascertained.

EVEN *Voice of America* has had difficul with procurement of equipment to adva its overseas operations. Blocked by "I orders of military establishment in procur steel for antennas as well as transmitters its stepped-up operations authorized at Congress, Assistant Secretary of State Barrett found he could get action only appealing to highest echelons. Coordina of Secretary of State and White House tur that trick and work proceeds as schedule

HILLS BROTHERS Co., San Franci (coffee), preparing radio spot announcem campaign using 45 markets starting Jan N. W. Ayer & Son, New York, is age

BECAUSE OF INSISTENT advertising mand, Goar Mestre's new Havana TV op tion—CMQ-TV, expects to get underway 10 on program tests, with formal dedicatio occur early next year. Station, RCA equip will be Cuba's second—Union Radio's CM TV having begun operation last month.

SARAKA, Bloomfield, N. J., through Ab Kimball Co., New York, expected to s sponsorship of quarter-hour video series *Plus Forum of the Air* after first of yea major markets. Campaign may also be tended into radio.

HATAWAY FABRICS (curtain fabrics) paring television spot announcement campa starting Jan. 1 in about 12 markets thro its agency, Abbott Kimball, New York.

GENERAL MILLS reportedly has bo alternate Friday 9:30-10 p.m. period on C TV for as yet unselected program. K Reeves, Minneapolis, is agency.

RTMA NAMES FM GROUP

FM POLICY Committee named Friday Robert C. Sprague, president of Radio-Te sion Mfrs. Assn. to review problems in broadcasting and set production and distr tion. Members are H. C. Bonfig, Zenith R Corp., chairman; Leonard F. Cramer, Mont; J. B. Elliott, RCA Victor; Larr Hardy, Philco; H. L. Hoffman, Hoffman R Corp.; Glenn W. Thompson, Arvin; E. Vogel, GE. Ex officio members are W. F Baker, GE, RTMA Engineering Dept. dire and President Sprague.

EDWARD DUDLEY KILLED

EDWARD DUDLEY, 27, national spot department of NBC, New York, killed No in Long Island train disaster, in which 77 lives. He is survived by wife and two chil Two other NBC members involved but u in wreck were: Joe Meyers, NBC manag news operations, and Harvey Gannon, W New York staff.

AFRA-LIBRARY PROBLEMS

SOME possibility of AFRA strike ag recording industry seen in difficulties rep in present negotiations over limiting us library services, and increase in comme rates. Union understood to demand four- limitation on library service, instead of cu 26-week limit, with companies offerin weeks. Commercial rate increase detail available.

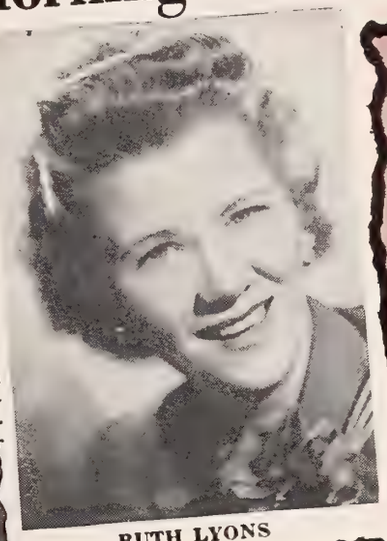
13,500 Request Tickets to Attend Lyons 'Morning Matinee' at Palace

COLUMBUS

Red-letter day for Columbus radio and TV fans is Wednesday, the day Ruth Lyons brings her "Morning Matinee" and "Fifty Club" programs to this city, and the day Mayor James Rhodes has officially proclaimed "Ruth Lyons Day in Columbus."

WLW's leading lady since 1942, Ruth Lyons has established a unique place for herself in the entertainment world.

At 8:30 a. m. Wednesday, she will appear at the Palace Theater for a broadcast and telecast of "Morning Matinee," for which some 13,500 requests were received for the 2900 tickets available. So great was the demand for



RUTH LYONS

13,500 clamored to visit the simulcast of Ruth Lyons' "Morning Matinee" in Columbus; 20,000 wanted tickets for the Dayton appearance. The pictures tell the story of these two fabulous Ruth Lyons' Days . . . and prove the popularity of one of America's greatest salesladies.

WLW and **WLW**-TELEVISION

"Ruth Lyons Day" Causes Stampede When Women Mob TV Star On Visit Here

DAYTON

By JEAN DIETRICH
Journal Herald Staff Writer

If you saw the frenzied mob of women pushing and shoving in front of the NCR auditorium Friday morning, you must have wondered:

Were the contents of several cash registers dumped in the street?

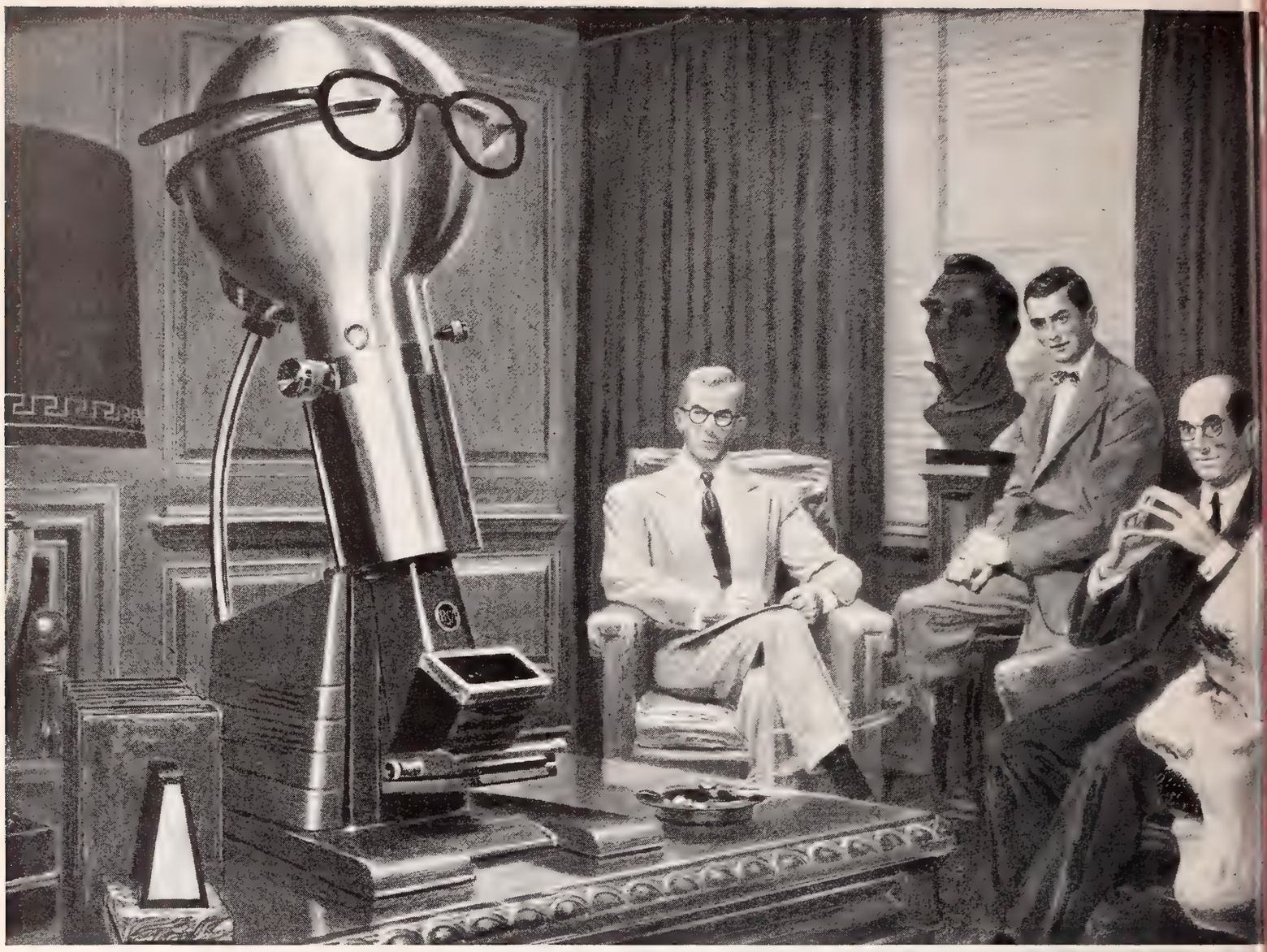
Don't be silly!

couraged each other to re
Ruth called,

"Looks like you kids still
a long way to go."

To one straight-faced wo
she remarked, "You're the





Portable electron microscope, developed by RCA, widens research in universities, industries, hospita

The new instructor gets a hearty welcome

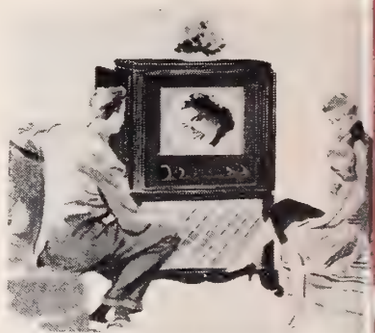
You've read, in both newspapers and magazines, about the powerful electron microscope. Now this amazing "instructor" of scientists and physicians becomes even more useful—in more research fields.

Through basic principles uncovered at RCA Laboratories, RCA engineers have developed a compact "table model" electron microscope, at a price which makes it practical for use in an increased number of universities, industries, hospitals, clinics. So simplified is the new instrument that a high school student or unskilled laboratory technician can quickly learn to use it!

Magnifications of 6000 times can be obtained directly in RCA's portable electron microscope—four times that of ordinary light microscopes—and photography lifts this to 30,000! A new "instructor," yes—and one that gets a very hearty welcome.

* * *

See the latest wonders of radio, television and electronics at RCA Exhibition Hall, 36 West 49th Street, N. Y. Admission is free. Radio Corporation of America, RCA Building, Radio City, New York 20, New York.



RCA research gives science and industr better instruments, also develops bett television instruments for you—RC Victor's 1951 home television receivers.

RCA

RADIO CORPORATION of AMERICA

World Leader in Radio — First in Television

DECEMBER 4, 1950

BROADCASTING
TELECASTING

THIS ISSUE:

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udience Hold
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Storm Service
Page 21

Transcription
es Up 175%
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TELECASTING
orts on Page 51

ial TBA Clinic
Features

20TH
Newsweekly
Radio and
levision.
year
00 Annually
cents weekly

note—ALL TV BUYERS!

Here's probably one of the most important collection of facts that you've ever glanced at. It concerns the *homes* that you and your clients get into for the *dollars* you spend in New York.

Are you getting your money's worth? Study this table carefully . . .

COST PER 1000 HOMES DELIVERED BY RADIO AND TV STATIONS IN METROPOLITAN NEW YORK

(¼-hour nighttime comparison—October 1950)

	10 New York Radio Stations	All New York Television Stations
6:00 - 8:00 PM	$3.50	$8.84
8:00 - 10:00 PM	3.03	5.15

In other words, on a cost-per-1000 basis, New York television station rates are 153% higher than those for New York's AM stations during the early evening, 6:00 to 8:00 PM, and 70% higher during the 8:00 to 10:00 PM period. These facts are based on actual listening and viewing.

TV's good, but you need the AM too to thoroughly and *profitably* cover the greatest group of markets in America! That means buying

WOR

—the station that sells more people, more goods, more often than any other station in the United States.

NOTE: Ask us for a special and very informative study we have just made. It's called "An Appraisal of Radio Rates in New York."



School Bells Ring...

AND thousands of students in classrooms throughout the Midwest put down their books and pencils and listen to WLS SCHOOL TIME.

For the past fourteen years WLS has broadcast this daily educational program of in-school listening for the enrichment of our country's future citizens. For, in the classrooms of today are the builders of tomorrow. These students, in a few short years, will be the bankers and farmers, the scientists and statesmen, the homemakers and business leaders who will determine the future of our nation. WLS, aware of this responsibility, has consistantly emphasized the value of radio in filling this educational need.

Thus, WLS SCHOOL TIME, with its support and cooperation from local, regional and national educational leaders, is inspiring in the youth of today a pride in our American heritage of freedom and an awareness of individual responsibility toward preserving the American way of life.

Filling educational needs, as well as religious, business and entertainment requirements, has built a kinship between WLS and its vast audience of listeners—a kinship which has prompted a unique loyalty and acceptance . . . two good reasons why WLS achieves such outstanding advertising results.

WLS
The PRAIRIE FARMER STATION
CHICAGO 7

CLEAR CHANNEL Home of the NATIONAL Barn Dance

890 KILOCYCLES, 50,000 WATTS, ABC NETWORK—REPRESENTED BY JOHN BLAIR & COMPANY

You can ERASE the question!



YANKEE is the answer...
with 29 Home-Town Stations

Coverage is a continuous study, market by market, state by state — but not in New England. In this six-state area complete coverage is a one-network buy — The Yankee Network.

For years these Yankee home-town stations — now reaching 29 markets — have answered the coverage question for hundreds of advertisers. They do this because in every market they deliver the large, ready-made local audience of Yankee and Mutual listeners. Every sales message has local impact—penetrates the entire trading area in the way that means sales results for local merchants.

The Yankee Network is New England's largest regional network — the only one-package buy that gives you complete coverage, with thorough local coverage of individual markets.

Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

BROOKLINE AVENUE, BOSTON 15, MASS. Represented Nationally by EDWARD PETRY & CO., INC.

ed every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING TELECASTING ...at deadline



Closed Circuit

THERE'S better than even chance that agreement among TV networks will develop to avert FCC's investigation of AT&T allocation of coaxial cable and microwave relay time, scheduled to start next Monday. Pre-hearing conference today may kick off renewed efforts toward voluntary pact. FCC reportedly has no appetite for hearing, called after networks' failure to agree forced AT&T to make arbitrary time allocations, which DuMont and ABC-TV protested. Stratford Smith, assigned as FCC counsel for case, was in New York last week querying AT&T and networks in preparation for today's conference.

FIRST peeks into typical broadcast operations point to healthy 1950 increase in all business categories except network, with year's total to be well ahead of $429 million net in 1949. TV boom, of course, will leave 1949's $25 million far behind.

THOUGH nothing definite yet, transit and related FM services seemingly weathered all-day, all-FM FCC session Friday, one of several to be held to survey FM problems. Suggestions that transitcasting, storecasting, etc. be curtailed or banned reportedly received little enthusiasm at Commission level.

LLOYD YODER, veteran general manager of NBC-owned KOA Denver, slated for appointment as general manager of KNBC San Francisco and northern California operations of NBC. He'll succeed John Elwood, recently retired. No successor as yet named at KOA.

TOP CBS executives make no secret of dissatisfaction with date on which network representatives are invited to see RCA color demonstrations in Washington—Dec. 15, 10 days after demonstrations begin. Adrian Murphy, CBS vice president, telephoned request to RCA to move date ahead but was told accommodations unavailable for CBS before then.

FCC CHAIRMAN Wayne Coy this week will start month's leave on doctor's orders. Nothing organically wrong, it's reported. Doctor called it fatigue. It's presumed Vice Chairman Paul A. Walker will function as acting head.

STANDARD BRANDS through Compton Adv., New York, will use spot announcement campaign in radio and television in eastern and southern markets starting in spring of 1951 for its instant tea.

EDWIN W. CRAIG, WSM Nashville, chairman of Clear Channel Broadcasting Service, has called special meeting of 15 member stations in Chicago for today. Meeting will devise plans for opposition to Senate confirmation of NARBA treaty, which CCBS contends will endanger rural service to substantial portion of nation.

DESPITE worsening of international situation, there's little talk about reestablishment of Defense Communications Board to coordinate communications policy matters. Evidently situation is being handled adequately through informal

(Continued on page 118)

Upcoming

Dec. 6: Tennessee Assn. of Broadcasters, Andrew Jackson Hotel, Nashville.

Dec. 6-13: Baseball Major and Minor League meetings, Hotel St. Petersburg, St. Petersburg, Fla.

Dec. 8: Television Broadcasters Assn. Clinic, Waldorf-Astoria Hotel, New York.

Dec. 12-13: School Broadcast Conference, Hotel Sherman, Chicago.

(Other Upcomings on page 27)

Bulletins

KELLOGG Co. moving *Tom Corbett, Space Cadet* from CBS to ABC and picking up sponsorship of MBS *Victor Borge Show* Jan. 1. Both shows to be heard Mon., Wed., Fri. Tom Corbett program moves into 6:30-6:45 p.m. ABC time slot and *Victor Borge Show* to appear 5:55-6 p.m. Kenyon & Eckhardt is agency.

EXCESS tax bill approved Friday by House Ways & Means Committee. House Rules Committee gave bill priority for two days debate, with vote Tuesday. Radio-Television Mfrs. Assn. has asked to testify before special Senate committee slated to open hearings today (Monday). Dr. Allen B. DuMont, chairman of National Conference of Growth Companies, said Friday House bill is purely partisan.

BALLANTINE EXPANDS MAJOR LEAGUE BASEBALL

P. BALLANTINE & SONS, Newark (Ballantine ale and beer), will sponsor telecasts and broadcasts of Boston Braves baseball games during 1951 season.

Telecasts will be divided between WNAC-TV and WBZ-TV in Boston, while WJAR-TV Providence will carry complete schedule. WNAC Boston and 29 Yankee Network stations will carry broadcasts of 1951 schedule.

Jim Britt will head three-man announcing team for play-by-play radio and television.

Ballantine also will sponsor the New York Yankees and the Philadelphia Phillies and Athletics games. J. W. Thompson, New York, is the agency.

NBC ELECTS MRS. HORTON

MRS DOUGLAS HORTON, former Mildred McAfee, wartime head of WAVES, elected to board of directors of NBC Friday. As first woman member of NBC board, Mrs. Horton succeeds Edward J. Nally, recently retired because of age. She was also vice president of Federal Council of Churches of Christ in America and one-time president of Wellesley College.

MITCHELL NAMED V-P

MAURICE B. MITCHELL, general manager of Associated Program Service, elected vice president of Muzak Corp., New York, parent company. Mr. Mitchell, who joined Associated in September, continues as general manager.

RALPH G. ALLRUD, former sales manager for WDEM Providence, R. I., has joined staff of Blair-TV Inc., New York, as account executive.

Business Briefl

AGENCY NAMED ● Standard Housekeep New York, national mail order and r organization, names William Warren, Jacl & Delaney, New York, as advertising age Television will be used.

HOLIDAY SPECIAL ● Stanley Home P ucts, Westfield, Mass., to sponsor Boy's T Choir in special program of Christmas m over ABC Dec. 10, 5-5:30 p.m. Agency, Cha W. Hoyt Co., New York.

P&G SIGNS ● Procter & Gamble, Cincin (Dreft and Oxydol), to start sponsorship 1, three times weekly, of Kate Smith on N TV. Agency, Dancer-Fitzgerald-Sample, York.

COSMETIC FIRM PLANS HEAVY RADIO-TV DRIVE

HAZEL BISHOP LIPSTICK, New York delible lipstick), will start participation s sorship of three network television show well as heavy spot announcement campaig both radio and television, effective first v in January.

Advertiser originally used spot test c paign in television and is shifting much o budget from newspapers into radio and vision. List of network shows in which H Bishop Lipstick will participate is as foll *Kate Smith Show* on NBC-TV, Fri. 4: p.m., *Cavalcade of Bands* and *Cavalcad Stars*, both on DuMont TV network.

Spot announcement schedule will include minute films to be placed on 35 television tions throughout country. In addition minute radio announcements will be use about 50 stations in non-television mar Agency, Raymond Spector, New York.

Murray Spitzer, advertising director Revlon Inc., joins agency as account exec on Hazel Bishop Lipstick account.

RCA EXPLAINS COLOR TV INVITATION LIST

RCA DID NOT invite FCC members t latest compatible color TV demonstration cause color controversy is pending in c RCA spokesman said Friday. Statement in answer to newspaper assertion that "snubbed" Commission by failing to ex invitation to showings, which start in W ington Tuesday.

Spokesman said that when RCA's against adoption of CBS color standards been finally decided, FCC will be invite demonstration that will include all dev ments and improvements in RCA syste to that date, and that Chairman Wayne and other Commissioners have been info accordingly.

DRUG STORE RENEWAL

DRUG STORE Television Productions renewed *Cavalcade of Stars* on 19-st DuMont TV network, Fri., 10-11 p.m. f weeks with 13-week options, and *Cavalca Bands* on 21-station DuMont TV net Tues., 9-10 p.m., also for 52 weeks with 13- options. New contracts signed Friday by ward Kletter, president, Products Adv.

22.1% MORE

'SPOT' ADVERTISERS BOUGHT TIME ON KSD IN OCTOBER, 1950 THAN IN OCTOBER, 1949

•

KSD's Spot Announcement and Studio Program Periods Are Valuable Advertising Properties!

For rates and availabilities, call or write

KSD

THE ST. LOUIS POST-DISPATCH RADIO STATION

5000 WATTS ON 550 KC DAY AND NIGHT

National Advertising Representative: FREE & PETERS, INC.



So what?

There isn't a radio station which can't claim some sort of first. Maybe first with left-handed defensive quarterbacks, or first to use diamond-studded microphones, or what have you.

We sport a few FIRSTS, too . . . *profitable ones for those who take advantage of them.*

Such as: a show called "Club 1300". WFBR-built and produced. FIRST in rating against every kind of opposition thrown at it for ten years—from network soap operas to giveaways! Another one called Shoppin' Fun. Another called Every Woman's Hour. Others like Morning in Maryland, the Bob Landers Show, Homemakers Harmonies and more . . . a lot more . . . rate *first* with advertisers who want results.

All right up there in the ratings—all with huge followings. All available to advertisers on a participating basis.

Has your curiosity been tickled? Contact a John Blair man or WFBR direct. You'll be shown very clearly why, in Baltimore, you need

MARYLAND'S PIONEER BROADCAST STATION!

WFBR

ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE, MD.
REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Weekly by Broadcasting Publications, Inc

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870 National Press Bldg.

Washington 4, D. C. **Telephone ME 1022**

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WASHINGTON HEADQUARTERS

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CIRCULATION AND READERS' SERVICE: JOHN P. COSGROVE, *Manager;* Jonah Gitlitz, Elaine Haskell Grace Motta, Lillian Oliver, Warren Sheets.

NEW YORK BUREAU 488 Madison Ave., Zone 22 *PLaza 5-8355;* EDITORIAL: Edwin H. James, *New York Editor;* Florence Small, *Agency Editor;* Pete Dickerson, *Assistant to New York Editor;* Gretchen Groff, Martha Koppel.

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director* Eleanor R. Manning.

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1 *CEntral 6-4115;* William L. Thompson, *Manager;* Jan Pinkerton.

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, *ELgin 0775* James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

*Reg. U. S. Patent Office

Copyright 1950 by Broadcasting Publications, Inc.

Subscription Price: $7.00 Per Year, 25c Per Copy

MEAT PRICES . . . from steer to steak

Cattle are not all beef . . . Beef is not all steak





	LBS.	PRICE	TOTAL
Porterhouse steak	40	95¢	$38.00
Sirloin steak	50	85¢	42.50
Round steak	80	85¢	68.00
Rib & rump roasts	70	75¢	52.50
Chuck roast	100	55¢	55.00
Hamburger, stew beef	160	50¢	80.00
Fats	40	5¢	2.00
	540	63¢	

1000 lbs. Steer = **600 lbs. Beef** = **540 lbs. Retail Cuts**

at 26¢ per lb. | **at 42½¢ per lb.** | **(including shop fats)**

Packer pays | **Retailer pays** | **Consumer pays**

$260.00 | **$255.00*** | **$338.00**

For livestock raising to be profitable, farmer's return must cover maintenance of breeding stock, feed and labor costs, land use and the grower's time for the three years it takes to produce a good-grade steer.

*Value of by-products, such as hides, fats, hair, animal feeds, fertilizer, etc., typically offsets packers' dressing, handling and selling expenses, so that the beef from a steer normally sells at wholesale for less than the live animal cost.

Retail markup must cover such costs as rent, labor, depreciation on equipment and fixtures, etc., as well as shrinkage in weight of beef carcass when converted into retail cuts. Prices are averaged. In some stores they were lower. In some charge-and-deliver stores or in high-cost areas, they were higher.

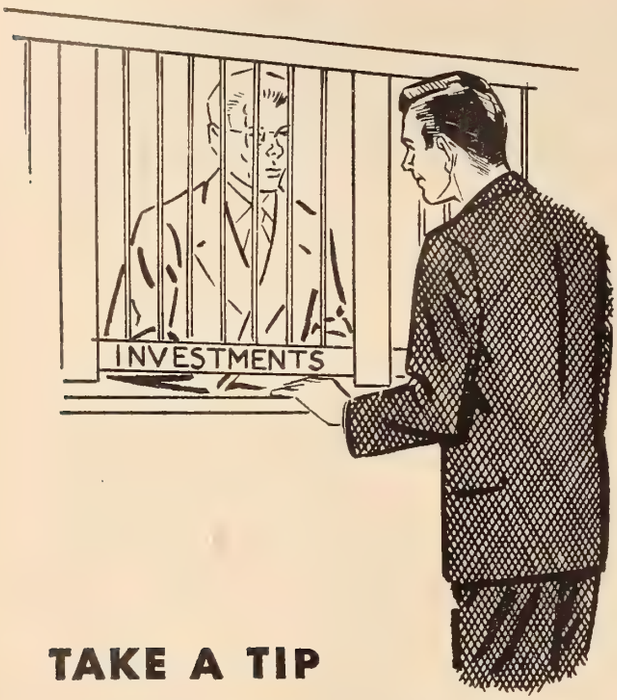
Based on market reports of the USDA for good-grade beef steers and good-grade carcass beef, Chicago style cutting, and on average retail prices for good-grade meat, as reported by the U. S. Bureau of Labor Statistics, Chicago, during 1949.

A good look at this chart quickly provides answers to a lot of questions people ask about meat. For example, it shows why sirloin steak from a 26¢-per-pound steer may cost 85¢ over the counter, and why a meat packer can sell beef for less than he paid for the animal "on the hoof."

Efficiency in saving by-products as well as meat—and not economic legerdemain—makes this possible. It is one of the big reasons why meat moves from farmer—to packer—to store at a lower service cost than almost any other food.

AMERICAN MEAT INSTITUTE

Headquarters, Chicago • Members throughout the U.S.



TAKE A TIP FROM THE NATIVES...

They Know Where to Get the Best Returns

Atlanta's smart businessmen know on a cost per thousand basis WGST pays the best return on their advertising dollar. The ABC lineup, top local acceptance, alert merchandising support means more local advertisers buy more time on WGST than any other Atlanta station. How wise is your Atlanta investment?

WGST

ABC IN ATLANTA
5000 WATTS AT 920 K.C.

Studios and Offices
FORSYTH BUILDING • ATLANTA, GEORGIA

REPRESENTED NATIONALLY BY JOHN BLAIR,
IN THE SOUTHEAST BY CHARLES C. COLEMAN

new business



AMERICAN SAFETY RAZOR Corp., Brooklyn, names McCann-Eric son, N. Y., for Silver Star Razors and Blades. Account forme handled by Ruthrauff & Ryan, N. Y., will sponsor, effective Dec. Robert Q. Lewis *The Show Goes On* on CBS-TV instead of firm's A Ascot lighters. Latter product and ASR Foto-disc camera handled McCann-Erickson.

KERR GLASS Mfg. Co., L. A., appoints McNeill & McCleery Inc., L. to handle advertising. **Charles R. Creamer** is account executive. media plans announced. Firm heavy user of participations spotted various markets throughout country coincident with canning seasons

FIVE STAR MFG. Co., Grande Forkes, Minn. (Freeman Headbolt Engi Heaters), using transcribed announcements on 20 stations in cold b coast-to-coast. Campaign started in November and will run through e of January; will also test TV in two markets. Agency: Barney La Inc., Fargo, N. D. **Harold Flint** is account executive.

ABITIBI POWER & PAPER Co., Toronto (newsprint), starts series quarter-hour transcribed institutional programs on 23 Ontario statio program dealing with *The People's Forest.* Agency: Albert Jarvis L Toronto.

MYSTIC ADHESIVE PRODUCTS Ltd., St. Catherine's Ont. (Mys cloth tape), starts musical flashes on number of Canadian statio Agency: James Fisher Co., Toronto.

THOR CORP., Chicago, in process of developing media plans for 1 with its new agency, Henri, Hurst & McDonald, same city, which t over account Dec. 1. Radio and TV contemplated. Thor has used co film spots. **MARTIN ZITZ** is account executive.

YARDLEY of LONDON Inc., N. Y. (beauty preparations), to spon *Tex and Jinx* Mon.-Fri., 6:30-6:55 p.m. on WNBT (TV) New Y starting Jan. 5.

CANADIAN INDUSTRIAL ALCOHOL Co. Ltd., Montreal (anti-freez starts one-minute spot announcements on number of Canadian statio Agency: Stevenson & Scott Ltd., Montreal.

BREAKFAST CLUB Coffee, L. A., appoints Davis & Co., L. A., handle advertising. Media plans not yet announced.

BEST FOODS (CANADA) Ltd., Hamilton, Ont. (Nucoa margarin starts quiz show *Who's Talking,* five-minutes, five-times weekly o Ontario and one British Columbia stations. Agency: F. H. Hayhu Co., Toronto.

Network Accounts • • •

CHAMBERLAIN SALES CORP., Des Moines, for its lotion, will sp sor *Eric Severeid and the News* on CBS Sun., 6:45-7 p.m. CST f Jan. 7 for 52 weeks. Agency: BBDO, Chicago.

BURTON DIXIE CORP., Chicago (mattresses), sponsoring comment program featuring Paul Harvey on ABC Sun., 10:15-10:30 p.m., sta Dec. 3. Agency: Turner Adv., Chicago.

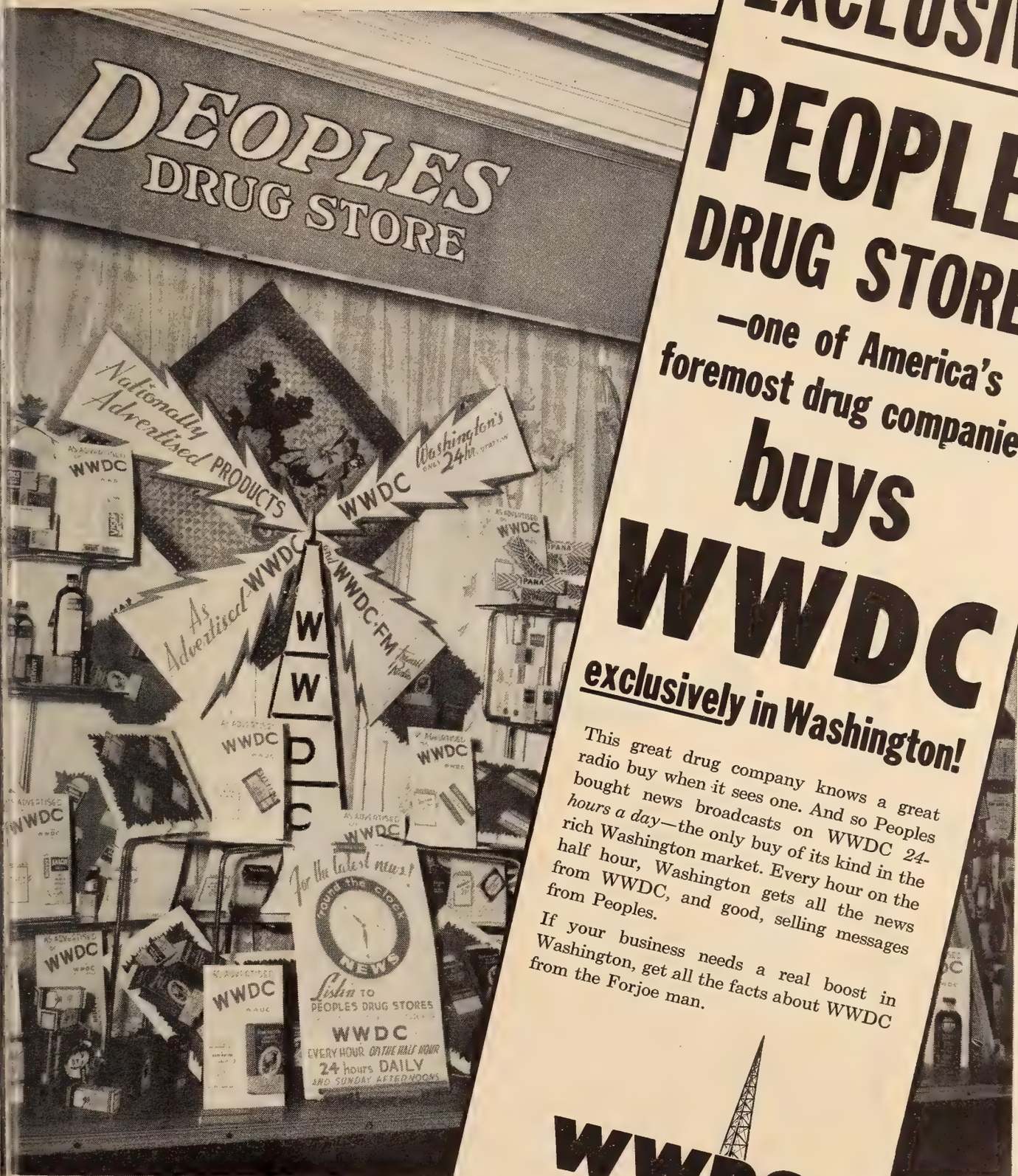
COLGATE-PALMOLIVE-PEET CO., renews *Judy Canova Show,* S 10-10:30 p.m. over NBC. Agency: Ted Bates Co., N. Y.

WILLIAM WRIGLEY CO., Chicago, renews *Gene Autry,* Sat., 8- p.m. on CBS for 52 weeks, and *Life With Luigi,* Tues. 9-9:30 p.m. CBS. Agency for Autry show is Ruthrauff & Ryan, Chicago, for Luigi, Arthur-Meyerhoff Co., Chicago.

GENERAL MILLS Inc., Minneapolis, to sponsor 15-minute segment *The FBI In Peace and War,* over CBS, Thurs. 8-8:30 p.m. beginn Jan. 4. **Procter & Gamble** for Lava Soap is co-sponsor. Agency: K Reeves Adv., Minneapolis.

A. O. SMITH Co., Milwaukee (industrial manufacturer), to sponsor annual broadcast of Lionel Barrymore's portrayal of "Scrooge"

(Continued on page 117)



EXCLUSIVE!

PEOPLES DRUG STORES

—one of America's foremost drug companies

buys WWDC

exclusively in Washington!

This great drug company knows a great radio buy when it sees one. And so Peoples bought news broadcasts on WWDC *24-hours a day*—the only buy of its kind in the rich Washington market. Every hour on the half hour, Washington gets all the news from WWDC, and good, selling messages from Peoples.

If your business needs a real boost in Washington, get all the facts about WWDC from the Forjoe man.

WWDC
WASHINGTON, D. C.

WWDC-FM—Washington's Transit Radio Station
H-R Representatives, Incorporated



CONFEDERATE MONEY!

WRC's Bill Herson has just concluded another successful promotion. You must have heard about Bill's Confederate money bidding contest for an RCA television set. Results, in a rather specialized promotion, were nontheless TERRIFIC. We're just 5000 watts, but the bids, in wires, letters and 'phone calls came from all over America.

Arthur Edson, Washington feature writer for Associated Press, mentioned: . . . "it may be that Confederate money will go farther here than it did in the last days of the Civil War . . ." (over 100,000 bills of all denominations were bid).

May we add . . . your money, dollar for dollar, on WRC will go farther today, in spots or programs for your product.

WRC has a heritage of results. This is just one example.

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON
WRC NBC
5,000 Watts • 980 KC
Represented by NBC SPOT SALES

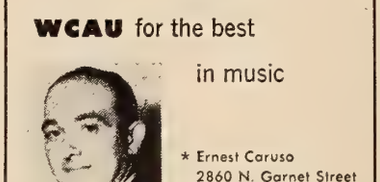
feature of the week

GREAT names of history are passing in review in the City of Brotherly Love, and, as WCAU-AM-FM-TV claims, they listen and watch programs aired by the Philadelphia CBS affiliate.

The gimmick is part of WCAU's three-toned fall promotion campaign, first phase employing teaser ads in the *Philadelphia Bulletin*, the second car cards, and the third an ad series run twice a week in the *Bulletin*.

Promotion runs likes this: "When he goes home at night, Robert E. Lee listens to WCAU for the latest in war news." A note gives the Philadelphia address of listener Lee. The take-off on names includes prominent figures of literature, music, the theatre and history, such as Shakespeare, Caruso, Rudolph Valentino and Marconi. Of the latter, WCAU says he "discovers the best in radio on WCAU."

Other contributors to the slogans, which point up "best in music, best in drama, best in motion pictures," are a Joe Miller (watches WCAU-TV for the best in comedy) and a Steve Brody (takes no chances—he listens to WCAU).



Caruso strikes notes for WCAU in promotion ad.

* * *

Robert N. Pryor, WCAU's promotion and public relations director, says the eye-catching campaign is evoking wide audience reaction, with one listener suggesting her six-year-old son's name as a possible adliner. The name? Glenn Ford.

strictly business



DOUGLAS DAVID BALLIN JR.

KEEPING an "open mind" on advertising's ever-changing problems and, above all, "listening to the other guy's story before making a decision" are cornerstones of philosophy that have guided the active business career of Douglas Ballin, radio director of Whitehall Pharmacal Co., New York. Added to these convictions is his "first love" of radio.

"Right now by far the most interesting problem," says Mr. Ballin in looking back over his radio associations, "is what to do about television in relation to radio. This, of course, is a problem facing many longtime network and spot advertisers."

If his past performances pose an accurate indicator, neither Mr. Ballin nor his enterprising radio-minded firm need be confused. Whitehall currently sponsors five network shows and recently signed with NBC for its Operation Tandem, which also falls within Mr. Ballin's jurisdiction. Additionally, the drug company sponsors a program on the CBS Pacific Coast Network and spot schedules on over 300 stations.

Douglas David Ballin Jr. was born in New York City April 17, 1916. His early education consisted of four years at the Hill School beginning in 1934 and, later, attendance at Princeton U., where he emerged with an AB degree in political science. At Princeton Mr. Ballin was active in interclub sports and in management of the university's Triangle Club.

Upon graduation in 1938, he went west "to see as much of the country

(Continued on page 41)



—and you'll discover you *don't have to pay the High Dollar* to cover Detroit. On WEXL you hit 99.6% of Motor City listeners—at a low suburban rate. Plus . . .

√ WEXL reaches over ½ the population of the State of Michigan

√ WEXL is Michigan's First Independent Station (26 years)

√ WEXL programs Music - News - Sports *when you want them*

Better "look on the other side" for High-Class Low-Cost Sell . . . on

WEXL AM-FM

Phone Jordan 4-6523
National Representatives

HIL F. BEST

DETROIT
MICHIGAN



FIRST

. . . IN RADIO!

. . . IN TELEVISION!

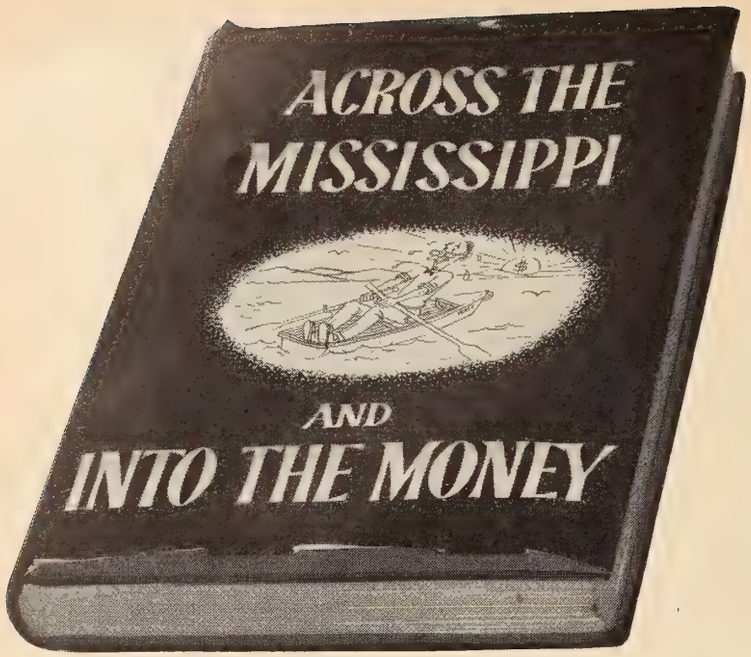
KPRC ★ KPRC-TV

Lamar Hotel, Houston

Affiliated with NBC and TQN

W. P. HOBBY, *President* • **JACK HARRIS,** *General Manager*
Represented Nationally by:

EDWARD PETRY & CO.



This is my first and best and true and only station, thought William Quarton as he cast an appreciative eye along neat rows of high readership ratings. She is a little heavy with Godfrey, thought Bill, but she delivers an audience good.

A pair of Cadillacs honked at each other across the Cedar Rapids street, their radios set at 600. "A lovely market," mused Bill. He shuffled through program records, looking for an availability. His secretary came in, flushed with the burden of the morning mail.

"Shall I open this package which probably contains orders from our sales representative, the Katz Agency, first, which is merely exciting, or shall I shuck this ear of corn sent in by an admiring listener?"

"Let's open the package," said Bill. He reached for the string, slit it sharp and hard and clean with a pocket knife which read Souvenir of WMT, Cedar Rapids. "Iowa is a good place, Daughter, and we have a capital per capita, and half of the state's income is industrial and half comes from the fat of the land."

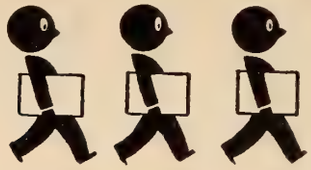
"I am going to give you my portable," the girl answered, "so that when you walk from the car to your office you can hear the Columbia Broadcasting System's exclusive outlet in Eastern Iowa. Tell me what the Katz Agency sent, but leave out the rough parts." She raised a window and the Iowa air, clean as your grandmother's bobby pin, floated in.

"They have sent us a new time stretcher. Thank G--! Now we can make room for all this other business."

WMT
CEDAR RAPIDS

5000 WATTS
600 KC
DAY AND NIGHT

BASIC COLUMBIA NETWORK



agency

J. V. TARLETON, partner and president J. Sterling Getchell, N. to Cunningham & Walsh, N. Y., in executive capacity, dealing wi Liggett & Myers Tobacco Co.

ROBERT E. BRETHAUER, to J. Walter Thompson, Chicago, Jan. as assistant to timebuyer **ED FITZGERALD.** Mr. Brethauer was AM-T network account executive at ABC Chicago, handling the Minneapo area. Other JWT buying additions are **ANNA JEAN PRIDMORE**, w returns to the agency, and **MARGARET HOTIRA**, formerly of t Shell Oil Co.

STAN SCHENDEL, copy supervisor Federal Adv. Inc., N. Y., to co department Kudner Agency Inc., same city.

WILLIAM M. MILLS, McKim Adv. Ltd., Montreal, to manager McGu Adv. Ltd., Montreal.



on all accounts

FREDERICK (Ted) LONG, director of radio and television for Geyer, Newell & Ganger, New York, began his professional career selling tubes and other indispensable radio parts in Boston. Today, he has himself become an indispensable part of radio.

A potent force in television besides, Mr. Long brings one of the most versatile of backgrounds to his present job as overseer of the impressive Nash-Kelvinator accounts, among many others.

In the latter days of his job as parts salesman he took over the supplementary job of announcer on WLOE Boston, remaining with the station until it closed its doors in bankruptcy.

He then joined WNAC Boston full-time as announcer and program supervisor. One year later he moved to WEAN Providence as commercial manager, shortly, advancing to the post of general manager of the station.

Four years later Mr. Long joined CBS in New York as a producer. He built and produced the Kostalanetz show, produced *The Hit Parade* for the first year-and-a-half as well as the *Flying Red Horse* program.

In 1936, he was named an assistant to Harry Butcher as p gram manager for CBS at WJ (now WTOP) Washington. In 19 he returned to New York to fr lance, producing such shows as Ripley program and *The Hit P rade Party.* In addition he w selected to supervise broadcasti activities for the New York 19 World's Fair. In 1940 he ser as assistant radio director of Republican National Committee



MR. LONG

One year later moved to Chicago join Lord & Thom as head of radio. 1941 he became ministrative exe tive for the Coor nator of Int American Affairs

In 1944 he joi BBDO New York, radio account exe tive and head of television and n tion picture divisi And two years la he went to Ge Newell & Ganger production manag later to be nam assistant director radio and televisi and ultimately attaining his pr ent job in 1949 as head of the partment.

Besides the Nash-Kelvinator count, Mr. Long supervises radio and TV advertising for E bassy cigarettes, Continental Krueger beer and Zippo lighte

The Longs, she is the form

(Continued on page 40)

beat



LLIAM F. WALSH, Buchanan & Co., N. Y., to Lennen & Mitchell, Y., as account executive.

EWART GARNER, Hollywood account executive, transfers to televi- department of agency's N. Y. office sometime next month.

CK BROOKS, producer CFCF Montreal, to radio department Cock- d, Brown & Co., Montreal.

LPH G. TUCHMAN, assistant to general manager KTTV(TV) Los eles, to Walter K. McCreery Inc., Beverly Hills, Calif., as radio-TV ctor. Replaces KEN BARTON, resigned to do freelance radio-TV duction and announcing.

NJAMIN GOLDBERG, Stuart Bart Agency, N. Y., to Franklin & dney Inc., same city, as art director.

THERINE M. NEUMANN, director of home economics department BC Kansas City, Mo., to radio-TV department Ketchum, MacLeod & ve Inc., Pittsburgh. She will be featured on *Kay's Kitchen*, Mon-Fri. WDTV(TV) Pittsburgh.

X E. FIRETOG, art director S. R. Leon Co. Inc., N. Y. appointed president.

ANK E. DUFFY, copywriter Geare-Marston Inc., Phila., to copy A. E. Aldridge Assoc. Adv., Phila.

ANGE of address: BERNARD B. SCHNITZER Inc. moves to 347 kton St., S. F., BRISACHER, WHEELER & STAFF moves to new ding at 1660 Bush St., S. F.

NNETH R. McMATH, N. W. Ayer & Son, N. Y., to Lennen & Mitchell, ., as account executive.

RK FORBES, John Irving Shoe Corp., Boston, to The Biow Co., ., as copywriter.

F ASSOC., new advertising agency in Wilmington, Del., has been nized by ALAN GOFF, former graphic presentation director . The agency will serve both manufacturing and retail accounts in ware and on nation-wide basis. Offices are located at 830 Orange et, Wilmington.

rsonals . . .

WALL JACKSON, vice president in charge Hollywood office J. Wal- Thompson Co., in New York for 14 days attending conferences . . . L D. KRANZBERG, president Padco Adv. Co., St. Louis, elected nal chairman of Affiliated Advertising Agencies Network . . . ED- D J. BRECK, vice president and general manager John H. Breck Springfield, Mass., appointed to board of trustees of American Trade Council.

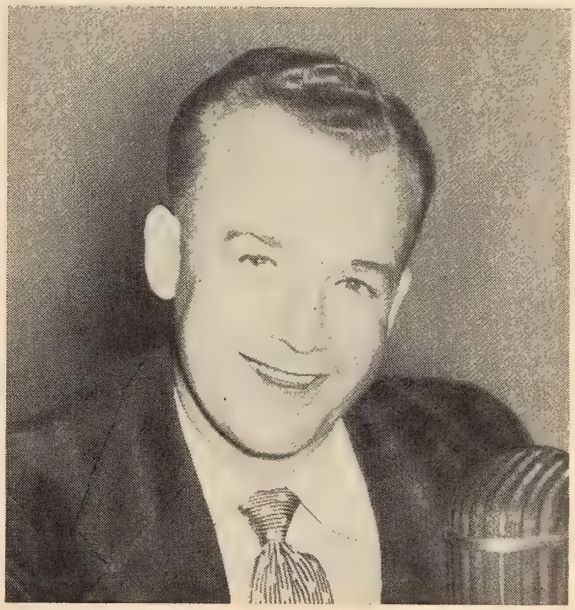
N BORTON, president and general manager Advertising Federation merica, elected director-at-large of Advertising Council . . . JOHN HER LUPTON, president of advertising agency bearing his name, nducted as professional member into William H. Johns Chapter, Delta Sigma, the national honorary advertising fraternity.

George Haefner

GIVES THEM . . .

COUNTRY FARE

AND THEY LIKE IT!



There's nothing city-slickerish about George Haefner's "Country Fare" show every weekday on WHAM from 5:30 to 6:30 a.m.

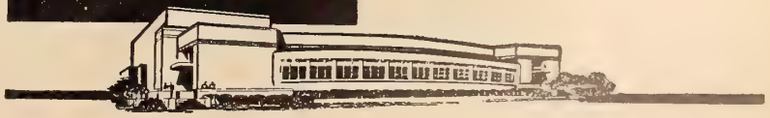
Just down-to-earth facts and chit-chat about running the farm; news bulletins; crop reports; and lots of good old-time music always as welcome as ham and eggs to start the day off right.

An hour that's loyally listened to all thru Western New York by the prosperous farmers in WHAM-land.

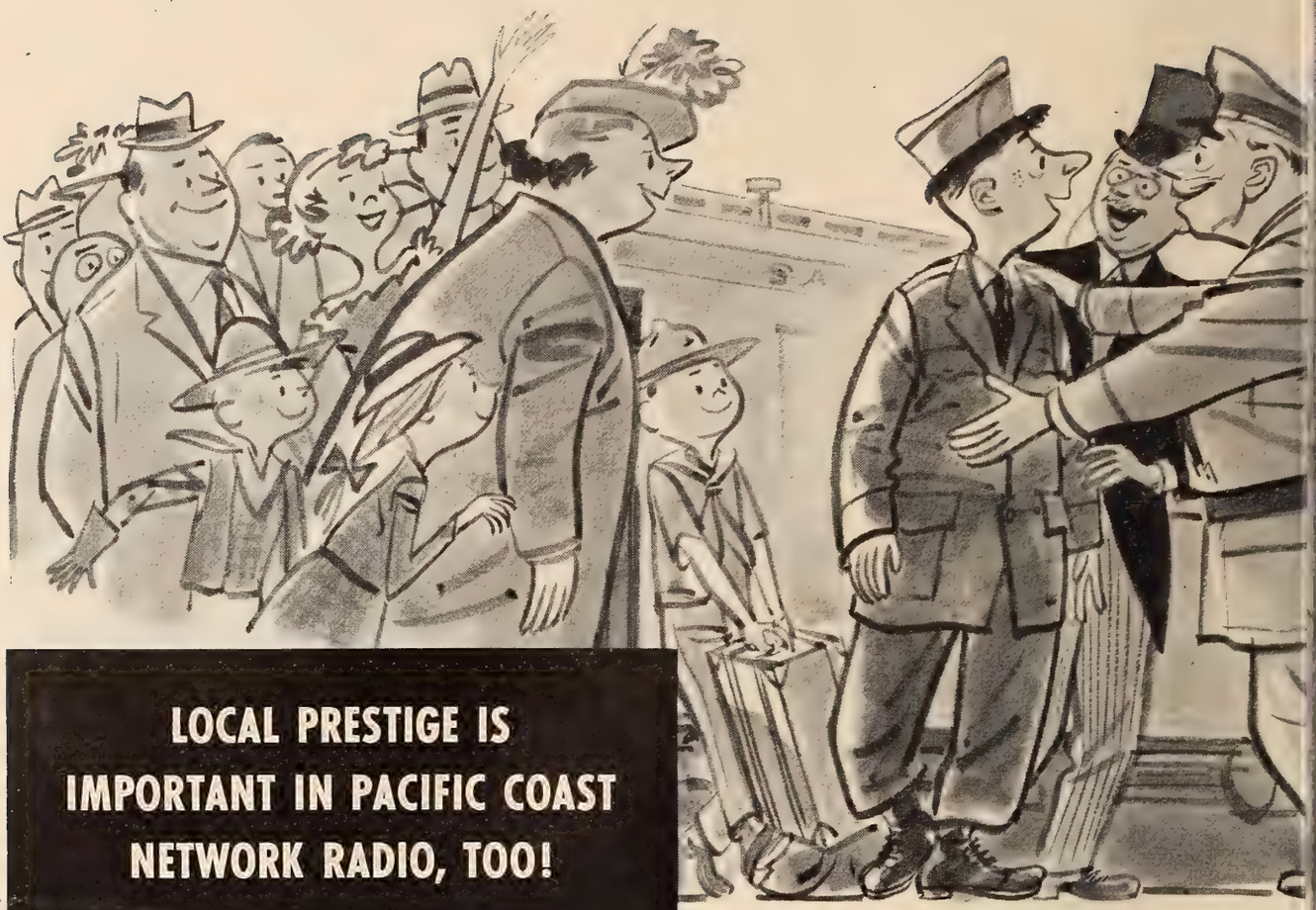
Normally "Country Fare" is sold out. It does that good a job for advertisers. But availabilities do open up from time to time. If you want to sell to the Western New York farmer, see HOLLINGBERY about WHAM's "Country Fare."

WHAM

The Stromberg-Carlson Station



Basic NBC—50,000 watts—clear channel—1180 kc



LOCAL PRESTIGE IS IMPORTANT IN PACIFIC COAST NETWORK RADIO, TOO!

DON LEE'S NETWORK PRESTIGE is "home-town" prestige in 45 important Pacific Coast marketing areas—and in 24 of these markets, Don Lee has the *only* network radio outlet. That, above all else, explains why Don Lee is the *only* network designed for *complete* local Pacific Coast radio coverage.

With Don Lee, there is consistently good reception by Pacific Coast listeners because Don Lee—and only Don Lee—was built to meet the special Pacific Coast reception problems. Great distances between markets, mountain ranges (5,000 to 14,495 feet high) and low ground conductivity made it advisable to locate network stations within each of the many vital marketing areas. That's why the best, most economical coverage for the Pacific Coast is obtained with Don Lee's 45 local network radio outlets.

Only Don Lee offers advertisers all the advantages of local selling, local influence and local prestige. That's important in selling and it's an *exclusive* Don Lee network selling advantage.

With Don Lee you get local *product* acceptance where you want it—to meet your specialized marketing prob-

LEWIS ALLEN WEISS, *Chairman of the Board* · WILLET H. BROWN, *President* · WARD D. INGRIM, *Vice-President in Charge of Sales*

1313 NORTH VINE STREET, HOLLYWOOD 28, CALIFORNIA · *Represented Nationally by* JOHN BLAIR & COMPANY



Of 45 Major Pacific Coast Cities

ONLY 10	3	8	24
have stations of all 4 networks	have Don Lee and 2 other network stations	have Don Lee and 1 other network station	**have Don Lee and NO other network station**



lems. You buy coverage to fit your distribution. No waste. You buy only what you need.

Only Don Lee can broadcast your sales message to all the Pacific Coast radio families from a local network station located where they live and where they spend their money. It's the most logical, the most economical, the "best received" coverage you can get for the Pacific Coast.

That's why Don Lee consistently broadcasts more regionally sponsored programs than any other Pacific Coast network.

Don Lee Stations on Parade: KVOE—SANTA ANA, CALIFORNIA

*Orange County has a population of over 200,000 and annual retail sales are nearly $200,000,000—and KVOE is the only radio station within the county. Only via this 24-year-old Don Lee station can you cover this market from the inside—*LOCALLY*—where the people live and spend their money. The Don Lee network covers the* WHOLE *Pacific Coast market with 45 such strategically located stations.*

The Nation's Greatest Regional Network



In The Public Interest



KFWB Hollywood Nov. 28 cancelled all commercial time for 24-hour marathon to aid Community Chest in closing days of fund raising campaign. Station and Southern California Chapter, AAAA, cooperated in bringing radio, television, film and recording artists before microphone to stimulate volunteer solicitors in field to bring in required quotas. Solicitors reported via telephone with conversations with talent on broadcast.

* * *

Generous Listeners

WITHIN minutes after a plea was made for donations for a farm family whose baby had died away from home, KNOE Monroe, La., began receiving pledges from listeners. Irving Zeidman, program director for the station, had made the request on *Happiness Exchange*, when he heard that the baby had died in New Orleans and the family could not afford to transport the body home nor provide a proper burial. The expenses were set at $75, but before Mr. Zeidman could halt the calls the station had received $110.

* * *

Gets Fast Results

A DOCTOR in Cleveland, Ohio, called WERE that city and asked that a message be read over the air, urging anyone with O type blood to call the Huron Road Hospital at once in order to save the life of a patient who needed 10 pints of blood. WERE put the announcement on immediately and reread it several times during its broadcast of the Cleveland Barons' hockey game. The doctor called the station again, some half-hour after the first appeal was made, and reported the hospital had been flooded with calls from listeners and had obtained the necessary blood.

* * *

Boost for History Teachers

USE of a daily newsreel covering world events will be one of the methods of teaching history in San Antonio classrooms. WOAI-TV San Antonio is donating used fi of its daily *Telenews* progra along with the script, to the au visual department of the San tonio Independent School Distr The films and scripts are comp and edited by International Ne Service and International Ne Photos. They are to be delive to the school film library in wee installments.

* * *

Cousins Found

WHEN Sam Peskin decided to to Cleveland to join the Marines intended to spend his last civil hours with his cousins, Alice Ruth Peskin. Since he had not contact with them for 20 years, had forgotten their married nam he asked WDOK Cleveland to h him. He personally aired his st over *Symphony Sid*, afternoon d show. Ten minutes later, a liste phoned in a lead, and within h an hour, Mr. Peskin was visit with Mrs. Alice Peskin Warmi ton.

* * *

BERGEN VISIT

KCBQ Records Ever

WHEN a five-year-old polio tient at San Diego County Hospi recently asked her parents fo photograph of Edgar Berge precocious pal, Charlie McCart she really sparked a chain of ever And Charlie, no woodenhead, r to the occasion.

The appeal was passed on Kathleen Howell's parents to National Foundation for Infan Paralysis, whose county chairm forwarded the request to Writer Virginia McPherson. appealed, in turn, to Mr. Berg who consented to make the t

KCBQ San Diego's special eve section setup a two-way pu address system at the hospital Charlie could chat with the through a glass panel in the is tion ward.

The Regan tape recording m at the airport and hospital played back that evening on KC Listeners heard Charlie quest the girl about her gifts and chu at his own gags, while a baby the polio isolation ward wa softly in the background.

* * *



Charlie McCarthy — aided, course, by Mr. Bergen—chats polio victim, Kathleen Howel



The BIG PLUS in Little Rock can be yours . . . if you advertise on —

NBC's Arkansas Powerhouse-KARK

Send today for the illustrated brochure that gives the FACTS, and shows how you can put this PLUS to work for you in the sales oasis of fast-growing Arkansas. Just write us or ask your nearest Petry Representative for your copy!

National Representative:
EDWARD PETRY AND CO., INC.

KARK dial 920 NBC
5000 WATTS
Arkansas' Preferred Station

T. K. BARTON
Gen'l Mgr.

JULIAN F. HAAS
Comm'l Mgr.

give to anyone in radio-tv



BROADCASTING

Merry Christmas

52 WEEKS A YEAR

. . . with **BROADCASTING** • **TELECASTING.** What better gift than that of business knowledge, of thought-provoking feature articles and lens-sharp reporting of all radio—AM, FM, TV—Monday every week. Profitable to give, BROADCASTING's practical and sensibly priced, too.

Wind up your Holiday gift-giving quickly and inexpensively by listing your clients, staff members, prospective advertisers, radio friends on handy-order form at right. Each gift announced with a full color Christmas card, hand-signed with your name. Subscriptions start with December 25 issue.

Remember, when you give **BROADCASTING** • **TELECASTING** you give the finest in radio for 52 weeks, plus the big 3½ lb. 1951 Yearbook.

at Special Christmas rates . . .

1 for $7 4 for $25 8 for $45

Note: Your own subscription may be renewed as part of this order. Simply list it first, as addressed, and we'll extend the subscription for one year from its present expiration. Special prices apply to both new and renewal subscriptions.

20 YEARS OF SERVICE TO RADIO-TV

BROADCASTING TELECASTING

PLEASE SEND BROADCASTING AND 1951 YEARBOOK AS MY GIFT TO—

1 for $7.00	☐ √ IF RENEWAL Name ..... Firm ..... Address ..... City..... Zone..... State..... Sign gift card: .....
2 for $13.00	☐ √ IF RENEWAL Name ..... Firm ..... Address ..... City..... Zone..... State..... Sign gift card: .....
3 for $19.00	☐ √ IF RENEWAL Name ..... Firm ..... Address ..... City..... Zone..... State..... Sign gift card: .....
4 for $25.00	☐ √ IF RENEWAL Name ..... Firm ..... Address ..... City..... Zone..... State..... Sign gift card: .....
5 for $30.00	☐ √ IF RENEWAL Name ..... Firm ..... Address ..... City..... Zone..... State..... Sign gift card: .....
6 for $35.00	☐ √ IF RENEWAL Name ..... Firm ..... Address ..... City..... Zone..... State..... Sign gift card: .....
7 for $40.00	☐ √ IF RENEWAL Name ..... Firm ..... Address ..... City..... Zone..... State..... Sign gift card: .....
8 for $45.00	☐ √ IF RENEWAL Name ..... Firm ..... Address ..... City..... Zone..... State..... Sign gift card: .....

Signed .....

Firm .....

Address .....

IMPORTANT—Mail today to:

BROADCASTING • TELECASTING

NATIONAL PRESS BLDG., WASHINGTON 4, D. C.

☐ $ _____ enclosed ☐ Bill me later



You get a lot for a little*



*MORE LISTENERS-PER-DOLLAR THAN ANY OTHER TV OR RADIO STATION IN BALTIMORE

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY

BROADCASTING
TELECASTING

Vol. 39, No. 23 WASHINGTON, D. C., DECEMBER 4, 1950 $7.00 A YEAR—25c A COPY

New York Analysis Refutes Rate Cut

ANSWERING advertisers and agencies who have been clamoring for a reduction of evening radio rates in New York on the presumption that television viewing has severely cut into radio listening in that city during the evening hours, the research department of WOR New York last week unveiled an analysis of homes reached by each medium which showed radio to have an appreciable edge over TV on a cost-per-1,000-homes basis.

The WOR report also noted that while New York radio stations are delivering more listening families at less cost than they did 10 years ago, the city's newspapers and national magazines in the same period have instituted rate increases far in excess of their circulation gains.

The radio-TV comparison was obtained by applying the 15-minute evening rates of the city's seven TV stations and the 10 radio stations whose nighttime audiences were measured throughout the week by The Pulse Inc., against the actual listening and viewing audience as obtained by projecting Pulse radio and TV ratings for October 1950. This comparison showed, according to the WOR analysis, that, on a cost-per-1,000-homes basis:

"Nighttime radio rates in New York were 60% lower than comparable television rates in New York during the early evening (6-8 p.m.) and 41% lower in the 8-10 p.m. period as of October."

Cost-Per-Thousand

Radio delivered 1,000 listening New York homes for $3.50 in the 6-8 p.m. period, and for $3.03 in the 8-10 p.m. period, contrasted with TV costs of $8.84 per 1,000 homes in the early evening hours between 6 and 8 p.m. and $5.15 for the following two hours between 8 and 10 p.m., WOR stated.

The report also pointed out that the margin of radio over TV is even more pronounced than these figures indicate, since the comparison is based on New York's 17-county metropolitan area and takes no allowance for the "very sizable audience edge that radio has over television in the area beyond metropolitan New York," and since no account was taken of talent costs "which bulk so large in TV as contrasted with radio."

Avoiding direct cost-per-1,000 comparisons between radio and printed media as "difficult to establish because of the controversial problems involved in comparing rates and circulation for the different media," the analysis is lim-

(Continued on page 32)

Radio Flexes Biceps

RADIO LISTENING shows an impressive increase over the past 12 months for the important Washington market. In the periods before 7 p.m. radio had a bigger audience than it had a year ago in spite of the city's four television stations which, at the same time, claim a set circulation increase of 175%.

While the total evening radio audience is off slightly, many of the network nighttime periods show an increase for the year.

Just how healthy radio is may be seen by an analysis of the October 1949 and October 1950 reports on the Washington radio audience by the American Research Bureau.

Of the 13 one-hour periods between 6 a.m. and 7 p.m., increases in total audience have been registered by 61.5% of them, Monday through Friday. On Saturday, 38.5% of the daytime hours show gains in cumulative audience on comparison of October 1949 and October 1950. There were 23% of the Sunday daytime hours which had more listeners in 1950 than in 1949.

In the period before noon, Monday through Friday, 83.3% of the hours made an increase in total audience between the two years. This growth in circulation is credited partly to the increased interest in news broadcasts since the outbreak of the Korean conflict.

Although the Washington stations do carry heavy news schedules before 9 a.m., and the audience flow may be somewhat static, the total morning audience certainly has not been "forced" by news alone.

Before 4 p.m., 80% of the one-hour periods show a gain in total

(Continued on page 34)

D. C. Shows Gain Despite TV

NEW YORK, the world's number one market, and Washington, the white collar capital of the globe, have answers for those who see "ear radio" yielding all to "eye radio." New York with seven TV stations and TV circulation approaching the two million mark, has been cited as Exhibit "A" in the capitulation of radio to TV. In the adjacent column, there's verified proof that radio furnishes the biggest bargain for advertisers of any medium extant. Simultaneously, Washington, with its four TV stations, produced reports based on reliable research, proving that radio listening between 6 a.m. and 7 p.m. has shown a *considerable increase* over the last 12-month period.

FREQUENCY USE

Top Policy Agency Seen

CREATION of a permanent top-level frequency allocations and communications policy agency which would draw the broad blueprints for FCC and the Interdepartment Radio Advisory Committee moved closer on the governmental horizon last week.

President Truman's Temporary Communications Policy Board, which has been considering the plan for several months [CLOSED CIRCUIT, Sept. 11], devoted most of its 2½-day November meeting to the subject and heard the overall idea endorsed by FCC Chairman Wayne Coy.

Authorities speculated that the temporary board in its report to the President, due Feb. 17, will recommend that such an agency be created within government to work at a sub-Presidential level in the interests of frequency economy and more efficient communications policies.

Meanwhile, Sen. E. W. McFarland (D-Ariz.), chairman of the Senate Interstate and Foreign Commerce Radio Subcommittee, who may become Senate majority leader in the next Congress, urged the temporary board to recommend appointment of "an Assistant Secretary of State for Communications."

McFarland's Views

Sen. McFarland, who had initiated a Senate subcommittee study similar to the Presidential board's just prior to the latter's creation, made his suggestion in a letter sent Friday to Board Chairman Irvin Stewart, former FCC Commissioner and now president of the U. of West Virginia. A copy of Sen. McFarland's letter was sent to Secretary of State Dean Acheson.

The seriousness with which Dr. Stewart's board is pursuing the idea of a permanent policy agency was indicated by the fact that representatives of the Budget Bureau were called in for conferences following the sessions with FCC Chairman Coy.

Although final thinking has not yet crystallized, it was understood the five-man temporary board feels that frequency and communications efficiency would be improved through the operation of an agency to set broad, overall policies.

It would be the present board's hope, on the basis of current discussions, that the permanent agency would function with a minimum of disturbance to the operations of the FCC and the Interdepartment Radio Advisory Committee (IRAC).

It was conceded, however, that improvements might result if there were an overall agency which would, for instance, pass upon the respective frequency requirements of government and non-government users. IRAC's present operations in this regard have been an

(Continued on page 113)

Also in This Issue
Agenda, Registration, and Special Features in Connection With TBA Annual Clinic
See Page 53

SHOWERMAN TO F&P As TV Sales Manager

I. E. (Chick) SHOWERMAN, who has just resigned as NBC Central Division vice president, ending 22 years with the network (see story page 23), on Dec. 11 will join Free & Peters Inc., station representative organization, as television sales manager. He will spend several weeks in the Chicago office before moving to New York after the first of the year to supervise TV sales representation of all seven F&P offices from headquarters there.

Joining NBC's Chicago sales staff in 1928 when the network first established offices in that city, Mr. Showerman remained there until 1936, when NBC transferred him to New York as assistant sales manager of its Eastern Division. He became sales manager of the division in 1940 and in April 1946, after a decade in New York, he returned to Chicago as general sales manager of the NBC Central Division. In August 1947 he was made vice president of the division, holding that title until his resignation from NBC last week.

As manager of NBC's Chicago operations Mr. Showerman has directed the operations of the network's TV station there, WNBQ, from its blue print days to the present, when it is in its second year of telecasting as one of the city's major TV stations.

In announcing Mr. Showerman's appointment, Free & Peters hailed it as another important step in the firm's TV development, which began nearly four years ago—in January 1947—when F&P sold a spot campaign for KSD-TV St. Louis. A separate TV sales staff was established in September 1948. F&P now represents eight TV stations: WOC-TV Davenport, WBAP-TV Fort Worth-Dallas, WAVE-TV Louisville, WTVJ (TV) Miami, WTCN-TV Minneapolis-St. Paul, WPIX (TV) New York, KSD-TV St. Louis and KRON-TV San Francisco.



Mr. SHOWERMAN

Kraft Buys Two

KRAFT FOODS, Chicago, will sponsor two 15-minute segments of *Queen for a Day* Tuesday and Thursday beginning Jan. 2 and two five-minute *Bobby Benson* shows Tuesday and Thursday on the full Mutual network beginning the same date. Shows will advertise caramels, malted milk and Kraft Dinner. J. Walter Thompson, Chicago is the agency.

REISS FORMS

New Representative Firi

O. J. REISS last week announce the opening of a national repr sentative office at 904 Maritin Bldg., New Orleans, La. A vetera radioman, Mr. Reiss also has serve agencies in consumer research an market analysis in the New O leans area.

A long-time resident of Ne Orleans, Mr. Reiss owned Rei Coffee Co. from 1934 to 1942. H also has been Tennessee state ma ager for Brown-Froman Distille and Louisiana manager for Chri tian Bros. Wines.

In the radio field, Mr. Reiss h been with WHHM and WMPS, bot Memphis. At present he represen 14 Louisiana and Mississippi st tions in the New Orleans marke

TIME SALES *Networks Gross $16,303,325 In October*

GROSS TIME sales of the four nationwide radio networks in October totaled $16,303,325, only 0.7% below the $16,423,385 grossed in the same month of 1949, according to Publishers Information Bureau.

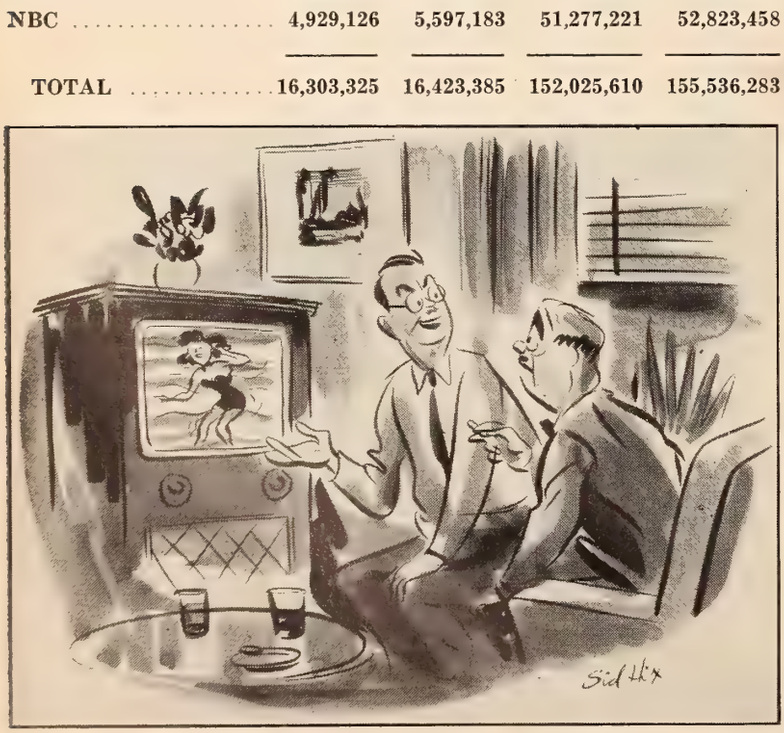
PIB report shows CBS the only network with a larger gross for this October as compared to last, an increase of 16.0%, while the other three networks all sustained losses in comparison to their grosses in the previous October.

For the 10-month period, January through October, the 1950 total of $152,025,610 is down 2.2% from the $155,536,283 gross network time sales in the same period of 1949.

Again, CBS is the only network to show a gain, up 10.9% over last year.

Table prepared by PIB follows:

	Oct. 50	Oct. 49	10 Mos. 50	10 Mos. 49
ABC	$3,165,016	$3,404,683	$29,583,013	$35,279,373
CBS	6,674,657	5,754,037	57,743,321	52,055,629
MBS	1,534,526	1,667,482	13,422,055	15,377,823
NBC	4,929,126	5,597,183	51,277,221	52,823,458
TOTAL	16,303,325	16,423,385	152,025,610	155,536,283



Drawn for BROADCASTING by Sid Hix

"That's not a hula, Bert . . . That's FM oscillator radiation!"

BANKRUPTCY

Papers Filed by Dana Jones

VOLUNTARY bankruptcy papers were filed last Wednesday in U. S. District Court, Los Angeles, by Dana Jones Co., Los Angeles, 25-year-old pioneer advertising agency. Agency, which also has offices in Chicago, is said to be in debt $100,000 on the West Coast alone.

Among local accounts serviced were Helms Bakeries, Studebaker Metropolitan Dealers, and Bullock's Department Store, all of whom used radio and television on local stations.

PANGBORN *Is Named General Manage Southland (WOAI-AM-FM*

APPOINTMENT of Arden X. Pangborn, business manager of the *Portland Oregonian* (KGW), as general manager of Southland Industries Inc., owner and operator of WAOI-AM-TV San Antonio, was announced last week by Hugh A. L. Halff, president and treasurer. Mr. Pangborn joins the organization, which also includes oil, ranching and real estate properties, on Jan. 15.



Mr. Pangborn

Mr. Pangborn has been business manager of the Portland newspaper since 1946, when he succeeded E. Palmer Hoyt, now editor and publisher of the *Denver Post*. For the preceding five years, he had been general manager of KGW and was succeeded in that post by H. Quenton Cox, its present head.

Mr. Halff, president and general manager of WOAI, recently assumed the presidency of Southlan Industries following the death his uncle, G. A. C. Halff, last Se tember. Mr. Pangborn will repo directly to Mr. Halff.

One of the West's best know newspaper executives and broa casters, Mr. Pangborn, now 4 started on the *Oregonian* a quart of a century ago. He served su cessively as a cub sports reporte general reporter, city editor, exe utive news editor, managing edit and, in 1941 became general ma ager of KGW and also of KE Portland. The latter station w subsequently sold, under the du ownership regulations, to Westin house.

He graduated from the U. Oregon in 1929. Among his ma achievements in the newspaper fie was the winning of the coveted of Missouri's School of Journalis honor award for 1940.

Mrs. Pangborn is the form Marie Mathison of Portland. The were married in 1932 and have tw children, Kim and Mary Alice, n yet in their teens.

OPERATION EMERGENCY

Rescue Officials Laud Radio's Role

PUBLIC and civic officials joined last week in recognition of radio's life-saving role on behalf of millions living in the storm-struck area from Illinois to the Atlantic.

Residents of the nation's most populous region were guided by radio through one of the most serious emergencies in history, a service at which broadcasters have long experience. With every other medium crippled or impotent, radio stepped into its familiar disaster role and demonstrated that it can instantly and effectively contact the bulk of the population.

The blizzards and gales that swept the region provided an unexpected disaster drill, a reminder that the industry is prepared to serve its role as No. 1 information source in case of a national defense emergency.

Laud Efforts

No possible estimate could be made of the number of lives saved and the suffering spared millions of persons, to say nothing of property damage that was avoided, but everywhere mayors, governors, Red Cross officials, civic leaders and others paid tribute to radio as an information medium with the widest circulation, fastest action and greatest resistance to breakdown in time of crisis. Commercial schedules were tossed out the window to clear time for disaster service.

In many cases stations were temporarily stunned by blown-down towers or power failures but alert staffs quickly put emergency transmitters and power facilities in action. Power failures silenced many receivers, but portable and auto sets filled much of the gap.

* * *



10's high drifts didn't deter John ker, assistant news editor of WHBC nton. He simply donned snow- shoes for the trek to work.



WINDS of hurricane velocity that whipped through New England levelled two 380-ft. towers of WPRO Providence. This one was toppled shortly before 10 p.m. Nov. 25.

* * *

Radio station crews, ignoring weekend leaves, fought their way through snow-bound streets and roads to man transmitters and handle the heavy load of work at studios and offices. They operated in the finest radio tradition as the industry became the only contact home-bound people had with their communities and the outside world.

Everyone became a reporter, from executives to typists, as facts were gathered by utilizing every operating means of transportation or old-fashioned foot-power. A saga of heroic public service performances could be, but never will be written because radio personnel were too busy with disaster relief to bother recording their individual contributions.

With many newspapers unable to print, and countless others unable to circulate papers to subscribers, the public relied for several days on radio. Even as late as Tuesday some cities had only one medium of intelligence.

Television proved an effective medium in areas having stations, but in some areas where winds reached unprecedented velocities the damage to home TV antennas was serious. Even with antennas blown down, however, a surprisingly high percentage of sets continued to operate. Built-in antennas and temporary home-made rigs minimized effects of the storm in TV areas. When power was off, however, sets became inoperative. In some cases reception was marred by below-normal voltages.

Householders were warned in some cities to turn off all appliances because of the danger to

(Continued on page 114)

N.Y. WEATHERS WIND

Towers Are Levelled

NO INTERRUPTION of major radio and television network programs originating in the New York area was reported during the recent storm. WNBC New York, which transmits from Port Washington, Long Island, where public service power failed, was off the air briefly during a local program Saturday morning (Nov. 25) from 9:05 to 9:20. For the next 18½ hours, the station operated on power from an auxiliary generator. The WCBS transmitter on Columbia Island, off New Rochelle, N. Y., in Long Island Sound, suffered minor damage from salt water. The station had to reduce power from 50,000 to 5,000 w between 10:39 and 10:56 a.m., and 11:33 a.m. and 12:29 p.m., Saturday.

Major casualties of broadcasting in the New York area were suffered on a flat section of the New Jersey coast which was struck by gale winds, and inundated by high waters from the Hackensack River and ocean. Transmitters in this area included WMGM at Rutherford, WMGM-FM at Cliffside Park, WINS at Lindhurst, WMCA at Kearny, WWRL at Secaucus, WHOM at Ridgefield Park, and WBNX on the outskirts of Paterson.

Saturday morning at 6:32, flooded power lines at the WINS transmitter site put that station off the air until 10:40 a.m. Then, after transmitting briefly until 11:07 a.m., the station was off the air until it resumed at 1:30 p.m. on a share-basis with WMGM over the auxiliary transmitter of WOR at Cateret, N. J. From then until sign-on time Tuesday, when its repaired facilities became available, WINS used WOR facilities—Saturday from 1:30 to 8 p.m., Sunday from 7:30 to 1:15, and 5:30 to 8 p.m.; and all day Monday.

Two 400-ft. steel antenna towers of the WMGM transmitter snapped off in the face of high-velocity winds at 3:26 p.m. Saturday, putting the station off the air until 8 p.m., when it resumed over the WOR auxiliary transmitter. Continuing to use WOR facilities over Sunday, the station returned to the air Monday at 6 a.m., operating on 1,000 w over improvised facilities.

Moore Describes Storm

WMCA Transmitter Engineer Art Moore described the effect of the storm at its height. Great waves swept over the marshland around Kearny, N. J., up to the tower houses and within six inches of the transmitter building floor itself, threatening to wash away the catwalks carrying the coaxial cables and carrying away the surface above buried gasoline tanks, which would then float off.

Meanwhile, he said, the towers were bending in the wind as if they were trees. A heavy three-inch door in the transmitter building was twisted and almost blown away. However, WMCA was able to maintain continuous operation, except for 10 minutes of silence Sunday morning, when it was necessary to switch to auxiliary power, and a generator brush was found to need cleaning.

Daniel Sloane, an engineer at the WMCA-FM transmitter located on the 54th floor of the Chanin Bldg. in midtown Manhattan, became "seasick" from the swaying

(Continued on page 116)

* * *



POWER failures didn't faze Harold Behrens (l), engineer of WQXR New York. Packing 35 pounds of battery-operated field equipment, he made his way up 29 floors of the darkened Whitehall Bldg. for the United Fruit Co. *Weather Roundup* on the Rural Radio Network. He earns the handshake of Clarence W. Moore, assistant director of advertising for Fruit Dispatch Co., a division of United Fruit Co.

IN REVIEW...



Program Facts

The Peter and Mary Show, on NBC-TV.
Sponsor: Borden's Instant Coffee.
Agency: Kenyon & Eckhardt; Account Executive: William Wright.
Prod. Cost: $9,000
Cast: Peter Lind Hayes, Mary Healy, Mary Wickes, Claude Stroud, Gloria Swanson, Hal LeRoy.
Producer: Alan DuCovny.
Director: Theodore B. Sills.
Music: Norman Leydon.
Sets by Al Ostrand.
Writers: Jack Harvey, Jay Simmons.

SEVERAL people of style and taste collaborated to put on the new *Peter and Mary Show* which started Thanksgiving Day on NBC-TV 8:30-9 p.m., starring Peter Lind Hayes and his wife, Mary Healy. They succeeded in proving, while still putting together an admirable program, that taste and style, commendable qualities in themselves, are not quite the same as honesty. The thing that was missing in *Peter and Mary* was Hayes and Healy.

Mr. and Mrs. Hayes actually may be as amiable and comparatively normal a couple as their script suggested. If so, it's a pity. Individually the two are remembered as vibrant performers who can draw electricity from a darkened stage. That, in the professional sense, is their honest character. That is the character that did not quite come off in the first program of their new comedy series.

Effect On Visitors

Perhaps the fault lay in the vitiating need for them to be hosts to the guests in their home, while at the same time deferring to those guests. Certainly no fault can be found with the effect of that tactic on the visitors themselves.

Gloria Swanson and Claude Stroud were deftly led into roles that allowed them to play to their strength, i.e. their established stage characters. Their performances were consequently strong. Mr. Stroud took over the dominance that should have been Mr. Hayes' and Miss Swanson dominated all in a comic and curiously subtle extension of her rococco screen personality in "Sunset Boulevard."

Hal Le Roy emerged only slightly less successfully as a guest while Mary Wickes, as a cook, suffered somewhat as did the Hayes from the restrictions of her role, which is to say that she has been funnier —or rather that she previously has had more opportunity to be funnier.

This is not to suggest that the show be transformed into a series of vaudeville turns, but rather that less concession be made to format at the cost of comedy. Translated dramatically it may mean simply that only one of the principals be sacrificed to the exposition. Logic, if not chivalry, would indicate that Miss Healy be called upon to bear that sacrifice.

Actually, there was some attempt in the first show to lighten the role of Mr. Hayes as the husband, but the lightness melted into haplessness, a stereotype better suited to a post adolescent Henry Aldrich.

Situation Comedy

It occurs that the fundamental error may lie in the show's conception—thinking of it as a situation comedy, which it is not; and not as a comedy of characters, which it is.

Still there is much evidence that the talent and ingenuity necessary to the correction of this misconception is amply present on the program. Nowhere was that ingenuity and talent better exemplified than in the approach to lines on this audience-free comedy. The people in charge have understood absence of an audience is no excuse to let down on the dialogue.

They have recognized that the only way those responses can seem natural is to have the lines appear convincingly capable of inspiring either interest or laughter as the situation demands. It is a big thing to know, and a bigger thing to be able to implement that knowledge. The people on this show have demonstrated that they have that knowledge and that ability.

Now they must keep the normally show-stealing Mr. Hayes from going straight.

The commercials on the show were integrated and effective, but again the suspicion arises that Mr. Hayes' participation in them in their present form was at the expense of his original comic character, which, in the last analysis was what the sponsor bought, even as he expects his audience to go on buying the original Borden's Instant Coffee.

Program Facts

Sponsor: American Tobacco Co. (Lucky Strike cigarettes)
Agency: BBDO, New York.
Account Executive: Tax Cumings.
Cast: Snooky Lanson, Dorothy Collins, others on changing basis.
Commercials used on following shows: *Hit Parade* on NBC Saturday 8:30-9 P. M. and on NBC-TV Saturday 10:30-11 P. M.; Jack Benny on CBS Sundays 7-7:30 P.M. and on CBS-TV every eighth week; Robert Montgomery Show alternate Mondays, 9:30-10:30 P. M. on NBC-TV; Roller Derby, ABC-TV, Tuesday, 10:30 P. M. until close. Spots on 51 television stations and 64 radio stations.
Cost of One Live Television Commercial for Talent: $2,000.

THE CURRENT crop of Lucky Strike radio and televisic commercials is as easy on the ears and eyes as the make of Luckies would have you believe their cigarettes a on your throat.

The implication of all the "Be Happy, Go Lucky" jingles is that a puff on a Lucky guarantees entry into a world of pure sweetness and light. Marihuana cannot do as much, and besides it is illegal.

To radio and television audiences who have been assaulted by the advertising claims of rival cigarettes, the Lucky commercials must come as not only a relief but an invitation. The commercials ought to sell enough Luckies to choke a tobacco auctioneer.

The whole campaign is built around a jingle composed and arranged by Raymond Scott. The chorus, written down, does not seem an example of inspired lyricism, but when sung by talented voices accompanied by a tricky instrumental background, it is engaging. It simply advises listeners to "Be Happy, Go Lucky, Be Happy, Go Lucky Strike. Be Happy, Go Lucky, Go Lucky Strike Today."

Ad Infinitum

Verses to the jingle are quite another matter. They are almost numberless, and each time a new batch of recorded or live spots is produced, the verses are changed. Practically everybody at BBDO is said to be making up new verses. In no time doggerel will be the accepted conversational style there.

The live television versions of the commercials take on the dimensions of a full production, involving timely themes and as many as six or eight performers. One eleme is present in all of them—the pe formers all seem to have ju whiffed a Lucky and are hence ha ing a wonderful time.

A word must be said for Snoo Lanson, who delivers the "sell" the TV commercials. Mr. Lans recently transplanted out of Nas ville, addresses his audience variously, "neighbor," "pardne or, at more formal momen "friend."

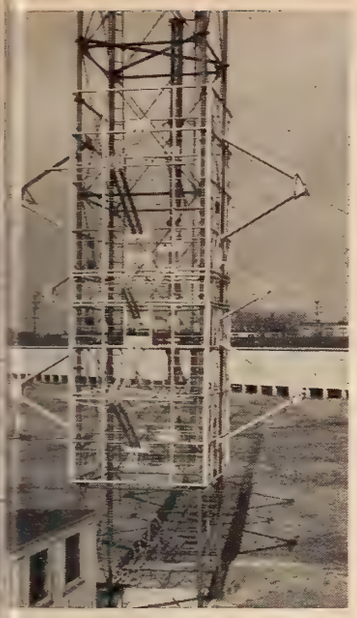
"Golly, neighbor," Mr. Lans says, "if you want deep do smoking satisfaction, why, gol all you got to do is take a rea deep drag off a Lucky." At th point he inhales with such obvic relish as to suggest he is eati cornpone dripping with sorghu "Why, neighbor, everything y want in a cigarette is in a Luck

It is impossible to believe th Mr. Lanson is bent on commerc purposes. He seems rather to giving friendly and neighborly vice.

Another asset to the comm cials is Dorothy Collins who sir prettily of the merits of Lucki closing usually on the note: " buy a carton of Lucky Strike Miss Collins' appearance is fresh—and there's no other w for it—and winsome that it is e to assume anything she rec mends is not only wholesome probably therapeutic.

* * *







INSPECTING group gets close view of FM and TV antenna towers to be erected atop New York's Empire State Bldg. Official party includes (l to r) Lester J. Wolf and H. E. Gihring engineers, and W. W. Watts, vice president in charge, all of RCA's Engineering Products Dept.; C. William Lyons Jr., executive vice president, and Gen. Hugh A. Drum, president, both of Empire State Inc. The group inspects the smaller tower with screens and dipoles for WJZ-TV and WPIX (TV) New York. Shown at left is antenna tower which mounts the large type screens and dipole for WCBS-TV and WCBS-FM New York. The four towers tested in RCA's antenna test yard, Camden, N. J., were seen by the visting party prior to shipment for hoisting on the new mast completed on the Empire building's top.

AFRA PACT

Transcription Firms Grant 175% Raise

OT broadcasting suffered a avy jolt last week when tran-iption companies were saddled h a two-year AFRA contract ling for performer fee increases eraging 175%.

The present trend in AFRA de-nds may point to the death-ell of transcribed commercial ot announcements for major ad-rtisers, a spokesman for adver-ing agency and transcription in-ests declared after conclusion of o months of New York negotia-ns.

A week of daily conferences and unting threat of strike was sed when the union and tran-iption interests wound up nego-tions. The contract is subject to tification by Chicago and Los geles unions. The New York RA group ratified the contract ursday night.

Contract provisions included a anket increase of 100% in spot nouncement performer rates; a mparable overall raise propor-ned to an increase in the cate-ry of nine or more library singers om $18.50 to $50 for a quarter-ur performance with one hour of hearsal included, and a cutting of the permitted-use period for a commercial transcription from 26 to 13 weeks. After 13 weeks, further use requires payment all over again. A standard cost-of-living escalator clause also was included.

The contract represents the first increase in transcription performer rates since 1946, a company spokesman said. At that time a four-year contract was signed, which expired Oct. 31. The company spokesman predicted a sharp drop in the number of group singers used, and their replacement with other types of talent.

Original union demands are understood to have included abolishment of library service, but this was compromised for higher fees.

Representing the industry in negotiations were:

John Sinn, World Broadcasting System and Frederic W. Ziv Co.; Herb Gordon, World; Milton Blink and Alex Sherwood, Standard Radio Transcription Services; Walter Rivers, Capitol Records, Broadcast Division; Cy Langlois, Lang-Worth Feature Programs; Bert Woods, RCA Thesaurus; Maurice B. Mitchell, John Andruf and Andrew Wiswell, Associated Program Service; Richard Schiedker, American Assn. of Advertising Agencies; Larry Rudel, of ABC, representing commercial transcription companies and agencies. AFRA negotiators included Ken Groot, Henry Jaffe and Morton Becker.

Negotiators pointed out that AFRA representatives appeared to want commercial transcribing abolished. The union at first demanded that a transcribed spot announcement be used one week only, after which the user would pay over and over for each performance. In effect the present rate is doubled for 13 weeks.

Effect of increased production rates, according to agency spokesmen, will be to drive advertisers to other media. At present, for example, an advertiser with $100,000 to spend on spot radio might use $10,000 for production and $90,000 for time. But since he might have to spend $20,000 on production for the same amount of advertising, the advertiser will be driven into other media where production costs are not mounting so rapidly, it was explained.

Besides threatening the whole future of transcribed spot radio, some negotiators indicated AFRA apparently is interested in setting up a license requirement by which subscriber stations would be policied and forced to pay a fee every time they play a record. Furthermore, the union was believed to have its eyes on the phonograph industry where it would like to prevent use of its records on radio.

NBC NAMES HERBERT

To Head Radio Sales

JOHN K. HERBERT, former Hearst magazines executive who joined NBC three months ago as assistant to the president, last week became general sales manager for the NBC radio network.

Harry C. Kopf, NBC veteran who has headed radio network sales since NBC was split into three divisions by the Booz, Allen & Hamilton reorganization, was reassigned to Chicago to replace I. E. (Chick) Showerman, another NBC veteran, as vice president in charge of the Central Division. Mr. Showerman resigned from NBC to become television sales manager of Free & Peters, station representative (see story page 20).

The appointment of Mr. Herbert, one of several top executives brought into NBC during the past year of reorganization, to the top radio network sales position had been anticipated for some time [CLOSED CIRCUIT, Nov. 13].

The move depended upon Mr. Kopf's moving to Chicago and upon Mr. Showerman's accepting the post of general manager of NBC's owned-and-operated KNBC San Francisco, to succeed John Elwood, another NBC veteran, who retired two months ago. Mr. Showerman elected to join Free & Peters.

Mr. Herbert, who reportedly will be elected to a vice presidency, is the fifth executive to be imported from outside NBC for high assignment in the past year.

The first was Joseph H. McConnell, former executive vice president of RCA, NBC's parent company, who was made NBC president. Others include:

Edward D. Madden, onetime vice president and general manager of the defunct American Newspaper Advertising Network, now NBC vice president in charge of television sales and operations.

Victor T. Norton, former president of American Home Foods, now NBC vice president in charge of administration.

John K. West, former RCA vice

(Continued on page 117)



Mr. KOPF



Mr. HERBERT

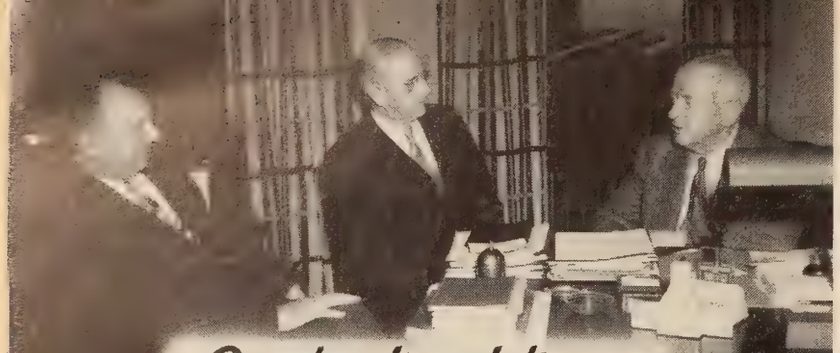
ABC MEETINGS

Kintner Heads Series

OBERT E. KINTNER, president ABC, is heading a series of meet-gs with ABC network affiliates in e south central and southeastern ates and with network officials.

Group, which attended the first eeting, Nov 26, in Birmingham, a., includes Ernest Lee Jahncke, BC vice president for radio; mes B. Connolly, director of ra-o stations for ABC; and William ylie, ABC stations department.

Yesterday (Dec. 3) Messrs. ntner, Jahncke, Connolly and Al eckman, of the ABC stations de-rtment, entrained for Pinehurst, C., for meetings with south-stern affiliates.



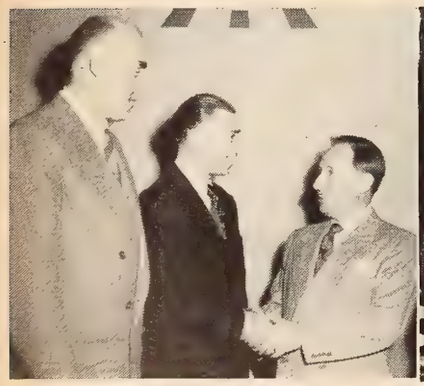
CLOSING contract for Cleveland Pneumatic Tool Co.'s *11 p.m. News* (stressing company's war effort and labor needs) on WHK Cleveland are (l to r) Ernest Molnar of labor relations, and Edward L. Oldham, adv. mgr., both with firm, and C. M. Hunter, WHK prog. dir.



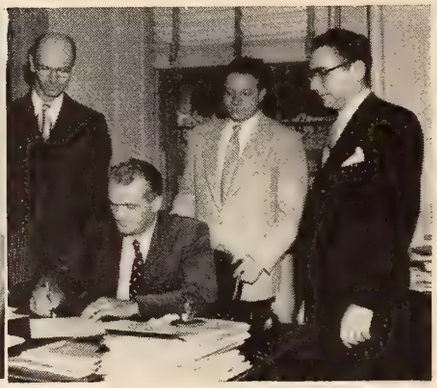
THIRTEEN-WEEK contract is inked by Gen. Mgr. V. Nichols (l) of Kane Furniture Co., New Haven, for new audience participation show *Raising Kane* on WAVZ New Haven, 11-11:30 p.m., Mon.-Sat. Nicholas Rabiecki, acct. exec., and Daniel W. Kops (r), v. p. and gen. mgr. WAVZ, supply details on quiz.



ASSURING radio habit started last summer, John J. Sullivan (r), pres., Bosworth, Sullivan & Co., Denver (investment bankers), signs with KLZ Denver for transcribed Dan Golenpaul *Information Please* series. Rev Fox (l), acct. exec., Arthur G. Rippey & Co., and Jack Tipton, KLZ salesman, greet firm's first program venture.



HANDS clasp on 52-week deal calling for exclusive use of Mercury Long-Playing Records on WDAS Philadelphia's *Hour of Nocturne*. L to r: Lambert Beeuwkes, gen. mgr., WDAS; Harry Rosen, Philadelphia Mercury distributor, and Max M. Leon, station's owner.



WTIP Charleston, W. Va., signs General Electric for Morris Harvey College complete basketball schedule of 23 games. L to r: Berton Sonis, WTIP gen. mgr.; Bernard N. Weiskircher, GE adv. mgr.; Bob Bower, sports dir., and Mel Burka, sales exec.

CEDRIC FOSTER, Mutual-Yankee Network news commentator, is signed by Craftsman Insurance Co. in New England radio expansion. L to r: Myron L. Silton, pres., Silton Bros., agency; Edward P. Goodnow, pres., Craftsman; Mr. Foster; Walter B. Hennessy, general agent, and his assistant, Richard Strickland.



STATION OWNERS

Huber Urges Ba On Newspapers

A PROPOSAL to ban future newspaper ownership of broadcast station reminiscent of FCC's controversial hearings in the early '40s, was bein prepared for the legislative mill on Capitol Hill late Thursday unde the guiding hand of a defeated Ohio Congressman.

The proposal, which Rep. Walter B. Huber (D-Ohio) said he planned to introduce momentarily, would prohibit newspapers from acquiring radio-TV stations in the future or aligning under a common ownership with any broadcast interest. It would not apply to affiliations already in existence.

The plan, which would involve FCC policies governing transfers, original grants and, to a lesser extent, renewals, was given little hope of passage this session. But Rep. Huber made plain that he wanted "to plant the seed" for future legislation.

In a statement which complimented radio as "the only means of disseminating unbiased news reports," Congressman Huber asserted that American freedom would be in "great danger" if newspapers "continue to gobble up radio stations."

Under his measure, he said, public officials who are attacked politically "can demand equal time in the public interest and, if necessary, take the matter up with FCC," while they have no similar recourse to newspaper attacks at present.

Plan Blueprinted

According to the tentative draft now in blueprint stage, FCC would be asked or required to turn down requests for transfers involving stations which may be negotiated for purchase by newspapers. Similarly, the Commission would be requested to disapprove original grants for new stations sought by newspapers, or renewals when, during the period between enactment of the bill and the request, the station had been purchased by the newspaper. Question of construction permits had not been resolved in the early draft.

Details were in the blueprint stage late Thursday, subject to possibility of change in technicalities and wordings. Rep. Huber, whose defeat in Ohio's 14th Congressional District is being contested, made plain that the spirit of the measure would remain unchanged. He expressed doubt that the plan could be made applicable to current ownerships "for constitutional reasons."

The broad and sketchy proposal, which would amend the Communications Act of 1934 and give FCC wide discretionary powers, would add these paragraphs to Sec. 310:

(c) (1) Station licenses required hereby shall not (. . . except in cases of present owners) be granted to, or held by, any person who, in the opinion of the Commission, controls, is controlled by, or is under common control with any person who publishes a newspaper of general circulation if the fact of such control might result in the editorial policy of such a newspaper being reflected in that such station.

(2) (1) of this subsection shall n apply to station licenses granted pri to the date of enactment of this su section.

Sec. 2—Sec. 307 (d) of the Co munications Act of 1934 as amende is amended by inserting before t period at the end thereof the follo ing: ". . . except that the provisio of Sec. 310 (c) (1) shall not app with respect to stations license granted prior to the date of enac ment of Sec. 301 (c) (1)."

Rep. Huber said he had bee considering such a bill "for a lon time" and cited the recent *Lorai Journal* anti-trust case, in whic the paper was found guilty of "r strictive" practices, as an exan ple of what he deemed "unfair ta tics" by newspapers.

Long History

FCC originally cracked down newspaper ownership in Mar 1941 under spurring of then FC Chairman James L. Fly. Hearin dragged on periodically all th year, with no decision reached. 1942 the U. S. Supreme Cou served notice on FCC it must n discriminate against newspape station affiliation. Finally, in 19 the Commission left the way op for newspapers to own statio and have their applications consi ered on individual merits.

Rep. Huber has served thr terms in Congress, taking offi Jan. 3, 1945. He is a native Akron, Ohio, and has served du ing the 81st Congress on the Hou Executive Expenditures and Ve erans Affairs Committees.

FCC BUDGET

'Limited Tightening' Se

FCC reported last week that substantial changes, above "limit tightening," are expected from Budget Bureau notification t months ago of a $50,000 "holdou in its $6,625,000 appropriation the fiscal year beginning l July 1 [BROADCASTING • TELECA ING, Oct. 16].

The so-called reserve in fun which was cut back 50%, rep sented less than a 1% decrease overall funds. The FCC said it operating on "about what planned" when appropriations nally cleared the 81st Congr early in the fall.

Meanwhile, the Commissi which testified at 1951-52 bud hearings in October, is prepari estimates which will be includ in President Truman's overall bu get request scheduled to be livered to the 82d Congress shor after it convenes next month.

49 AM-TV REVENUES HIT PEAK

Final FCC Report

INAL figures on AM and TV revnues and expenses for 1949, leaker than earlier FCC estimates ad indicated but still showing time ales and gross income at record eaks, were released by the Comission last week.

Based on reports filed by netorks and stations, they placed otal AM revenues at $413,784,633 –a 1.67% gain over 1948—and put V's total revenues at $34,329,956 ompared to 1948's $8.7 million see table below on this page and able on page 100).

But the upward spiral of exenses continued, cutting AM's net ncome (before federal income axes) to $56,262,915—a 12.21% rop from the 1948 total of $64,-91,684—and leaving TV with a 25,261,950 loss.

Figures Changed

By comparison, FCC's earlier stimate, based in turn on station nd network estimates, had indiated AM net income (before fedral taxes) would be about $62.6 illion, or only 2.3% below 1948 [BROADCASTING • TELECASTING, pril 24]. The earlier figures also nder-estimated TV's total loss by lmost $1 million.

The final AM report was based n data covering the four major etworks, three regional networks, nd 2,021 stations (44 less than he April preliminary estimate). V data covered four networks and 98 stations (one more than in April).

Unlike the preliminary report, the final data did not include specific figures on FM finances—except that the AM totals included the FM portions of joint AM-FM operations, whose financial data could not be accurately segregated.

The 1949-48 TV figures are not directly comparable, since the 1948 report—which showed $8.7 million revenues, and $23.6 million expenses, for a loss of almost $15 million—covered only 50 stations in addition to the networks.

Time Sales High

FCC put AM time sales at $425,-357,133 before deduction of commissions paid to agencies, representatives, etc., which broadcasters normally count as an expense of sale. The commissions totaled $50,307,683. The time-sale total, 2.07% above 1948's, was divided as follows:

Network time sales, $134,898,-325, down 4.36% compared to 1948; time sales to national and regional advertisers, $108,314,507, a gain of 3.39%; sales to local advertisers, $182,144,301, a gain of 6.57%.

TV time sales, totaling $27,530,-133 before deduction of $4,078,727 in commissions to agencies, etc., were broken down as follows:

Network Costs

Network time sales, $10,795,512; time sales to national and regional advertisers, $7,275,013; local time sales, $9,459,608.

The AM report showed four nation-wide and three regional networks and their 27 owned and operated stations accounted for 26.12% of the industry's $413 million total revenues, with 1,994 other stations accounting for the remaining 73.88%. Of AM's $56 million net income, 31.06% went to the networks and their owned stations, and 68.94% to the remaining stations.

The number of AM stations showing losses in 1949 was placed at 684. Of these, 182 began operations in 1947; 160 in 1948; 130 in 1949; and 129 in 1939 or earlier.

A tabulation comparing the 1949 and 1948 financial operations of 1,423 "identical" stations (not including 12 network keys) showed the "average" station's broadcast revenues dropped 2.18% to $188,548 in 1949 while its expenses gained 0.4% to $159,510, leaving it with net income of $29,038, or a 14.29% decline from the 1948 figure.

Losses Shown

As a class, daytime and part-time locals suffered the greatest percentage drop in net income, with average income falling 51.97%—from $5,395 in 1948 to $2,591 in 1949. Part-time regionals were the only class which, on the average, showed a gain: The average station in this class boosted net income from $4,858 to $5,394 (11.03%).

The average net incomes for stations in other classes in 1949 were shown as follows (percentage comparison with 1949 shown in parentheses):

50 kw fulltime clear channel—$276,-189 (down 6.75%).

5 to 25 kw fulltime clear channel—$54,653 (down 9.09%).

5 to 25 kw part-time clear channel—$17,347 (down 22.87%).

Fulltime regionals — $4,981 (down 14.55%).

Fulltime locals — $8,164 (down 31.52%).

Stations not serving as outlets for nation-wide networks averaged a 7.63% gain in net income, while national network affiliates on the average dropped 16.04%.

Broadcast Expenses

Broadcast expenses of four nation-wide networks, three regional networks, and 1,889 AM stations reporting time sales of $25,000 or more were broken down as follows:

Programming $134,497,120; technical $54,735,268; selling, $48,789,-532; general and administrative $116,860,657; total $354,882,577. Figures for 132 other stations, which did not report as much as $25,000 in time sales and accordingly were not required to supply detailed information, brought the AM expense total to $357,521,-718 for 2,021 stations and the networks. This represents a 4.26% gain over 1948.

FCC reported the AM networks,

(Continued on page 100)

Comparative Table of Operations for Networks and Stations

1949-1948

Line Number	Item	Grand Total 1949	Grand Total Percent of increase (decrease) Compared to 1948	Networks and their owned and operated stations: Networks including key stations [1] 1949	Networks including key stations [1] Percent of increase (decrease) Compared to 1948	Other owned and operated stations 1949	Other owned and operated stations Percent of increase (decrease) Compared to 1948	Total 1949	Total Percent of increase (decrease) Compared to 1948	Other stations 1949	Other stations Percent of increase (decrease) Compared to 1948
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)
	Number of networks	7		7		—		7		—	
	Number of stations	2,021		12		15		27		1,994	
	A. Revenues from the sale of time:										
	1. Network time sales to—										
	a. Nation-wide networks	$130,766,349	(4.98)	$81,788,642	(3.40)	$2,359,342	(10.85)	$84,147,984	(3.63)	[2] $46,618,365	(7.32)
	b. Regional networks	3,854,197	(20.82)	2,711,861	(21.28)	477,429	(38.85)	3,189,290	(24.53)	664,907	3.61
	c. Miscellaneous networks and stations	2,140,661	(13.04)	.....	.....	.....	.....	.....	.....	[2] 2,140,661	(13.04)
	Total	136,761,207	(5.65)	84,500,503	(4.10)	2,836,771	(17.23)	87,337,274	(4.60)	49,423,933	(7.45)
	Deduct—Payments to foreign stations and elimination of miscellaneous duplications	1,862,882	(52.18)	(1,044,190)	.....	21,192	(54.25)	(1,022,998)	.....	2,885,880	(13.02)
	Revenues from network time sales	134,898,325	(4.36)	85,544,693	(2.33)	2,815,579	(16.73)	88,360,272	(2.86)	46,538,053	(7.08)
	2. Non-network time sales to—										
	a. National and regional advertisers and sponsors	108,314,507	3.39	12,044,170	12.76	5,988,845	5.11	18,033,015	10.10	90,281,492	2.15
	b. Local advertisers and sponsors	182,144,301	6.57	4,070,029	9.79	2,400,462	(11.29)	6,470.491	0.89	[3] 175,673,810	6.80
	Total revenues from non-network time sales	290,458,808	5.37	16,114,199	11.99	8,389,307	(0.17)	24,503,506	7.51	265,955,302	5.17
	Total revenues from time sales	425,357,133	2.07	101,658,892	(0.31)	11,204,886	(4.92)	112,863,778	(0.79)	312,493,355	3.15
	3. Deduct—Commissions to regularly established agencies, representatives, brokers and others	50,307,683	0.03	22,455,642	(3.27)	1,281,074	(3.31)	23,736,716	(3.27)	26,570,967	3.18
	Net revenues from time sales	375,049,450	2.35	79,203,250	0.56	9,923,812	(5.12)	89,127,062	(0.10)	285,922,388	3.14
	B. Revenues from incidental broadcast activities:										
	Talent	21,998,269	(0.89)	9,922,775	6.22	708,345	(10.54)	10,631,120	4.91	11,367,149	(5.77)
	Sundry broadcast revenues	16,736,914	(8.90)	7,833,601	(14.75)	487,921	(0.38)	8,321,522	(14.03)	8,415,392	(3.18)
	Total revenues from incidental broadcast activities	38,735,183	(4.52)	17,756,376	(4.18)	1,196,266	(6.66)	18,952,642	(4.34)	19,782,541	(4.69)
	Total broadcast revenues	413,784,633	1.67	96,959,626	(0.34)	11,120,078	(5.29)	108,079,704	(0.87)	305,704,929	2.60
	C. Total broadcast expenses of networks and stations	357,521,718	4.26	82,182,972	0.22	8,422,976	(5.78)	90,605,948	(0.37)	266,915,770	5.94
12	D. Broadcast income or (loss) before Federal income tax	56,262,915	(12.21)	14,776,654	(3.32)	2,697,102	(3.72)	17,473,756	(3.38)	38,789,159	(15.69)

Since the reports filed by the network key stations (i.e., stations originating most of the network programs) do not contain adequate segregations of expenses between station and network operations, financial data for networks and their key stations have been combined.
Includes some nation-wide, regional and other network time sales reported by licensees of stations with total time sales of less than $25,000.
Since stations with time sales of less than $25,000 for the year are not required to report details, this figure may include some amounts for national and regional.
Of these amounts $20,677,156 for 1948 and $19,648,551 for 1949 is applicable to the sale of network time, column 3, line 6, while the remainder and amounts shown in columns 7 and 11, line 14, are applicable to amounts reported on line 12, in respective columns.

ROAD OPENS FOR NAB-TV

Debut Set for Late February

By J. FRANK BEATTY

INTRODUCING NAB and NAB-TV!

Two separate but related associations are expected to emerge in late February when the NAB board acts on a plan launched at the November meeting [BROADCASTING • TELECASTING, Nov. 20]. The plan is part of a long-range streamlining program approved by the board on recommendation of the NAB-TV Committee and General Manager William B. Ryan.

A good idea of what NAB-TV will look like will be apparent by nightfall Jan. 19, when the first industrywide TV convention under NAB auspices is scheduled at the Hotel Stevens, Chicago.

By NAB convention time in mid-April—assuming the critical war situation doesn't prevent the meeting—the industry will see its trade association in a new dress, or rather in two new dresses.

At that time, also, Broadcast Advertising Bureau will break loose from the main NAB structure and go into business as a separate operation.

And effective Jan. 1 the Assn. of Women Broadcasters will be separated from NAB. AWB members are preparing to form their own association, with possibly a sort of parental working arrangement with NAB headquarters.

Formative Plans

Still in the formative stage is the plan to get NAB-TV in operation before the winter ends. The board launched this project at its mid-November meeting. TV stations will work out many of the details at their Chicago convention.

Industry attitude at that convention will decide the trade association future of video broadcasting. Stations were asked for their convention ideas in a letter sent out Thanksgiving Week by Mr. Ryan [CLOSED CIRCUIT, Nov. 27].

Response to the letter has been enthusiastic, it was indicated at NAB headquarters. Some 40-odd TV stations now belonging to NAB through the memberships of their AM affiliates are solidly behind the separation project. The remaining 60-plus stations, not now connected with NAB, are showing interest in the convention and in the idea of a new and autonomous NAB-TV.

With Television Broadcasters Assn. scheduled to hold its annual clinic Dec. 8 in New York (see separate story), NAB officials indicated large numbers of video outlets belonging to TBA and not NAB are favorably inclined toward the new NAB-TV.

No Absorption

There is no NAB intention of interfering with TBA or absorbing it. Instead NAB feels it is the only organization that can provide full trade association service, with all the necessary governmental, technical and other activities.

Already the plans for NAB-TV are starting to take shape. At the NAB District 4 convention at Williamsburg, Va., in early November [BROADCASTING • TELECASTING, Nov. 6], Campbell Arnoux, WTAR-TV Norfolk, ex-NAB board member, pointed to the need for a TV association. Mr. Ryan then disclosed that he had been working on the draft of a special TV organization in the NAB family.

The NAB board approved the project Nov. 15 when it adopted a resolution introduced by Robert D. Swezey, WDSU-TV New Orleans. The plan envisions a separate NAB-TV board with relative autonomy. This TV board would set up its own dues structure and suggest an allocation of dues between NAB and NAB-TV.

A special TV Convention Committee is working on the plans and will report to the Chicago convention. Committee members are Harold Hough, WBAP-TV Fort Worth, chairman; Mr. Swezey; Eugene S. Thomas, WOR-TV New York; William A. Fay, WHAM Rochester; George M. Burbach KSD-TV St. Louis. Mr. Swezey is chairman of the NAB-TV Committee, which is cooperating with the convention group. In addition he heads the board's BAB Committee handling the separation of BAB.

One of the main jobs facing the TV committees will be to round up non-NAB stations for the Jan. 1[9] convention in Chicago. Right now TV stations pay only a fraction of 1% of total NAB dues. A new dues schedule will be considered by which television stations, now working their way into the profit column, can pay for the trade association service they need.

What the TV project amounts to is a federating of aural and video stations. But NAB is steering away from the federation or congress idea in all its other streamlining. This is apparent in the divorcement of BAB and the Assn. of Women Broadcasters.

Roughly NAB wants to keep al

(Continued on page 100)

'CHECK CAMMACK' FOR SUCCESS

Small Businessman Wins National Honor With Radio

WHEN a businessman from a community of 30,000 matches ingenuity and resourcefulness with advertising executives of firms in larger cities and walks off with a much-prized trophy, that qualifies as an accomplishment in any quarter.

Allen B. (Check) Cammack, owner of Cammack Office Supply, Burlington, N. C., who won such a trophy at the National Stationers Assn. in Chicago last September, singles out two explosive words—"Check Cammack"—with which he has saturated the airwaves of WFNS Burlington since October 1949, and offers his own formula for sales success—radio spot announcements.

Spot announcements now command about 80% of Mr. Cammack's advertising budget, a fact which prompts him to offer this slogan to anyone who wishes to increase his business: "Good radio advertising will catch up with every one in the shopping area."

Receives Trophy

The National Stationers Assn. evidently thought so, too, because it gave him the Clegg trophy as the businessman with the most effective advertising campaign in national competition for 1949. The association is a select, recommended organization of owners of office supply concerns in the U. S.

In taking top honors, Mr. Cammack, who is his own advertising department, was not merely competing with small business but with larger concerns in the trade—many of them chain houses in the nation's largest metropolitan areas with their own advertising departments.

Mr. Cammack's approach to the public through radio advertising involves a personal appeal that his company be allowed to solve problems in the office and home. He initially became interested in personalized advertising in April 1949 when he won division honors at a southern states meeting. Since that time "Check Cammack" has taken its place as a household by-word in the Burlington area.

Firm's schedule on WFNS averages about 10 spots per day, six days a week with half on station breaks and the remainder on participating programs. Mr. Cammack uses the morning, noontime (12-2 p.m.) and early evening (6-8 p.m.) hours to put across his alliterative message.

Transcribe Spots

To assure perfection, the spots are transcribed in advance and entail use of two announcers who spiel off snappy store items in rapid cadence.

"For several years I used as my advertising medium local newspapers, some radio, and printed ads in programs and school annuals, all without favorable results," Mr. Cammack told John C. Hanner, general manager of WFNS. "I reduced my newspaper advertising to one or two inch column display inserts and went to ten spots a day, six days a week on WFNS.

"The results have been amazing. The 'Check Cammack' theme now is accepted as a forceful and persuasive sales stimulant."

The direct results, according to Mr. Cammack, are reflected in a 50% increase of floor traffic over a 10-month period, and a 40% boost in sales for the period Nov. 1 to June 30, end of the last fiscal year. Additionally, the "Check Cammack" theme is sure to greet the company's salesmen wherever they confront the public.



BROAD smiles in evidence here resulted from effective use of radio adve tising by Cammack Office Supply Co., Burlington, N. C., on WFNS Burlin ton. Congratulating Allen B. (Check) Cammack (r), owner, for winning th National Stationers Assn. trophy is John C. Hanner, WFNS general manage Trophy is presented annually by the association to the businessman with th most effective advertising campaign. Mr. Cammack maintains heavy sp schedule on WFNS exclusively.

BALLCASTS CURB?

Leagues Meet Dec. 6-13

TORM clouds which threaten a bstantial portion of major league aseball broadcast and TV cover-ge during 1951 hung heavily over e industry last week as the na-on's major-minor league moguls repared to meet in St. Petersburg, la., starting this Wednesday.

Firmly resolved to take some ac-on to curb broadcasts of major ague contests as one means of saving" minor league operations, t obviously confused as to how ar to proceed, baseball officialdom expected to hear the broadcast dustry viewpoint direct from AB.

The radio-TV aspect will com-and high priority on the agenda apped out by baseball executives r the week-long meeting. Robert . Richards, NAB public affairs di-ector, is slated to give the indus-y slant Dec. 13, last day of the essions [BROADCASTING • TELE-ASTING, Nov. 27].

The drop in 1950 baseball re-eipts generally has revived senti-ent for stringent curtailment of adio broadcasts, and at least a artial ban on baseball telecasts. t stake for broadcasters is an stimated $20 million-plus in adver-iser contracts.

Asks Complete Ban

Blanket abolition of all broad-asts and telecasts — major and inor—will be asked by the Ports-outh Club of the Piedmont League n one of a host of amendments hich will be offered at the joint ajor-minor meeting. The club re-ortedly has proposed an addition a joint major-minor ruling call-ng for a complete ban on broad-asts and telecasts of all profes-ional baseball games, except the ll-Star and the World Series con-ests. This amendment, along with ther proposals, was shelved at eetings of major and minor league Executive Council held in Cincin-ati last month.

Concern of baseball interests ver so-called injurious effects of roadcast coverage was under-scored recently by the *Sporting News*, which presumably reflects the philosophy of many high echelon executives of baseballdom.

The publication noted that no subject on the agenda is "as important as the necessity of controlling the growing threat of radio and television to the attendance of the minor leagues."

An editorial explained:

(We) recognize that radio has done a tremendous job for baseball through broadcasts of the games of individual clubs. . . . Television and baseball can prove mutually beneficial through a judicious policy of telecasting selected games. But the growing saturation of minor league territory by the broadcasts of major league games is seriously damaging attendance in the lower leagues and threatening some of them with extinction. This cannot fail to have a harmful effect on the majors, too—and it may come sooner than many think.

The publication also felt that, if necessary, the Justice Dept. should be consulted with respect to possibility of amending present baseball rules, which now provide that major or minor league clubs may object to broadcast or telecast of a game of another club by a station within its 50-mile territory only during the period the local club is playing a home game. A major or minor league also may object to any telecast of a game by another club from a station within its 50-mile territory only at the period when it (the local club) is telecasting one of its road games.

The Justice Dept. originally laid down this rule in the "hope" that it would "eliminate past restrictive practices and greatly broaden the opportunity for radio and television stations to carry games of major league clubs in territories outside their respective home territories" [BROADCASTING • TELECASTING, Oct. 31, 1949].

One of the issues at stake in the forthcoming meeting involves network broadcasts (in minor territory) by Liberty Broadcasting System and MBS, which have drawn the protests of National Assn. President George Trautman and Public Relations Director Bob Finch [BROADCASTING • TELECASTING, Nov. 6]. Mr. Finch named LBS for its widespread recreated major league broadcasts and Mutual for extensive coverage throughout the country as part of its *Game of the Day*.

Gordon McLendon, LBS president, and Mutual promptly challenged the charges, contending that nationwide broadcasts of major league baseball helped the gate of minor league teams.

Mr. Trautman reportedly told executives at the Cincinnati meeting that baseball fans could tune in a station beyond the 50-mile radius airing a major league game, and that fans who tune in afternoon broadcasts permitted under Justice Dept. rules may be inclined to pass up a night home team attraction.

Another amendment slated for airing at the Dec. 6-13 meeting concerns a proposal by President William DeWitt of the St. Louis Browns American League club which would amend major league rules to permit broadcasting and telecasting of road games in two-club cities "only with the consent of the other club." The Executive Council voted to refer his amend-

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upcoming

Dec. 6-10: Big Ten College Conference, LaSalle Hotel, Chicago.

Dec. 7-9: Academy of Radio Artists (Canada), Royal York Hotel, Toronto.

Dec. 7-9: Canadian TV Clinic, Royal York Hotel, Toronto.

Jan. 19: NAB TV Convention, Hotel Stevens, Chicago.

April 11: Brand Names Day 1951, Hotel Commodore, New York.

April 20-21: Southwestern IRE Conference, Southern Methodist U., Dallas.

RICHARDS' REQUEST

Prompt Decision Asked

COUNSEL for G. A. (Dick) Richards in the hearing on his news policies last week renewed their insistence that FCC issue a decision promptly, while the examiner conducting the hearing ruled that he and the Commission—not outside experts—would pass upon the impartiality of the news carried on the Richards stations.

Examiner James D. Cunningham's ruling, which barred detailed testimony of Defense Witness E. Z. Dimitman, prompted Hugh Fulton, chief trial attorney for Mr. Richards, to request subpenas for FCC Commissiners in an effort to establish "that they have no unusual experience that would enable them to be experts in this field."

Examiner Cunningham denied Mr. Fulton's request, calling it "somewhat fantastic."

Earlier, Examiner Cunningham similarly ruled against acceptance of defense testimony by Laurence Sullivan, a Washington consultant on public information and research.

In the meantime FCC Comr. E. M. Webster, sitting as motions commissioner, on Friday refused to grant the FCC Law Bureau additional time to reply to the pending Richards petition for an early decision in the case without further hearings [BROADCASTING • TELECASTING, Nov. 27]. FCC legal authorities planned to appeal the ruling to the full Commission early this week.

The hearings, in which the licenses of Mr. Richards' KMPC Los Angeles, WJR Detroit and WGAR Cleveland are at stake, have dealt thus far with Mr. Richards' news policies at KMPC. This phase of the proceeding is currently nearing completion in Detroit, with hearings relating to WJR and WGAR slated to follow. Mr. Richards' petition seeks a decision on the basis of the KMPC hearing before going into the other phases.

Seeks Deadline Extension

Deadline for the FCC General Counsel to reply to the petition was Nov. 30, but Acting General Counsel Harry M. Plotkin sought at least 20 days' additional time on grounds that FCC personnel familiar with the case are currently engaged in other duties "of a very pressing nature." Counsel for Mr. Richards did not oppose the request, but insisted that if it were granted Examiner Cunningham should be instructed to recess the Detroit proceedings pending action on their petition for a prompt decision.

Examiner Cunningham's ruling against acceptance of testimony on partiality or impartiality of newscasts came after Mr. Dimitman, executive editor of the *Newark Star Ledger*, who analyzed newscasts carried by Mr. Richards' KMPC Los Angeles, had taken the witness stand to testify that in his opinion the news was not distorted.

Examiner Cunningham did not challenge testimony designed to qualify him as an expert, but held that one of the fundamental issues of the case is whether Mr. Richards actually instructed newsmen to slant news, not "whether the instructions were carried out."

The latter, Examiner Cunningham said, "is not too material."

He said:

. . . I am going to rule now that I will not permit any expert testimony by that witness [Mr. Dimitman] or any other witness as to whether the news as presented by any of the three stations was fair and impartial and not distorted.

I think from such factual matters as you wish to present, I am fully capable of determining that, and similarly the Commission; but I don't think it is proper for a witness, disinterested as he may be and as experienced as he may be in the newspaper game, to testify to an opinion in this regard . . .

Mr. Fulton told the examiner that "I would like it to appear on the record that you do not yourself claim any background or experience in news, other than that of the or-

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RICHARDS CITED

By Detroit City Council

DETROIT's City Council has laced itself on record as favoring he license renewal of WJR De-roit by adopting a resolution citing he station's chief owner, G. A. Richards, and praising the "distin-uished service performed in this ommunity" by both Mr. Richards nd the station.

The resolution was introduced by City Councilman Charles G. Oak-an at an evening session Nov. 28 nd was adopted by a vote of 9 to . The licenses of Mr. Richards' hree stations, WJR, KMPC Los Angeles and WGAR Cleveland, are ow in hearing before the FCC hich is questioning Mr. Richards' ews policies (see adjoining story).

ELECTRONICS SPEEDUP

As Controls Loom

THE ELECTRONICS industry, sorely beset with material shortages and scarcities, set its collective sights on accelerated production schedules last week as official Washington seethed with reports of imminent mobilization of all resources.

In a week strongly reminiscent of pre-Pearl Harbor days, with talk of full-scale controls, revision of the draft law and speedup of rearmament preparation, the nation's capital bristled at a critical hour with these developments:

● NSRB Chairman W. Stuart Symington, mobilization coordinator, disclosed that the U. S. economy is shifting from a "light" to a "dark gray" mobilization, with imminent possibility of price-wage controls.

● President Truman was preparing a defense supplemental bill to meet the military's demands for more electronics - communications and other equipment, atomic weapons, and a larger armed forces.

● National Production Authority ordered 15% curtailment in the civilian consumption of copper for January and February, and 20% in March; eased limitations on commercial use of cobalt from 70% for November to 50% for December; tabbed nickel for cutback.

● President Truman asked Congress to establish a Civil Defense Agency and authorize appointment of an administrator who would be primarily responsible for communications and other planning (see separate story).

Communications Outlay

It was not known how much the Chief Executive would seek in additional expenditures for defense, though some estimates had placed the figure at about $18 billion. In any event, electronics-communications were expected to derive a substantial share—probably 10%—of the new outlay once Congress approved. Chairman Clarence Cannon (D-Mo.) of the House Appropriations Committee said his group was prepared to grant whatever the President requested.

The revelation that wage-price controls may be the prelude to all-out mobilization came from Sen. Burnet R. Maybank (D-S. C.) and Coordinator Symington. Sen. Maybank said he had been informed the government is giving "active consideration" to such controls. Mr. Symington made similar disclosure at a closed meeting of industry and labor leaders, and before the Senate Banking Committee, which is headed by Sen. Maybank.

While set-makers and component parts manufacturers were weighing the import of the government's new copper directive and problem of substitute materials to tide industry over the hump, NPA authorities felt that Korean war developments, and the President's announcement that production must be speeded up at a greater tempo in months ahead, served to counter criticisms that NPA has been pressing allocation of basic metals too stringently in recent weeks. If mobilization comes now, they reasoned, much of the slack will now be taken up between government planning and actual placement of orders for electronics equipment.

Copper Situation

Manufacturers, on the other hand, were inclined to regard the copper order as not too drastic, and expressed conviction that with the aid of substitutes, on which they are working, the industry will be able to keep its head above water. Copper is used in AC transformers, and to plate the steel chassis. Other uses include wire coils and filter chokes. Cadmium is an acceptable substitute.

James Secrest, general manager of Radio-Television Mfrs. Assn., pointed out, however, that while the government may be cutting back civilian consumption to only 85%, such an allocation would not necessarily guarantee a comparable proportion of the available supply.

NPA's order limits non-defense production and use of brass mill and copper wire, in terms of weight, to 85% in January and February of the average quarterly output and use during the first six months of this year. During December users may consume up to 100% of the average use during October and November.

Holding out little hope for any increase in the copper supply during coming months, NPA Administrator William H. Harrison said the order is designed to fulfill defense needs and assure equitable distribution for civilian needs. General Harrison added:

"As the defense program expands, and more copper is required for military purposes, the conservation of copper for those functional uses where substitute materials cannot be employed becomes increasingly important. A variety of uses may have to be limited and studies looking to an order to achieve this necessary conservation are underway."

The directive covers all unalloyed copper and copper-base alloy, including scrap, brass mill, copper wire mill and foundry products and applies to all producers and users of the products. Producers would be limited to a 45-day supply, while inventories of users would be restricted to 60 days.

Defense Orders

At the same time, NPA gave copper manufacturers and fabricators authority to reject defense orders absorbing more than 5% to 25% of pre-Korean deliveries.

The relaxation of the drain on civilian consumption of cobalt, used for magnet speakers in radio-TV receivers, was announced by NPA last Wednesday. Simultaneous with the order, which modified cobalt cutbacks from 70% for November to 50% for December, NPA also ordered a 40% decrease in the fulfillment of military orders, cutting deliveries back to 60%.

Commercial users, limited to 30% of the average consumed during the first six months of 1950, will thus be allowed an additional 20% of the same base period.

NPA authorities conceded that the dual actions designed to lessen the strain on Alnico magnet manufacturers, were set forth following a meeting between General Harrison and communications users and producers last month [BROADCASTING • TELECASTING, Nov 27, 20] The administrator promised then that communications firms would receive adequate supplies from component parts firms for maintenance purposes.

Cobalt Limitations

The cobalt order provided for limitation of inventories, beginning last Nov. 30, to a 20-day supply, and explained to African Metals Corp., sole importer, how to distribute the supply this month.

The new distribution measure will be replaced by a longer term program of conservation and allocation "as soon as possible," NPA officials said, noting there is little prospect of any increase in imports. Meetings with cobalt consuming industries will be held from time to time for such a purpose, they added.

Also in the directive are provisions covering outstanding orders for cobalt which, if delivered, would result in quantities exceeding the 20-day limitation. The buyer would be required, in such cases, to notify his supplier, and outstanding orders will be adjusted to comply with the new inventory order.

Meanwhile, the government took steps to assure itself of additional supplies of aluminum for defense needs. Civilian use of the metal already has been curtailed 35% of average use for 1950's first six months, effective in January.

The General Services Administration announced it had completed agreement with Aluminum Co. of America for an additional 120,000 tons per year under a plan to expand the firm's facilities. ALCOA also is reactivating other plants. A similar agreement was reached

Henle Takes Action

WHILE speculation ran high last week regarding a statement credited to Gen. MacArthur that he would end the Korean war in time to bring the boys home for Christmas, Ray Henle, editor of *Three Star Extra* on NBC, took positive action. Mr. Henle cabled Gen. MacArthur asking him to confirm or deny the statement, and was promptly rewarded with an answer from the general, sent via the Pentagon, giving a detailed clarification of the situation. The MacArthur communication was read on *Three Star Extra* last Wednesday and reportedly was picked up by wire services and numerous newspapers.



CITED as "Pennsylvania Ambassador" is William S. Paley (center), chairman of the board, CBS, receiving the award plaque from Robert H. Remmey Jr. (r), president, Northeast Philadelphia Chamber of Commerce, and an accompanying scroll from Thomas E. Willis, executive director of the chamber. The annual award is given to former residents of the state for "outstanding achievement in the best traditions of the Commonwealth."

ith Reynolds Metal Co. and the aiser Aluminum & Chemical Corp. These negotiations would affect vilian users only to the extent hat it would more easily assure he government of meeting its eeds. But NPA did ease restric- ons on civilian use for companies hich would suffer "hardship" by roviding for adjustments if they 1) manufactured a new product began new operations this year, 2) made changes in products re- uiring more aluminum after the ase period, and (3) encountered easonal fluctuations during De- mber greater than the base period verage.

'OICE STUDIO

Mobile Unit Delivered

N A ceremony under the flags of he nations in Rockefeller Plaza, adio City, New York, RCA de- vered a streamlined radio studio- n-wheels to the State Depart- ent's Voice of America.

Equipped with the latest types f shortwave transmitting and re- rding facilities, the mobile unit ill be used on roving assignments r Voice of America broadcasts.

Foy D. Kohler, chief of the In- rnational Broadcasting Division f the State Department, accepted he studio-on-wheels for the Voice nd declared, "This beautiful motor ehicle, so typical of America it- elf, will help us get closer to merica and thus the better to ell our story."

In response, Meade Brunet, a ice president of RCA and man- ging director of the RCA Inter- ational Division, said "We are lad to be the instrument of the adio industry which has helped he Voice of America in its great ask of world enlightenment."

HONOR GILLIN

With Hospital Memorial

A MEMORIAL to the late John J. illin Jr. has been presented to t. Joseph's Hospital in Omaha, ebr., by the Radio Council of that ity. At the time of his death last ummer [BROADCASTING • TELE- ASTING, July 24] Mr. Gillin was resident and general manager of OW Omaha.

The memorial consisted of two oor-type blood pressure machines. t. Joseph's Hospital had been one f Mr. Gillin's favorite charities uring his lifetime as well as the lace of his birth.

In making the presentation, the adio Council cited the late WOW xecutive for his aid and assistance o the organization during its early ays. "He was a man of boundless ope," said the citation, which was ead at the presentation. "In the hort time alloted for his career, e hoped to make a significant ontribution to his chosen profes- ion. His youth coincided with the dvent of radio, and before he died, till in his vigorous young man- ood, both he and the industry with hich he was associated had eached maturity by every criter- on," the citation noted.



RECOGNITION of "Mr. Average Fan," an essential part of the sport's world, takes place at WTOP Washington on Arch McDonald's show, *Speaking of Sports*. Participating are (l to r): John Hayes, WTOP manager; Roger B. Doulens, Pan American Airways official and known in Washington for years as the "average" sportsman, and Mr. McDonald. Mr. Doulens, featured on the program when the World Series was discussed, returned to receive a silver cigarette case presented by WTOP and Sportscaster McDonald.

NAB COMMENDED

On Political Time Issue

REP. MIKE MANSFIELD (D-Mont.) in effect publicly commended NAB last week for prompt action in rerouting to stations a complaint that certain broadcasters allegedly overcharged political candidates for broadcast time during the last election campaigns [BROADCASTING • TELECASTING, Nov. 27].

In a statement, Rep. Mansfield, chairman of the House Special Campaign Expenditures Committee, said:

"Recently, the committee called to the attention of the NAB the practice prevalent in many radio stations of charging for political speeches double the commercial rate, or at least considerably in excess of that rate. In other words, the democratic process of conducting free elections cost twice as much as advertising Rye Krispies.

"The committee is pleased to note that the NAB has since sent a directive to all its member stations to desist in this practice if they have indulged in it."

Mansfield Protest

A fortnight ago, Rep. Mansfield sent Justin Miller, NAB president, a sharp protest against the alleged practice, calling it "discrimination against democrary." Recalling legislation that has been introduced in Congress providing for FCC regulation of political broadcasts, Rep. Mansfield had pointed out that Congress had the authority to "prevent such a practice [of charging excessive rates] under the licensing power which it has delegated to the FCC." He asked for Judge Miller's views on the subject.

Since the Mansfield letter was received at the time of a NAB board of directors' meeting, the issue was discussed with subsequent approval to a resolution dealing with political broadcast time charges. The board decided to send a copy of the resolution, along with pertinent portions of the Mansfield letter and Judge Miller's own views, to stations urging broadcasters not to sell time at rates in excess of established card charges.

Coupled with the allegation of radio stations overcharging candidates was a committee complaint of newspapers engaging in a similar practice. Rep. Mansfield noted that the Congressional group also sent a protest to the National Assn. of Publishers and the National Assn. of Editors. "It is hoped that the same good result will be reached," Rep. Mansfield said.

Rep. Mansfield also revealed that the committee has been compiling figures showing expenditures by candidates in primaries. Heretofore, the tabulation has included only national elections. "The committee was impressed by the fact that approximately as much money is spent by the candidates in the primaries as in the general elections," he observed. When the figures are made public, Rep. Mansfield said he thought they will prove "startling."

Include Breakdown

In its report to the 81st Congress, which voted the special committee into existence, the committee is expected to include a breakdown of all candidate spending in various media.

Meanwhile, a Senate Rules subcommittee on Privileges and Elections, a counterpart of the lower chamber group, also is compiling a similar report on expenditures. The survey is not expected to be ready, however, before the 82nd Congress takes command.

Sen. Guy Gillette (D-Iowa), chairman of the subcommittee which is now looking into election "irregularities," has expressed concern in recent months over the high cost of campaigning, particularly in view of television's arrival on the political scene.

Appearing Nov. 26 on CBS-TV's *Capitol Cloakroom*, Sen. Gillette said expenditures, notably for radio-TV, have gotten so far out of hand that they "virtually preclude a poor man from running for political office." He indicated his group will delve further into the subject in the new Congress providing he still retains jurisdiction over the inquiry.

Cites Alternatives

There are two or three alternatives to present regulations which, Sen. Gillette contends, no longer adequately govern today's political realities.

He cited the British system of funneling all expenditures through a national party committee, thus corraling funds expended by private groups on behalf of any candidate. Another method would be to raise the maximum $12,500 ceiling imposed on expenses by law.

WALLACE NAMED

To Brand Names Day Group

GEORGE WALLACE, advertising manager of NBC, was one of 11 executives named last Friday to serve on the committee planning Brand Names Day-1951. The 1951 event, scheduled for April 11, will be held at the Hotel Commodore, New York. It will be the sixth such all-day conference on brand and advertising themes sponsored by Brand Names Foundation.

E. Huber Ulrich, assistant to the president, Curtis Publishing Co., Philadelphia, is the chairman of the committee. In addition to Mr. Wallace, those named included:

W. S. Brown, vice president, Canada Dry Ginger Ale, New York; George W. Fotis, sales production manager, Business Machines & Supplies Division, Remington Rand, New York; H. James Gediman, regional manager, Hearst Advertising Service, New York, who was chairman of last year's Brand Names Day committee; E. G. Gerbic, director of merchandising & advertising, Johnson & Johnson, New Brunswick, N. J.; Edward A. Gumpert, advertising manager, National Biscuit Co., New York; Walter L. Jeffrey, general sales manager, Nash-Kelvinator Corp., Detroit; Robert L. Lloyd, advertising manager, The International Nickel Co., New York; Oliver M. Presbrey, BBDO, New York; and Louis C. Stengel Jr., vice president, Manhattan Shirt Co., New York.

Seifert Named

WALTER R. SEIFERT, former manager of station relations for World Broadcasting System, has been named service supervisor of RCA's Thesaurus and Syndicated Sales.

Bland to WBBM Post

AL BLAND, program director of KMOX St. Louis, will begin work Jan. 1 as program director of WBBM Chicago, another key CBS station, CBS Central Division Vice President H. Leslie Atlass announced Thursday.

EXCESS TAX

Little Relief in House Version

THE RADIO-TV industry could find little comfort in the excess profits tax bill reported out of the House Ways & Means Committee late last week.

While in a modified form from that proposed by President Truman and Treasury Secretary John Snyder, the measure would give only token relief to the broadcaster or TV manufacturer.

The measure is already marked for early debate in the House this week, while on the Senate side the Senate Finance Committee is slated to go into action, gathering testimony in anticipation of getting out a bill in the quickest time possible for consideration in the upper chamber.

Molded quickly with an eye on the hour glass as time is running out for the "lame duck" Congress, the profits tax measure is not the same version recommended by the Administration.

As tentatively approved by the House committee Thursday, the bill would do the following:

- The three highest earning years of 1946-49 inclusive would be used as the base period. A corporation would be "credited" with 85% of this amount.
- A 67% "ceiling" would be imposed on the total tax liability of any corporation.
- The profits tax would be retroactive to July 1, 1950.
- Minimum credit (or exemption) of $25,000 would be provided.

Points Omitted

The bill—as seen by radio-TV circles—would not do the following, as recommended by those who testified before the committee a fortnight ago [BROADCASTING • TELECASTING, Nov. 27, 20]:

- Give special treatment to problems of radio-TV, such as expansion and "getting started" years during the base period.
- Protect the "small" company in the industry, except to give it a minimum "credit."
- Recognize the lack of "normalcy" upon which radio-TV can average earnings.
- Consider 1950 earnings—particularly the first six months of the year—in computing the base.
- Retain or modify "relief provision" of World War II law. (Committee left out such a provision in its bill).

In testimony before the House committee, Robert C. Sprague, RTMA president, recommended that a growth company be one "whose 1950 earnings are at least 50% greater than its earnings in the year 1949."

Under the committee's interpretation, a growth company is one whose sales for the last half of the *base period* is 150% over that of the first half or payroll expenditure is 130% in the last half over the first half. A growth company, the committee says, could take the last year or the last two years of the base period as average earnings.

The committee's version would permit a new corporation coming into being during the base period, or a firm which had a change in type of service (such as addition of TV to an AM operation in radio), to come under a special formula. This formula would credit the corporation according to an "industry rate of return multiplied by the sum of the corporation's net worth and borrowed capital."

If applicable to the broadcasting industry it would be necessary to determine an "industry rate of return."

The base period "credit" as proposed by the committee differs by 10% with that recommended by the Treasury which had suggested a 75% "credit."

The 67% ceiling means that no corporation would have to pay more than that percentage of its profits in the combined corporation income tax and excess profits levy. The maximum corporate income tax rate is 45%.

By making the tax retroactive to July, the committee thereby bases its plans on the entire fiscal year ending July 1, 1951.

GOP committee members were voted down in their stand that a 100% credit be used for the base period. At one point in committee sessions, it looked like Republican persistence would win out when two Democrats swung to the GOP.

The committee said that under its proposal the government could expect to reap $3.6 billion, some $400 million below the President's request.

Taxing Method

This is the general way the measure would work if made law: A corporation with the three best years' average at $50,000 would be credited 85% or $42,500. If it showed 1950 earnings at $100,000, the excess ($67,000) would be multiplied by 75%, thus giving the amount taxed. However, that figure when combined with 45% levy of the normal corporation income cannot top 67% of its net income.

In other developments: A resolution (H. J. Res. 547), introduced by Rep. Daniel A. Reed (R-N. Y.), a committee member, to authorize consideration of an increase in the regular corporation income tax rate in addition to the excess profits tax [BROADCASTING • TELECASTING, Nov. 27] was ruled out of order by House Speaker Sam Rayburn (D-Tex.). Rep. Rayburn's action sent the resolution hurtling back to committee where it was defeated in a party vote.

Rep. Robert Doughton, (D-N C.), chairman of the committee charged the Republicans with seeking "to obstruct and delay."

Republican Leader Joseph Martin, of Massachusetts, on the other hand said the majority of GOP Policy Committee members was in favor of "materially amending" in Congress the profits tax proposal as advocated by the President.

Making the road rockier for the committee was a warning from the staff of the Joint Committee on Internal Revenue Taxation that the Administration's excess profits tax might be too tough for corporations to digest. The report, prepared under the direction of Colin F. Stam, chief of staff, caused temporary "reexamination" by many members on the House committee, including the Democrats.

The big test for any excess profits its proposal, assuming passage in the House within the next few days will come in the Senate, according to Capitol authorities. Odds are being given that lengthy session on the measure and certain bitter debate on the Senate floor may run down the clock before Jan. 3 and the convening of the 81st Congress.

CIVIL DEFENSE

Truman Asks Separate Agency

AGAINST a backdrop of critical international developments, President Truman last week finally called on Congress to create an independent Civil Defense Agency and authorize appointment of an administrator with virtually unlimited authority to supervise the nation's communications and other defense planning.

The "model" plan, prepared by the National Security Resources Board under which civil defense now functions and sent to Congress last Thursday, was laid before the House chamber by Rep. Carl Durham (D-N. C.), vice chairman of the Joint Atomic Energy Committee.

While there appeared to be jurisdictional question involved late Thursday as to what committee would handle the measure authorities said Congress would "push" the plan through before adjourned this year.

The Chief Executive's action, the first taken since he issued his report on "United States Civil Defense" last September, signaled removal of existing roadblocks to defense planning that have precipitated widespread concern among state and civil defense planners. It also put the civil defense of NSRB on an "operating basis," with expectation of adequate funds to marshal the nation's communication transportation, first aid and other resources.

'Dress Rehearsal'

At the same time, it also was learned last week that the nation's radio communications system will be subjected to a "dress rehearsal" for attack sometime this month with FCC and the Continental Air Command supervising the operation.

Purpose of the test, it was learned, is to probe further into the problem, on a practical basis of "electronic emissions"—the que

(Continued on page 102)

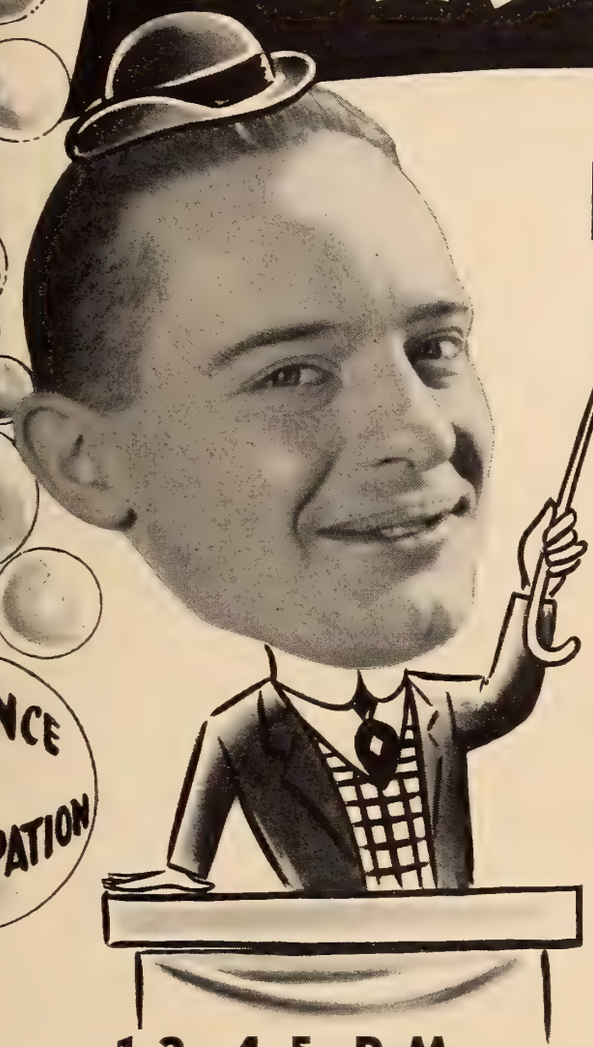


WHEN the Dallas Advertising League met early last month, representatives of Ruthrauff & Ryan took a few moments off for an informal discussion with one of the agency's clients, Leonard Green (seated, r), president of Dr. Pepper Co., Dallas. In on the conversation (l to r): Carlyle Emery, vice president and director of R&R, Chicago; Roger Bacon, in charge of R&R's Dallas office, and W. Van A. Combs, vice president in charge of R&R's Houston office. Mr. Emery was a speaker at the Ad League meet.

THE PERFECT SHOW FOR FOOD ADVERTISERS

KITCHEN KARNIVAL





BRENT GUNTS
with
JOE CROGHAN

Here's a show that really has everything. There's Brent Gunts . . . a fireball m. c., with that extra knack of putting over commercials. His ace assistant is Joe Croghan . . . fast, funny and fascinating.

There's a real live audience . . . the better to hear your commercials and see your products displayed.

There are TV tie-ups. WBAL is pushing "Kitchen Karnival" on our own WBAL-TV with a special program including interviews with grocers and food dealers.

There's heavy promotion behind this show . . . including newspaper ads in local papers in 5 states . . . all covered by WBAL's powerful 50,000 watt voice.

There are on-the-air-plugs . . . constantly promoting "Kitchen Karnival".

And WBAL's special merchandising department is "all-out" to gain distribution and stimulate sales for "Kitchen Karnival" advertisers.

Put all this together . . . you have a "can't-miss" show.

AUDIENCE PARTICIPATION

PROMOTED IN NEWSPAPERS

TV TIE-UPS

12:45 PM
Monday thru Friday
RADIO BALTIMORE

WBAL

Nationally represented by Edward Petry & Co.

New York Survey

(Continued from page 19)

ited "to an examination of the changes that have taken place in rates and circulation over the past 10 years," measuring New York stations against major newspapers and the 10 leading national magazines. Here, WOR found that:

"Despite a 20% gain in homes reached, nighttime rates charged by New York radio stations have actually registered a slight decline over the past 10 years. On the other hand, newspaper and magazine rate increases since 1940 have outstripped circulation gains. In the case of newspapers, the rate increase over the past 10 years has been almost 1½ times greater than the circulation gain."

The supporting data supplied by WOR show an average quarter-hour nighttime rate decrease of 1% based on the average rates for Sunday-through-Saturday, 6 p.m. to midnight, while the stations are reaching 20.1% more homes than a decade ago. New York newspapers concurrently have raised their rates 43.7% while their circulation increase has been only 17.9%. The leading magazines during the same 10-year period have had rate increases of 50% against circulation gains of 37%. (Daily line rates were used for newspapers, black-and-white agate line rates for magazines in the comparison, with ABC circulation data for both.)

Rates Compared

The WOR study included a separate analysis of New York's network radio and TV stations which showed radio delivering 1,000 listening homes for $4.07 in the 6-8 p.m. period and for $2.76 in the 8-10 p.m. time segment, against $9.55 for 1,000 homes for TV between 6 and 8 p.m. and $4.40 between 8 and 10 p.m.

Also included are comparisons between New York radio and radio in other TV markets, and between New York radio and radio in non-TV markets, for all stations and for network stations only, showing New York radio delivering listening families at a lower cost than any other major market, either with or without television.

NPA TUBE ORDERS

Go to GE, Raytheon

TWO electronics manufacturers, General Electric Co., Schenectady, N. Y., and Raytheon Mfg. Co., Newton, Mass., last Thursday were directed by National Production Authority to deliver approximately 12,000 electronics tubes for use by civil air carriers.

The firms were asked to deliver the tubes to Aeronautical Radio Inc., Washington, by Jan. 31, 1951 "to avoid the grounding of planes required in the defense effort." NPA said the equipment is "necessary" to safe operation of the carriers under CAA and CAB regulations.



JOB-JUMPING

Walter Proposal Would Bar

A "LAME DUCK" measure to bar the so-called practice of "job-jumping" by government officials into private industry has been introduced in the House by Rep. Francis E. Walter (D-Pa.).

Earlier in the second session of the 81st Congress a similar measure was sponsored by Sen. Hugh Butler (R-Neb.) [BROADCASTING • TELECASTING, April 10] and follows the general pattern of a provision of the McFarland FCC procedural bill (S 1973), passed by the Senate and held on the shelf in the House.

The legislation would affect FCC Commissioners and other government officials who have had official dealings with private firms, by prohibiting them from taking jobs with those same firms for two years after they leave federal office.

Commission Hit

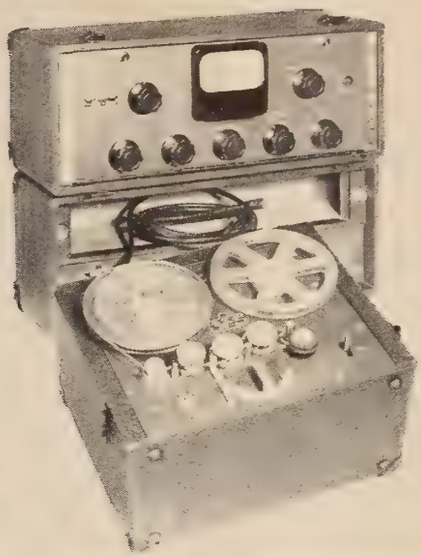
While Sen. Butler had specifically referred to the FCC as an agency where the practice has been prevalent, Rep. Walter did not name the Commission. A current situation in the Securities Exchange Commission where an attorney reportedly has signified intention to resign in order to take a job with a firm with whom he has had dealings as a federal official was cited by the Congressman as the reason for his introducing a bill at this time.

The Walter bill (HR 9811) has been referred to the House Judiciary Committee. Although there is little time available for hearings, Rep. Walter, a member of the Judiciary Committee, said he would press for public sessions. The Congressman said he would urge the committee to call government officials, past and present who have been involved in actual "job-jumping" or suspected of it, to testify.

Differences Cited

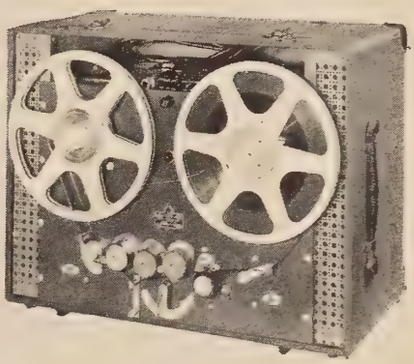
Both the Walter Bill and the Butler proposal, which is pending in the Senate Judiciary Committee, differ from the McFarland Bill in that the latter would prohibit FCC Commissioners, if they resign, from accepting radio employment for the remainder of the terms. (Subsequent revision in the revamped McFarland Bill would prohibit such participation for one year after leaving the Commission but would not apply to a Commissioner who has served the full appointed term.) It also would bar representation of any interest within FCC jurisdiction by bureau heads and their assistants and the Commissioners' personal legal assistants for one year after leaving FCC employment. All job-jumping limitations under the McFarland Bill would have become effective one year after the measure would become law [BROADCASTING • TELECASTING, July 31].

if it's TAPE...it's PRESTO
if it's PRESTO...it's the BEST



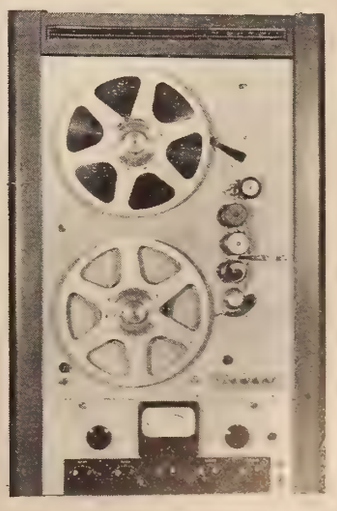
PRESTO PORTABLE RECORDER PT-900

Combining the features of machines costing hundreds of dollars more, the PT-900 answers the need for a recorder of ultra-high fidelity in a completely portable, compactly designed unit. Equipped with separate amplifiers for recording and monitoring; individual heads for erase, record, playback; three microphone input; dual speed (15" and 7½/sec.). Frequency response from 50 to 15,000 cps.



PRESTO PORTABLE RECORDER RC-10/14

This machine is identical to the RC-10/24, except for panel size and selector control. With a panel 19"x14", the RC-10/14 is shown mounted in a durable, leatherette carrying case. Weighing just 68 pounds, this tape transport mechanism has all the audio quality, speed regulation and reliability of a fine console type unit, at a cost far below a studio recorder. PRESTO amplifier (model 900-A2), as shown with model PT-900, is recommended.



PRESTO RACK MOUNTED RECORDER RC-10/24

The number one choice of engineers seeking the finest tape machine for relay rack mounting. Rugged construction and precision engineering combine to bring almost faultless operation. Push-button control, three magnetic heads, speeds of 15" and 7½"/sec.; fast-forward and rewind speed of 250"/sec.; frequency response to 15,000 cps. Accommodates reels up to 10½" in diameter. Panel size: 19"x24½". Constant tape tension assured by torque motors. Illustrated with the PRESTO 900-A2 amplifier, recommended for use with this recorder.

AMERICA'S MOST COMPLETE SELECTION OF FINE TAPE RECORDERS

PRESTO **RECORDING CORPORATION**
Paramus, New Jersey

In Canada: Walter P. Downs, Ltd., Dominion Square Bldg., Montreal, Canada
Overseas: M. Simons & Son Company, Inc., 25 Warren Street, New York, N. Y.

KVOO
OKLAHOMA'S GREATEST STATION FOR 25 YEARS

EARNINGS
38% HIGHER
In Tulsa!

U. S. Bureau of Labor Statistics reports 1949 oil production workers received $71.47 and refinery workers $75.31 weekly, while $54.94 was the all - manufacturing average weekly wage.

There's more money in Tulsa and the Tulsa Market Area, because the oil industry's percentage of total business is higher in Tulsa than in any other U. S. city.

There's full coverage of all this rich market plus bonus coverage in Kansas, Missouri and Arkansas with KVOO, Oklahoma's Greatest Station.

Buy the TOP Southwestern Market . . .

Cover It With ONE Station . . . KVOO, In Tulsa!

Ask any Petry representative for KVOO's superior Hooper rating and intensive BMB rating. Or write KVOO.

NBC AFFILIATE
50,000 Watts

KVOO
BLANKETS OKLAHOMA'S NO. 1 MARKET

D. C. Shows Gain

(Continued from page 19)

audience, Monday through Friday. Between 4 and 7 p.m. the radio audience tapers off from its 1949 total but follows the same general trend of dropping between 4 and 6 p.m. and then comes up again strong in the 6-7 p.m. period.

Total cumulative gain of the daytime audience, Monday through Friday, is found to be approximately 2.1%.

In the evening hours, 7 p.m. to midnight, the radio picture also is interesting in the Washington market where television has increased its circulation by over 175% between October 1949 and October 1950.

Here 16% of the one-hour periods, Monday through Friday, show an increase in cumulative audience.

The gains are predominantly after 11 p.m. although all four of the local TV stations are in operation at least until 11:30 p.m. Radio listeners also appear to be staying up later since the drop in audience after 11 p.m. is not as sharp in 1950 as it was in 1949. News, again, may play a part in this listening picture.

Audiences Increase

Of the Monday through Friday evening network programs which appear on the same station at the same time in 1950 as in 1949, 25.2% are found to have increased their listening audiences. This includes the programs of ABC (WMAL), CBS (WTOP) and NBC (WRC). It was necessary to eliminate the programs of Mutual in this comparison since that network changed its affiliated station in Washington between the two report periods.

Comparing the quarter-hour time segments of these three network stations shows that between 7-11 p.m., Monday through Friday, 27.8% of the time periods has increased listening audiences. It also is interesting to note that where radio programs also appeared on television, the radio audience in many cases made a pronounced decline.

From the ever increasing number of radios being sold, and with many programs showing greater listening, it would appear that the radio picture remains healthy. In Washington, the East Coast's third oldest television market, the entire cumulative radio audience, Monday through Sunday, 6 a.m.-12 midnight, has dropped only 21.6%. This is in the face of increased television circulation of over 175% in number of sets.

For the timebuyer and advertiser it poses a problem. For the station operator and salesman the figures reveal that the radio audience is neither a thing of the past nor a drastically diminishing quantity. The cost-per-thousand circulation is still of vital importance. For a discussion of this phase of the problem, see accompanying story.

Engineer Buys Spots

WEEK Peoria, Ill., announced last week that one of its employes, Studio Engineer Harlan Baird, had become a sponsor on the station. Larry Finley, news director at WEEK, informed BROADCASTING ● TELECASTING that Mr. Baird has purchased a number of spots on the station's breakfast show in order to advertise television sets which he is selling on the side.

BIG BROTHER WEEK

Radio-TV Asked To Support

RADIO and TV advertisers and celebrities are being requested to lend their support in the fight against juvenile delinquency by the Big Brothers of America, voluntary agency in the field of individual correction and prevention of juvenile delinquency, during the second annual Big Brother Week, Jan. 7-14.

The public service theme, approved by the advertising council, will be recommended in the January-February radio bulletin of the Council. Members of the association which are located in U. S. cities and in Canada are participating in the observance of the week.

TWIN CITY TR

City Seeks To Bar Servic

TRANSIT Radio is continuing t function in the Twin Cities on court injunction following adoptio of a resolution Nov. 15 by th Minneapolis City Council barrin TR because, the council allege certain advertisements carried o busses and street cars are obje tionable.

Broadcasting Services Inc., loc sales organization for TR, file suit in Hennepin County Distri Court the day after adoption of th resolution, challenging the cou cil's authority to ban service. Th court issued a temporary injunctio restraining the city from carryin out provisions of the resolutio Minneapolis City Attorney Joh Bonner interposed a demurrer hol ing that the council was with the law.

Council resolution was adopte after members of the Women Christian Temperance Union an other advocates of prohibition a peared before the body to prote that Transit Radio carried beer a vertisements.

Hearings on the case were und way last week before Judge Le Paul in District Court.

TR service in the Twin Citi now comprises 250 vehicles Twincity Rapid Transit Co., wi potential of 800. Operations a over WMIN-FM.

Now! The Bay Area's Most Exciting Home Economist

ANNE TRUAX



in

"Adventures in Home-making"

9:05 to 9:30 a. m., Mon. thru Sat.

KLX 910 on your dial

AND KLX-FM

TRIBUNE TOWER • OAKLAND, CALIFORNIA

Radio Listener Surveys Show 151,200 Eastbay people listen to KLX daily! KLX leads all San Francisco and Oakland independents in 11 out of 12 Hooper periods!
(OAKLAND HOOPER, JULY-AUGUST, 1950)

REPRESENTED NATIONALLY BY BURN-SMITH



Any way you look at it, the 49 counties reached by WOWO's powerful, popular signal make one of America's *top ten markets!*

In food sales, this area is now equal to the nation's 6th market. In general merchandise sales, to the 8th market. In drug sales, to the 7th market. In furniture and household goods, to the 8th market!

To get your share of Midwest sales, you can't afford to overlook WOWO. For specific figures on sales results.. and on the surprisingly low cost per thousand listeners.. ask the man from Free & Peters.

WOWO FORT WAYNE

NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc

KYW • KDKA • KEX • WBZ • WBZA • WOWO • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

*Among the 200 leading cities of the U.S.A.

SCHOOL RADIO

Educational Broadcasters Meet Dec. 12-14

EDUCATIONAL broadcasters from all parts of the country will meet in Chicago Dec. 12-14 for the 14th annual School Broadcast Conference. Radio and television, in addition to all other media of mass communication, will be covered from numerous angles by speakers during the three days at the Hotel Sherman.

Tuesday, the first day, will open with a morning speech on "The Influence of Mass Media of Communication" by Douglas Schneider, director of the mass communications division for UNESCO in Paris. After a luncheon given by the Rockefeller Foundation and General Education Board, members of the group will hear a discussion of the use of broadcasting techniques as teaching devices, combined with a student demonstration. David Heffernan of Wright Junior College will define "Listening—A Communication Skill," after which Harold B. McCarty, director of WHA Madison and executive director of the Wisconsin State Radio Council, will appear with a panel on the subject "Statewide Networks Serve the Schools."

Betty Ross, assistant director of public affairs and education at NBC Chicago, will outline work of the Parent-Teacher Assn. on the air, after which the annual reception for the conference will take place. In the evening, William Dow Boutwell, editor of the *Scholastic Teacher*, will appear with directors of low-power FM stations operated by schools. They will talk of "The Radio Workshop: Operating Our Own Stations."

George Jennings, director of radio and television for the Chicago Board of Education, will outline how "Radio Serves a Large Public School System" at the opening session Wednesday morning. He will be followed by E. R. Moses Jr., of Eastern Illinois State College, and a panel of three, Gertrude Broderick, U. S. Office of Education; Richard C. Brower, State Dept. of Education, St. Paul, and Gloria Chandler of Chandler Productions, New York.

Radio in Britain

After a talk on why Illnois parents and teachers believe in radio and television, John Scupham, director of school broadcasts for the British Broadcasting Corp., will explain how "Radio Serves the Schools of Great Britain."

John Crosby, radio and television editor of the *New York Herald-Tribune*, has been asked to address the Wednesday luncheon group. At that time the conference will give the annual awards in classroom use of radio, station awards and the annual award of merit.

Afternoon meetings are sche uled as follows:

"Indiana U. Serves the Schools the State," George Johnson, India U.; executive meeting, Illinois Cour on Motion Pictures, Radio, Televis and Publications, Mrs. Donald Co president; "Possibilities in Low-Po Transmitters for School Use," E. Waggoner, director, WEPS, opera by the Elgin public schools; "Te niques of Tape Recording," R. Lowdermilk, U. S. Office of Educati and E. C. Carrington, Allied Ra Corp., Chicago; "Taking Stock Radio-Television Resources," with parent-teacher work-study group radio-TV leaders, Elizabeth E. M shall, state radio and television cha man, Illinois Congress of Parents Teachers.

Garrison Talk

In the evening, Garnett Gar son, director of television for U. of Michigan, will outline "Te vision in Education: Practice a Potentialities." He will cond demonstrations by video worksh at South Shore and Lake Vi High Schools, Chicago. The ent show will be telecast via a clo circuit.

Thursday will begin organiz "good radio use" in the school, outlined by Galeta M. Carr, pr cipal of Peabody school, Chica The day's agenda:

"Must a Program Be Labelled E cational for Classroom Use?", A. Moser, Leyden Community H School, Franklin Park, Ill., and a t vision demonstration of *Lois and L* by Lois Fisher; "Use of Technique Radio and Television in Parent-Tea Meetings," Betty Burt, radio-TV ch man, Freeport Council, Illinois C gress of Parents and Teachers.

WLS Chicago will sponsor luncheon, at which Harold Saff program director of the sta and president of the Illinois Bro casters Assn., will introduce J phine Wetzler, education direc for WLS. She will explain ho "Commercial Station Serves E cation."

A meeting concerned with act ties of the Illinois Broadcas Assn. will be conducted by Mr. S ford, after which a television p will discuss what they have b watching on video. Final panels —"Radio Serves the Special Sch and the Exceptional Child" "Teacher Training Institutions Radio-Television."

Florida Compromise

BILL SHEETZ, sports director for WMIE Miami, has been covering the Miami U. football games this season, and Reggie Martin, general manager of WJHP Jacksonville has been doing the play-by-plays for Florida U. When the two teams met, the announcers compromised. Mr. Sheetz called the game while Miami had the ball and Mr. Martin called while Florida was on the offensive, for broadcast of the game on the Sun Coast Broadcasting System, comprised of 16 Florida outlets.

THE BRANHAM COMPANY

representing

CHICAGO
NEW YORK
DETROIT
DALLAS
ATLANTA
CHARLOTTE
ST. LOUIS
MEMPHIS
SAN FRANCISCO
LOS ANGELES

RADIO	
WABB	Mobile, Ala.
KTHS	Hot Springs, Ark.
KFMB	San Diego, Calif.
WGBA	Columbus, Ga.
WNEX	Macon, Ga.
WTPS	New Orleans, La.
KWKH	Shreveport, La.
WRBC	Jackson, Miss.
WCPO	Cincinnati, Ohio
WDEF	Chattanooga, Tenn.
WTJS	Jackson, Tenn.
WNOX	Knoxville, Tenn.
WMC	Memphis, Tenn.
KFDA	Amarillo, Texas
KRIC	Beaumont, Texas
KWBU	Corpus Christi, Texas
KAND	Corsicana, Texas
KRLD	Dallas, Texas
WCHS	Charleston, W. Va.
WBLK	Clarksburg, W. Va.
WSAZ	Huntington, W. Va.
WPAR	Parkersburg, W. Va.

TELEVISION	
KFMB-TV	San Diego, Calif.
WCPO-TV	Cincinnati, Ohio
WEWS	Cleveland, Ohio
WMCT	Memphis, Tenn.
KRLD-TV	Dallas, Texas

The Barefoot Boy...



"Go West Young Man"...

and

ROSS MULHOLLAND

did!!

Success? YES!!

Thanks to.....



The New Market Basket for over 5,000,000 people . . . . MON. thru FRI. 7:30 to 9:30 a.m.

ROSS MULHOLLAND'S

"Barefoot Society"

COVERING

America's Third Largest Market

The West's Greatest Independent

KMPC

DIAL 710

50,000 WATTS 10,000 NIGHT

LOS ANGELES

GEORGE A. RICHARDS
Chairman of the Board

ROBERT O. REYNOLDS
Vice President & Gen. Mgr.

JOHN PATT
President

H-R REPRESENTATIVES, INC.

The
No. 1
Station
in Missouri's
3rd Market

KRES
(LBS)
St. Joseph, Mo.

Soon . . .

5000
WATTS (FULLTIME)

★ ★ ★

St. Joseph's
Best Radio
Buy!

★ More Power
★ More Listeners
★ More Sales

The St. Joseph Metropolitan Area Is Exceeded in Population Only by St. Louis and Kansas City

★

FORJOE & CO.
Nat'l. Rep.
19 W. 44th St., New York 18

★ Schedule KRES Now at Present Low Rates

NLRB ORDERS

Elections at WBIG WFMY

TWO issues—communism and the jurisdictional disposition of cameramen-projectionists at television stations—characterized separate election orders handed down by the National Labor Relations Board last week. Elections were directed to determine bargaining representatives for certain employes at WBIG-AM-FM Philadelphia and WFMY-FM-TV Greensboro, N. C.

The first case involves Seaboard Radio Broadcasting Corp., licensee of the Philadelphia AM-FM facilities, and the American Communications Assn. (Broadcast District Local No. 1). The union seeks a bargaining unit of announcers at the station. Management objected on the ground they have an intimate relationship in the "formulation, determination and effectuation of management policies."

Seaboard also protested to NLRB that ACA has alleged Communist affiliations which disqualify it from participating in a board election. ACA previously had been upseated from membership in CIO on similar charges. Station also felt the union would seek to merge announcers with the technicians' unit.

The labor board, however, cited its previous ruling that as long as any petitioner complies with certain sections of the labor act, NLRB has no cause to "investigate the authenticity or truth of affidavits filed . . . as such investigations are, by the Act, made a function of the Dept. of Justice."

Bargaining Unit

All announcers at WBIG-AM-FM, excluding the program director and all other supervisors, constitute an appropriate collective bargaining unit, the board asserted in ordering the election.

The second case concerns the Greensboro News Co., licensee of WFMY-FM-TV, and the National Assn. of Broadcast Engineers and Technicians.

Both station management and NABET agreed that all technical employes at the television facilities, excluding program director, chief engineer, producers and announcers, constitute a bargaining unit, and also that engineers and a camera-technician should be included.

Greensboro News Co. felt, however, that the cameraman-projectionist should be excluded. Station characterized him as a "film editor" and contended his work is not technical. NABET cited eight TV stations and two network contracts now existing where the position was included in the technical group. The board upheld the union. Partial text of the ruling:

Although the cameraman-projectionist is not as highly skilled as the engineers, considerable technical skill is required to perform his job properly. In the instant case, the cameraman-projectionist performs the work of film man, cameraman, and projectionist. His work is closely integrated with that of the engineers; he enjoys the same working conditions, and for at least 2 or 3 hours a day he is under the supervision of the chief engineer. In television, the cameraman or projectionist is but one of a group of technically trained employees working as a cohesive team toward a common goal. In an earlier case we included a projectionist in a technical unit of broadcasting employees. In view of these facts, and the fact that thus far cameramen and/or projectionists have generally been included in an overall technical unit in the television broadcasting industry, we shall include the employer's cameraman-projectionist in the appropriate unit.



ABC AFFILIATES meeting in Chicago recently included (l to r): Les C. Johnson general manager, WHBF-AM-TV Rock Island, Ill.; Joe Hartenbower, manage KCMO Kansas City; Walter Koessler, general manager, WROK Rockford, Ill George Higgins, general manager, WISH Indianapolis, and Glenn Snyde general manager, WLS Chicago.

ELECTRONIC BUYS

Dept. Reports $368 Million

SUM of $368 million was obligated by the Dept. of Defense for electronics and communications equipment during the July-to-October 1950, period, the department revealed Nov. 21.

The total was part of a $8.1 billion outlay for procurement of all types of major materials and supplies during that period. Communications-electronics ranked fourth in the obligation list, topped by aircraft, tank-auto, and ammuntion and guided missiles. Total obligations covering military pay and civilian allowance were approximately $12.4 billion.

ASCAP INCOME

Collins Reviews Histor

PRINCIPAL sources of ASCA income are radio, TV and othe mechanical means, rather tha sales of music, Jules M. Collin ASCAP sales manager, declare Tuesday at the weekly luncheon c the Washington Ad Club.

Reviewing the history of ASCAI Mr. Collins said the copyrigh group decided after the consent d cree in the early '40's to "se ASCAP on its merits." Over score of regional offices were cr ated. Recently the society ha started a publicity campaign amon its subscribers.

Mr. Collins explained ASCA is reluctant to talk about its ope ations and what happens to i money. Funds are distributed qua terly and at the end of the yea there isn't a cent in the treasur he explained.

Ben Strouse, WWDC Washing ton, a club member, introduced M Collins. He recalled briefly th formation of BMI a decade ago.

WMBG Richmond, Va., made speci recording of presentation of awar at Annual Pedestrian Protectio Awards luncheon held by Governo of Highway Safety. Program wa presented as public service.

Speaking of Coverage



WTTH is the radio station that covers Michigan's rich Thumb area!

For news, farm reports and entertainment, people in the "Thumb" listen to

WTTH
ABC Network
1380 on your dial—Represented by Weed & Co.
PORT HURON, MICHIGAN

RUSSIAN JAMMING

Voice, BBC Getting Through Iron Curtain

VOICE of America and BBC broadcasts are getting through to listeners in the Soviet Union and Iron Curtain countries despite a concentration of Russian jamming transmitters, the British Broadcasting Corp. has reported.

The progress lies in the increase of BBC-Voice transmissions carried simultaneously on some 60 shortwave frequencies, BBC said in its 1951 yearbook tracing the history of Russian jamming maneuvers back to April 1949.

"We can claim with some degree of certainty that listeners in most parts of the Soviet Union can hear the BBC or the Voice if they take the trouble to search through the din of jamming for a clear frequency," Hugh Greene of the BBC asserted.

Issue of Soviet jamming tactics also was spotlighted in the United Nations at Lake Success, N. Y. The UN Social Committee Nov. 18 condemned the Russian noise blockade for the second time in recent months and appealed for an end to the interference.

The committee adopted a resolution claiming that the jamming constituted a violation of "freedom of information" and a denial of "the right of all persons to be fully informed concerning news, opinions, and ideas regardless of frontiers." Resolution embraced an earlier Chilean proposal passed in Geneva Aug. 9.

While the BBC report cited existence of 300 Russian jammers, the U. S. charged that the Soviet was employing over 1,000 such transmitters to fill the air with Siberian wolf calls, cries of seagulls, and roar of airplane engines to black out Voice programs.

UN debate was heavily flavored with mutual accusations that official broadcasts were being utilized to spread lies and slanders for the purpose of creating dissension.

An appeal to refrain from "unfair broadcasts" was added to the Chilean draft in combined amendments offered by the Philippines, Iran, Mexico, Iraq, Indonesia and Saudi Arabia. The resolution was adopted by a vote of 39-5.

WWOL LABOR

NLRB Orders Election

STUDIO and announcer-technicians should be included along with transmitter engineers at WWOL Buffalo, N. Y., in any bargaining unit represented by the National Assn. of Broadcast Engineers and Technicians, the National Labor Relations Board ruled in an election order issued last Friday.

In releasing the election directive, NLRB overruled objections set forth by Leon Wyszatycki, president of Greater Erie Broadcasting Co., licensee of WWOL-AM-FM. He had contended that the unit should be limited to transmitter engineers.

One of the points of disagreement over unit placement of employes involved Ted Wyszatycki, general manager and son of the WWOL president, who sought to include him in the bargaining group. NLRB exempted him "in accordance with the board's established policy of excluding close relatives of management from bargaining units." WWOL derives about $100,000 annually in advertising revenue, of which 10% is received from national advertisers, according to NLRB.

CANADA AD MEET

Cite Role in Defense Economy

ADVERTISING in today's defense economy was theme of the one-day fall conference of the Assn. of Canadian Advertisers at the Royal York Hotel, Toronto, Nov. 27. Clarence B. Goshorn, chairman of Benton & Bowles, New York, was luncheon speaker, and emphasized the need of continued use of advertising in all channels to aid in the maintenance of our system and in development of the defense economy.

Closed sessions of the ACA were held morning and afternoon under the chairmanship of Lee Trenholm, president. He reviewed ACA activities and there were panel sessions on the future of the ACA and the future of Canadian business in the coming year, with leading Canadian economists on the panel.

Mr. Goshorn, after reviewing the world situation, the growth of advertising in both Canada and the United States during the war and postwar years, forecast that "there will not be as severe cut-backs in advertising under any conditions we now see ahead as we faced during the war." He emphasized the need of leadership by businessmen through advertising in all media to preserve our system.

Afternoon sessions were devoted to the sales manager and advertising, and agency and advertiser relations.

New Orleans Club

BEVERLY BROWN, WNOE New Orleans, is president of the newly formed New Orleans Radio and TV Club, with membership confined to those actively engaged in broadcasting in that city. Other officers are: Ray McGuire, WDSU-TV, vice president; Betty Nestor, WWL, secretary; Amelie Batson, WSMB, treasurer. Board of advisors includes Ken Elliott, WWEZ; Catherine Harriston, WJMR; Ed Prendergast, WJBW; Mike Clark, WTPS. Carl Cannon, WSMB, handles public relations of the club.



He fires customers with enthusiasm at point-blank range

His ammunition is his voice—and when he draws a bead, big shots become small bores. His "radar" is leg-work, and his penetrating news analyses bracket an enthusiastic audience.

As Mr. C. Paul Wanstreet, of U. S. Tire & Supply, Inc. wrote to Station WHAR, both of Clarksburg, W. Va.:

"We try to choose that type of advertisement which reaches the most people with the best message at the smallest cost.

"Since subscribing to your 'Fulton Lewis, Jr.' show, received comments from both old and new customers, our customer response has been tremendous. We have many of whom came in for the first time on hearing this show. Needless to say, we have been greatly impressed by the results . . . "

The Fulton Lewis, Jr., program, currently sponsored on more than 300 stations, offers local advertisers a ready-made audience at local time cost. Since there are more than 500 MBS stations, there may be an opening in your locality. Check your Mutual outlet—or the Co-operative Program Department, **Mutual Broadcasting System,** 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

IRAN VOICE

Officials Explain Ban

VOICE of America programs beamed to Iran were stopped because the U. S. failed to deliver a number of radio transmitters to that country and because of "public opinion," an Iranian propaganda official said in Tehran Nov. 22.

State Dept. spokesmen in Washington had no comment on the charge involving American transmitters, but said negotiations were still in progress looking toward restoration of part of the Voice programs. The half-hour Iranian language program was cut to 15 minutes, spokesman said. BBC and Pakistan broadcasts also were blacked out.

The Iranian director said it was "impossible" for Radio Tehran to make rebroadcasts of Voice programs originating in this country because of the lack of transmitters.

The official, Bahram Shahrohk, said the broadcasting policy did not imply any change in Iranian foreign policy, and added that Radio Tehran will continue to receive a daily 15-minute United Nations program. Iran was one of a number of countries which sided in a bloc against Soviet Union jamming tactics.

Tehran Radio reportedly had silenced programs aired Nov. 15 by both the Voice and BBC under an order cancelling a number of rebroadcasts of foreign programs. Tehran Radio is state-owned.

NATIONAL NIELSEN-RATINGS* TOP RADIO PROGRAMS

(TOTAL U. S. AREA, INCLUDING SMALL-TOWN, FARM AND URBAN HOMES—and including TELEPHONE and NON-TELEPHONE HOMES)
REGULAR WEEK OCTOBER 15-21, 1950

Current Rank	Previous Rank	Program	Current Rating Homes %
EVENING, ONCE-A-WEEK (Average For All Programs)			(7.9)
1	1	Lux Radio Theatre (CBS)	18.7
2	2	Jack Benny Show (CBS)	18.1
3	6	My Friend Irma (CBS)	14.4
4		Charlie McCarthy Show (CBS)	14.3
5	3	Godfrey's Talent Scouts (CBS)	13.4
6	9	Amos 'n' Andy (CBS)	13.0
7	13	You Bet Your Life (NBC)	12.4
8	8	Life with Luigi (CBS)	12.4
9	19	Fiber McGee and Molly (NBC)	12.3
10	4	Walter Winchell (ABC)	12.2
EVENING, MULTI-WEEKLY (Average For All Programs)			(4.3)
1	1	Beulah (CBS)	9.6
2	4	Lone Ranger (ABC)	7.7
3	2	Oxydol Show (CBS)	7.3
WEEKDAY (Average For All Programs)			(4.7)
1	3	Our Gal, Sunday (CBS)	8.0
2	8	Ma Perkins (CBS)	7.8
3	5	Wendy Warren (CBS)	7.6
4	2	Romance of Helen Trent (CBS)	7.5
5	1	Arthur Godfrey (Ligg. & Myers) (CBS)	7.5
6	14	Portia Faces Life (NBC)	7.4
7	15	Challenge of the Yukon (CBS)	7.3
8	6	Big Sister (CBS)	7.2
9	12	When a Girl Marries (NBC)	7.2
10	9	Rosemary (CBS)	7.1
DAY, SUNDAY (Average For All Programs)			(2.6)
1	1	True Detective Mysteries (MBS)	8.0
2	2	Shadow (MBS)	6.6
3	4	Martin Kane, Private Eye (MBS)	5.6
DAY, SATURDAY (Average For All Programs)			(4.4)
1	2	Grand Central Station (CBS)	9.4
2	1	Armstrong Theatre (CBS)	8.8
3	5	Cedric Adams (CBS)	8.3

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NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 40,700,000—the 1950 estimate of Total United States Radio Homes.

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

On All Accounts

(Continued from page 12)

Evelyn Baird, have been married since October 1932. They have one daughter, Phyllis, 17. The family live in Douglaston, L. I.

Among his hobbies, Mr. Long lists golf, ham radio operation (an avocation that dates back to 1917) and sailing. He is a member of the American Radio Relay League, the Douglaston Yacht Club and is an associate member of the Institute of Radio Engineers.

WCFL Joins PBS

WCFL Chicago has been named the midwest outlet of the new Progressive Broadcasting System which started operations Nov. 26 [BROADCASTING • TELECASTING, Nov. 27]. Deal was set by George Isaac, general manager of WCFL; Dr. Miller McClintock, PBS chairman of the board, and Robert C. White, vice president of Central Division of the new network. PBS Chicago offices are headquartered at WCFL, 666 Lake Shore Drive.

WTVB-FM ON AIR

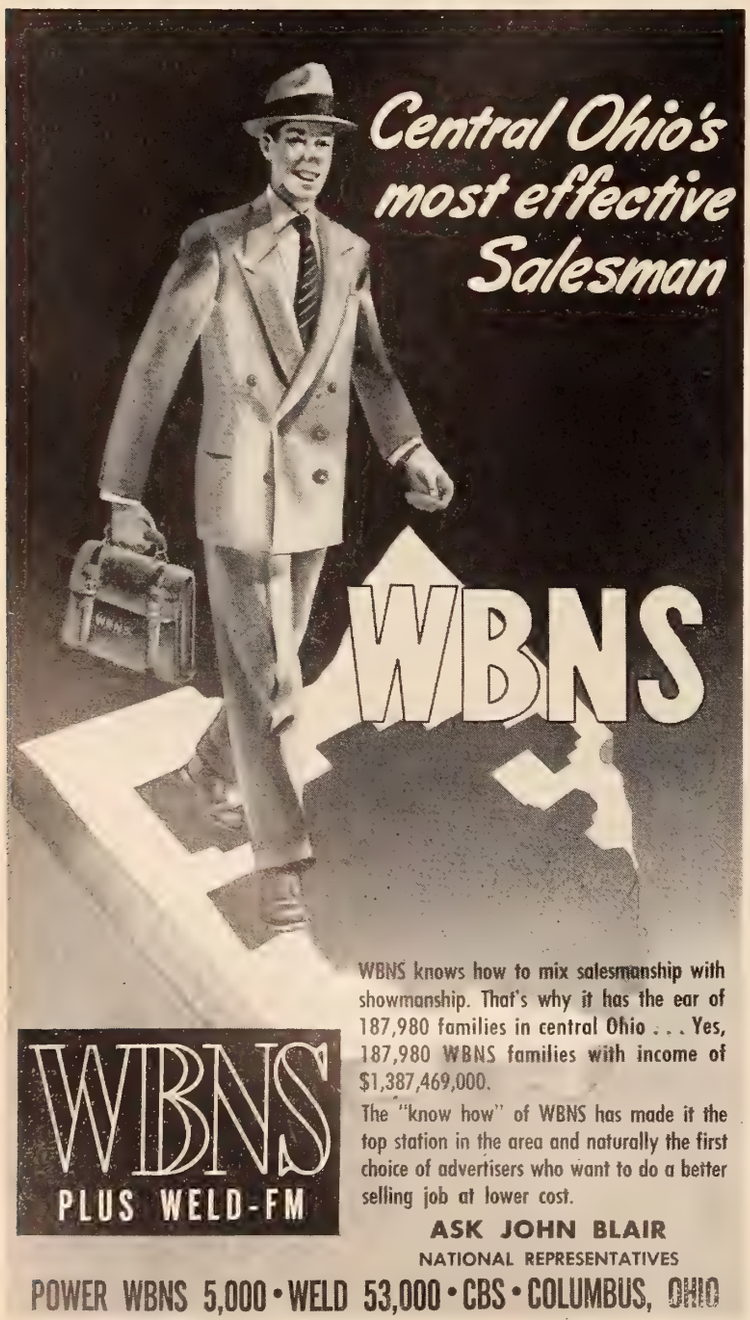
Carries 15-hour Schedule

WTVB-FM Coldwater, Mich., is now carrying a 15-hour schedule of broadcasts as a Class A operation on 98.3 mc (Channel 252). The new FM outlet of Twin Valley Broadcasters Inc. took the air fortnight ago, 11 days after receipt of its final construction permit. Station operates 6 a.m. to 9 p.m., programming separately after WTVB leaves the air.

Personnel for FM operation is the same as that of WTVB, with E H. Munn Jr., station director; Jack Olson, program director, and Kenneth Gallant, sales director Manned with RCA equipment, the station is on interim operation awaiting completion of the FM tower soon after the first of next year. Joseph Hershey McGillvra has been appointed national representative, according to Mr. Munn.

KWHN Joins Mutual

KWHN Fort Smith, Ark., licensed to KWHN Broadcasting Co. Inc., a 5kw fulltime outlet on 1320 kc signed a contract Nov. 22 with MBS, according to H. S. Nakdimen secretary-treasurer of the firm Mutual programs and commercials will be acquired by KWHN from the previous affiliate, KFPW, by Jan. 1, Mr. Nakdimen has announced.



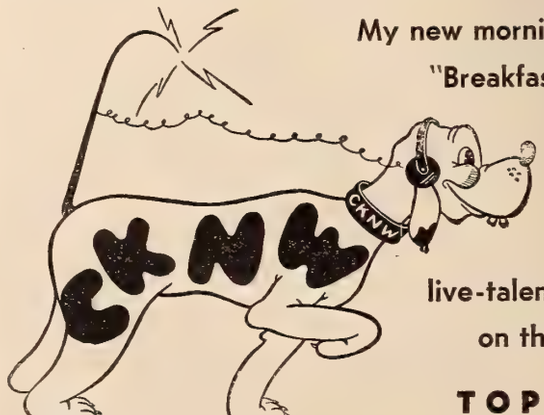
WBNS knows how to mix salesmanship with showmanship. That's why it has the ear of 187,980 families in central Ohio . . . Yes, 187,980 WBNS families with income of $1,387,469,000.

The "know how" of WBNS has made it the top station in the area and naturally the first choice of advertisers who want to do a better selling job at lower cost.

WBNS PLUS WELD-FM

ASK JOHN BLAIR
NATIONAL REPRESENTATIVES

POWER WBNS 5,000 • WELD 53,000 • CBS • COLUMBUS, OHIO



My new morning program "Breakfastime" is the only live-talent A.M. show on the coast—

TOP DOG!

Strictly Business

(Continued from page 10)

possible." Spending several onths on the West Coast "and aving a wonderful time," Mr. allin handled publicity work for number of dance bands, including aul Pendarvis and Griff Williams. hose arduous "one night stands" d lack of money, however, sent m back to New York seeking reener pastures.

Still in pursuit of a radio career he had written a senior thesis at rinceton on "Government Control Radio Broadcasting"), Mr. Ballin ined the NBC page and guide aff in November 1938.

Joins Anacin Co.

In March 1940, torn between spirations for radio and a grow- g interest in television, at that me "still around the corner," Mr. allin forsook the outer fringe of he radio scene and joined the ad- rtising department of the Anacin o., Jersey City, N. J. His main b was handling continuous de- iled analysis of Anacin sales in elation to media, with particular mphasis on network radio. Since nacin was a small firm at that me, he got into every phase of les and advertising.

In June 1942, Mr. Ballin entered he Navy, serving for a short time n the *U. S. S. Vincennes* and later ith the Naval Code and Signal ab. He left the service as a U. S. . R. lieutenant in November 1945.

Mr. Ballin then returned to nacin, now part of Whitehall, as roduct manager coordinating all dvertising activities on Anacin, ills Cold Tablets, and several new rands. Within a year he headed ll product brands.

Heads Radio Department

When Whitehall reorganized its dvertising department in 1947, Ir. Ballin returned "to my first ve" as head of the radio depart- ent. As assistant advertising anager in charge of radio and elevision, he took over activities elating to Whitehall's Monday hrough Friday network programs —*Our Gal Sunday*, *Romance of Helen Trent*, and *Mr. Keen* on CBS; *ust Plain Bill* and *Front Page Farrell* on NBC, and the *Harry Babbitt Show* on CBS Pacific Coast Network. Whitehall sponsors Tuesday-Thursday segments of the latter.

Mr. Ballin is liaison man for all Whitehall contacts with the networks, stations, station representatives and Air Features, which produces the five national network programs. He also works closely with the advertising agencies handling the various Whitehall accounts. He coordinates all advertising activities for about half a dozen brands.

Mr. Ballin has watched with interest and a certain amount of pride, the sales expansion of Anacin, in which he has had a generous participating hand. This pride is reflected also by Whitehall in its general appraisal of radio.

"For many years radio has formed the backbone of the advertising program for Anacin, Kolynos and our other drug products," he observes. "This policy has not changed, in spite of the fact that we have from time to time expanded into other media."

'Believes Radio Effective'

He adds significantly: ". . . Our recent buy of the NBC Tandem Operation is evidence that we still believe radio to be the most effective vehicle for reaching the type of people who buy our products." On Nov. 5 Whitehall began sponsorship of a portion of the network's *The Big Show* on behalf of Anacin.

Mr. Ballin belongs to the Radio Executives Club of New York and the Bell Haven Beach Club. He married the former Jean Brevard Crump in 1941. They have two children, Douglas David 3d, 6, and Diana Linton, 1. The family makes their home at Greenwich, Conn., where Mr. Ballin raises Boxer dogs. For other hobbies, he also brushes up on American history and takes part in all spectator sports.

PHILCO DIVIDEND

5% Stock To Be Voted

SPECIAL 5% stock dividend payable Jan. 10 to stockholders of record Dec. 22 is expected to be voted today (Monday) by Philco Corp.'s board of directors.

The board has declared a quarterly dividend of 80¢ per share on company's common stock—equivalent to 40¢ per share on the number of shares to be outstanding when the 2-1 split becomes effective. Dividend is payable Dec. 15 to holders of record Dec. 1. Regular quarterly dividend of 93¾¢ per share on the corporation's preferred stock, 3¾¢ series A, payable Jan. 1 to shareholders of record Dec. 15, also has been announced.

Special dividend, the board said, taking the form of stock will make possible the increase of the firm's working capital to handle the "present high level of business efficiently and to conserve funds for the expansion program that is contemplated for 1951."

CHNS

HALIFAX NOVA SCOTIA

A CAPITAL Station

In A CAPITAL City gets

You CAPITAL Results!

Ask

JOS. WEED & CO.

350 Madison Ave., New York

P.S. We now have our 5000 Watt Transmitter in operation!

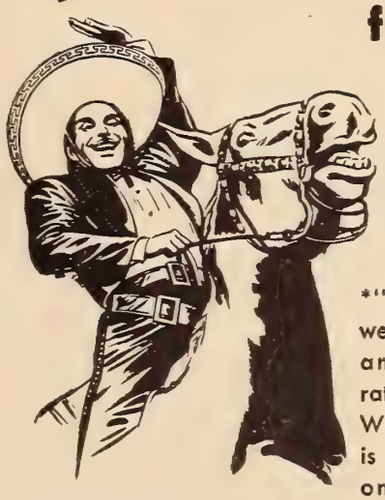
HERE'S THE SENSATIONAL LOW-PRICED WESTERN THAT SHOULD BE ON YOUR STATION!

Out of 47 West Coast regional shows

"THE CISCO KID"

*[1] moved up to.. 9.4 (Third place . . . a tie . . . in December, 1949)

from... 8.9 (Fourth position . . . achieved in November, 1949)



For the same period, "Cisco Kid" outrated all other ½-hour Westerns by 50%!

*"Cisco Kid" is aired three times weekly — Monday, Wednesday and Friday. It is the highest-rated show in its time period on Wednesday and Friday . . . and is second only to "Bob Hawk" on Monday! Write, wire or phone for proof of Cisco Kid's record-breaking, sales-producing performance.

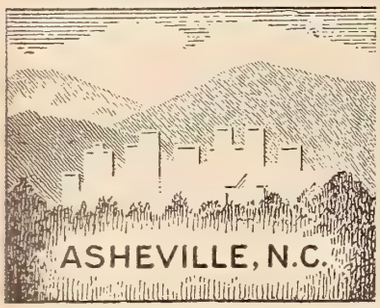
SENSATIONAL PROMOTION CAMPAIGN — from buttons to guns—is breaking traffic records!

This amazingly successful ½-hour Western adventure program is available: 1-2-3 times per week. Transcribed for local and regional sponsorship.



No. 1 Quality Market*

*Sales Management Survey for 1950



In the South's No. 1 State

No. 1—Among major North Carolina cities in **Per Capita Retail Sales.**

No. 1—Among major North Carolina cities in **Per Capita Food Sales.**

No. 1—Among major North Carolina cities in **Per Capita Drug Sales.**

No. 1—Among major North Carolina cities in **Per Capita General Merchandise Sales.**

SELL this cosmopolitan-metropolitan market with Asheville's longest established, most-listened-to radio station WWNC. It's the sure, sales-tested way to reach this prosperous mountain empire.

570 KCS
WWNC
CBS AFFILIATE
WESTERN NORTH CAROLINA'S ONLY 5000 WATT DAY AND NIGHT STATION
HEADLEY-REED NATIONAL REPRESENTATIVE

ROLE OF THE RFD Defined by Schneider

THE FARM director is the liaison between the college, the farmer and industry, and his strength lies in his promotion of the sale of all three elements in the economy. This was the conclusion advanced by Sam Schneider of KVOO Tulsa at the close of the two-day annual convention of the National Assn. of Radio Farm Directors in Chicago Nov. 26. Mr. Schneider, commissioned by the group to summarize proceedings, defined the role of the radio farm director (RFD) as one which aids better production, marketing and living for the farmer. His "selling" involves ideas as well as tangibles.

The various problems confronting the farm men, outlined by panelists and individual speakers Nov. 25 and 26 at Chicago's Stevens Hotel, can be solved by creation of new program ideas, "sale" of farm programming to station management, learning the farm audience size, promoting public relations and sales, gathering ideas from farmers, rendering service on and off the air, merchandising the product and planning formats which can compete with television, Mr. Schneider reported.

"If the RFD serves all these masters at once—and he can—he'll keep his AM station in the black," concluded Mr. Schneider. Farm directors, as "prestige lobbyists," create a demand for products, and for ideas, of colleges, farmers and industry. A "sincere desire" to help all three will result in the final products of better production, marketing and living on the farm, he said.

Schneider Elected

Mr. Schneider, who edited the NARFD *Chats* during the past year, has elected secretary-treasurer of the group, succeeding Chris Mack of WNAX Yankton, S. D. Mr. Mack, newly-elected vice president, replaces Phil Alampi of WJZ New York, president for the next year. Retiring president is Roy Battles of WLW Cincinnati.

During two full days of discussion, farm directors were concerned with the sale of their shows and getting management to allocate more money to their departments. In an effort to increase circulation of the successes of farm broadcasts, a committee headed by Larry Haeg of WCCO Minneapolis proposed to the new officers appointment of two committees for study and action.

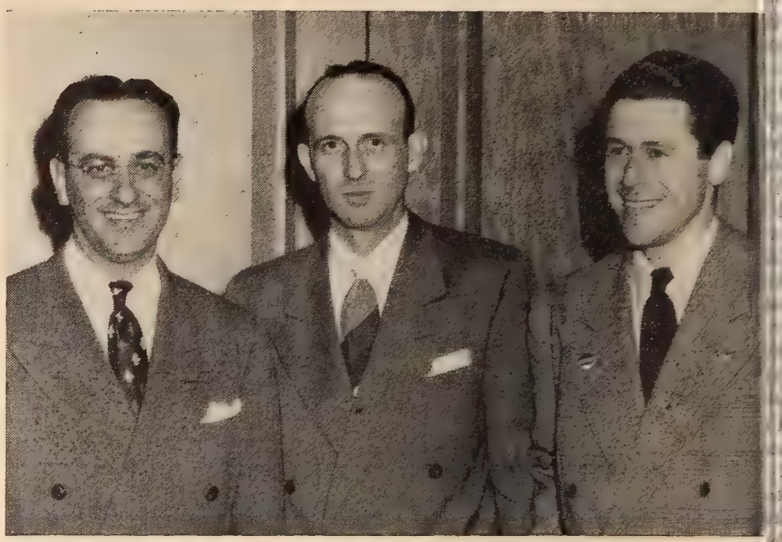
Mr. Haeg's committee vetoed the suggestion that an executive secretary be hired, suggesting instead that the two committees study and act on gathering information on farm broadcasting and what has been done by radio farm directors for distribution to agencies, clients and timebuyers. This report is expected to be given to the membership at a three-day June meeting in St. Louis.

Thirty-six RFDs were given 10 and 20-year service awards at the annual banquet Sunday evening. Twenty-year recipients included:

Phil Evans, KMBC Kansas City, Mo.; Ken Gapen, U. S. Dept. of Agriculture; Wallace Kadderly, KGW Portland; Lou Kaiser, Cornell U.; George Kister, KMMJ Grand Island, Neb.; Bill McDonald, KFAB Omaha; John Merrifield, WWJ Detroit; Everett Mitchell, WMAQ Chicago; Art Page, WLS Chicago, and Charley Stookey, KXOK St. Louis.

Ten-year men receiving awards:

Frank Atwood, WTIC Hartford; Layne Beaty, WBAP Fort Worth; Emil Bill, WMBD Peoria; Milton Bliss, WHA Madison, Wis.; Harry Campbell, WBBM Chicago; Jim Chapman, WTAM Cleveland; Carl Collin, WKZO Kalamazoo; Ray Heinen, U. S. Dept. of Agriculture; Amos Kirby, WCAU Philadelphia; Edd Lemons, Oklahoma Extension Service; Glenn C. Lorang, KHQ Spokane; Chris Mack, WNAX Yankton; Ten Mangner, KMOX St. Louis; Bill Moshier, KJR Seattle; Herm Plambeck, WHO Des Moines; Sam Schneider, KVOO Tulsa; Gus Swanson, KFEL Denver; Chuck Worcester, WMT Cedar Rapids; Earl Britton, KERG Eugene, Ore.; Don Dean, WLEC Sandusky, Ohio; Paul Fisher, WMRC Greenville, S. C.; Mal Hansen WOW Omaha; Erni Jorgenson, KXYL Spokane; Cal Karnstedt, KSTP Minneapolis; Gordon Loudon, Louisiana Agricultural Extension and Lester Weatherwax KFBI Wichita.



NEW OFFICERS of the National Assn. of Radio Farm Directors, elected in Chicago at the annual convention are (l to r): Phil Alampi, WJZ New York president; Chris Mack, WNAX Yankton, S. D., vice president and Sam Schneider, KVOO Tulsa, secretary-treasurer.

Public Interest Awards

Earlier that day, six AM stations earned public interest awards "for exceptional service to farm safety during 1950 and the preceding 12 month period from the National Safety Council at a council luncheon. Stations were KUOM St. Paul; KUSD Vermillion, S. D.; WIBX Utica; WNAX Yankton; WSJS Winston-Salem and WTIC Hartford [BROADCASTING • TELECASTING, Nov. 27]. Certificates were presented by Ned Dearborn, president of the council, after a welcome by Paul Jones, director of public information. Also seated at the speakers table was Dan Thompson, council radio and television director.

The Sunday morning session concerned with election of officers

KLICKIN' KLIX IS KLICKIN' KLIX IS KLICKIN' KLIX IS KLICKIN'
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KLIX
IS KLICKIN'
ASK HOLLINGBERY

nd committee reports, was fol-wed by discussion of the RFD nd farm program from the com-ercial viewpoints of the farm rector, the station manager, the ation promotion director and the onsor.

Representing the last were Gor-n M. Philpott, vice president and rector of advertising for the alston-Purina Co., St. Louis, and d Cashman, president, Doughboy ndustries, New Richmond, Wis. r. Philpott appeared with Otis O. cIntosh, director of public rela-ons for Ralston; Maurey E. Malin, anager of Chow advertising for ne company, and Jack Leach, ac-unt executive at Gardner Adver-sing, St. Louis, which handles the alston account.

Mr. Philpott said Ralston "has ought some kind of farm radio" all his 31 years with the com-any, and pointed out that most alston radio money is spent in the outh. "It's no coincidence that ne South offers the most profit, is ne fastest-growing market and hows our best advertising effort, r our heavy radio is there," he id.

Buying Problems

He cited major problems in buy-g radio as (1) determining the ze of the audience and the hours r the programs, (2) getting pro-ram availabilities, "as the na-onal reps and even station sales-en are very badly informed," and 3) getting stations to offer crea-ve programming. "Usually the ation makes no attempt to get us ne kind of show we want if none available at the time," Mr. Phil-ott said.

Advertisers want two things om radio farm directors, he said. irst, they want to know that the FD "has sold his top manage-ent on farm programs, the farm udience and on himself." Mr. hilpott pointed out that "some ations apparently broadcast farm hows only to comply with FCC gulations regarding public serv-e broadcasting." "One of the est" competitors for television is e farm broadcaster, especially uring early morning hours, Mr. hilpott said. "Top management a most stations" doesn't realize e potentialities of the farm pro-



PUBLIC INTEREST awards for "exceptional service to farm safety" went to six radio stations during the convention of the National Assn. of Radio Farm Directors in Chicago. Awards were made by Council President Ned Dearborn (standing r). Station men receiving the certificates (l to r): Standing, Ed Slazarczyk, WIBX Utica, N. Y.; Ray Wolfe, KUOM St. Paul; Irving Merrill, KUSD Vermillion, S. D.; seated Frank Atwood, WTIC Hartford; Harvey Dinkins, WSJS Winston-Salem, and Chris Mack, WNAX Yankton, S. D.

gram and audience, the speaker charged, adding that "all kinds of inferior products are thrown as participations into farm shows when there's no place else for them."

Station salesmen "haven't had to sell for so long they don't know how," Mr. Philpott said, adding that none of the radio that Ralston had ever bought was "sold" to it. "We sold ourselves," he said.

Responsibility to Sponsor

Secondarily, the client wants the RFD to recognize his responsibility to the sponsor to make the program sell. Mr. Philpott suggested the RFD "sponsor" the product personally, accepting only clients in whose products he believes. "And work with the sponsor closely. Rewrite the commercials if you don't like the way the agency writes them, but let the sponsor know why," he said.

Mr. Cashman, president of Doughboy Industries, supervises production in seven divisions which manufacture different products. Doughboy, a regional account, spends "less than $1 million a year" on advertising, 40% of which is for the feed division. About a third of the feed money goes to radio, a half-hour show, several quarter-hours and occasional spots.

He outlined some results of a questionnaire sent to 500 selected feed salesmen and dealers. In answer to the question: "Has the Doughboy radio program or programs in your territory sold Doughboy feed to any of your customers?" 81% of the respondents said yes, 19%, no. "We're worried about the 19%," Mr. Cashman said. Half of those answering said the greatest sales results come from farm commentators, 37% said a combination of commentary with hillbilly bands and 13% believed hillbilly bands alone did a better job.

Seventy-eight percent of the dealers "are opposed to spot announcements as against longer shows at less frequent intervals," Mr. Cashman said.

'Maintain Prestige'

Calling on the RFDs to "maintain prestige and following for the sponsor's benefit," Mr. Cashman warned them not to "become Main Street farmers." He suggested that farm directors "continually press management to give time best suited to the farmer's listening habits," encourage the spending of time and money for farm listener information which helps the sponsor know what kind of an audience he is buying at various times of the day, and foster merchandising of the show and product.

"The trouble with radio salesmen is they promise you the moon in merchandising assistance, but once you've signed a long-term contract, they are inclined to forget all about the sponsor," he charged.

The sponsor also wants the farm

(Continued on page 104)

FAMILY

WIBW has been a farm station for almost a quarter-century. We sell Kansas and adjoining states because we've served them well. We're one of the family.

WIBW The Voice of Kansas in TOPEKA



Our listeners have imagination . . . *more than that . . .* they know SPONSOR IDENTIFICATION

May 15th, 1950, WPWA started a new program called "PLAY RADIO" . . . like Bingo. Playing blanks were made available at any grocer carrying SUNBEAM BREAD. In ten weeks 45,000 forms were mailed to WPWA from a radius of 40 to 60 miles of Chester, Pa. We are about to change the forms, that means some 50,000 people are going to scurry to grocers carrying Sunbeam bread and perhaps to

YOUR CLIENT, too!
for "PLAY RADIO" forms.

Call us at Chester 4-2554 if you want "IN" on "PLAY RADIO."

WPWA

DELAWARE COUNTY'S *FIRST* STATION
1590 on the dial, *FIRST* in the hearts of listeners
CHESTER, PENNA.

THE LATEST WCKY STORY

WCKY GIVES YOU ANOTHER BIG PLUS!

WCKY IS #1 IN OUT OF HOME LISTENING

IN THE CINCINNATI AREA.*

19.8% of the people in the Cincinnati Area
listen out of home once or more a day, and
WCKY has 23.6% of this Out of Home Audience
6 AM to 8 PM Monday thru Friday . . .
MORE THAN ANY OTHER CINCINNATI STATION!

NOW MORE THAN EVER BEFORE,

WCKY IS YOUR BEST BUY IN CINCINNATI.

(*-Pulse Cincinnati Out of Home Survey July-August 1950)

INVEST YOUR AD DOLLAR WCKY'S-LY

THE LATEST WCKY STORY

A NEW 50,000 WATT TRANSMITTER!

WCKY HAS JUST INSTALLED THE LATEST GENERAL ELECTRIC 50,000 WATT TRANSMITTER, WITH MANY IMPROVEMENTS, WHICH WILL PROVIDE WCKY'S LARGE AUDIENCE WITH EVEN BETTER FIDELITY AND A CLEARER SIGNAL.

NOW, WITH TWIN 50,000 WATT TRANSMITTERS, WCKY WILL PROVIDE CONTINUOUS 24 HOUR, 7 DAY A WEEK SERVICE TO ITS LARGE LISTENING AREA IN THE EASTERN AND SOUTHERN STATES.

THIS INVESTMENT IN NEW AM EQUIPMENT INDICATES OUR CONFIDENCE IN THE FUTURE OF AM BROADCASTING (AND WE THINK TV IS OKAY TOO).

NOW MORE THAN EVER BEFORE,

WCKY IS YOUR BEST BUY IN CINCINNATI.

L. B. Wilson

WCKY

CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER

editorial

No Opposition?

ORGANIZED education, under the very noses of the nation's broadcasters and telecasters, is making a determined bid for a huge chunk of the limited TV spectrum. So far, those who were responsible for the development of the broadcast arts as free enterprises, haven't even joined issue. Last week there were these developments:

(1) The organized educators, in hearings before the FCC, asked for a VHF channel in each big city and educational center, with 20% of the unallocated UHF to be reserved for education.

(2) A joint Emergency Committee on Educational Television, headed by the violently anti-commercial crusader, Chancellor Robert M. Hutchins of the U. of Chicago, put on a mail campaign for a $25,000 war-chest to finance the frequency grab.

(3) Sen. John W. Bricker, (R-O.) introduced a resolution for an FCC study, looking toward reservation of at least one frequency in each state for educational purposes.

All this has happened before in radio. It occured in 1928, when the original AM reallocation was made. It happened again a decade ago with FM. But education has always found it could achieve maximum audience and optimum results by using the allotted sustaining time of established commercial stations and networks—which have the audiences, the know-how and the wherewithal. The past record speaks for itself.

Comr. Frieda B. Hennock, is quarter-backing the educational strategy. The FCC proceedings have been virtually *ex parte*, since no witnesses have been cross-examined by representatives of the nation's broadcast interests, who have invested so heavily in the visual medium. So Comr. Hennock has been making touchdowns in every quarter.

To reach an equitable decision, the FCC should have all the facts. What about the past experiences of the educators in radio? What about their financial ability to engage in TV? Has anything been said about the educational programming now being done by TV stations in collaboration with state institutions, even at this early stage of TV development? And has anyone recalled that in 1934-35, the whole educational-allocations battle was fought before the FCC, at the behest of Congress, with the NAB carrying the load, after an exhaustive survey of radio in education, and which lead to the formation of the Federal Radio Education Committee?

The logistics or intelligence of commercial broadcasting, so far, appears to have fallen down badly.

100% Isn't Perfect

SOME buyers of radio advertising have developed, no doubt in all sincerity, a rule-of-thumb in estimating the radio audience where TV is available. They simply deduct 100% of the number of TV homes from the number of radio homes in a market.

With recollections of the Assn. of National Advertiser's autumn effort to slash radio rates still fresh, the need for authentic coverage and research data becomes more acute.

When agencies and advertisers deduct 100% of TV homes from the radio-home count for a market, broadcasters find themselves in danger of being mousetrapped. They are thrown in competition with media that evade admitting TV has cut down their own audience by insisting that all of TV's gains have been made at the expense of radio alone. They avoid the spectacular rise in radio set sales —exceeding even those of TV.

The answer must come in the form of statistical proof that will be accepted by the advertisers. The two BMB studies have satisfied most of those who hurled the charge that broadcasters are medicine men. Now the latest BMB figures are becoming obsolescent. Larger agencies, however, apply their individual factors to bring the data up-to-date. That's why they're buying more and more national spot.

Fortunately a group of broadcasters is now working on this very problem, under aegis of the new Broadcast Audience Measurement Inc. With Clyde Rembert, KRLD-AM-TV-FM Dallas, as chairman, a BAM committee is exploring the history and scope of radio coverage and research.

The answer may lie in an oft-agitated blanket coverage-research project, supplying all types of reports under one banner. Or it may be found in a less costly certification operation that would inspect and lend its seal of approval to private research.

The statistical answers are there. It's just a case of ferretting out.

Talent's HCL

THE FULL effects of the labor agreements signed a fortnight ago with AFRA and Television Authority cannot be fully assessed at this time, but there isn't any doubt that the new contracts will cause radio's production costs to rise and television's to skyrocket.

The new AFRA contract with the radio networks did make a concession to reality. Except for one category of announcers, the AFRA commercial scales remain the same. In consideration of the advertiser clamor against radio costs, the acceptance by the union of *status quo* in its commercial minimum was wise.

AFRA's sustaining program scales, however, were boosted an average of 14.2% in the new contract. In times of declining profit margins in network radio, this increase may be difficult to accommodate.

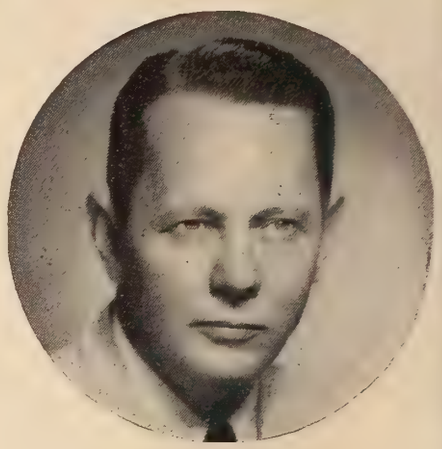
The new Television Authority contract is quite a different matter from the AFRA agreement. Estimates by the networks as to how much the TVA contract will raise production costs run as high as 100%—assuming that present programming continues unchanged.

Present programming, of course, will not remain unchanged. To bring production costs somewhere within sight networks and sponsors will have to shorten rehearsal periods, reduce the size of casts and exert every economy possible, to the inevitable detriment of production quality.

Take dancing choruses, for example. Shows with middle-sized budgets could engage choruses of several dancers at fairly low rates before the TVA contract was made. Now that chorus members in an hour's show are to get $125 each, the number of them to be hired for any single program is obviously limited.

We recognize the great pressure under which the networks carried on negotiations in the face of a rapidly approaching TVA strike, but we wonder whether they agreed to too high a price for the first talent contract in television. The scales set by the TVA agreement are the first. What will they be next year?

our respects to:



FRANK VIVIAN WEBB

THE V. in Frank V. Webb's name should stand for versatile. However, it stands for (say it softly, that no one may hear) Vivian. Mr. Webb, now general manager of KFH-AM-FM Wichita, Kan., has come a long way in the growing radio industry.

Back in 1938 he was running KTMS Santa Barbara, the *News-Press* station, almost single-handed. He conducted his own daily *Man on the Street* program, putting himself on the air with the aid of a battery amplifier. After holding his sidewalk interviews he would return to the studio, write scripts, compile questions and answers for the next day's show, handle difficult personnel problems, sell time to Santa Barbara business firms, write continuity for the time he had sold, put the announcements on the air, and then take his regular shift at the studio controls.

The KTMS enterprise taught Mr. Webb th

(Continued on page 49)

Static and Snow

By AWFREY QUINCY

ED PETRY asks: "How many pickets do yo need for a fence?" If he means a fence aroun a radio station, why not ask Stan Hubbard?

* * * * * *

If we believed everything we read, we' hurry and get rid of our television set. Ther we'd read aloud to the kiddies from the bes books and magazines, take them to the movie every night, spend each warm afternoon in th ballpark, take in all the football games, an have the family at ringside for all the prize fights. Nurtured in such a refined atmosphere OUR children would never grow up to fee socially inferior!

* * * * * *

When Jimmy Shouse goes to work on th Voice of America, we'll bet that the sopran influence will be de-emphasized in favor o much more baritone.

* * * * * *

We think that the formation of a Broad caster's Advisory Council is a great idea, bu we're curious about something. In our goverr ment, who takes advice?

More Italians* Listen to

WOV than any other New York Station

(Network or Independent)

In The Vital Selling Hours of 9 AM to 7 PM The Fall 1950 Pulse Shows...

WOV's average rating is 10.2, a 6% INCREASE over Fall 1949 —while the nearest competing station in the Italian field has an average rating of only 3.8, a DECREASE of 29%.

This dominance is firmly founded on WOV's unequalled Italian language program service—providing *network quality* entertainment and news coverage from studios both in New York and Rome, Italy...with the showmanship and drive that *sell!*

***2,100,000**
Italian-Americans Live and Buy in the Greater New York area.

Originators of *Audited Audiences*
WOV NEW YORK
5000 WATTS

730 FIFTH AVE., NEW YORK 19
ROME STUDIOS: VIA di PORTA PINCIANA 4

National Representative: John E. Pearson Co.

front office

EDWARD KEMBLE, manager KDB Santa Barbara, Calif., to KFI Los Angeles sales staff as account executive about Jan. 1. Was account executive with Don Lee Network, Hollywood.

BLAYNE BUTCHER, former radio director Newell-Emmett, N. Y., to KTTV (TV) Los Angeles in executive capacity.



Mr. Butcher

FRANCIS W. TULLY Jr., Washington news correspondent for the Yankee Network, resigns. He will publish a newspaper in Maine.

BOB DUMM, general manager KNOE Monroe, La., appointed vice president and general manager Sacramento Broadcasters Inc., (KXOA), Sacramento, Calif. Replaces HERB FERGUSON, who resigned to go into business in Fresno.

THOMAS D. SEAY Jr. appointed station manager KFTV Paris, Tex.

HERB BOOTH, manager KROP Brawley, Calif., appointed manager KYOR Blythe, Calif.

NORMAN THOMAS, continuity department WOTW Nashua, N. H., appointed sales director.

SCHEPP-REINER Co., station representative, moves to larger offices at 16 E. 43d St., New York 17.

CKNW New Westminster, B. C., appoints National Broadcast Sales, Toronto, to handle representation, effective Jan. 1.

GEORGE GLAVIN, commercial department KING Seattle, to TV sales department. BOB KILPATRICK, commercial manager KXA Seattle, to KING sales staff.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

How Many & How Much?

1949 BMB Daytime	BMB Radio Families	Prelim. Reports 1950 U. S. Census	1949 Retail Sales
50-100% 19 Counties	101,680	517,587	279,752
25-100% 27 Counties	157,110	814,186	452,784
10-100% 36 Counties	216,220	1,115,996	610,207
1949 BMB Nighttime			
50-100% 10 Counties	72,050	360,853	232,657
25-100% 22 Counties	128,350	654,711	373,006
10-100% 31 Counties	188,540	972,052	538,598

*RETAIL SALES FIGURES, "000" OMITTED ARE FROM SM 1950 "SURVEY OF BUYING POWER"

WDBJ CBS • 5000 WATTS • 960 KC
Owned and Operated by the TIMES-WORLD CORPORATION
ROANOKE, VA.
FREE & PETERS, INC., National Representatives

ARTHUR McPHILLIPS, assistant sales manager and traffic manager WJR Detroit, appointed sales service director.

RICHARD HARRIS, WILMA RICHMOND and MITCHELL DAVIS Jr. to accounting and auditing departments WRC and WNBW(TV) Washington. PATRICIA SAWYER to WNBW(TV) as secretary.

ROBERT E. WILLIAMS appointed general manager WFML (FM) Washington, Ind. Was with WRSW (FM) Warsaw, Ind.

H. BRUCE BAUMEISTER, Wright, Wright, Green & Wright, Beverly Hills, Calif., law firm, appointed resident counsel KTTV (TV) Los Angeles.

DON SHIELDS, newsman WAVZ New Haven, transfers to time sales department.

LOIS LARSON, S. F. model, to KRON-TV San Francisco accounting department.

WILLIAM J. LOFBACK rejoins WSAM-AM-FM Saginaw as commercial manager. Was news editor before he left to join wholesale hardware firm in Michigan.

ROBERT W. FERGUSON, station manager WTRF-AM-FM Bellaire, Ohio, promoted to executive vice president and general manager.

TED WEBBE, sales manager WCTC New Brunswick, N. J., to sales staff WAAT-AM and WATV (TV) Newark.

BILL YONAN to ABC Chicago AM sales staff after working in promotion department. LOVE DRAPER to ABC Chicago network TV sales staff from John H. Sampson, Chicago agency.

CHARLES FERGUSON, formerly with Utah stations, to KBUC Corona, Calif., as sales representative.

Personals . . .

KEITH G. DARE, TV account executive Headley-Reed, father of girl, Robin Gail . . . PAUL GODOFSKY, executive vice president and station manager WHLI-AM-FM Hempstead, L. I., father of girl, Barbara Sandra . . . TOM DAISLEY, sales representative WIS Columbia, S. C., father of girl, Donna Gail . . . DICK ROTHLIN, KRON-TV San Francisco, father of girl, Christine.

WILLIAM HENRY SENER, head of radio department, U. of Southern California, L. A., and manager KUSC (FM) Los Angeles, and Frances Josephine Love were married Nov. 27.

1881 James R. Weatherspoon 1950

FUNERAL SERVICES were held Wednesday for James R. Weatherspoon, 69, president of WPTF Radio Co., operator of WPTF-AM-FM Raleigh, N. C., at the First Baptist Church in Raleigh. Mr. Weatherspoon, who also was director of the Durham Life Insurance Co., died the afternoon of Nov. 27. He had been in ill health for the past seven years.



Mr. Weatherspoon

A native of Durham County, Mr. Weatherspoon accompanied the Durham Life Insurance Co. when it moved its officers to Raleigh in 1920. At that time he was treasurer and a board member, positions in which he continued until his death.

Active in Raleigh civic and religious life, Mr. Weatherspoon was a former president of Raleigh Chamber of Commerce, the Kiwanis Club in that city and the North Carolina State Fair. He was a deacon in the Raleigh First Baptist Church.

Surviving are his widow, four daughters, one sister, two brothers and six grandchildren. Burial was at Montlawn.

In
Altoona, Pa.,
It's
ROY F. THOMPSON
and
WRTA
A prize radio combination in the rich industrial market of Central Pennsylvania.
Represented by
ROBERT MEEKER ASSOCIATES

Respects

(Continued from page 46)

ssentials of the broadcasting busi-ess. He put the station on a pay-ng basis and maintained it at a rofit-producing efficiency during is two years there. A staunch roponent of self-reliance, he be-eves that confidence in one's own bility, willingness to perform any b well, and an open and independ-nt mind are the essentials for etting ahead in a fast-changing orld.

Following his experience at Santa arbara, Frank Webb went to Fort ayne, Ind., where after two years e was made assistant sales man-ger in charge of advertising and romotion for six Westinghouse tations, with headquarters in hiladelphia. Later he was pro-oted to sales manager of Westing-ouse's KDKA Pittsburgh, where e remained two years. His next tep upward came when he accepted ne managership of the Farnsworth roadcasting Division, including elevision transmission, frequency odulation and standard broadcast-ng. In this capacity he became anager of WGL, one of the two Vestinghouse stations operating in ort Wayne.

Success With WGL

Under his direction, WGL man-ged to show a small margin of rofit on the first month's operation n spite of wartime restrictions and uilding limitations. He laid out ew studio plans to include facili-ies for AM, FM and TV and built p an organization of 34 employes.

Mr. Webb's earlier business ca-eer was almost entirely in the dvertising field and he is fully ognizant of the salesman's prob-ems. His first job in the fall of 928 after leaving Kent State Col-ege, Ohio, was selling monotype nd linotype service to advertising gencies, book publishers, and rinters for the M & L Typesetting o. in Chicago.

After two years with this firm, e followed the advice of Horace reeley and "went West" to seek is fortune. He took a job with the rizona *Republican Gazette* in Phoenix in 1930, where he began as assistant to the national advertising manager. He was given various promotions on the ad staff before joining the advertising department of the *Santa Barbara News-Press* four and a half years later. In 1937, he organized the Santa Barbara Advertising Club and became its first president.

In 1943, Mr. Webb was one of 12 representatives selected from the industry to make an NAB presentation to launch a campaign selling retailers of America on the values of broadcast advertising. He addressed 12 mass meetings of retailers in the principal cities of North Carolina, South Carolina and West Virginia.

In 1944 Frank Webb was made a member of the NAB Sales Managers Executives Committee and served as sub-committee member for the revision of the NAB-AAAA standard contract for spot broadcasting. As a result of his NAB activities he worked closely with Lewis H. Avery, then NAB director of broadcast advertising. From this association grew Mr. Avery's proposal that Mr. Webb open and manage the Los Angeles office of Avery-Knodel, station representative.

Frank Webb's real interest, however, lay in the direction of active broadcasting, and in the fall of 1946 he went to Honolulu. He served as vice president and general manager of KULA Honolulu until 1948 and then moved to Wichita in September of that year. Since his sojourn in the islands, Mr. Webb has been an expressive supporter for the Statehood of Hawaii.

Earned Public Service Laurels

His operation of KFH-AM-FM, owned by the *Wichita Eagle*, reflects his sense of civic and national responsibility. In collaboration with the Wichita Police Dept., the station has launched a great number of safety campaigns, emphasized during the return-to-school months in the fall. As a result of these campaigns, the station has won various public service awards. KFH celebrated its 21st anniversary as a CBS affiliate in October.

Mr. Webb is the first president and one of the originators of the Kansas Sales Executives Club, now in its first year, with 150 members from six representative Kansas cities. Under Mr. Webb's leadership and with the cooperation of a group of enlightened and energetic businessmen, the club's aim is to develop selling into a profession.

In addition to his work with the Sales Executives Club, Mr. Webb has just completed a term as vice president and program chairman of the Wichita Ad Club. He has also served on the board of directors of the Sedgwick County Infantile Paralysis Foundation, is a member of the public relations committee of the Community Chest and is active with the Wichita and the Kansas Chambers of Commerce.



POINTING out details to KFAB Omaha's new women's program director, Nancy Condon, is the station's program director, L. A. (Jiggs) Miller. Just appointed to take over duties formerly held by Mrs. Kay Wilkins, resigned, Miss Condon has been in radio for 4½ years, joining the station's research unit in 1946 and since serving in various phases of the station operation.

His interest in the Boy Scouts and 4-H Clubs has led to outstanding KFH programs for these groups.

Born of American parents in Mexico City in December 1907, Mr. Webb is still known as "Pancho" or "Hank" to his family, to avoid confusion with his father, Frank Sr. He is married to the former Rosalie O'Connor. They have one son, Michael Stewart, 19 months.

Boyhood days spent in Missouri have left a little of the Tom Sawyer and Huck Finn adventurousness in Frank Webb. He has been learning to fly and has already made a cross-country flight in a Beech Bonanza. While in Hawaii he indulged his hobby of spearfishing. He also enjoys knocking around in old clothes and painting a little for his own pleasure.

Looking ahead to the expansion of KFH-AM-FM, Mr. Webb is making plans for a KFH-TV when the FCC freeze is lifted and the international situation clarified. He is alert to the potentialities of TV and is a popular civic club speaker on TV possibilities for Wichita.

ONTARIO MEETING

May Form Regional Unit

FORMATION of an Ontario regional broadcasters group was to be main business of the Ontario regional station meeting at the Royal York Hotel, Toronto, yesterday (Dec. 3). With Ontario the only area in Canada which does not have a regional association, although it has the most stations, it was expected that a regional association would be formed and officers elected at the meeting.

The Canadian Assn. of Broadcasters called the meeting, and William Burgoyne, CKTB St. Catherines, representing Ontario small market stations as a CAB director, was to report on CAB activities for 1950. Pat Freeman, CAB sales director, was to outline his new system of audience surveys. Agenda for the forthcoming annual CAB meeting at Quebec also was to be discussed.

WDRC

CONNECTICUT'S PIONEER BROADCASTER

THE TEST STATION IN HARTFORD — THE COUNTRY'S NO. 1 TEST CITY*

* According to Sales Management Survey (Nov. 10th Issue)

CBS

WOC

FIRST in the QUAD CITIES

In Davenport, Rock Island, Moline and East Moline is the richest concentration of diversified industry between Chicago, Minneapolis, St. Louis and Omaha. The Quad Cities are the trading center for a prosperous two-state agricultural area. Retail sales, total buying and per capita income rate higher than the national average, according to Sales Management.

WOC-AM 5,000 W. 1420 Kc. • WOC-FM 47 Kw. 103.7 Mc.

WOC delivers this rich market to NBC Network, national spot and local advertisers . . . with 70 to 100% BMB penetration in the two-county Quad City area . . . 10 to 100% in adjacent counties.

WOC-TV Channel 5 22.9 Kw. Video • 12.5 Kw. Audio

On the Quad Cities' first TV station NBC Network (non-interconnected), local and film programs reach over 27,900 Quad Cities' sets . . . hundreds more in a 75 air-mile radius.

Basic NBC Affiliate

Col. B. J. Palmer, President

Ernest Sanders, General Manager

DAVENPORT, IOWA

FREE & PETERS, Inc.

Exclusive National Representatives

air-casters



ODNEY (Bud) COULSON, manager KBUC Corona, Calif., to KFI-AM-TV Los Angeles in promotion and publicity department to handle press contacts. Replaced **RON MANDERS,** assigned to handle station's grocery merchandising activities. **BILL GORMAN,** formerly in latter position, named members of station jobs staff.

ROBERT O. EATON, announcer WLBH Mattoon, Ill., to WLWD (TV) Dayton as producer, writer, director and announcer.

GERRY MORRISON to *Don McNeill's TV Club* as producer, replacing **IVOR McLAREN,** resigned. Was with *Wayne King* TV show. **ED McKEAN** becomes writer for show.

ALLAN JEFFERYS, announcer WFPG Atlantic City, N. J., to WTOP Washington in same capacity.

KEN ACKERMAN, staff announcer KCBS San Francisco, father of girl, Barbara, Nov. 12.

BILL WOLFF, special events and news editor and announcer WKNK Muskegon, appointed program director. **DEA McCRAE,** radio-TV copywriter Young & Rubicam, N. Y., to station as chief of continuity department and production assistant to Mr. Wolff.

ROBERTS E. EVANS, program director WSSB Durham, N. C., to WALD Walterboro, S. C. in same capacity.

FORREST H. (Bob) RESPESS, chief announcer and promotion director WHOK Lancaster, Ohio, appointed program director. **BENNY BEE,** disc jockey, appointed music director.

FRED DAVYS, record librarian WJAS Pittsburgh, father of boy, Bob.

PAT BUTTRAM, CBS *Gene Autry Show,* hospitalized for almost three months following injuries suffered in explosion during filming of scene for Autry TV film, returns to cast of radio show.

HENRY SELIB, new to radio, to continuity department WOTW Nashua, N. H., replacing **NORMAN THOMAS** (see FRONT OFFICE).

LIB COX to continuity staff WIS Columbia, S. C. Was with NBC New York.

JACK BENNY, star of own CBS radio and TV shows, and his wife, **MARY LIVINGSTON,** honored Nov. 26 as "Mr. and Mrs. American Citizen" by Los Angeles Lodge, B'nai B'rith.

DAVID MacPHAIL appointed assistant controller NBC Western Division.

MICHAEL JOSEPH, staff announcer and disc jockey WFRO Freemont, Ohio, to WMAN Mansfield, Ohio in same capacity.

WILLIAM HERNDON, literary agent, to CBS Hollywood editing department, replacing **HARRY G. STEWART,** resigning to join radio department, Sam Jaffe, L. A. talent agency.

CLYDE McMILLAN to WFML (FM) Washington, Ind., as staff announcer. Was with WXLW Indianapolis.

LEWIS ALLEN, meteoroligist with Navy Dept., featured in weather report on *Top of the News* on WTOP-TV Washington.

CARL B. SKYETTE, public relations director Rustless Iron and Steel Corp., Baltimore, appointed promotion director WBAL-AM-TV Baltimore, replacing **FRED S. HEYWOOD,** appointed TV production manager.

FRANK DELLETT, controller, NBC Western Division, and **CAROL EWING,** KNBH (TV) Hollywood controller, are in New York for four-day NBC controllers meeting starting today (Dec. 4).

ELLEN SWITZER, women's commentator who conducts *Hello Ladies* on WAVZ New Haven, awarded "Chester" award for her outstanding year-around service to Community Chest of that city.

UNCLE HARVE, cowboy entertainer WGBS Miami, Fla., to WFEC same city.

DAVE FULMER, KRON-TV San Francisco producer-announcer-director, father of girl.

DODY SINCLAIR, associate production director WJAR-TV Providence, R. I., appointed production director.

JESSE I. MILLER to announcing staff WNBW (TV) Washington.

LANSING BAILEY, music director KRON-FM San Francisco, appointed program manager.

LEON LEVINE, producer CBS-TV *People's Platform,* received plaque from Veterans of Foreign Wars on behalf of CBS. Award made for "contributions of this program to the public service."

DOROTHY MILBANK, KRON-TV San Francisco accounting department, transfers to program department.

PETER BARKER to WDTV (TV) Pittsburgh as executive producer.

STEVE DUNNE, radio-TV, screen actor, takes over title role in NBC *Adventures of Sam Spade.* Signed to exclusive TV contract with Don Lee television.

J. C. RIEKBERG, KNBH (TV) Hollywood kinescope recorder, father of boy, Nov. 26.

News . . .

HERB CARROLL, news editor WLBK DeKalb, Ill., leaves for Army duty at Ft. Leonard Wood, Mo. **JANET ELLSWORTH,** continuity staff, replaces him.

JOHN WOODS, WDEV Waterbury, Vt., to WTAG Worcester, Mass., as assistant day news director.

BERT CANNINGS, news director CKWX Vancouver, is in Korea to cover war for member stations of Canadian Assn. of Broadcasters.

CHET LONG, WBNS Columbus, Ohio, newscaster, received Treasury Dept.'s Award of Merit for his work in Independence Bond Drive.

APPOINT MARTIN

Heads Gannett News Bureau

PAUL MARTIN is the new chief of bureau of Gannett News Service, Washington, D. C., it was announced last week by Publisher Frank Gannett. The bureau serves six radio outlets of the Gannett Group as well as the 21 members of the group's newspapers.

A native of Fort Worth, Tex., Mr. Martin has been with Gannett's Washington bureau since 1947. As a former AP newsman, Mr. Martin was one of four men selected from the news association's bureaus in the nation to go to New York to help start the editorial end of AP's venture into the radio field when it set up its subsidiary Press Assn. Inc. in 1940. Mr. Martin succeeds A. Vernon Croop, who was called to Rochester to become managing-editor of the *Rochester* (N. Y.) *Times-Union.*

STRIKERS TUNED

KPRC Gives Official News

A PROLONGED Houston bus strike called into play the news services of KPRC Houston which also inaugurated a unique service for union members. At the suggestion of Pat Flaherty, station's news director, the outlet has become the official voice for the local CIO striking union, it was reported.

Daily announcements, transcribed by C. C. Stone of the local union, keep members informed of negotiations between their union and the Houston Transit Co. Mr. Stone, in commending the station for its cooperation, also congratulated KPRC for doing an "accurate and consistent job of presenting both sides of the strike question in a fair and impartial manner." Mr. Stone added that Local 260 members of the Transport Workers Union were warned against unauthorized statements and were asked "to stay tuned to KPRC for official news."

Th strike, which 10 days ago had gone into its third week, was being covered completely by KPRC newsmen, it was noted. Remote broadcasts from Houston's City Hall kept tabs on negotiations from the Mayor's office and the Fact-Finding Committee, while relaying statements from both labor and management. City transportation was seriously disrupted by the walkout.

CAPITOL Records reports that Hollywood sales for the first nine months of this year have increased $1,163,973.

The stars of today and tomorrow are Yours for more Sales ...with the *new era* in Thesaurus



Johnny Desmond stars on "The Music of Manhattan" with Hugo Winterhalter's Orchestra

The *new* Thesaurus brings you bigger and better programming packages with top sponsor-appeal . . . top name artists! You get *comprehensive* programming, promotion, publicity, tie-ins, cross-plugs, sound effects . . . a steady flow of *current* tunes and material . . . network-quality production. Wire or write today for full details!

RCA recorded program services

Radio Corporation of America
RCA Victor Division

120 East 23rd Street
New York 10, N. Y.
Chicago • Hollywood

COVERING WISCONSIN'S LARGEST RADIO VOLUME

WTTN

The Nation's Richest Farm Market

Local Retail Sales, 1949, 18% above the Nation's Average—1950—higher.

WTTN WATERTOWN, WISCONSIN

DECEMBER 4, 1950

TELECASTING

A Service of BROADCASTING Newsweekly

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oadblocks to Freeze Lifting
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Page 53

ducators Take Torch For Channels
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Latest Set Count By Markets
Page 62

9,679

That's the number of hard-selling SPOTV commercials that went winging their way to the eyes and ears of millions of viewers over these twelve TV stations last week.

This week the figure will be bigger, the number of viewers larger, the sales impact heavier.

Each week sees new records in the selling job which these TV stations perform for national advertisers.

WSB-TV .....Atlanta
WBAL-TV .....Baltimore
WNAC-TV .....Boston
WFAA-TV .....Dallas
KPRC-TV .....Houston
KFI-TV .....Los Angeles
WHAS-TV .....Louisville
KSTP-TV.....M'p'l's-St. Paul
WSM-TV .....Nashville
WTAR-TV .....Norfolk
KPHO-TV .....Phoenix
WOAI-TV .....San Antonio

REPRESENTED BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS



The Most Watched Playhouses in Television

Last March, you'll remember, we introduced "Hollywood Playhouse" to the Philadelphia television audience. In a few weeks the program was the highest rated across-the-board local or network daytime show in all television. Our six-for-one advertising plan met with favor among advertisers and availabilities became scarcer than halfbacks at Vassar.

Now WPTZ is scheduling a Saturday edition of "Hollywood Playhouse".

With "Hollywood Playhouse" being seen on Saturday, WPTZ can accommodate four more clients each week. It's the same show, same time, the same format that made television and advertising history. The only difference is that we believe our Saturday audience will be larger —if such a thing is possible.

As an added plus we are scheduling a matinee edition of our famous "Frontier Playhouse" program, the most popular across-the-board western feature in all television, immediately ahead of Saturday's "Hollywood Playhouse" This tandem scheduling of television's two most watched playhouses means increased sales for participation advertisers in the Philadelphia market.

Give us a call here at WPTZ—or contact your nearest NBC Spot Sales Representative—for full details on this double-barrelled package. The audience is large, the cost is low. It's the best buy in Philadelphia television.

Philco Television Broadcasting Corporation
1800 Architects Building Philadelphia 3, Penna.
Telephone LOcust 4-2244

WPTZ FIRST IN TELEVISION IN PHILADELPHIA

NBC TV-AFFILIATE

A Service of Broadcasting Newsweekly

TELECASTING

National Press Bldg.
Washington 4, D. C.

DECEMBER 4, 1950

BROADCASTING, Telecasting
$7 annually, 25c weekly

ROADBLOCKS TO FREEZE LIFTING

Shortages Loom

(Chronology of Freeze, page 94)

By RUFUS CRATER

TELEVISION has passed one major barrier on the long road toward lifting of the freeze—FCC's color hearings—but is now confronted by others which may be equally troublesome and time-consuming and perhaps, like the color decision, also headed for the courts.

The most formidable roadblock is the raw materials shortage growing out of the nation's defense efforts. Civilian production cutbacks of the magnitude foreseen in some quarters could reduce FCC's lifting of the freeze, whenever it occurs, to the status of an academic technicality and leave the color decision in no better condition.

Whatever the production situation, there appears little likelihood that FCC can even nominally remove the freeze—already 26 months old—before about mid-1951.

In addition to the color hearings, which were completed last May and "decided" in October, FCC is now in the home stretch of its sessions on general TV allocations issues, and hopes to have them finished within a week.

Specific Allocations

Then will come — presumably after an interval permitting the Commission to make at least informal fundamental decisions—the final phase of the overall TV proceeding which was formally initiated on May 26, 1949. This is the hearing on specific allocations of VHF and UHF channels, city by city. In some respects it may be the most tedious hearing of the lot.

Applicants' and would-be applicants' preference for VHF channels presages a bitter allocations fight in all the major markets where FCC proposes to put UHF channels, particularly if UHF and VHF are intermixed. The most optimistic estimates envision at least a month of hearings on specific allocations.

FCC has not set the starting date for these sessions, but it probably will not be until January or February. Authorities point out that the Commissioners must first reach agreement—though not necessarily issue a formal decision immediately—on some of the fundamental issues of the current "general" hearing.

Co-and adjacent-channel separations, for instance, which were among the reasons for the freeze and the overall proceedings in the first place, must be determined with some certainty before any precise city-by-city allocation can be made and subjected to hearing. A new proposed allocation plan may have to be drawn up, on the basis of these fundamental decisions, before the allocations hearings can start.

Even if all the hearings are completed and all the decisions made by spring 1951, the Commission long ago assured the industry that there will be a grace period of one or two months for filing new applications before regular TV licensing is resumed.

After the grace period, authorities consider it inevitable that in most major markets the demand for VHF channels will exceed the supply—requiring hearings.

In communities where hearings had been completed but not decided before the freeze was imposed, additional proceedings probably will be in order—to bring engineering testimony up to date in the light of revised standards, and perhaps to survey other changes occurring since the pre-freeze hearings.

Added up, all this would indicate it will be at least 18 to 24 months before new TV stations begin coming on the air in any substantial number even if there is optimum production, which at this point seems a totally unwarranted assumption.

Long History

The overall TV proceeding actually dates back to June-July 1948, when hearings on a then-proposed new VHF allocation plan raised questions about the effects of tropospheric interference and corollary problems. Pending exploration of these problems and possible revision of engineering standards, FCC on Sept. 30, 1948, ordered the current freeze into effect, and subsequently set up the three-way hearing on color, "general" issues, and specific allocations.

A quick run-down of principal questions to be decided may give an indication of the amount of time FCC will need to reach the freeze-lifting point.

First, of course, is the usability of the UHF. RCA has challenged FCC's original estimates, and in turn has had its own estimates challenged, while Philco and DuMont feel the UHF can be used now, at least to a limited extent.

Tied in with this whole question is the thinking, evidenced several times in "hypothetical" questions posed by FCC Chairman Wayne Coy, that TV must ultimately abandon the VHF and operate in the UHF only.

If the UHF is to be opened now —and FCC has been on record since 1945 as holding that the VHF cannot accommodate a competitive nation-wide TV service, so that television must eventually find its home in the UHF—then a series of fundamental questions must be answered. Among these:

Should all 70 UHF channels be opened now, or only a portion (42) as FCC currently proposes? Should the 70 channels currently allocated to television in the UHF be curtailed by giving the 470-500 mc band (5 channels) to common car-

(Continued on page 94)

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JWT TOPS BILLINGS

Maxon Has Big Gain

By FLORENCE SMALL

J. WALTER THOMPSON Co., with television network billings of approximately $10 million, including cost of time, talent and production, ranked first again in a special year-end BROADCASTING • TELECASTING survey, which showed the 15 major advertising agencies registering gains.

Maxon Inc. made the most spectacular advance to place among the top three in billing. Figures, all approximate, are BROADCASTING • TELECASTING's estimates, based on an analysis of the video network business handled by each agency.

JWT leaped from a January-to-December total of $8 million in 1949 to its present figure of $10 million, while Young & Rubicam clung to second place with a $3.5 million increase to tally $8.5 million for 1950.

Maxon Inc., completely unrepresented among the leaders last year, skyrocketed out of its obscurity to an eminence of $7 million in 1950, to place third in TV network billing.

The Kudner Agency held the fourth spot this year with an expenditure of $6.5 million. Its 1949 figure was $5 million.

Top $5 Million

Lennen & Mitchell and Foote, Cone & Belding rounded out the list of agencies to register $5 million or more in 1950 billings, each totalling precisely that amount. Though L & M made its advance from a 1949 total of only $2 million, the accomplishment of FC&B was even more impressive. Last year that organization was unlisted in a compilation of agencies which had TV billings of $1 million or more.

Three agencies followed the leaders in a dead heat with equal outlays of $4 million. These included BBDO, William Esty Co., and McCann-Erickson. BBDO registered the most significant increase of the trio, gaining its present height after an unlisted status in 1949, similar to that of FC&B. William Esty had been tabulated last year at $3 million while McCann-Erickson spent $2 million in 1949.

Four agencies totalled more than $3 million but less than $4 million in 1950: Cunningham & Walsh, $3.5 million; Biow Co., $3.5 million; Ruthrauff & Ryan, $3 million, and Benton & Bowles, $3 million. Of the four, Biow and R & R were unlisted last year.

Kenyon & Eckhardt spent $2.3 million in 1950, while the William Weintraub Co. and Sherman & Marquette filled out the roll of those spending $2 million or more this year. Each totalled $2 million.

The relation between time and production costs in 1950 appeared to be heading toward a balance,

(Continued on page 91)

TBA's Television Clinic Program ● Waldorf-Astoria, New York ● Dec. 8

A.M

9:30—Registration of members and guests. **Corridor of Starlight Ballroom.**

10:00—Annual meeting of Television Broadcasters Assn. Inc. (open only to official representatives of TBA) **Palm Room.**

10:30—**TBA TELEVISION CLINIC.** Eugene S. Thomas, manager of video operations, WOR-TV New York, presiding. **Starlight Ballroom.**

I. PROGRAMMING
- A. The Daytime TV Audience; M. C. Watters, WCPO-TV Cincinnati.
- B. Network Problems; Sylvester L. (Pat) Weaver, NBC.
- C. Opportunties in Multi-Station Cities; Donald Thornburgh, WCAU-TV Philadelphia.
- D. Opportunities in Single-Station Cities; Donald Stewart, WDTV (TV) Pittsburgh.
- E. Steps Toward Reducing Expenses; G. Bennett Larson, WPIX (TV) New York.
- F. Catering to the Local Audience; John M. Outler Jr., WSB-TV Atlanta.

II. RESEARCH
- A. Recent Developments in Measuring the Television Audience and Its Response; E. Lawrence Deckinger, Biow Co.
- B. Demonstration of new automatic, instantaneous audience measurement device by C. E. Hooper, C. E. Hooper Inc.

III. QUESTION AND ANSWER PERIOD
(Adjournment at 12:30 p.m. for luncheon.)

P.M.

1:00—**ANNUAL TBA LUNCHEON:** J. R. Poppele, TBA president, toastmaster. **Starlight Ballroom.** Guest speaker: **Ed Wynn**—"Television as I See It." Also program of entertainment.

2:30—Reorganization meeting of new board of TBA. **Palm Room.**

2:45—**TBA TELEVISION CLINIC.** Eugene C. Thomas presiding.

I. TV STATION SALES
- A. Keeping the Sales Volume Ahead of Expenses; Lee B. Wailes, Fort Industry Co.
- B. Why One Food Advertiser Moved Into TV; Russell Glidden Partridge, United Fruit Co.

II. POSSIBILITIES OF EDUCATIONAL TELEVISION: Dr. A. G. Ruthven, president of U. of Michigan. Harry Bannister, WWJ-TV Detroit, will introduce Dr. Ruthven.

III. WHAT'S HAPPENING WITH ASCAP PER-PROGRAM NEGOTIATIONS; Dwight S. Martin, WLWT (TV) Cincinnati, chairman, TV Industry Per-Program Committee

IV. WHAT AN EXCESS PROFITS TAX WOULD MEAN TO TV BROADCASTERS; John A. Kennedy, WSAZ-TV Huntington, W. Va., chairman; TBA-Industry Excess Profits Tax Committee.

V. FILMS FOR TELEVISION
- A. Why We Use Films on WATV; Irving R. Rosenhaus, WATV (TV) Newark.
- B. Do Stations Want Films Tailored for TV?; Ralph Cohn, Columbia Pictures Corp.
- C. Role of Films in TV Network Programming; George Shupert, Paramount Television Productions.

VI. COLOR TELEVISION. Panel discussion—E. K. Jett, WMAR-TV Baltimore, representing broadcasters; Jack Barry, program producer, representing producers; Jimmy Jemail, inquiring reporter of *New York News*, representing the audience; Fay Emerson, representing talent.

5:30—Adjournment.

Advance TBA Clinic Registration

Abel, Jeffrey A., Henry J. Kaufman & Assoc., Washington; Akerberg, H. V., CBS, N. Y.; Balaban, Bert, Paramount TV Productions, N. Y.; Bear, Frank, DuMont Television, N. Y.; Becker, Harold, *Radio & Television News*, N. Y.; Brett, George W., The Katz Agency, N. Y.; Bryant, Howard, Paramount TV Productions, N. Y.; Codel, Edward, The Katz Agency, N. Y.; Cohn, Marcus, Cohn & Marks, Washington; Cramer, Leonard F., Allen B. DuMont Lab, Clifton, N. J.; Crotty, Burke, ABC, N. Y.; Daly, Arthur J., Peck Adv., N. Y.; DuMont, Dr. Allen B., DuMont Network, N. Y.; Emery, Kay, DuMont Television, N. Y., Emery, Bob, DuMont Television, N. Y.

Falk, Edwin A., Gale Bernays, Falk & Eisner, N. Y.; Fisher, Alexander, Commercial Radio-Sound Corp., N. Y.; Ford, Carlton D., E. I. DuPont de Nemours Co., Wilmington; Freedman, Ellis, Gale, Bernays, Falk & Eisner, N. Y.; Genock, Ted, Paramount TV; Goodwin, Bernard, Paramount TV, N. Y.; Heuser, Curt and Handy, Seymour WOR-TV New York; Halpern, N. L., Fabian Theatres Corp., N. Y.; Harvey, Miss Gwen, WTCN-TV, Minneapolis; Harvey, W. S., Harvey & Howe Productions, N. Y.; Hodgson, Richard, Paramount TV; Hooper, C. E., C. E. Hooper Inc., N. Y.; Hynes, Edward G. Jr., Trendex, N. Y.; Hutton, Robert L. Jr., Edward Petry & Co. Inc., N. Y.

Jett, E. K., WMAR-TV Baltimore; Jamieson, Robert, DuMont Network; Jackson, Hugh, N. Y. Better Business Bureau; Kane, James, CBS, N. Y.; Katz, Eugene and Kearney, Don L., The Katz Agency, N. Y.; Kellett, Donald S., WFIL-TV Philadelphia; Kenkel, Fred H., C. E. Hooper Inc., N. Y.; Lowman, Lawrence W., CBS, N. Y.; MacFarland, F. R., Long Lines Dept., A.T.&T., N. Y.; Madden, Edward D., NBC, N. Y.; Mahoney, Mary, Paramount TV, N. Y.; Maurer, Robert, Henry J. Kaufman & Assoc., Washington; Marks, Leonard H., Cohn & Marks, Washington; Morgan, Harold, ABC; Morris, Miss M., WOR-TV New York.

Ogle, George L. TV Programs Inc., N. Y.; Paskow, Nevin, Paramount TV; Poppele, J. R., WOR-TV N. Y.; Raibourn, Paul, Paramount TV; Rashbaum, Chris, Paramount TV; Reese, E. G., CBS; Richard, A. J., Paramount TV; Roberts, Edward, Jr., TV Programs Inc., N. Y., Rockefellow, Ralph, Paramount TV; Rogers, Robert B., Trendex, N. Y.; Ross, Wallace A., *Ross Reports On Television*, N. Y.; Sauer, Miss S., Gale, Bernays, Falk & Eisner, N. Y.; Schmidt III, Dan, George P. Hollingbery Co., N. Y.; Schooley, C. E., Long Lines Dept., AT&T, N. Y.; Shupert, George, Paramount TV; Smith, Carleton D., NBC, N. Y.; Steck, Jack, WFIL-TV Philadelphia; Storer, Geo. B. Jr., WAGA-TV Atlanta; Stowman, Kenneth, WFIL-TV Philadelphia; Streibert, Theodore C., General Teleradio Inc., N. Y.; Strieby, M. E., AT&T Co., N. Y.; Stronach, Alexander, ABC; Stewart, Donald, WDTV Pittsburgh; Thomas, Eugene S., General Teleradio Inc., N. Y.; Wallace, M. G., Long Lines Dept., AT&T Co., N. Y.; Wheeler, Clinton Jr., BBDO Inc., N. Y.; Wilder, H. C., WSYR-TV Syracuse, N. Y.; Weaver, Sylvester, NBC; Wood, Robert, CBS.

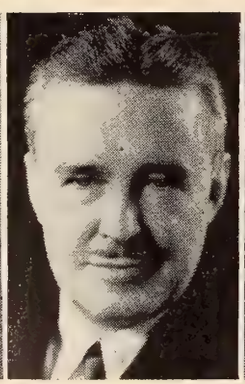
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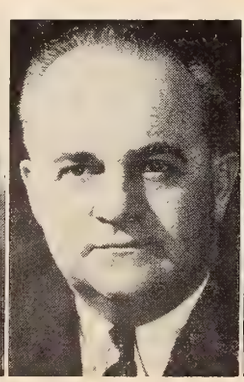
Richard A. Borel
Director



George B. Storer
Director



Joseph A. McDonald
Director



Frank M. Russell
Director



Lawrence W. Lowman
Director

BRICKER PLAN

Wants Educational TV Probe

SEN. JOHN W. BRICKER (R-Ohio) asked Congress last Thursday to direct the FCC to make a study and investigation of the problem of setting aside TV channels in each state for "nonprofit educational programming" by educational institutions and report its findings to Congress.

Sen. Bricker's proposal was made in the form of a joint resolution in the Senate (S. J. Res. 208). The Senate Interstate & Foreign Commerce Committee, of which he is a member and to which the resolution was referred, has not scheduled hearings on the measure A joint resolution must pass both the Senate and the House and must be signed by the President before it takes effect.

FCC In Hearing

FCC already has begun consideration of proposals for reservation of channels for noncommercial, educational purposes as part of its general VHF-UHF allocation hearing (see story page 55).

It has been pointed out by Capitol Hill observers that the Bricker resolution would have to be considered in the light of what the Commission is already doing in the way of making a "study and investigation." The resolution follows:

Resolved by the Senate and House of Representatives . . . That the FCC is authorized and directed to make a full and complete study and investigation with respect to the problem of allocating at least one television frequency within each state for use by educational institutions for the purpose of nonprofit educational programming. The Commission is further directed to report to the Congress as soon as practicable the results of such study and investigation, together with its recommendations, if any, for necessary legislation."

EDUCATORS TAKE UP TORCH

For TV Channels

By LARRY CHRISTOPHER

EDUCATORS struck firm blows on two fronts last week—Capitol Hill and FCC—in their efforts to win reservation of TV channels for noncommercial, educational purposes "in the public necessity."

The vigor of their attack, on battlefields where commercial broadcasting's defense was conspicuous by its absence, indicated educators did not intend to be left out in the shuffle as they were in the history of AM.

● Before Congress—Sen. John W. Bricker (R-Ohio) introduced a Senate resolution calling for FCC to investigate reservation of TV channels for education and to report its findings to Congress (see story page 54). Under similar orders in 1935, it was pointed out, FCC recommended Congress not put into law a proposal that stations devote specific time to education and nonprofit causes.

Educators' Cause

● Before FCC — Commercial broadcasting, the Commission itself and the FCC staff were virtually taken to the woodshed as Comr. Frieda B. Hennock championed the educators' cause. It was judgment day for everyone. Judgment day concerning FCC's 1935 AM recommendation and things promised that hadn't transpired. But even education invited itself into the shed for a few lickings for not more aggressively pressing its claims through the years.

Meanwhile, outside the Commission's general TV allocation proceeding which now is considering whether to reserve TV channels for education, these developments occurred:

● An emergency education committee urgently solicited public contributions to build up a $25,000 war chest to fight the cause before FCC, "to protect one of our greatest cultural resources from almost total debasement."



MERLIN H. (Deac) AYLESWORTH (l), first president of NBC and now radio-TV consultant, shares views on educational TV with Brig. Gen. Telford Taylor, onetime FCC general counsel and counsel for the Joint Committee on Educational Television at FCC's current allocation proceeding. Mr. Aylesworth, appearing on his own behalf, favored reservation of TV channels for education if they would be effectively used.

● National Assembly for the Advancement of Public Relations, new noncommercial group, commended Comr. Hennock "for her stand in opposition to the revolting stupidity of most present commercial television programs" and hoped FCC "will give most sympathetic consideration to applications" for TV filed by "labor and education."

● Comr. Hennock took the educational TV problem to a national AM audience Tuesday night on ABC's *Town Meeting of the Air* (see story page 56).

The educators' plea for supporting funds was contained in a letter circulated Nov. 21 by the Joint Emergency Committee on Educational Television and the National Assn. of Educational Broadcasters. It was signed by Robert M. Hutchins, U. of Chicago chancellor; R. G. Gustavson, U. of Nebraska chancellor, and Homer P. Rainey, Stephens College president. It stated:

This emergency committee was formed in greatest haste to protect the national interest in securing the allocation of a fair proportion of television frequencies for educational purposes.

We are confronted by a crisis. The FCC has called hearings on these allocations beginning Nov. 27 instead of, as originally expected, some time in February or March 1951. If we do not act now, television will go the way of radio and this magnificent educational and cultural medium will be lost to the people irrevocably.

The facts are set forth in the enclosed memorandum. We have not a penny available at this writing. We urge you to read this memorandum and to respond as generously and as quickly as you can, remembering that we have only a few weeks in which to protect one of our greatest cultural resources from almost total debasement. (In a postscript checks were asked to be made payable to W. I. Griffith, NAEB treasurer, 25th floor, Municipal Bldg., New York.)

JCET Memorandum

The attached memorandum was under the name of the Joint Committee on Educational Television and outlined the issue before FCC. The memo pointed out the "basic purpose of traditional American preferential treatment of education is at stake." It said in part:

It is regrettable that the heads of our universities must now go hat in hand to a government agency to plead to have our cultural values recognized in the utilization of perhaps the most potent educational medium of our day. Over a period of nearly three decades, the FCC has shown extreme reluctance to make any decisions contrary to the immediate interests of the large commercial networks.

We have allowed radio to be despoiled. A large part of the present television service is used to show Grade B, C and Z moving pictures, with occasional interludes for commercials. We do not suggest any unfair restriction of free competition for product merchandising. We merely insist that universities and public service agencies devoted to the physical, mental and moral well-being of the population have a right to operate their own television facilities.

Singly, even the greatest universities are powerless before the legal onslaught of several billion dollars represented by NBC, CBS, MBS, ABC—the major manufacturers and merchandisers of our business economy. There need be no such conflict if all concerned will come to a temperate agreement. There is considerable danger that the commercial interests will demand and get the whole hog.

Long Witness List

Twenty-one witnesses were presented by the Joint Committee before FCC last week in addition to a comprehensive summary of the issue by Brig. Gen. Telford Taylor, JCET counsel and former FCC general counsel. The testimony was heard in part by all seven Commissioners with Chairman Wayne Coy presiding only Tuesday and Comrs. Rosel H. Hyde and Paul A. Walker acting as chairman at other times. Chairman Coy was absent Monday to meet with President Truman's Communications Policy Board (see story page 19).

All of the witnesses substantially supported JCET's earlier announced proposal on channel reservation, namely that one VHF channel be set aside in each metropolitan area and major educational center; where all VHFs already are assigned in such an area that FCC require existing stations to share an unspecified amount of time with educators; that approximately 20% of the UHF channels, yet to be allocated, be reserved for education [BROADCASTING ● TELECASTING, Nov. 27].

The hearing continues this week, beginning Tuesday, with JCET expected to present another dozen witnesses plus "eight or ten" visual presentations. It's hoped the hearing will be concluded this week, but

(Continued on page 96)

Cutting TV's Pattern . . . . . AN EDITORIAL

IGNORING, for the nonce, the possible effect of the war-time economy upon TV's future, the FCC now is in the throes of shaping the destiny of the visual radio art for us and our progeny.

It is winding up two years of study and hearings on allocations. Color was a detour, since color will be accommodated on those channels which are ultimately and finally allocated for black-and-white. The basic problem surrounds allocations and the standards that will be set to govern them.

As always, the underlying problem is the excruciating shortage of spectrum space. There are 12 VHF channels, which the FCC repeatedly has said are insufficient for competitive nationwide service. And there are the 42 UHF channels FCC proposes to open up and which, at this writing, are in suspended animation as to value and utility. They are inferior, it is said, to VHF both as to coverage and economy.

From the start it has been said that if more VHF channels, adjacent to the present band, could be opened, a more efficient and competitive service could be provided. Those channels are assigned to government—mainly the military. They have been assigned by a super-government board known as the Interdepartment Radio Advisory Committee. The assignments are made by the President, upon the committee's recommendation. The FCC—except for one vote—has had no voice in those allocations. It is a star chamber, rubber-stamp job.

Presumably because of security, it isn't made known the extent to which these channels actually are used by government, or whether they're simply "reserved." We're told reliably that they are being used militarily and that more of them may be needed.

There arises the question whether TV ultimately will have to move altogether from VHF to UHF. FCC Chairman Coy has repeatedly posed the question of eventual assignment of TV in a solid UHF band, all in one block. Presumably he has had in mind this move on a long-range basis—perhaps eight or ten years hence.

Before a national policy for TV is shaped, a basic allocations decision should be reached. Would it be possible to divert to TV another half-dozen or dozen VHF channels now assigned to government? If so, would there be sufficient space for a nation-wide competitive service, without undue interference?

If that isn't possible, should plans be made now for use of UHF as the TV haven, with a gradual transition involved?

There's too much involved to risk further allocations mistakes. Public and industry are entitled to the facts. A Communications Policy Board was named by the President more than a year ago to study government policy on communications. We assume that within its purview is the IRAC procedure of allocation by pre-emption. The board reports early next year.

War conditions, of course, may retard TV progress. But the allocations pattern is to be cut. Once that's done, it can't be re-cut without an upheaval in the fastest-moving art extant.

COLOR COURT CASE

Judges Begin Study

A THREE-JUDGE federal district court in Chicago last week commenced its deliberations on the RCA suit against FCC's adoption of CBS color television standards.

The judges began their study after the last of a series of supplementary briefs and affidavits had been filed by both sides during a 10-day filing period allowed when the court issued its temporary restraining order against the color decision [BROADCASTING ● TELECASTING, Nov. 20].

Final document was submitted Tuesday by RCA and its subsidiaries and co-plaintiff's, NBC and RCA Victor Distributing Corp., in answer to a brief filed the week before by the Commission and a memorandum filed by CBS [BROADCASTING ● TELECASTING, Nov. 27].

There was no further indication when the court may hand down a decision. During the Nov. 14-15 hearings Presiding Judge J. Earl Major made clear that the court needs time to consider the complex case and that a final decision would not come "today, or tomorrow, or in the right near future."

Pending further action of the court, the temporary restraining order halts the effectiveness of the color decision, which otherwise would have gone into effect Nov. 20. Seven manufacturers and other groups have joined sides with RCA in the suit, while CBS has intervened in behalf of the Commission.

RCA's Final Brief

RCA's final brief, an 80-page document filed through the Chicago law firm of Kirkland, Fleming, Green, Martin & Ellis, charged that there was "no policy reason" for FCC's denial of the compatible RCA color system; that the RCA color picture was "no reason for denial"; and that CBS has exhibited "fear of free public choice" while RCA has "faith in free public choice."

The brief covered these major points:

(1) A reply to FCC's charge that RCA is attempting a trial de novo or a rehash of all the proceedings which took place before the FCC in its color hearings, rather than simply a review of FCC's conclusion; (2) "A reply to the alleged basic findings, which are not supported by substantial evidence and do not support the [FCC] order"; (3) "A reply to the argument that the public should be denied compatible color"; (4) "A reply to the attempt to deny the clear, irreparable injury that will be suffered if an interlocutory injunction is not issued."

RCA described the CBS system as an "unready" one.

It charged FCC's decision conflicts with the report of the Condon Committee on color television and with the RCA progress reports on its own system.

Although RCA reportedly wants to bring witnesses into court to testify against FCC's findings, RCA said this should not be construed as a trial *de novo*, but is merely a means to "compel the Commission to take account of those facts which it had a duty to consider."

These facts, RCA said, must be brought to the court's attention "in one way or another."

RCA charged the CBS memorandum "is full of fear of the judicial review," and that "the Commission's avowed disregard of pertinent material is by itself enough to void the order" approving CBS color.

Cite 'Experts'

The brief said "CBS has been able to find only one independent expert who made any adverse comment on RCA's color fidelity in 1950," and that he qualified his statement by saying he believed the difference was "temporary and not fundamental."

Donald Fink, identified as an independent expert and a member of the Condon Committee, was reported to have said in April 1950, after he was shown the tri-color tube of RCA, that the "complexity" of the RCA system, to which he had referred in 1949, "had been eliminated with introduction of receivers using that tube."

Further, RCA claimed, "there is no evidence in the record to show that RCA color transmission equipment raised any problem of complexity in actual operation and none was cited by the defendants or by CBS."

RCA admitted its system, with its use of a sampling technique, is "to a very limited extent, susceptible to certain kinds of interference." The brief said there is nothing other than "a theoretical objection" on the record, and pointed out that the RCA system, contrary to the FCC claim, "can and has been networked successfully."

Regarding FCC's assertion that insufficient field testing was conducted on the system, RCA contended "the record is replete with testimony and exhibits with respect to extensive field tests."

Compatibility Problem

RCA said it "held to its goal of compatibility because compatibility is of first importance to color itself." RCA believes the problems of color "are those which should be solved in the laboratory," the brief asserted.

Reiterating its protest against adoption of an incompatible system, RCA claimed "the Commission . . . has neither the right nor the power to deprive the public of commercial broadcasts of the RCA system." The "real" meaning of the argument against approval of the RCA system is that "neither the defendants (FCC) nor CBS have confidence in the CBS system."

CBS wants "sufficient public investment in its inferior, incompatible color television system . . . to set up a roadblock against the adoption of superior, compatible, high definition, all-electronic color television system, such as that of RCA," the brief charged.

"Even if the court does not hold the (FCC) order invalid in its entirety," RCA suggested, "the court should . . . hold . . . it invalid insofar as it denies the public the right to receive the RCA color television system as well as the CBS system."

RCA Showings

RCA WILL DEMONSTRATE its compatible color TV system in approximately two weeks of showings—largely to its licensees — starting Tuesday (Dec. 5). Featuring improved equipment, including advanced models of the RCA tri-color picture tube, the demonstrations will be held at the NBC studios in Washington and will consist of three showings a day.

EDUCATION ISSUE

Hennock, Dichter Debate

PROPOSAL that advertisers and educators form an "overall organization to exert moral control" and "improve those TV programs already reaching the public," made by Dr. Ernest Ditcher, business and advertising consultant for radio and TV sponsors, was met with adamant disapproval by Frieda B. Hennock, FCC Commissioner, last week on ABC's *Town Hall Meeting of the Air* (9-9:30 p.m. Tuesday). Subject under discussion at the meeting was "Who Should Be Responsible for Education on Television."

Replying to Dr. Dichter's suggestion, Miss Hennock emphasized that the "educators don't want crumbs"; that "they want their own TV stations" and they don't want "a good swift kicking around" by the advertisers.

Miss Hennock left no doubt in the listeners' minds as to whose cause she was championing in the debate. She insisted: "Television can be put to better use as an electronic blackboard rather than an electronic billboard bringing roadside advertising messages into the home."

"I do not think our commercial broadcasters ever have accepted, or ever will accept the fulltime responsibility for educating our listening and viewing public," she said.

Explaining why comedians are so popular, she told the audience that the degree of choice today in radio and television between education and entertainment is negligible. But her answer to the question, "Could the FCC require commercial stations to turn over a number of hours to education?" was "Yes, I suppose they could, but we haven't considered that yet."

Miss Hennock concluded: "Our educators hold the key to the future of America. They are qualified to determine whether we will be a better informed, better educated society in an expanding democracy, or whether we will be a nation of household gadgets, $50,000 jackpots, and home libraries stacked with comic books. Making television channels available for colleges, universities, municipalities, and public school systems is putting the responsibility for education on television in the hands it belongs . . ."

Dichter's Views

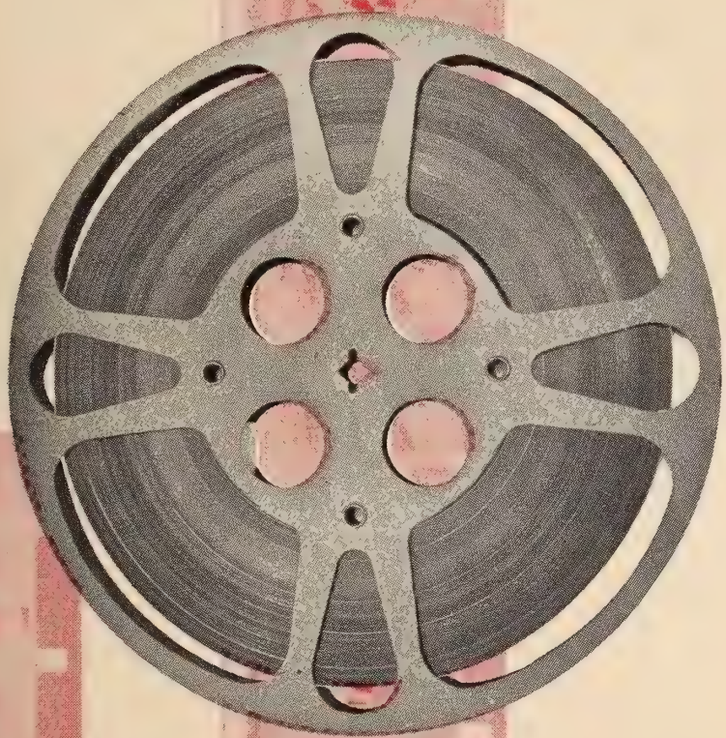
Dr. Dichter, taking his position on the side of the commercial broadcasters, challenged "the right of educators to usurp this title exclusively" and accused them of failing to build up a sizable audience" because of four major kinks in their professional armour"—arrogance, autocracy, superficiality, and isolationism.

He said that education is surrounded by puritanical duty concepts and that most educators insist that their messages be accepted on their terms. He asserted further that educational methods are concentrated on interesting but useless information, rather than "realistic techniques of living and insight." Because educators draw "sharp dividing lines between education and fun" education has become an assignment rather than a choice for the public.

Urging the educators and the advertising people to join forces, Dr. Dichter said: "Education through mass media has to be brought to people in a format which is psychologically accessible and comprehensive to them." He cited *The Goldbergs, Hopalong Cassidy,* and others like them, as programs which fulfill some basic needs of their listeners. He said, "it is time for the educator to shed his dignity and arrogance, and for the TV practitioner to rid himself of his fear and his ridicule of the impractical long hairs."

Dr. Dichter said it is necessary for both parties to get together "to give people the help in adjusting to the chaos of modern life, which all of us so sorely need." If this happens, "they will have made TV a commercially profitable and culturally beneficial medium — two values which have to go together in a socially conscious free enterprise system."

For TV Stations—Television's First Complete **PROGRAM-TO-PROFIT PLAN**



NBC-TV

film features

for Television Programming

- provides top TV programs on film at low cost
- works with stations to sell sponsors
- helps stations build bigger audiences

A policy of profit to the station . . . g

This new NBC TV Film Program Plan is based on the belief that its success is closely tied in with the success of stations in using its Films. These 12 Points of the Plan tell the whole story — an important profit story every TV station manager will want to read.

1. The Plan will include only top quality films—top in subject and story interest, in direction and production.
2. These TV Programs-on-Film will be selected as carefully as films on the NBC TV Network and NBC's own TV stations.
3. The Programs will provide stations the widest possible range of programming—cartoons, musicals, situation comedies, personalities.
4. They will enable stations to appeal to all audience groups—women, children, men, family units.
5. The Programs are especially selected for their appeal to *sponsors* and their ability to do a selling job for the sponsor.
6. The Programs will be priced for ready sale by stations—and for profit to stations.
7. The Programs, being readily saleable, will help sell station facilities.

Here are two of the first four



CRUSADER RABBIT. The adventures, in cartoon, of a dauntless Rabbit with a crusading spirit — and his comrade-in-arms Rags, the Tiger. In their battling for various zany causes, they get involved in the most harrowing and amusing situations.

Ready now are 130 episodes of 4 minutes each. Each episode ends on a cliff-hanging note—making the program ideal for a 5-minute 5-a-week strip. Appeal is principally to children —but grown-ups can't resist Crusader Rabbit. Also he will go crusading (successfully as always) for his sponsor.

des the NBC TV FILM PROGRAM PLAN

SALES CO-OPERATION FROM NBC

3. The NBC Film Department will provide stations with hard-hitting sales material to help sell the programs—fast. Included will be descriptive, illustrated folders of the shows — direct mail letters — pictures — publicity — ad mats —and a Sales Bulletin.

9. NBC will put the full power of trade paper advertising behind these Programs.

10. In special instances, NBC will send a sales representative to the station city, to work with station salesmen in making the sales.

11. NBC stations will build audiences for its TV Film Programs. Each program will be provided with its own complete, specially written audience building kit.

12. Each kit will comprise slides, balop prints, ad mats, publicity stories, pictures and merchandising ideas.

It adds up to this: The NBC TV Film Program Plan not only delivers the Programs — but helps actively to sell them and to build audiences for them. It is the first and only *Program-to-Profit* Plan in Television.

n offerings *for the other two, turn the page*

JACKSON & JILL. Here is situation comedy—or rather, comedy of errors—at its best. It presents the misadventures of "Television's Most Lovable Newlyweds" — Jackson Jones and his pretty wife Jill. Filled with problems, frustrations, mix-ups, laughs and a happy ending.

Jill is played by Helen Chapman and Jackson by Tod Karnes, both of Hollywood—and the casting is perfect. Available now are 13 programs each a great 30 minute show. Will appeal to any man or woman who was ever married—or single. Some sponsor will snap this one up.



and here are the other two programs now available in the NBC PLAN

VARIETY MUSICALES. A unique series of 100 musical interludes—running about 3 minutes each—ranging the entire gamut of musical entertainment. From popular to classical—from Latin to Hawaiian—from harp and piano duets to vocals.

Produced in England and featuring unusually gifted talent, these 100 program spots were selected from among nearly 1000 subjects and are tops for tunefulness, showmanship, production and general appeal.

The series may be leased on a yearly basis and used as desired for maximum programming value.



GOING PLACES WITH UNCLE GEORGE. Ghost towns of the Golden West—Switzerland and skiing — Africa of the headhunters — the Lands of Columbus—Uncle George goes everywhere and takes the kids (and grown-ups) with him.

Here's a series of 26 programs — 10 minutes each — built on an adventure-explorer format which is educational in an entertaining and exciting way. And Uncle George (Hollywood's Dick Elliott) is just the man to do it.

Produced for the younger audience, this program series will have wider appeal—including a sponsor.



write, wire or phone now—for full details and prices

NBC-TV film department

30 Rockefeller Plaza, New York City

NETWORK SALES Gross Tops $20 Million in 1950

NATIONAL advertisers during the first nine months of 1950 purchased more than $20 million worth of time (at gross rates) on three TV networks—ABC, CBS and NBC—according to figures compiled by Publishers Information Bureau.

Although the freeze on the construction of new video stations continued through the year, these expenditures were more than three times the $6,461,492 spent for network time on all four TV networks —DuMont figures were reported in 1949 but not this year—during the same period of last year, representing an increase of 221.5%, to be exact. For September alone, the 1950 month's gross TV network time sales totaled $3,516,897, up 225.6% from the $991,262 gross for September 1949.

Comparable increases in the use of television for advertising purposes occurred in the spot and local use of this medium, according to data collected by N. C. Rorabaugh Co. from the nation's TV stations. These compilations do not report on the expenditures of advertisers for video time but they do show that the number of advertisers sponsoring spot video campaigns increased from 337 in September 1949 to 801 in that month of 1950, a gain of 183.2%.

Local Gains

Local video advertisers during the same year interval increased from 1,141 to 2,903, a gain of 154.4%. Network TV sponsors numbered 59 in September 1949 and 126 in the same month of 1950, an increase of 113.6%.

How spectacularly TV advertising has grown is shown even more clearly when the September figures for this year are contrasted with those for September 1948, when there were 21 network advertisers, 119 spot and 236 local users of TV time. Percentage increases over the two-year span were 500.0% for network, 573.1% for spot and 1,130.1% for local TV advertisers (see Table 1).

Ford Motor Co. is the top purchaser of TV network time for the first nine months of 1950, spending $1,388,509 (before discounts) for time, according to BROADCASTING • TELECASTING's calculations from the PIB reports on time expenditures for individual programs. R. J. Reynolds Tobacco Co. ranked second with network time purchases of $1,069,925, only other video network account to top the million-dollar mark for the nine-month period. Top 10 TV network advertisers for September 1950 and for the nine-month period, and their expenditures for time, are shown in Table 2.

JWT Leads

Leading advertising agency in standpoint of TV network time purchases for the January-September period of this year is J. Walter Thompson Co., which bought $2,327,972 worth of network time at gross rates for its video clients, according to BROADCASTING • TELECASTING's compilation of PIB data. Three other agencies also showed expenditures for TV network time in excess of $1 million during this nine-month period: Young & Rubicam, with gross time purchases of $1,649,106; William Esty Co., with $1,252,085, and Kudner Agency with $1,051,704. Top 10 video network time users among agencies are listed in Table 3.

Smoking Materials — cigarettes, lighters, pipe tobaccos—was the leading class of product advertised on the three TV networks during the first three-quarters of 1950, with gross time purchases of $3,794,056. Foods ranked second, using $3,232,607 worth of video network time and Automotive Products third, with $2,986,938. Full product class breakdown, with September 1950 and the nine-month period of this year compared to the same month and period of 1949, is shown in Table 4.

TABLE 1

TV ADVERTISERS IN SEPTEMBER 1948, 1949 AND 1950*

	Reporting Markets	Reporting Stations	No. of Advertisers Network	Spot	Local Retail	Total
Sept. '48	19	32	21	119	236	376
Sept. '49	43	76	59	337	1,141	1,537
Sept. '50	59	100	126	801	2,903	3,830

* SOURCE: Rorabaugh Report on TV Advertising

* * *

TABLE 2

TOP TEN TV NETWORK* ADVERTISERS IN SEPTEMBER 1950

1. Ford Motor Co.	$189,790
2. P. Lorillard Co.	147,277
3. National Dairy Products Co.	134,232
4. Anchor-Hocking Glass Corp.	125,720
5. Colgate-Palmolive-Peet Co.	103,755
6. Philco Corp.	97,043
7. R. J. Reynolds Tobacco Co.	96,110
8. RCA	94,094
9. American Tobacco Co.	92,758
10. General Foods Corp.	91,090

TOP TEN TV NETWORK* ADVERTISERS JANUARY-SEPTEMBER 1950

1. Ford Motor Co.	$1,388,509
2. R. J. Reynolds Tobacco Co.	1,069,925
3. P. Lorillard Co.	974,866
4. National Dairy Products Co.	933,847
5. General Motors Corp.	651,054
6. Liggett & Myers Tobacco Co.	647,490
7. RCA	630,015
8. General Foods Corp.	597,251
9. Philco Corp.	558,568
10. American Tobacco Co.	516,771

* ABC, CBS and NBC TV networks, DuMont not reporting.

SOURCE: Publishers Information Bureau.

* * *

TABLE 3

TOP TEN AGENCIES IN TV NETWORK* TIME PURCHASES DURING JANUARY-SEPTEMBER 1950

1. J. Walter Thompson Co.	$2,327,972
2. Young & Rubicam	1,649,106
3. William Esty Co.	1,252,085
4. Kudner Agency	1,051,704
5. McCann-Erickson	919,507
6. Lennen & Mitchell	883,018
7. Kenyon & Eckhardt	760,819
8. BBDO	743,692
9. Maxon	718,332
10. Cunningham & Walsh	647,490

* ABC, CBS and NBC TV networks, DuMont not reporting.

SOURCE: Publishers Information Bureau.

* * * * * *

TABLE 4

GROSS TV NET WORK TIME SALES FOR SEPTEMBER AND JANUARY-SEPTEMBER 1950*, COMPARED TO 1949 BY PRODUCT GROUPS

Product Group	Sept. 1950	Jan.-Sept. 1950	Sept. 1949	Jan.-Sept. 1949
Apparel	$107,353	$ 516,244	$9,020	$171,579
Automotive & Access.	386,552	2,986,938	69,988	539,948
Beer, Wine & Liquor	66,031	798,384	6,326	108,144
Bldg. Materials	29,180	43,830	.....	.....
Confectionery & Soft Drinks	166,007	866,494	15,366	58,188
Consumer Services	32,385	198,545	.....	23,795
Drugs & Remedies	30,885	165,495	31,950	96,600
Food & Food Products	639,303	3,232,607	90,184	598,056
Gasoline, Lubricants & Other Fuels	149,248	787,438	35,479	341,797
Horticulture	.....	1,140	.....	.....
Household Equip. & Supplies	249,078	1,183,886	33,910	317,850
Household Furnishings	228,175	1,279,551	69,350	342,800
Industrial Materials	130,520	476,757	.....	.....
Jewelry	42,395	85,691	1,348	12,223
Office Equip. Stationery & Writing Supplies	13,230	13,230	3,040	3,040
Publishing & Media	.....	152,401	24,998	110,267
Radios, TV sets, Phonographs, Musical Instruments & Access.	317,650	1,943,618	178,582	1,260,669
Retail Stores & Direct Mail	14,675	19,696	.....	.....
Smoking Materials	484,223	3,794,056	193,944	1,346,810
Soaps, Cleansers & Polishes	66,075	276,945	14,520	53,400
Sporting Goods & Toys	14,670	14,670	9,680	35,345
Toiletries & Toilet Goods	348,182	1,942,395	31,950	96,600
Miscellaneous	1,080	100,804	.....	.....
Total	$3,516,897	$20,880,815	$991,262	$6,461,492

* ABC, CBS and NBC TV network figures, DuMont not reporting.

SOURCE: Publishers Information Bureau.



Station
KRLD TV
DALLAS
Serves
THE LARGEST TELEVISION MARKET . .
Southwest
DALLAS
FT. WORTH
Combined Population
DALLAS and TARRANT COUNTIES . . .
920,500
NOW there are
82,544
Television Homes
in KRLD-TV's
Effective
Coverage Area
The CBS Station
for DALLAS and FORT WORTH
this is why
KRLD
AM-FM-TV
Channel 4
is your best buy
be TIMES HERALD Station
National Representatives
THE BRANHAM COMPANY

telestatus



Rorabaugh Reports On October

(Report 140)

TELEVISION advertising in October fell into the swing of fall business with a rush, increasing 17.7% in total advertisers over September and hitting new all-time highs in the number of network, spot and local users of the medium. There were 4,509 firms placing TV business during October, according to the latest *Rorabaugh Report on Television Advertising.*

Largest percentage gain was made in the network field which had 158 advertisers in October. This was a gain of 25.4% over September's 126. Spot gained 12.6% in total advertisers and recorded 902 in October. Locally there were 3,449 firms placing business, up 18.8% from September.

Network figures in the Rorabaugh reports cover the entire month and are reported by the networks' headquarters. Spot and local figures are furnished by the various stations and cover the week Oct. 1-7. There are six stations which are not included in the spot and local figures.

From October 1949 the total number of television advertisers has increased 138.4%, going from 1,891 to its present 4,509. Network advertisers over the period gained 107.9% while spot increased 166.1% and local business jumped 143.6%.

With 158 network advertisers during October, there were 197 accounts. (The sponsor of any given program is considered an "account." An advertiser sponsoring more than one show is counted for each one.) In the number of accounts shown CBS-TV took top honors with 71. NBC-TV had 68, ABC-TV 39 and DuMont 19.

In number of stations used, Philco Corp. was shown as the largest network advertiser during October. The firm bought 60 NBC-TV stations for its hour-long *Philco TV Playhouse* every Sunday night. In second place for number of stations bought was RCA which placed *Kukla, Fran & Ollie* on 57 NBC-TV stations for a half-hour on Monday and Friday evenings. There were 18 accounts which reportedly bought 50 or more stations for their network programs.

In the spot field, the largest advertiser in number of stations purchased was O'Cedar Corp. which placed its schedule on 79 outlets. Second place account was Pontiac Motor Div. of General Motors. The firm had spot business on 74 stations. Bulova Watch Co. had the third largest number of stations on its schedule—72. There were 15 accounts which reportedly

(Continued on page 90)

NUMBER OF ADVERTISERS BY PRODUCT GROUPS

	Network	Spot	Local	Total
1. Agriculture & Farming	..	2	10	12
2. Apparel, Footwear & Access.	9	37	210	256
3. Automotive, Automotive Equip. & Access.	17	18	396	431
4. Beer & Wine	7	133	65	205
5. Building Material, Equip. & Fixtures	..	3	120	123
6. Confectionery & Soft Drinks	17	88	66	171
7. Consumer Service	1	12	227	240
8. Construction & Contractors	..	..	14	14
9. Drugs & Remedies	4	26	31	61
10. Entertainment & Amusements	..	..	62	62
11. Food & Food Products	28	259	562	849
12. Gasoline, Lubricants & Other Fuels	7	22	48	77
13. Horticulture		1	12	13
14. Household Furnishings, Equip. & Supplies	18	84	614	716
15. Industrial Materials	1	5	24	30
16. Insurance, Banking & Real Estate	2	6	165	173
17. Jewelry, Optical Goods & Cameras	4	18	79	101
18. Office Equipment & Supplies	..	3	21	24
19. Publishing & Media	..	15	30	45
20. Radios, TV Sets, Phonographs, Musical Instruments & Access.	10	13	230	253
21. Retail Stores & Shops	..	2	214	216
22. Smoking Materials	9	24	9	42
23. Soaps, Cleansers & Polishes	7	43	7	57
24. Sporting Goods & Toys	2	5	38	45
25. Toiletries	14	44	17	75
26. Transportation, Travel & Resorts	..	22	13	35
27. Miscellaneous	3	17	165	185
TOTAL	158*	902	3,449	4,509*

*Excludes two network accounts which appear in both classification 6 and 11.

* * *

Weekly Television Summary—December 4, 1950, TELECASTING Survey

City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	5,700
Ames	WOI-TV	26,258
Atlanta	WAGA-TV, WSB-TV	67,800
Baltimore	WAAM, WBAL-TV, WMAR-TV	240,476
Binghamton	WNBF-TV	27,154
Birmingham	WAFM-TV, WBRC-TV	27,500
Bloomington	WTTV	11,340
Boston	WBZ-TV, WNAC-TV	580 245
Buffalo	WBEN-TV	149,331
Charlotte	WBTV	43,504
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	679.417
Cincinnati	WCPO-TV, WKRC-TV, WLWT	209,000
Cleveland	WEWS, WNBK, WXEL	349,319
Columbus	WBNS-TV, WLWC, WTVN	114,000
Dallas, Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	82,544
Davenport	WOC-TV	27,962
Quad Cities	Include Davenport, Moline, Rock Ise., E. Moline	
Dayton	WHIO-TV, WLWD	140.000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	355,504
Erie	WICU	41.350
Ft. Forth-Da'las	WBAP-TV, KRLD-TV, WFAA-TV	82,544
Grand Rapids	WLAV-TV	82,972
Greensboro	WFMY-TV	30,508
Houston	KPRC-TV	52,103
Huntington-Charleston	WSAZ-TV	29,000
Indianapolis	WFBM-TV	102,000
Jacksonville	WMBR-TV	22,000
Johnstown	WJAC-TV	45,025
Kalamazoo-Battle Creek	WKZO-TV	53,589
Kansas City	WDAF-TV	73,565
Lancaster	WGAL-TV	68,474
Lansing	WJIM-TV	32,500
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH KTLA, KTSL, KTTV	796,865
Louisville	WAVE-TV, WHAS-TV	60,250
Memphis	WMCT	60,176
Miami	WTVJ	42,500
Milwaukee	WTMJ-TV	176,989
Minn.-St. Paul	KSTP-TV, WTCN-TV	163,400
Nashville	WSM-TV	12.600
New Haven	WNHC-TV	109,700
New Orleans	WDSU-TV	41,053
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	1,720,000
Newark	WATV	Inc. in N. Y. Estimate
Norfolk	WTAR-TV	39,950
Oklahoma City	WKY-TV	54,630
Omaha	KMTV, WOW-TV	48,509
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	695,000
Phoenix	KPHO-TV	17,400
Pittsburgh	WDTV	160,000
Providence	WJAR-TV	95,560
Richmond	WTVR	47,363
Rochester	WHAM-TV	56,205
Rock Island	WHBF-TV	27,967
Quad Cities	Include Davenport, Moline, Rock Ise., E. Moline	
Salt Lake City	KDYL-TV, KSL-TV	31,500
San Antonio	KEYL, WOAI-TV	33,650
San Diego	KFMB-TV	64,000
San Francisco	KGO-TV, KPIX, KRON-TV	114,684
Schenectady Albany-Troy	WRGB	116,100
Seattle	KING-TV	50,100
St. Louis	KSD-TV	206,500
Syracuse	WHEN, WSYR-TV	80,923
Toledo	WSPD-TV	57,000
Tulsa	KOTV	48,150
Utica-Rome	WKTV	27,900
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	188,585
Wilmington	WDEL-TV	50,865

Total Markets on Air 63 — Stations on Air 107 — Estimated total Sets in Use 9,155,000

Editor's Note: Totals for each market represent estimated sets within televiewing area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV Circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate.



Based on latest authentic measurements,
WSB-TV delivers a greater audience
at materially less cost per thousand set-homes
than any other television station
in the South!

wsb-tv
ON PEACHTREE STREET

Ask your Petry man to show you the latest ratings

Affiliated with The Atlanta Journal and The Atlanta Constitution

Video Graphics •

• • • What Are Best Colors, Materials

IF YOU'RE telecasting a five-star general and the yellow in one of his decorations shows up as if illuminated by a small electric bulb, his presence may well cast a humorous reflection on an otherwise austere occasion to the embarrassment of all.

Not so amusing is the lighted match which looks like an atomic explosion on television.

The industry may take heart, however, in the knowledge that, while video lighting probably has not kept pace with other facets of the burgeoning electronics giant, the Dept. of Army is conducting some basic research into these troublesome problems.

The Army's Program Review & Analysis Division has been looking into the reproduction of various colors in black-and-white transmission—the problems, methods and materials, and personnel requirements and show techniques—and has come up with a Graphics Report which throws considerable light on a "gray" subject.

While the report is designed primarily as a training aid, it may well have widespread applications throughout the industry. The report was compiled by Charles de M. Barnes, civilian chief of the Presentation Section, with reserve rank of major, at the request of the Army's Training Aid Section G-3. NBC-WNBW (TV) Washington and New York personnel furnished assistance and data, as did other groups.

"Television cameras today are trained on persons, backgrounds and objects that are colored," the report notes after dismissing the early possibility of commercial color television. "The first problem is to establish what can be expected from the colors of everyday life when they are submitted to the camera for telecast. Like photography, television has a few idiosyncrasies of its own. . . . It should be understood that all colors do not reproduce on television in tones of gray with the same tonal value to which the eye is accustomed."

* * *

DURING graphics experiments at Sands Point, Long Island, N. Y., Mr. Barnes noted that pure black leaves a "ghost," or a lighter duplicate of the image alongside, and recommended that black and white in their pure form be avoided in the preparation of graphics for telecasting. The most satisfactory tones have been grays, he adds, advocating what he calls "controlled gray."

Using black and white water colors, the report takes five shades of gray, ranging between "very light" and "very dark," mixed from set proportions (see table I).

TABLE I

No. 1 Gray (very light)	55	parts white to 3 parts black
No. 2 Gray (gradually darker)	35	" "
No. 3 Gray (" ")	20	" "
No. 4 Gray (" ")	10	" "
No. 5 Gray (very dark)	6	" "

In further tests, it was noted the grays appear lighter if surrounded by black and white. There was no indication of a "ghost" after any of the tones.

Transmission of color for monochrome reception—another phase of the Barnes study—presents numerous problems, the report concedes, as it delves into the relationship of colors to the five basic grays based on extensive work by RCA in New York.

Taking six colors—red, orange, chrome yellow, green, blue and purple—and tracing the tints in five steps with use of cold water paints, the report concludes that colors have better gray values than grays achieved from straight black and white mixtures.

Some specific conclusions drawn:

● *Red* becomes black when photographed. On television it turns a dark gray.

● *Blue* generally goes pale or washes out completely in photography, assuming no filters are used. When telecast it is as dark as red in the first step and becomes gradually lighter until it becomes a No. 2 gray (two steps from becoming a white).

● *Chrome yellow* evolves as a No. 3 gray, and following steps blend all the way out into No. 2 grays.

● *Green* prior to mixing with white is a No. 5 or very dark gray and gradually goes through the scale to a No. 2 gray. Tones achieved with green are very soft and "seem much more satisfactory than just grays mixed from black and white."

● *Purple* has "wonderful qualities" of black in the No. 5 gray, and gives "nice" No. 1 and 2 grays.

The report adds the reservation that conclusions are subject to change when these colors are mixed from pigments put out by different manufacturers, and different TV cameras will have their "corrective" effects, too.

NBC uses a soft olive green background on many advertising and announcement cards. "Yellow can look very brilliant . . . purple very black and it can be deduced that better gray effects can be achieved from colors rather than straight mixtures of black and white grays."

A portion of the text also is devoted to lettering with four suggestions put forth. Lettering should be (1) appropriate to the subject; (2) good type; (3) not too small, too crowded or too open faced; (4) and complicated background designs should be avoided.

* * *

MR. BARNES suggests that for a telecast of early American battles against the British, a "nice clean Old English would be good," while, on the other hand, Gothic lettering would be better for a telecast on modern weapons.

"Care should be taken to use nothing but the best lettering on a card to be telecast," he emphasizes. "Amateurish lettering is quickly recognized and seldom achieves its objective."

A title can be reproduced on a 2" by 2" slide for super imposition on a picture or a moving picture going out over another camera (table II).

With respect to use of models or miniatures, RCA recommends that a ratio of three to four times larger than an average screen (12½ inch tube) be adhered to "for more effective shots."

TABLE II

Art Work Dimensions

Type	Size	Copy Area
Flip Cards	11 x 14	7 x 9½
Display Cards	20 x 30	15 x 20
Display Cards	30 x 40	22 x 30
M'ch'ical Crawl	7½ x 10	6 x 8

Note—It is advisable to leave plenty of space all around the text or art work. Small margins will generally result in possible "shooting over" or, in other words, showing the edge of the card. Text can be made with a hot press or clear acetate and superimposed on appropriate background. Both are recommended for clean appearance.

The best size for use of slides on television is 2" by 2" embracing 33mm inserted between two pieces of glass which are bound together. Actual aparture is 23mm by 33mm. Slides 3¼" by 1⅛" with a usable space of 2¾" by 3½" are "not very satisfactory, because they show too much contrast at the reception," according to Mr. Barnes.

A section on "mechanical devices" touches on such items as the drum or crawl, turntable, mechanical books, slotted box, and flip boards—all usable to display articles or text.

* * *

THE Army Dept. feels that the application of information detailed in the report could be extended to cover such subjects as aircraft identification, air-raid warden training, security, evacuation of cities, riot duty, first aid, atomic warfare, radar defense procedures, and defense against chemical and bacteriological warfare.

Of immediate import, the Army notes that television screens could be installed in messhalls, recreation centers, barracks, study rooms and other quarters.

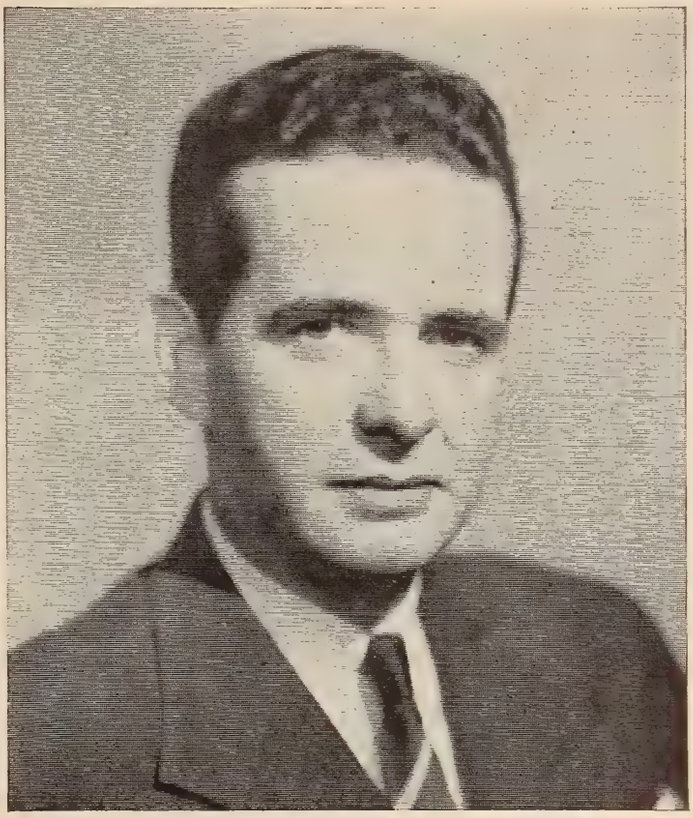
"Close teamwork and cooperation must exist between the engineers responsible for putting (training) shows on the air and the program director who plans and directs the program if any degree of quality is to be achieved," Mr. Barnes feels.

Meanwhile, the Army is preparing some 35mm film slides which will serve as division insignia. They will be distributed to television stations throughout the country. The slides are expected to incorporate some of the improvements over cards used originally by the service during its 26-week experimental video version of the *Armed Forces Hour* on NBC-TV earlier this year.

In preparing the report Mr. Barnes had the assistance of Maj. Robert Keim, USAF, Defense Dept.'s Radio-TV branch, and Lt. Benjamin Greenberg, USN. Contacts were made with NBC New York's Art Dept. and NBC Washington, as well as with officers of the Naval Photographic Center, the Navy's television unit and the Army Signal Corps.

DON GOOD Inc., S. Pasadena, Calif., produces five new TV products: Telepass (TV high pass filter), two variable Teletraps and two variable TVI traps (one high and one low band).

ONE OF A SERIES FEATURING THE MEN WHO MAKE FREE & PETERS TELEVISION SERVICE



Four years, Cornell University
Two years, Fidelity & Casualty Co. of N.Y.
Three years, Phelps Dodge Copper Products Corp.
Three years, U. S. Navy
Free & Peters (New York Office) since June, 1946

From AM to TV!—

ROBERT J. MCNAMARA!

(Another F & P TELEVISION Specialist)

After a man has graduated from college and put in two years doing surveys of large commercial institutions, then worked up to assistant sales manager of a great "industrial," then had two years in F & P's radio sales — after all *that*, we figured he ought to make a darned good man for our *television* department. And Bob McNamara has done just that, since 1948. . . .

As a matter of fact, Bob is pretty typical of all our good men, here in the television end of F & P. Some of us got our earliest training in radio stations, newspapers and other media — some of us in networks. But *all* of us had successful records even before joining F & P's TV sales . . . knew what it takes to do a job for our customers and ourselves.

That's another reason, we suppose, why we're continuing to break our records, year after year, here in this group of pioneer radio and *television* station representatives.

EXCLUSIVE NATIONAL TELEVISION REPRESENTATIVES

DAVENPORT — **WOC-TV*** (Central Broadcasting Co.—WHO-WOC)

FORT WORTH–DALLAS — **WBAP-TV*** (STAR-TELEGRAM)

LOUISVILLE — **WAVE-TV*** (WAVE, Inc.)

MIAMI — **WTVJ** (Wometco Theatres)

MINNEAPOLIS–ST. PAUL — **WTCN-TV** (DISPATCH-PIONEER PRESS)

NEW YORK — **WPIX** (THE NEWS)

ST. LOUIS — **KSD-TV*** (POST-DISPATCH)

SAN FRANCISCO — **KRON-TV*** (THE CHRONICLE)

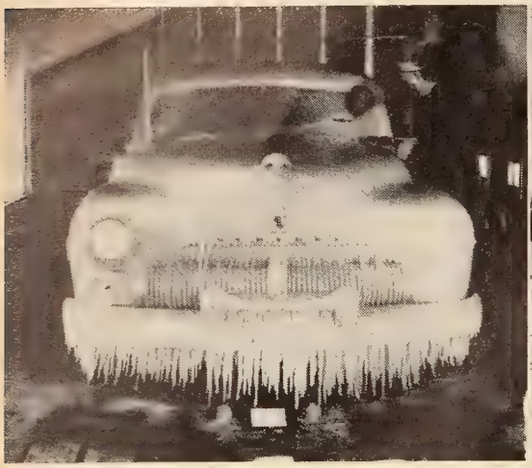
*Primary NBC Affiliates



FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives Since 1932

NEW YORK CHICAGO ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO







Building 'Toast of The Town' Audience

BY ED SULLIVAN

Dear Ed:

The family liked your show so much that we bought a new 1950 Mercury. We bought it Saturday at the Eastman Motors in Greenwich, Conn. Mr. Richards sold it to us. Boy is it neat. It is Trojan Grey in color. It has everything you advertise in it. I sure wish I could drive it, but at present I am only nine and a half. My two sisters drive. One of my sisters, who is a cheerleader, met you one night at the athletic dinner at Port Chester High. My mother's name used to be Bea Smith and my uncle Bob both used to go to school with you.
I hope I can meet you some day.

Your faithful televiewer
(Signed) Kenny Whitham
44 Windsor Rd.
Port Chester, N. Y.

THIS is the kind of letter, although few of them from such young fans, which has made our Lincoln-Mercury Dealers' *Toast of the Town* series such a rewarding experience to myself and all connected with the show.

Some people still don't seem to believe that TV sells products. From our experience on the show, there is no other conclusion to be reached. However, and equally true, a TV program has to be merchandised. That's why my travel time is piling up with trips to Lincoln-Mercury sales areas, appearances in TV cities and promotions wherever promotions make sense.

They told me when I started for my current sponsors that auto dealers were tough men for an entertainer. They wanted results the next day. Well, when the showrooms began buzzing on Monday mornings, the dealers weren't slow in letting us know their feelings of delight and appreciation. Dealers aren't tough—they're just realistic.

Some time ago, Bill Lewis of Kenyon & Eckhardt called a meeting in his office to discuss a new series scheduled for a competitive network. Since the battle is on at present, and everybody in the business seems interested in the outcome, it might be wise to tell you of the strategy of that meeting.

We felt that the hold of *Toast of the Town* on viewers was a strong and potent one. The burden would be on the opposition to crack and hold our audience.

Secondly, we knew our talent lineup for the fall and winter months was the strongest any show might offer. Such names as Gloria Swanson, Lauritz Melchior, Mar-

(Continued on page 88)

TYPICAL merchandising methods used by Ed Sullivan for *Toast of the Town* are: LEFT PHOTO: Mr. Sullivan takes a day off from show business to personally run a 1950 Mercury through the Ford Test Track in Dearborn, Mich. Decked out in arctic attire, he examines the car in Ford's 55° below zero "icebox." CENTER PHOTO: With Benson Ford, vice president of Ford Motor Co. and general manager of Lincoln-Mercury Div., the TV star takes a look at the 1950 Mercury convertible which was the official pace car in this year's 500-mile race at Indianapolis. RIGHT PHOTO: Meeting local dealers is a main feature of the campaign. Here Mr. Sullivan emcees the first postwar auto show in Silver Spring, Md. With him are Maryland's Gov. Preston Lane and Singer Joby Reynolds.

* * *



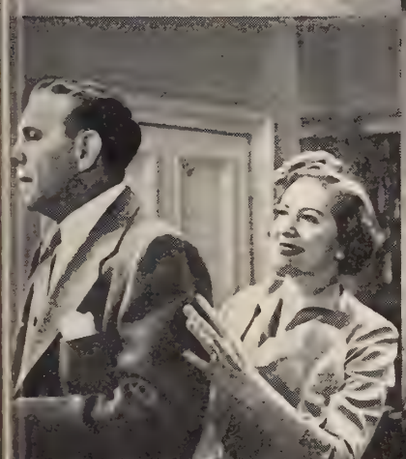
THERE'S no worry about competition among this group of executives. Exhibiting pleasure at the consistently high rating of *Toast of the Town* are (l to r): Joseph G. Lewis, eastern regional manager, Lincoln-Mercury Div., Ford Motor Co.; Frank Stanton, president, CBS; William B. Lewis, vice president and account supervisor on Lincoln-Mercury, Kenyon & Eckhardt; Ed Sullivan, m.c. of show; R. F. G. Copeland, advertising and sales promotion manager, Lincoln-Mercury Div.; Dwight Mills, president, Kenyon & Eckhardt.







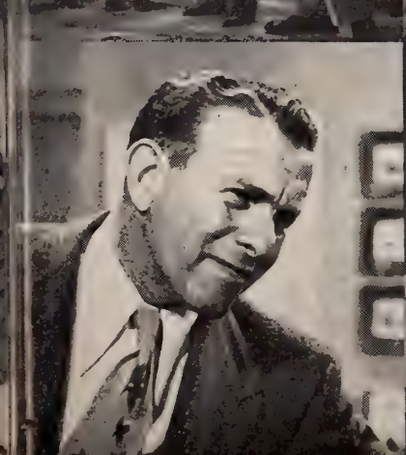









BURNS & ALLEN
sponsored by
Carnation Co., a
CBS Package Program
that has scored
the outstanding hit
of the new season.



For another top
CBS Package Program
now available
for sponsorship,
turn to back page
of this insert.

DECEMBER 1950

Programs in italics are sustaining. Time is EST.
L is live; F, Film; K, Kinescopic Recording; E, Eastern Network; M, Midwestern Network; NI, Nonintercon-nected stations.

TELECASTING

NETWORK SHOWSHE

PM 5:00 :15 :30 :45 6:00 :15 :30 :45 7:00 :15 :30 :45 8:00 :15 :30

SUNDAY

ABC	Canada Dry Super Circus L (E-M)	Peters Shoe Co., M&M Ltd. (Alternating) Super Circus L (E-M)	*Cowboy 'n Injuns* F (E-M)	*The Ruggles* F (E-M)	Goodyear Revue Paul Whiteman L (E-M)	Dodge Motors Showtime U S A L (E-M)	*Hollywood Premiere Theatre* F (E-M)	
CBS	*Capitol Cloakroom*	Household Finance Peoples Platform	Bigelow-Sanford Co. Bigelow Theatre	Lamont, Corliss & Co. Mr. I. Magination	Wm. Wrigley, Jr. Co. Gene Autry Show	American Tobacco This Is Show Business	Ford Motor C Lincoln-Merc Toast of the T	
DuMont					*Our Secret Weapon (The Truth)* L (E)		*Rhythm Rodeo* L (E-M)	
NBC	Quaker Oats The Gabby Hayes Show L	*Watch the World* L	General Foods Hopalong Cassidy F		Regent Cigarettes Leave It To The Girls L (E-M)	General Foods (Jello) Aldrich Family L (E-M)	Frigidaire Div. G Comedy Hour-Bobby Clark Alternating every 4th Sun Palm.-Peet, Colgate Comed	

MONDAY

ABC	*Lois and Looie* L (E-M)	*Space Patrol* F (E-M)			*Club Seven* L (E-M)	Ironrite Corp. Hollywood Screen Test L (E-M)	Chrysler Sales Treasury Men in Action L (E-M)	
CBS	*Lucky Pup*	*United Nations*		Kellogg Co. Tom Corbett	*Stork Club*	Oldsmobile CBS-TV News / Liggett & Myers Perry Como	Lever Bros.-Lux Lux Video Theatre	L
DuMont			Co-op Small Fry Club L/F (E-M)		*Captain Video* L/F (E-M) (NI)			Th
NBC	*NBC Comics*	Quaker Oats Gabby Hayes Show L / C-P-P H' Doody L (E-M) / Mars Inc Howdy Doody L (E-M)	*Cactus Jim* L (E-M)		RCA Kukla, Fran & Ollie L (E-M)	Mohawk Mills Show Room / Reynolds News F (E-M)	Speidel Paul Winchell-Jerry Mahoney Show L	Fir

TUESDAY

ABC	*Lois and Looie* L (E-M)	*Space Patrol* F (E-M)			*Club Seven* L (E-M)	Procter & Gamble Beulah F (E-M)	Pontiac All-American Football F (E-M)	
CBS	*Lucky Pup* L (E-M)	*United Nations*			*Stork Club*	Oldsmobile CBS-TV News / Pepsi-Cola F. Emerson (off 12/23)	Prudential Insurance C Prudential Family Alternate We	
DuMont			Co-op Small Fry Club L/F (E-M)		W. H. Johnson Candy Captain Video L/F (E-M) (NI)		*Court of Current Issues* (E-M)	
NBC	*NBC Comics*	*Panhandle Pete and Jennifer* / Kellogg Howdy Doody L (E-M) / C-P-P Howdy Doody L (E-M)	*Cactus Jim* L (E-M)		Sealtest Kukla, Fran & Ollie L (E-M)	Van Camp Little Show John Conte L / Reynolds News F (E-M)	Texas Co. Texaco Star Th L (E-M)	

WEDNESDAY

ABC	*Lois and Looie* L (E-M)				*Club Seven* L (E-M)	Bendix Home Appliances Chance of a Lifetime L (E-M)	Campana Sa First Night F (E-M)	
CBS	Quaker City Chocolate Lucky Pup	*United Nations*		Kellogg Co. TomCorbett	*Stork Club*	Oldsmobile CBS-TV News / Liggett & Myers Perry Como	Toni-Pillsbury (Alt.) Arthur Godfrey and	
DuMont			Cadbury-Fry America Inc. Small Fry Club L/F (E-M)		Rosefield Packing Co. Captain Video L/F (E-M) (NI)	*The Most Important People* L (E)		
NBC	*NBC Comics*	Quaker Oats Gabby Hayes Show L / Mars Inc. H' Doody L (E-M) / Intnl. Shoe Howdy Doody L (E-M)	*Cactus Jim* L (E-M)		Ford Motor Div. Kukla, Fran & Ollie L (E-M)	Mohawk Mills Show Room L / Reynolds News F (E-M)	Motorola I Four Star Re	

THURSDAY

ABC	*Lois and Looie* L (E-M)	*Space Patrol* F (E-M)			*Club Seven* L (E-M)	Lone Ranger American Bakeries (5 sta) General Mills (rest net) F (E-M)	Admiral & P. Lo Stop the Mu L (E-M)	
CBS	Bristol-Myers Ipana Lucky Pup	*United Nations*			*Stork Club*	Oldsmobile CBS-TV News / Pepsi-Cola F. Emerson (off 12/23)	Carnation-Burns & Allen Johnson-St'rlight Theatre Alternate Weeks	An
DuMont			Co-op Small Fry Club L/F (E-M)		W. H. Johnson Candy Captain Video L/F (E-M) (NI)			
NBC	*NBC Comics*	*Panhandle Pete and Jennifer* / Kellogg Co. H' Doody L (E-M) / C-P-P Howdy Doody L (E-M)	*Cactus Jim* L (E-M)		Sealtest Kukla, Fran & Ollie L (E-M)	Van Camp's Little Show John Conte L / Reynolds News F (E-M)	DeSoto-Plymouth You Bet Your Life F	Pe

FRIDAY

ABC	*Lois and Looie* L (E-M)	*Space Patrol* F (E-M)			*Club Seven* L (E-M)	Green Giant Co. Life With Linkletter L (E-M)	Ronson Art Metal Works Life With Linkletter L (E-M)	N
CBS	Sundial Shoes Lucky Pup	*United Nations*		Kellogg Co. TomCorbett	*Stork Club*	Oldsmobile CBS-TV News / Liggett & Myers Perry Como	General Foods Maxwell House Coffee Mama	
DuMont			Co-op Small Fry Club L/F (E-M)		*Captain Video* L/F (E-M) (NI)	*The Most Important People* L (E)		
NBC	*NBC Comics*	Quaker Oats Gabby Hayes Show L / Welch G. J. Howdy Doody L (E-M) / Wander Co. Howdy Doody L (E-M)	*Cactus Jim* L (E-M)		RCA Kukla, Fran & Ollie L (E-M)	Mohawk Mills Show Room L / Reynolds News F (E-M)	Miles, Quiz Kids L	

SATURDAY

ABC					*Sandy Dreams* L (E-M)	General Mills The Irwins F (E-M)	American Dairy Assn Paul Whiteman TV Teen Club L (E-M)	
CBS			*Lucky Pup Review*	*The Big Top*		*Saturday News Special* / Pepsi-Cola F. Emerson (off 12/23)	Anheuser-Bu The Ken Murra	
DuMont								
NBC		*NBC Saturday News* F (E-M) / Lionel Joe DiMaggio Show	*Film TBA*	*Film TBA* / Brown Shoe Corp. Smilin' Ed. McConnell L (Alt. weeks) *NBC Presents Film*	Peter Paul Hank McCune	Manhattan Soap Co. One Man's Family L (E-M)		

CBS Daytime

Monday-Friday—p.m.
2:30-2:45 First 100 Years, Procter & Gamble
1-4:30 Homemakers Exchange, participating various days: Aluminum Cooking Utensil, Calif. Prune & Apricot Growers Assn., Calif. Walnut Growers Assn., Hotpoint Inc., Olney & Carpenter, S. O. S., Swift, United Fruit Co., Wilbur Suchard Chocolate
4:30-5 Vanity Fair

Monday and Friday—p.m.
3:30-4 Fashion Magic, Internatl. Latex

Thursday—p.m.
3:30-4 Betty Crocker, General Mills

* Magnavox Theatre off 12/8. Wildroot st. 12/22 9-9:30 Charlie Wild, Private Detective; Gen. Mills st. 12/22 untitled show; both alternate weeks with Ford.

NBC Daytime

Sunday—p.m.
2:30-3 American Forum of Air
3 Battle Report—Washington
3:30 Mrs. Roosevelt
4 Meet the Press, Revere Copper & Brass
4:30 Zoo Parade, Quaker Oats Co.

Monday-Fri
2:30
4-5

Mon., We
3:30-4

	Soap Box Theatre F (E-M)	*Marshall Plan in Action*	Gospel Best'g Corp. Old Fashioned Revival Hour F (E M)	Young People's Church of The Air Youth on The March	
	General Electric Co. Fred Waring Show		B. F. Goodrich Co. Celebrity Time	Jules Montenier Inc. Stoppette What's My Line	Arnold Robt. Q. Lewis
	Arthur Murray's Studios Arthur Murray Show L (E-M) (NI)		*They Stand Accused* L (E-M)		
Hope ol.- E-M)	Philco Corp. Philco Television Playhouse L (E-M)		Congoleum-Nairn Inc. Garroway At Large L (E-M)	Nestle Co. (Nescafe) Take A Chance L	
cy	Pharma-Craft Am. Razor Blade Corp. The College Bowl L (E-M)	*On Trial* L (E-M)	*Double Feature* F (E-M)		
Lipton rey's uits	Philip Morris Co. Horace Heidt	General Foods-Sanka The Goldbergs	Westinghouse Electric Corp. Studio One		Masland At Home Party L
n Show	Co-op Wrestling (From Columbia Park, N. J.) L (E-M) (NI)				
ber Co. estone	Admiral Lights Out L	American Tobacco Co. R. Montgomery, Lucky Strike Theatre Alternates with Colgate-Palmolive-Peet, Musical Comedy Time (L)		Local Sponsors (Co-op) Who Said That L (E-M)	Anchor Hocking Open House L
ers	Hudson Motor Car Co. Billy Rose L (E-M)	Mogan David Wine Can You Top This? L (E-M)	Arnold Baker's Life Begins at 80 L (E-M)	American Tobacco Co. Roller Derby L (E-M)	
ca	R. J. Reynolds Vaughn Monroe Show	Electric Auto-Lite Suspense	Block Drug Danger	*We Take Your Word*	
kins iew	Drug Store TV Prod. Cavalcade of Bands L (E-M) (NI)		Food Store Programs Corp. Star-Time L (E-M) (NI)		
	Procter & Gamble Fireside Theater F	Armstrong Cork Co. Circle Theatre L (E-M)	P. Lorillard Original Amateur Hour L		Anchor Hocking Open House L
	Philco Corp. Don McNeill TV Club L (E-M)		Co op Wrestling L (E-M) (To Midnight)		
Myers	Bymart, Inc. Teller of Tales	P. Lorillard Co. Embassy Cigarettes The Web	Pabst Sales Co. Blue Ribbon Bouts	*Sports Interview*	
	Co-op Famous Jury Trials L (E) (NI)	Consolidated Cigar Corp. Plainclothesman L (E-M) (NI)	Tidewater Assoc. Oil Broadway to Hollywood L (E)		
	Kraft Foods Co. TV Theatre L (E-M)		Bristol-Myers Break the Bank L	Armour Stars Over Hollywood F	Anchor Hocking Open House L
	Packard Motors Holiday Hotel L (E-M)	Gruen Watch Co. Blind Date L (E-M)	Seeman Bros. I Cover Times Square L (E-M)	Blatz Brewing Co., Roller Derby Florsheim Shoe Co. Red Grange Predicts (11:15 to 11:30)	
y Razor oes On	Esso Standard Oil Kroger Co. Alan Young Show	Lever Bros.-Rinso Big Town	Philip Morris Co. Truth or Consequences	Nash Motors Nash Airflyte Theatre	
	Kaiser-Frazer Ellery Queen L (E-M) (NI)	*Boxing* L (E-M) (NI)			
o. y Show	Ford Dealers of America Kay Kyser L (E-M)		U. S. Tobacco Martin Kane, Private Eye L	*Film* TBA	Anchor Hocking Open House L
o. ootball E-M)	Jos. E. Schlitz Brewing Corp. Pulitzer Prize Playhouse L (E-M)		Best Foods Inc. Penthouse Party L (E-M)	*Stud's Place* L (E-M)	Exquisite Form Bra's L(E-M)
olds Crime	Ford Motor—Ford Theatre Magnavox—Magnavox Theatre* Alternate Weeks		Nash Kelvinator Morton Downey	Sylvania Electric Beat the Clock	
Polish amera (NI)	Bond Clothing Stores Hands of Mystery L (E-M) (NI)	*Roscoe Karns, Inside Detective* L (E-M) (NI)	Drug Store TV Productions Cavalcade of Stars L (E-M) (NI)		
ople	Bonafide Mills Versatile Varieties L	American Cig. & Cig. Big Story (alternates with Emerson Radio The Clock) L	Gillette Boxing L	Chesebrough Greatest Fights F	Anchor Hocking Open House L
man lub	*Roller Derby* (to Conclusion)				
	Bulova Watch Co. The Frank Sinatra Show (off 12/16)	Carter Sing It	Ludens Again	Sterling Drug Sing It Again	
	Allen B. DuMont Labs Saturday Night at Madison Square Garden L (E-M)	Carter Prod. Saturday Night at the Garden	Ever Sharp Saturday Night at the Garden	Chesebrough Mfg. Co. Saturday Night at the Garden	Co-op Wrestling L (E-M) Roma Wine
	Campbell Soup, Whitman's, Swift & Co., Wildroot, Snow Crop, Minn. Mining & Mfg., SOS, Benrus, Crosley Saturday Night Revue L(E-M)			American Tobacco Co. Your Hit Parade L	Party Time At Club Roma (11-11:30)

Tues., Thurs.—p.m.

3:30-4	Remember this date

DuMont Daytime Schedule

12:00	Headline Clues
12:30 p.m.	Olsen's Rumpus Room
1:00	Dennis James' Okay Mother
1:30	Man on the Street
1:45	Susan Raye Sings

Show; General
ors Wed., Fri.
Show Thur 4:15-
n Home Prod.-
Thur 4:30-4:45
d Coop Wed
arker Foods

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING
December 4, 1950
Copyright 1950



LOS ANGELES

TELEVIEWING

IS UP

TelePulse reports for Los Angeles reveal a consistent increase in the level of homes using television since October, 1949.

	TV Homes Using Television Noon to Midnight
October, 1949	19.9
December, 1949	22.9
February, 1950	26.0
April, 1950	29.0
June, 1950	30.5
August, 1950	28.7
October, 1950	31.4

For Information and other Telefacts

ASK THE PULSE

THE PULSE, INC.

15 West 46th Street

New York 19, N. Y.



THE FRANK SINATRA SHOW

one half-hour still
available . . . a new
CBS Package Program
with one of the
outstanding figures
in all show business.

Variety calls it "a fine blend of song, dance and comedy, all neatly produced, scripted and staged," Sinatra "singing for a maximum payoff."

DIRECTORY OF TV STATIONS OF THE UNITED STATES

(Data corrected to December 1, 1950)

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Owner o; *Pres.* p; *Exec. vp* evp; *Gen. Mgr.* gm; *Sta. Mgr.* sm; *Coml. Mgr.* cm; *Sales Mgr.* slm; *Prog. Dir.* pd; *Chief Eng.* ce; *Prom. Mgr.* pmm; *Prod. Mgr.* pdm; *News, Farm, Sports* or *Women's Dir.* nd, fd, sd, wd.

City Call Letters Established	Channel Power	Name of Licensee Headquarters Address Telephone Number	Network Representative				Transc. Library News Service Transmitter Make
ALABAMA							
BIRMINGHAM							
WAFM-TV 1949	Ch. 13 210-216mc 13.6kw-aur.; 26kw-vis.	Voice of Alabama Inc. 701 Protective Life Bldg. 3-8116	ABC CBS Radio Sales	Ed Norton, chmn. of bd. Thad Holt, p, treas. & gm	C. P. Persons Jr., cm Lionel F. Baxter, pm James L. Evans &	Norman S. Hurley, ce Ernest H. Mitchell Jr., bus. m	INS RCA
WBRC-TV 1949	Ch. 4 66-72mc 7.2kw-aur.; 14.5kw-vis.	Birmingham Bcstg. Co. WBRC Bldg. 54-6731	DuMont NBC Raymer	Eloise S. Hanna, p G. P. Hamann, gm	Don D. Campbell, cm M. D. Smith, pd	G. P. Hamann, ce	INS DuMont
ARIZONA							
PHOENIX							
KPHO-TV 1949	Ch. 5 76-82mc 8.7kw-aur.; 17.5kw-vis.	Phoenix Bcstg. Co. Inc KPHO Bldg. 4-7367	ABC, CBS NBC DuMont Petry	John C. Mullins, p Ronald C. Oxford, m & pd	Gil Lee, cm George L. McClarathon, ce		..... INS DuMont
CALIFORNIA							
LOS ANGELES							
KECA-TV 1949	Ch. 7 174-180mc 14.7kw-aur.; 29.4kw-vis.	American Bcstg. Co. Inc. ABC Television Center Normandy 3-3311	ABC ABC Spot Sales	Robert E. Kintner, p (ABC) Frank Samuels, vp & gm W. K. McDaniel, cm John I. Edwards pd	P. G. Caldwell, ce Ernest Felix, asst treas. & office m E. Carlton Winckler, TV pmm	Edward B. Hullinger, publ. m Richard A. Moore, asst. gm TV opers.	..... AP, UP, INS GE
KFI-TV 1948	Ch. 9 186-192mc 15.7kw-aur.; 31kw-vis.	Earle C. Anthony Inc 141 N. Vermont Ave. Dunkirk 2-2121	Petry	Earle C. Anthony, p George A. Whitney, gm Haan J. Tyler, m	John Bradley, cm Kenneth Higgins, pd H. L. Blatterman, &	Curtis N. Mason, co-ce Charles E. Hamilton, d of pub. ser.	..... AP, UP RCA
KLAC-TV 1948	Ch. 13 210-216mc 16.22kw-aur.; 30.8kw-vis.	KMTR Radio Corp. 1000 N. Cahuenga Blvd. Hollywood Hudson 2-7311	Katz	(Mrs.) Dorothy Schiff, p, o Don J. Fedderson, evp. gm	David E. Lundy, gslm Fred Henry, pd Jack Miller, prom. m	R. W. Conner, d of engrg.	UP, INS
KNBH 1949	Ch. 4 66-72mc 8kw-aur.; 15kw-vis.	National Bcstg. Co. 1500 N. Vine, Hollywood Hollywood 9-6161	NBC	Joseph H. McConnell, (NBC) p Sidney N. Strotz, vp Western Div. Thomas B. McFadden, gm	Donald A. Norman, slm Robert V. Brown, pd Robert W. Clark, ce Richard R. Eisiminger, adv. & pmm	Robert Pelgram, press mgr. Robert Guggenheim Jr., m film opers.	Thesaurus AP, UP, INS RCA
KTLA 1942	Ch. 5 76-82mc 15kw-aur.; 30kw-vis.	Paramount Television Productions Inc. 5451 Marathon St. Hudson 2-2301	Raymer	Paul Raibourn, p Klaus Landsberg, gm Harry Maynard, cm Gordon Wright, prod. coordinator	Gordon Minter Sr., dir. Raymond M. Moore Sr., eng. Charles Theodore, studio oper. sup.	John Silva, remote oper. sup. L. Gerald Muller, film dir.	Telenews UP Acme .....
KTSL 1931	Ch. 2 54-60mc 11.4kw-aur.; 22.75kw-vis.	Don Lee Bcstg. System 1313 N. Vine St. Hudson 2-2133	DuMont Blair TV	Willet H. Brown, p Charles Glett, vp chg. TV	Cecil Barker, exec. prod. Mark Finley, d of pub. rel. Robert Hoag, slm	Harold Jury, ce Don Hine, d prod. Harry R. Lubcke, d TV research	..... AP, INS RCA
KTTV 1949	Ch. 11 198-204mc 16.6kw-aur.; 31.5kw-vis.	KTTV Inc. Nassour Studios 5746 Sunset Blvd. Hudson 2-7111	CBS Radio Sales	Norman Chandler, p Harrison M. Dunham gm	Frank G. King, cm Robert M. Purcell, pd Joseph Conn, ce	John Urba, pmm	..... AP RCA
SAN DIEGO							
KFMB-TV 1949	Ch. 8 180-186mc 20.2kw-aur.; 20kw-vis.	Jack Gross Bcstg. Co. 1375 Pacific Blvd. Main 2114	ABC, CBS NBC Branham	Jack O. Gross, p & gm W. O. Edholm, cm	Al Flanagan, pd Thornton Chew, ce	Bill Fox, pdm	..... AP, INS GE
SAN FRANCISCO							
KGO-TV 1949	Ch. 7 174-180mc 13.7kw-aur.; 25.4kw-vis.	American Bcstg. Co. 155 Montgomery St. Exbrook 2-6544	ABC ABC Spot	Robert E. Kintner, p (ABC) Gayle V. Grubb, gm	Vincent Francis, cm Maury Baker, adv. pmm & publ. m	Bloyce Wright pd & pmm A. E. Evans, ce	..... AP, UP, INS GE
KPIX 1948	Ch. 5 76-82mc 15.4kw-aur.; 29.9kw-vis.	The Associated Bcstrs. Inc. Mark Hopkins Hotel Exbrook 2-4567	CBS, DuMont Katz	Wesley I. Dumm, p Philip G. Lasky, vp & gm	Sanford Spillman, pd Colin M. Selph, vp chg. sls		
KRON-TV 1949	Ch. 4 66-72mc 7.7kw-aur.; 14.5kw-vis.	The Chronicle Pub. Co. 901 Mission St. Garfield 1-1100	NBC Free & Peters	George Cameron, p Harold See, d of TV	Patrick Crafton, pd Norman Louvau, cm	R. A. Isberg, ce	Telenews AP RCA
CONNECTICUT							
NEW HAVEN							
WNHC-TV 1948	Ch. 6 82-88mc .957kw-aur.; 1.82kw-vis.	Elm City Bcstg. Corp. 1110 Chapel St. 6-9826	ABC, NBC CBS & DuMont Katz	Patrick J. Goode, p James T. Milne, gm	Vincent Callanan, slm Aldo De Dominicas, secy-treas.		

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City Call Letters Established	Channel Power	Name of Licensee Headquarters Address Telephone Number	Network Representative				Transc. Library News Service Transmitter Make
DELAWARE							
WILMINGTON							
WDEL-TV 1949	Ch. 7 174-180mc .341kw-aur.; .476kw-vis.	WDEL Inc. 10th & King Sts. 7268	NBC, DuMont Meeker	Clair R. McCollough, sta. exec. J. Gorman Walsh, sm	J. Robert Gulick, natl. slm		
DISTRICT OF COLUMBIA							
WASHINGTON							
WMAL-TV 1947	Ch. 7 174-180mc 12kw-aur.; 22kw-vis.	Evening Star Bcstg. Co. 724 14th St. NW NAtional 5400	ABC ABC Spot	S. H. Kauffman, p K. H. Berkeley, vp & gm	Ben R. Baylor Jr., cm Charles Kelly pd Frank Harvey, ce	William Niel, nd Ruth Crane, wd	.... RCA
WNBW 1947	Ch. 4 66-72mc 10.5kw-aur.; 20.5kw-vis.	National Bcstg. Co. Trans-Lux Bldg. REpublic 4000	NBC NBC Spot	Joseph H. McConnell, p (NBC) Frank M. Russell, vp (NBC)	William R. McAndrew, gm Ralph Burgin, pd Tom Geoghegan publ. & pmm mgr.	George H. Sandefer, controller Charles de Lozier, slm Donald Cooper, ce	..... AP, UP, INS RCA
WTOP-TV 1949	Ch. 9 14.2kw-aur. 27.3kw-vis.	WTOP Inc. Warner Bldg. Metropolitan 3200	CBS Radio Sales	Philip Graham, p John S. Hayes, vp & gm George Hartford, cm Edwin Halbert, pd	Clyde Hunt, ce Granville Klink Jr., asst. ce	L. A. Wilkinson, engr. in chg. TV opers.	AP, UP RCA .....
WTTG 1945	Ch. 5 76-82mc 10.5kw-aur.; 17.5kw-vis.	Allen B. DuMont Labs. Inc. 12th & E Sts. NW STerling 5300	DuMont Net DuMont	Allen B. DuMont, p Walter Compton, gm	Perry P. Walders, cm Roger M. Coelos, pd	M. M. Burleson, ce	Assoc. TR DuMont
FLORIDA							
JACKSONVILLE							
WMBR-TV 1949	Ch. 4 66-72mc 7.4kw-aur.; 14.8kw-vis.	Florida Bcstg. Co. 605 S. Main St. 9-4477	ABC, CBS DuMont NBC Avery-Knodel	Frank M. King, p Glenn Marshall Jr., secry.-treas., g & cm	Bernie Adams, pd E. B. Vordermark, ce John Sener, pdm		..... INS GE
MIAMI							
WTVJ 1949	Ch. 4 66-72mc 2.5kw-aur.; 5kw-vis.	Wometco Theatres 17 N. W. 3rd St. 82-6671	ABC, CBS DuMont NBC Free & Peters	Mitchell Wolfson, p Lee Ruwitch, vp & gm Clyde N. Lucas, pm Lynn Morrow, pmm, publ.	Arthur L. Gray, pm Earl W. Lewis, ce John S. Allen, bus. & cm	John Shay, prog.-tech. co	UP GE
GEORGIA							
ATLANTA							
WAGA-TV 1949	Ch. 5 76-82mc 9.5kw-aur.; 18kw-vis.	Fort Industry Co. 1032 W. Peachtree St. Emerson 2541	CBS, DuMont Katz	George B. Storer, p George B. Storer Jr., gm	James E. Bailey, mgng. d John Collins, cm	William Terry, pd Paul Cram, ce	..... AP RCA
WSB-TV 1948	Ch. 8 180-186mc 12.5kw-aur.; 23.8kw-vis.	Atlanta Newspapers Inc. 10 Forsyth St. N.W. Hemlock 1045	NBC Petry	James M. Cox Jr., chmn. of bd. J. Leonard Reinsch, mgng. d	John M. Outler Jr., gm Marcus Bartlett, pd	Frank Gaither, cm C. F. Daughtery, ce	.... RCA
ILLINOIS							
CHICAGO							
WBKB 1941	Ch. 4 66-72mc 7.5kw-aur.; 11kw-vis.	Balaban & Katz Corp. 190 N. State St. Randolph 6-8210	CBS Weed	John H. Mitchell, gm E. Jonny Graff, pd Wm. Ryan, pm	Milton D. Friedland, office mgr. M. E. Vieracker, controller	S. C. Quinlan, pmm, pub. m William P. Kusack, ce Carl Russell, film d	UP RCA
WENR-TV 1948	Ch. 7 174-180mc 14kw-aur.; 25kw-vis.	American Bcstg. Co. 20 N. Wacker Dr. Andover 3-7800	ABC	John H. Norton Jr., vp in chg. Cent. Div. James L. Stirton, gm	Roy McLaughlin, cm Fred Killian, pd E. C. Horstman, ce		..... AP, UP, INS RCA
WGN-TV 1948	Ch. 9 186-192mc 7.3kw-aur.; 11.2kw-vis.	WGN Inc. 435 N. Michigan Dr. SUperior 7-0100	DuMont Keenan & Eckelberg	Col. Robert R. McCormick, p Frank P. Schreiber, gm William A. McGuineas, cm	Jay Faraghan, pd Carl J. Myers, ce George Harvey, slm Vern Brooks, dir. of oper.	Robert Hibbard, asst. dir. of oper. George Petterson, newsreel dir.	..... UP AP, PA, GE
WNBQ 1949	Ch. 5 76-82mc 11.8kw-aur.; 22.8kw-vis.	National Bcstg. Co. Merchandise Mart SUperior 7-8300	NBC NBC Spot	Joseph H. McConnell (NBC) p I. E. Showerman, vp & gm John McPartlin sm	Edwin S. Mills, exec. producer Howard Luttgens, sta. engr.	Arthur Jacobson, prod. m Jules Herbuveaux, mgr. TV oper.	..... AP, UP, INS RCA
ROCK ISLAND							
WHBF-TV 1950	Ch. 4 66-72mc 7.6-aur.; 13.6kw-vis.	Rock Island Bcstg. Co. Telco Bldg.	ABC, CBS, DuMont Avery-Knodel	Leslie C. Johnson, vp-gm Maurice Corken, cm	Forest W. Cooke, pm		

30,675

AS OF THURSDAY, OCT. 19, 1950

receivers sold in the greater San Antonio area in less than 11 months since WOAI-TV introduced television in this rich market. Top programming, too, on San Antonio's FIRST TELEVISION STATION

WOAI-TV
CHANNEL 4
★ SAN ANTONIO, TEXAS

Program Schedule

OCT. 22 through NOV. 4, 1950

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
6:00	Vespers LS	Kukla, Fran & Ollie RCA-Victor NBC NC	Tree House LS	Kukla, Fran & Ollie Ford Motor Co. NBC NC	Tree House LS	Kukla, Fran & Ollie RCA-Victor NBC NC	One Man's Family Manhattan Soap Co. NBC NC
15	Serenade LS	Kukla, Fran & Ollie RCA-Victor NBC NC	Tree House LS	Kukla, Fran & Ollie Ford Motor Co. NBC NC	Tree House LS	Kukla, Fran & Ollie RCA-Victor NBC NC	One Man's Family Manhattan Soap Co. NBC NC
30	This Is Show Business NBC Lucky Strikes NC	Supper Club Chesterfield Cigs. CBS NC	Conte's Little Show Stokeley-Van Camp NBC NC	Supper Club Chesterfield Cigs. CBS NC	Conte's Little Show Stokeley-Van Camp NBC NC	Supper Club Chesterfield Cigs. CBS NC	Trouble with Father General Mills ABC NC
45	This Is Show Business NBC Lucky Strikes NC	Telenews Joske's of Texas LC	Telenews Joske's of Texas LC	Telenews Joske's of Texas LC	Telenews Joske's of Texas LC	Telenews Joske's of Texas LC	Trouble with Father General Mills ABC NC
7:00	Comedy Hour Colgate NBC NC	Billy Rose Show Hudson Motors ABC NC	Milton Berle Texaco Products NBC NC	TV Dude Ranch LS	Touchdown Motorola and Krisch-Delavan CF	T-Men In Action Chrysler Corp. ABC NC	Ken Murray Show Budweiser Beer CBS NC
15	Comedy Hour Colgate NBC NC	Billy Rose Show Hudson Motors ABC NC	Milton Berle Texaco Products NBC NC	TV Dude Ranch LS	Touchdown Motorola and Krisch-Delavan CF	T-Men In Action Chrysler Corp. ABC NC	Ken Murray Show Budweiser Beer CBS NC
30	Comedy Hour Colgate NBC NC	Dance Time LS	Milton Berle Texaco Products NBC NC	Arthur Godfrey Chesterfield Cigs. CBS NC	You Bet Your Life DeSoto Corp. NBC NC	We, The People Gulf Oil Corp. NBC NC	Ken Murray Show Budweiser Beer CBS NC
45	Comedy Hour Colgate NBC NC	Dance Time LS	Milton Berle Texaco Products NBC NC	Arthur Godfrey Chesterfield Cigs. CBS NC	You Bet Your Life DeSoto Corp NBC NC	We, The People Gulf Oil Corp. NBC NC	Ken Murray Show Budweiser Beer CBS NC
8:00	Television Playhouse Philco Corp. NBC NC	Studio One Westinghouse CBS NC	Amateur Hour Old Gold Cigarettes NBC NC	Wrestling Personalities Mrs. Bohnet's Bread ReC	Hayride Hoffman Radio Corp LC	Nat'l Pro Football Highlights Grand Prize Beer CF	Don McNeill TV Club ABC Philco NC
15	Television Playhouse Philco Corp. NBC NC	Studio One Westinghouse CBS NC	Amateur Hour Old Gold Cigarettes NBC NC	8:20 Wrestling Grant's Home and Hardware ReC	Hayride Hoffman Radio Corp. LC	Nat'l Pro Football Highlights Grand Prize Beer CF	Don McNeill TV Club ABC Philco NC
30	Television Playhouse Philco Corp. NBC NC	Studio One Westinghouse CBS NC	Amateur Hour Old Gold Cigarettes NBC NC	Wrestling Grant's Home and Hardware ReC	Stop the Music Old Gold Cigarettes ABC NC	Penthouse Party Best Foods, Inc. ABC NC	Don McNeill TV Club ABC Philco NC
45	Television Playhouse Philco Corp. NBC NC	Studio One Westinghouse CBS NC	Amateur Hour Old Gold Cigarettes NBC NC	Wrestling Grant's Home and Hardware ReC	Stop the Music Old Gold Cigarettes ABC NC	Penthouse Party Best Foods, Inc. ABC NC	Don McNeill TV Club ABC Philco NC
9:00	Garroway-at-Large Congoleum-Nairn NBC NC	Winters' Wonderland Wolff & Marx Co. LC	IBC Boxing Bouts Blue Ribbon Beer CBS CF	Wrestling Grant's Home and Hardware ReC	Break the Bank Bristol-Myers Co. NBC NC	Tip the Scales LS	Show of Shows Snowcrop Foods NBC NC
15	Garroway-at-Large Congoleum-Nairn NBC NC	Fashions In Your Living Room Wolff & Marx Co. LC	IBC Boxing Bouts Blue Ribbon Beer CBS CF	Wrestling Grant's Home and Hardware ReC	Break the Bank Bristol-Myers Co. NBC NC	Tip the Scales LS	Show of Shows Snowcrop Foods NBC NC
30	What's My Line? Stopette CBS NC	Morton Downey Nash-Kelvinator CBS NC	(Fights to Concl.) Balance of Hour: Sports Parade	Roller Derby ABC NS	Airflyte Theatre Nash Motors CBS NC	Pulitzer Prize Playhouse ABC Schlitz Beer NC	Show of Shows Crosley Corp. NBC NC
45	What's My Line? Stopette CBS NC	Marton Downey Nash-Kelvinator CBS NC	Bond Street Tobacco CBS CF	Roller Derby ABC NS	Airflyte Theatre Nash Motors CBS NC	Pulitzer Prize Playhouse ABC Schlitz Beer NC	Show of Shows Crosley Corp. NBC NC
10:00	Showtime U.S.A. Dodge Motors ABC NC	Winchell & Mahoney Speidel Corp. NBC NC	Stars Over Hollywood Armour & Co. NBC NC	Roller Derby ABC NS	Can You Top This? Wine Corp. ABC NC	Pulitzer Prize Playhouse ABC Schlitz Beer NC	Show Goes On American Safety Razor CBS Company NC
15	Showtime U.S.A. Dodge Motors ABC NC	Winchell & Mahoney Speidel Corp. NBC NC	Stars Over Hollywood Armour & Co. NBC NC	Roller Derby ABC NS	Can You Top This? Wine Corp. ABC NC	Pulitzer Prize Playhouse ABC Schlitz Beer NC	Show Goes On American Safety Razor CBS Company NC
30	Burns & Allen 10/22 Carnation Company CBS NC	Newsdesk LS Sears LC Weather Chart LS	Newsdesk LS Weather Chart LS	Newsdesk LS Sears LC Weather Chart LS	Newsdesk LS Weather Chart LS	Newsdesk LS Sears LC Weather Chart LS	Martin Kane, Private Eye U. S. Tobacco NBC Company NC
45	Big Story 10/29 Pall Mall Cigarettes NBC NC	Broadway Open House Anchor-Hocking NBC Blatz Beer NC	Broadway Open House Anchor-Hocking NBC Blatz Beer NC	Broadway Open House Anchor-Hocking NBC Blatz Beer NC	Broadway Open House Anchor-Hocking NBC Blatz Beer NC	Broadway Open House Anchor-Hocking NBC Blatz Beer NC	Martin Kane, Private Eye U. S. Tobacco NBC Company NC
11:00	NBC National Broadcasting Co. • ABC American Broadcasting Co. • CBS Columbia Broadcasting System	Broadway Open House Anchor-Hocking NBC Blatz Beer NC	Broadway Open House Anchor-Hocking NBC Blatz Beer NC	Broadway Open House Anchor-Hocking NBC Blatz Beer NC	Broadway Open House Anchor-Hocking NBC Blatz Beer NC	Broadway Open House Anchor-Hocking NBC Blatz Beer NC	Screens Bright EVERY Night on Channel 4
15		Broadway Open House Anchor-Hocking NBC Blatz Beer NC	Broadway Open House Anchor-Hocking NBC Blatz Beer NC	Broadway Open House Anchor-Hocking NBC Blatz Beer NC	Broadway Open House Anchor-Hocking NBC Blatz Beer NC	Broadway Open House Anchor-Hocking NBC Blatz Beer NC	
30		Broadway Open House Anchor-Hocking NBC Blatz Beer NC	Broadway Open House Anchor-Hocking NBC Blatz Beer NC	Broadway Open House Anchor-Hocking NBC Blatz Beer NC	Broadway Open House Anchor-Hocking NBC Blatz Beer NC	Broadway Open House Anchor-Hocking NBC Blatz Beer NC	
45		KEY:	C—Commercial S—Sustaining	L—Local N—Network	F—Film Re—Remote	★	

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
2: 45	Flash Gordon 10/29 SF					
3:00	Four Star Revue Motorola NBC NC	5:40 Cartoon SF	5:40 Cartoon SF	5:40 Cartoon SF	5:40 Cartoon SF	Cartoon SF 10/27 Railroad Club 11/3 A. C. Gilbert Co. CF
15	Four Star Revue Motorola NBC NC					
30	Four Star Revue Motorola NBC NC					
45	Four Star Revue Motorola NBC NC	Sandy Strong Ovaltine ABC NC	Sandy Strong Ovaltine ABC NC	Sandy Strong Ovaltine ABC NC	Sandy Strong Ovaltine ABC NC	Sandy Strong Ovaltine ABC NC
4:00	Beauty-Beast SF 10/22 Teller of Tales 10/29 CBS Tintair NC					
15	Flash Gordon SF 10/22 Teller of Tales 10/29 CBS Tintair NC					
30	Yesterday's Newsreel Handy Andy Stores CF					
45	Southwest Conference Football "Game of the Week" (See Below) CF					
5:00	Southwest Conference Football Alamo National Bank Gasateria Fehr Bakery Perry Shankle Co. CF					
15						
30	Super Circus Canada Dry ABC NC					
45	Super Circus Canada Dry ABC NC					

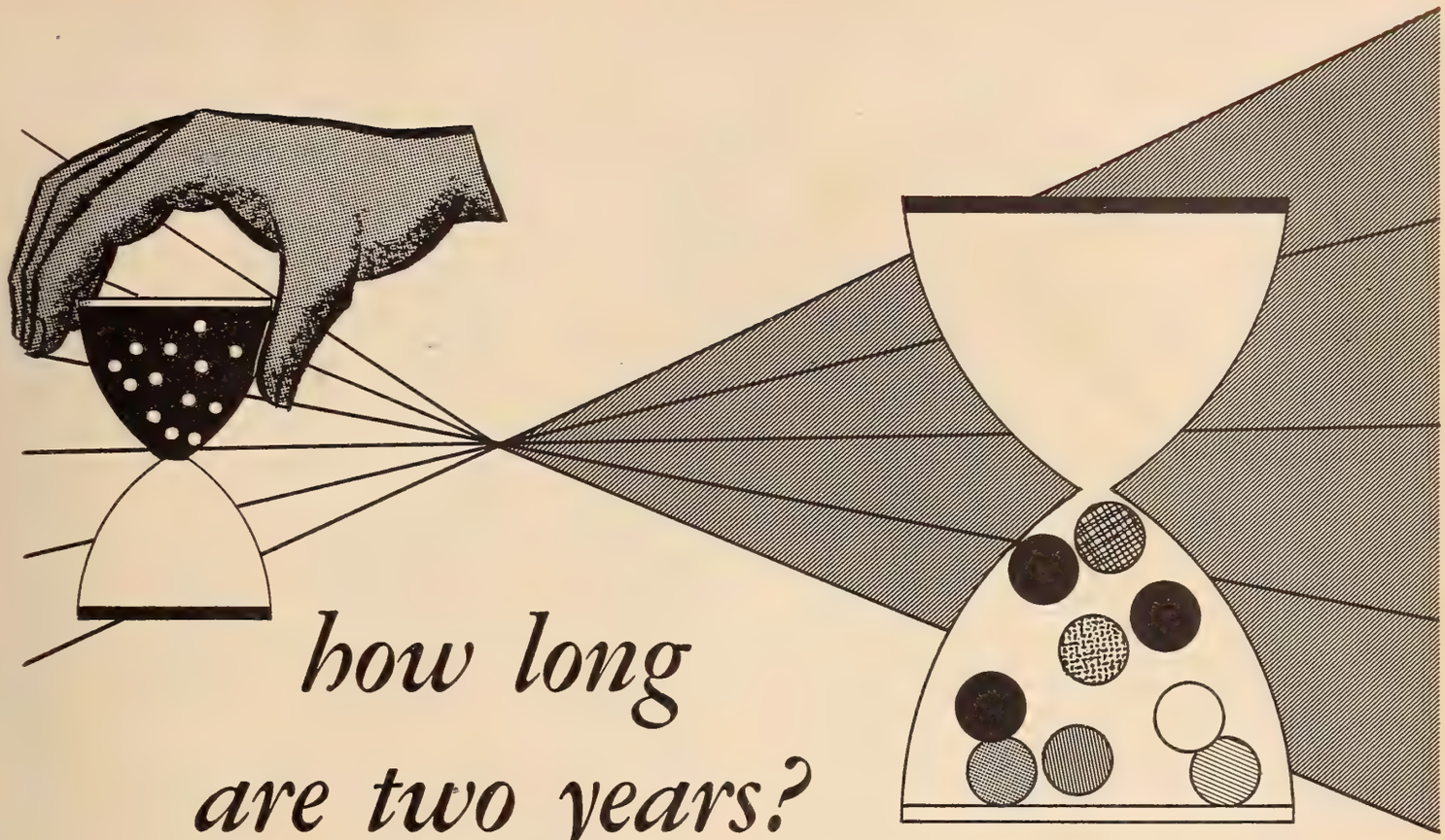
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NBC - CBS - ABC
WOAI-TV
CHANNEL 4
SAN ANTONIO

DIRECTORY OF TV STATIONS OF THE UNITED STATES

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City Call Letters Established	Channel Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations *Owner* o; *Pres.* p; *Exec. vp* evp; *Gen. Mgr.* gm; *Sta. Mgr.* sm; *Coml. Mgr.* cm; *Sales Mgr.* slm; *Prog. Dir.* pd; *Chief Eng.* ce; *Prom. Mgr.* pmm; *Prod. Mgr.* pdm; *News, Farm, Sports* or *Women's Dir.* nd, fd, sd, wd.		Transc. Library News Service Transmitter Make
INDIANA							
BLOOMINGTON							
WTTV 1949	Ch. 10 192-198mc 3.31kw-aur.; 6.38kw-vis.	Sarkes Tarzian Inc. 535 South Walnut St. 2-3366	ABC, CBS NBC DuMont	Sarkes & Mary Tarzian, owners Glenn Van Horn, gm Robert Petranoff, pd	Robert Lemon, cm Morton L. Weigel, ce Albert Fiscus, film dir.	Lyle Hairich, prog. asst.	..... AP
INDIANAPOLIS							
WFBM-TV 1949	Ch. 6 82-88mc 18.1kw-aur.; 28.2kw-vis.	WFBM Inc. 48 Monument Circle Lincoln 8506	ABC, CBS Katz DuMont, NBC	H. M. Bitner, chief owner Harry M. Bitner Jr., gm	William F. Kiley, cm Frank O. Sharp, pd Harold Holland, ce	David F. Milligan pmm	..... AP, INS RCA
IOWA							
AMES							
WOI-TV 1950	Ch. 4 66-72mc 7.5kw-aur.; 13kw-vis.	Iowa State A&M Service Bldg., ICS Campus, 2500	ABC, CBS, NBC, DuMont Weed	Richard B. Hull, gm Robert C. Mulhall, oper. m	W. D. Donaldson, prog. m Edward P. Wegener, pdm	Louie L. Lewis, ce	
DAVENPORT							
WOC-TV 1949	Ch. 5 76-82mc 22.9kw-aur.; 13.5kw-vis.	Central Bcstg. Co. 1002 Brady St. 3-3661	NBC Free & Peters	Col. B. J. Palmer, p Ernest Sanders, res. m Charles Freburg, pd	D. D. Palmer, vp & treas. Ralph Evans, exec. vp	Wm. D. Wagner, secy. Paul Arvidson, ce	..... UP RCA
KENTUCKY							
LOUISVILLE							
WAVE-TV 1948	Ch. 5 76-82mc 5kw-aur.; 7kw-vis.	WAVE Inc. 334 East Broadway Wabash 2201	ABC, CBS, NBC DuMont Free & Peters	George W. Norton Jr., p Nathan Lord, gm Ralph Jackson, vp, cm John Boyle, dir of TV	Robert Elverman, prom m George Paterson, pd Wilbur Hudson, ce	Burt Blackwell, dir. of studio prod. Dick Jackson, spec. events div.	..... AP, INS RCA
WHAS-TV 1950	Ch. 9 186-192mc 7.2kw-aur.; 9.6kw-vis.	WHAS Inc. 6th & Broadway Wabash 2211	CBS Petry	Barry Bingham, p Victor A. Sholis, dir. Neil Cline, sales dir. Harold Fair, pd	Richard W. Hughes, prom. m	Orrin W. Towner, tech. dir.	Assoc. AP, UP GE
LOUISIANA							
NEW ORLEANS							
WDSU-TV 1948	Ch. 6 82-88mc 15kw-aur.; 31kw-vis.	WDSU Bcstg. Service 520 Royal St. Tulane 4371	ABC, CBS DuMont NBC Blair TV	Edgar B. Stern, partner	Edgar B. Stern Jr., mgng. ptnr. A. Louis Read, cm Ray Rich, prog. dir.	Ray Liuzza, publ. & prom. dir. Lindsey Riddle, ce	..... AP, UP, INS RCA
MARYLAND							
BALTIMORE							
WAAM 1948	Ch. 13 210-216mc 13.8kw-aur.; 26.1kw-vis.	Radio-Television of Baltimore Inc. 3725 Malden Ave. Mohawk 7600	ABC DuMont Harrington, Righter & Parsons	Ben Cohen, p Norman Kal, evp vp Kenneth L. Carter, gm	Armand Grant, cm Herbert Cahan, pd Glenn Lahman, acting ce	Tony Farrar, prod. mgr. Harriett George, publ. dir.	World UP, TR RCA
WBAL-TV 1948	Ch. 11 198-204mc 13kw-aur.; 27kw-vis.	Hearst Radio Inc. 2610 N. Charles St. Hopkins 3000	NBC Petry	Charles B. McCabe, p Tom A. Brooks vp & gm Harold C. Burke, vp & sta. mgr. Leslie H. Peard Jr., cm DeLancey Provost, bus. mgr.	Fred S. Heywood prod. mgr. Willis K. Freiert, sm John T. Wilner, engrg. dir.	Victor F. Campbell, pm William C. Bareham, ce Tom White, publ. dir.	.... RCA
WMAR-TV 1947	Ch. 2 54-60mc 10kw-aur.; 17.1kw-vis.	The A. S. Abell Co. Baltimore & Charles Sts. Mulberry 5670	CBS Katz	Paul Patterson, p E. K. Jett, vp & radio dir.	Ernest A. Lang, cm Robert B. Cochrane, pd	Carlton G. Nopper, ce	..... AP RCA
MASSACHUSETTS							
BOSTON							
WBZ-TV 1948	Ch. 4 66-72mc 7.07kw-aur.; 15.61kw-vis.	Westinghouse Radio Stations Inc. 1170 Soldiers Field Rd. Algonquin 4-5670	NBC NBC Spot	Walter Evans, p Walter E. Benoit, vp Edwin R. Borroff, gsm W. C. Swartley, sta. mgr.	W. H. Hauser, ce C. Herbert Masse, sm W. Gordon Swan pm W. A. Davis, publ. m	John G. Stilli Jr., prom. mgr.	..... AP, UP RCA
WNAC-TV 1948	Ch. 7 174-180mc 13.3kw-aur.; 26.6kw-vis.	The Yankee Network 21 Brookline Ave. Commonwealth 6-0800	ABC, CBS DuMont Petry	Linus Travers, evp, gm George W. Steffy, vp TV opers.	Harry Whittimore, tech. d	James C. Richdale Jr., sls prom.	



how long are two years?

A short time by the calendar can be long enough to establish leadership. Only two years ago, Blair-TV began operation as the first and only organization set up for exclusive sales representation of TV stations . . . a separate corporation entirely removed from any AM operation or function.

The formation of Blair-TV was a radical step based upon our conviction that Television needed its own exclusive sales organization with trained specialists, and time to study stations' problems, to make enough advertiser calls, to know stations intimately and to counsel them wisely. Today the basic principle established by Blair-TV has been adopted by almost all major components of the industry.

We feel that this kind of leadership has contributed in great measure to the rapid growth of spot television. And we know that our *different* approach to the sale of television time has produced important results for the stations we represent.

On our second anniversary, we pledge ourselves to a continuation of the sound operating principles which have already become an industry standard.

BLAIR TV
INC.

New York, Chicago, St. Louis,
Dallas, Detroit, Los Angeles, San Francisco

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City Call Letters Established	Channel Power	Name of Licensee Headquarters Address Telephone Number	Network Representative				Transc. Library News Service Transmitter Make
MICHIGAN							
DETROIT							
WJBK-TV 1949	Ch. 2 54-60mc 7.5kw-aur.; 14.26kw-vis.	The Fort Industry Co. 500 Temple Ave. Temple 3-7900	CBS, DuMont Katz	George B. Storer, p Richard E. Jones, vp, gm & cm E. Hal Hough, pd	Lanny Pike, sr. prod. Joyce M. Chapman, prom. mgr.	Paul O. Frincke, ce	
WWJ-TV 1947	Ch. 4 66-72mc 8.5kw-aur.; 17.4kw-vis.	The Evening News Assn. 615 W. Lafayette Woodward 2-2000	NBC Hollingbery	W. J. Scripps, dir of radio Harry Bannister, gm Willard E. Walbridge, m	Melvin C. Wissman, gen. pm E. J. Love, gen. engrg. m Jake Albert, prom. mgr.	Russell Williams, ce James Eberle, pm Douglas Wright, film editor	..... UP DuMont
WXYZ-TV 1948	Ch. 7 174-180mc 13.9kw-aur.; 27.9kw-vis.	ABC 1700 Stroh Bldg. Woodward 3-8321	ABC ABC Spot	Robert E. Kintner, p (ABC)	James G. Riddell, gm Len A. Kamins, slm	John Pival, TV pdm	
GRAND RAPIDS							
WLAV-TV 1949	Ch. 7 174-180mc 10kw-aur.; 20kw-vis.	Leonard A. Versluis 6 Fountain St. N.E. Glendale 6-5461	ABC, CBS NBC DuMont Pearson	Leonard A. Versluis, owner Hy M. Steed, gm & cm	Hal Kaufman, pd Lee G. Stevens, ce Dane Hoyle, prod. mgr.		..... UP RCA
KALAMAZOO							
WKZO-TV 1950	Ch. 3 60-66mc 8kw-aur.; 16kw-vis.	Fetzer Bcstg. Co. 124 West Michigan Ave. 3-1223	ABC, CBS, NBC, DuMont Avery-Knodel	John E. Fetzer, p & gm John W. O'Harrow, gen. sm Edward E. McKean, pd	Carl E. Lee, ce Harry E. Travis, prod. sup.	E. L. Tait, comptroller Willis F. Dunbar, dir. of publ. affairs	.... Federal
LANSING							
WJIM-TV 1950	Ch. 6 82-88mc 9.3kw-aur.; 18.7kw-vis.	WJIM Inc. Bank of Lansing Bldg.	NBC, CBS, ABC H-R	Harold F. Gross, gm Howard K. Finch, sm-pd	Roger S. Underhill, cm		
MINNESOTA							
MINNEAPOLIS							
KSTP-TV 1947	Ch. 5 76-82mc 17.3kw-aur.; 24.7kw-vis.	KSTP Inc. 3415 University Ave. Prior 2717	NBC Petry	Stanley E. Hubbard, p, gm K. M. Hance, evp	Miller C. Robertson, vp chg. sl	Joseph C. Cook, sls pmm	
WTCN-TV 1949	Ch. 4 66-72mc 9.2kw-aur.; 17.9kw-vis.	Minnesota Bcstg. Corp. Radio City, Minn. St. Paul Dispatch Bldg., S. P.	ABC, CBS DuMont Free & Peters	F. Van Konynenburg, vp-gm	R. N. Ekstrum, slm Sherman K. Headley, TV oper. m		
MISSOURI							
KANSAS CITY							
WDAF-TV 1949	Ch. 4 66-72mc 11kw-aur.; 22kw-vis.	The Kansas City Star Co. 31st & Summit St. Jefferson 3966	NBC Harrington, Righter & Parsons	Roy A. Roberts, p Dean Fitzer, mg. d. radio-TV	E. Manne Russo, cm William Bates, pd	J. A. Flaherty, ce	AP RCA
ST. LOUIS							
KSD-TV 1947	Ch. 5 76-82mc 8kw-aur.; 16kw-vis.	The Pulitzer Pub. Co. 1111 Olive St. Main 1111	NBC, ABC, CBS DuMont Free & Peters	Joseph Pulitzer, p George M. Burbach, gm	Edward Hamlin, cm Harold O. Grams, pd Edwin Risk, ce		..... AP RCA
NEBRASKA							
OMAHA							
KMTV 1949	Ch. 3 60-66mc 8.0kw-aur.; 11.7kw-vis.	May Bcstg. Co. 2615 Farnam St. Harney 9233	ABC, CBS DuMont Avery-Knodel	Glenn Harris, gm Howard O. Peterson, cm Wayne Beavers, pd	R. J. Schroeder, ce Joe H. Baker, mchdsing. mgr.	J. E. Reich, prod. mgr.	..... Acme, UP RCA
WOW-TV 1949	Ch. 6 82-88mc 8.5kw-aur.; 16.2kw-vis.	Radio Station WOW Inc. 3509 Farnam St. Webster 3400	NBC, DuMont Blair TV	Francis P. Matthews, p Frank P. Fogarty, gm Joseph Herold, mgr. of TV	Lyle DeMoss, asst. gm Robert M. Dooley, natl. sm	Ray Olson, pd Soren Munkhof, prod. mgr. William J. Kotera, ce	National AP, UP, INS RCA
NEW JERSEY							
NEWARK							
WATV 1948	Ch. 13 210-216mc 25kw-aur.; 50kw-vis.	Bremer Bcstg. Corp. 1020 Broad St. Mitchell 2-6400	Weed	Irving Robert Rosenhaus, p & gm Edmund S. Lennon, vp chg. nat'l. sales	George Green, pd Henry L. Dabrowski, chief trans. oper.	Thomas T. Magee, chief of studio oper. Frank V. Bremer, vp chg. engrg.	.... RCA
NEW MEXICO							
ALBUQUERQUE							
KOB-TV 1948	Ch. 4 66-72mc 2.5kw-aur.; 5kw-vis.	Albuquerque Bcstg. Co. Fifth & Silver 4411	ABC, CBS NBC, DuMont	T. M. Pepperday, p & gm	George S. Johnson, mgr. of TV	Dorothy B. Smith, pd	..... AP RCA

CHANNEL 5

KTLA

THE BEST ADVERTISING BUY IN LOS ANGELES

HOOPER *TELEVISION* AUDIENCE INDEX

SEPTEMBER–OCTOBER 1950 SHARE OF *TELEVISION* AUDIENCE

TIME	TV SETS-IN-USE	TV Station "A"	TV Station "B"	TV Station "C"	TV Station "D"	KTLA	TV Station "E"	TV Station "F"	OTHER TV
SUNDAY AFTERNOON 12:00 NOON-6:00 P.M.	26.8	7.6	17.0	20.5	15.6	36.3	-	2.9	
SATURDAY DAYTIME 8:00 A.M.-6:00 P.M.	15.8	2.9	6.8	8.4	1.3	56.0	-	23.9	0.6
EVENING SUN. THRU SAT. 6:00 P.M.-10:00 P.M.	46.7	17.3	5.4	9.7	13.7	35.9	8.3	9.5	0.2

850,000 TV Receivers in Los Angeles area, December 1 1950

KTLA Paramount Television Productions Inc.

KTLA Studios • 5451 Marathon St., Los Angeles 38 • HOllywood 9-6363
Eastern Sales Office • 1501 Broadway, New York 18 • BRyant 9-8700

KEY STATION OF THE PARAMOUNT TELEVISION NETWORK

Paul H. Raymer Company, Inc., National Representatives

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NEW YORK							
BINGHAMTON							
WNBF-TV 1949	Ch. 12 204-210mc 11.7kw-aur.; 12kw-vis.	Clark Associates Inc. P. O. Box 48 2-3461	ABC, CBS DuMont NBC Bolling	Edward W. May, p John C. Clark Sr., p Cecil D. Mastin, gm	Stanley N. Heslop, slm Edward M. Scala, pd	L. L. Rogers, treas. & sm Louveer H. Stantz, ce	..... UP RCA
BUFFALO							
WBEN-TV 1948	Ch. 4 66-72mc 10.2kw-aur.; 16.2kw-vis.	WBEN Inc. Hotel Statler Mohawk 0930	ABC, CBS DuMont, NBC Harrington, Righter & Parsons	C. Robert Thompson, gm Nicholas J. Malter, slm	George R. Torge, pd Edward J. Wegman, asst. pd		
NEW YORK							
WABD 1944	Ch. 5 76-82mc 9.45kw-aur.; 14.25kw-vis.	Allen B. DuMont Labs Inc. 515 Madison Ave. Murray Hill 8-2600	DuMont	Mortimer W. Loewi, d Chris J. Witting, gm Tom Gallery, slm James L. Caddigan, pd Rodney D. Chipp, ed	Les G. Arries, sp events d Robert Jamieson, m of sta. rel.	George Faust, m of net. tr. Gerald Lyons, pub. rel. d	..... INS DuMont
WCBS-TV 1941	Ch. 2 54-60mc 10kw-aur.; 13.7kw-vis.	Columbia Bcstg. System 485 Madison Ave. Plaza 5-2000	CBS Radio Sales	Frank Stanton, p (CBS) G. Richard Swift, gm George Dunham, slm	Richard Doan, pd Paul F. Wittlig, ce Robt. G. Patt, pmm		..... AP, UP, INS RCA
WJZ-TV 1948	Ch. 7 174-180mc 15kw-aur.; 30kw-vis.	American Bcstg. Co. Inc. 7 W. 66th St. Trafalgar 3-7000	ABC ABC Spot	Robert E. Kintner, p (ABC) Murray B. Grabhorn, vp of o & o sta.	Clarence L. Doty, gm A. Stronach, pd Earl B. Salmon, cm	William Trevarthen, ce	..... AP, UP, INS RCA
WNBT 1939	Ch. 4 66-72mc 7kw-aur.; 7kw-vis.	NBC 30 Rockefeller Plaza Circle 7-8300	NBC NBC Spot	Joseph H. McConnell, p (NBC) Ted Cott, gm	John H. Reber, sld Ivan Reiner, prog. m		
WOR-TV 1949	Ch. 9 186-192mc 11kw-aur.; 9kw-vis.	General Teleradio Inc. 1440 Broadway Longacre 4-8000	Kettell-Carter	Theodore C. Streibert, p Eugene S. Thomas, m of TV opers.	Julius F. Seebach Jr., vp of prog. R. C. Maddux, vp of sls	J. R. Poppele, vp of e	..... UP GE
WPIX 1948	Ch. 11 198-204mc 9.25kw-aur.; 18.5kw-vis.	WPIX Inc. 220 E. 42nd St. Murray Hill 2-1234	Free & Peters	F. M. Flynn, p G. Bennett Larson, vp & gm Walter Duncan, cm	Warren Wade, pmm Thomas E. Howard, ce John McClay, d of opers.	Ardien Rodner, coml. pdm	..... AP, UP, Acme RCA
ROCHESTER							
WHAM-TV 1949	Ch. 6 72-88mc 8.3kw-aur.; 16.7kw-vis.	Stromberg-Carlson Co. Rochester Radio City Culver 7240	ABC, CBS DuMont NBC Hollingbery	William Fay, vp & gm John W. Kennedy Jr., cm	Charles W. Siverson, pd John L. Crosby Jr., prod. d	Truman Brizee, asst. slm Kenneth J. Gardner, ce	World UP RCA
SCHENECTADY							
WRGB 1939	Ch. 4 66-72mc 9.125kw-aur.; 18.25kw-vis.	General Electric Co. 1 River Rd. 7-2261	NBC NBC Spot	R. S. Peare, vp & m B. J. Rowan, asst. m R. B. Hanna Jr., sta. m R. Welpott Jr., asst. sta. m	A. G. Zink, prog. sup. W. J. Purcell, ce R. F. Reid, loc. sls sup.	G. W. Givens, sls prom. sup. E. J. Pudney, prod. sup.	..... AP, UP GE
SYRACUSE							
WHEN 1948	Ch. 8 180-186mc 7.5kw-aur.; 15kw-vis.	Meredith Syracuse TV Corp. 101 Court St. 3-1126	ABC, CBS DuMont Katz	E. T. Meredith Jr., p Paul Adanti, gm William H. Bell, cm	Eugene Crow, ce Ned Ryan, pmm		..... UP GE
WSYR-TV 1950	Ch. 5 76-82mc 12.5kw-aur.; 23.8kw-vis.	Central N. Y. Bcstg. Syracuse Kemper Bldg. 3-7111	NBC Headley-Reed	H. C. Wilder, p E. R. Vadeboncoeur, vp & gm	W. R. Alford Jr., cm Bill Rothrum, pd	A. G. Belle Isle, vp & ce	..... UP GE
UTICA							
WKTV 1949	Ch. 13 210-216mc 6.5kw-aur.; 13kw-vis.	Copper City Bcstg. Corp. Smith Hill Rd. 3-0404	ABC, CBS DuMont NBC Cooke	Myron J. Kallet, p Michael C. Fusco, gm Deforest T. Layton Jr., ce	J. T. MacDavitt, cm Jack Fredericks, pd	Edwin Whittaker, pdm	..... UP GE
NORTH CAROLINA							
CHARLOTTE							
WBTV 1949	Ch. 3 60-66mc 8.2kw-aur.; 16.3kw-vis.	Jefferson Standard Bcstg. Co. Wilder Bldg. 3-8833	ABC, CBS DuMont NBC Forjoe	J. M. Bryan, p Charles H. Crutchfield, vp & gm Keith S. Byerly, cm	Larry Walker, asst. gm & TVpd J. Robert Covington, pmm	M. J. Minor, ce C. K. Spicer, bus. m	Assoc. UP, INS RCA
GREENSBORO							
WFMY-TV 1949	Ch. 2 54-60mc 0.84kw-aur.; 1.67kw-vis.	Greensboro News Co. 212 N. Davie St. 3-8611	ABC, CBS DuMont, NBC Harrington, Righter & Parsons	E. J. Jeffress, p & co Gaines Kelley, gm Robert M. Lambe, cm	Gomer R. Lesch, pd William E. Neill, ce		Sterling Flamingo UP DuMont
OHIO							
CINCINNATI							
WCPO-TV 1949	Ch. 7 174-180mc 12kw-aur.; 21kw-vis.	Scripps-Howard Radio Inc. 2345 Symmes St. Capitol 0777	ABC, DuMont Branham	Jack R. Howard, p M. C. Watters, vp & gm	John Patrick Smith, TV slm Edward Weston, pd	Grant Makinson, ce	..... UP GE
WKRC-TV 1949	Ch. 11 198-204mc 12.3kw-aur.; 24.5kw-vis.	Radio Cincinnati Inc. Times-Star Bldg. Garfield 1331	CBS Katz	Hulbert Taft Jr., exec. vp U. A. Latham, gm & cm	Syd Cornell, coml. pdm Roderick Mitchell, pd George A. Wilson, ce	Joel Storvall, slm Don Chapin, local slm	Official Films Gen. TV AP GE
WLWT 1948	Ch. 4 66.72mc 19.5kw-aur.; 23.5kw-vis.	Crosley Bcstg. Corp. 140 W. Ninth St. Cherry 1822	NBC	James D. Shouse, chmn. of bd. R. E. Dunville, p John T. Murphy, d of TV opers.	William J. McCluskey, slm Lin Mason, pd Calvin Bopp, ce David E. Partridge, g slm	Bernie C. Barth, Asst. to Mr. Murphy R. J. Rockwell, vp of e	..... UP, INS RCA

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City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative				Transc. Library News Service Transmitter
OHIO (Cont'd)							
CLEVELAND							
WEWS 1947	Ch. 5 76-82mc 8.15kw-aur.; 16.3kw-vis.	Scripps-Howard Radio Inc. 1816 E. 13th St. Tower 1-5454	ABC CBS Branham	Jack R. Howard, p James C. Hanrahan gm	J. Harrison Hartley, sta. d Donald E. Pierce, pd	Joseph B. Epperson, ce F. E. Weidman, adv. m	..... UP DuMont
WNBK 1948	Ch. 4 66-72mc 9kw-aur.; 15kw-vis.	National Bcstg. Co. 815 Superior Ave. Cherry 1-0942	NBC NBC Spot	Joseph H. McConnell, p (NBC) John McCormick, gm Harold Gallagher, cm	Philip L. Worcester, pm & prod. m S. E. Leonard, ce Albert M. Henderson, pmd & publ. d	Edward Wallace, n & spl. e. d Albert L. Odeal, film d Andrew L. Hammerschmidt, opers. sup.	Thesaurus AP, UP Acme RCA,
WXEL 1949	Ch. 9 186-192mc 13kw-aur.; 21kw-vis.	Empire Coil Co. Inc. 4501 Pleasant Valley Rd. at State Rd. Victory 3-8400	ABC, CBS DuMont Katz	Herbert Mayer, p & co Franklin Snyder, gm Richard C. Wright, cm	Thomas B. Friedman, ce John Safer, prod. coor.	Barbara Synder, publ. d	UP ..... GE
COLUMBUS							
WBNS-TV 1949	Ch. 10 192-198mc 12.15kw-aur.; 24.3kw-vis.	WBNS-TV Inc. 33 N. High St. Fletcher 3538	CBS Blair TV	Richard A. Borel, d of TV Robert D. Thomas, slm	Jerome R. Reeves, p & pmd Edward H. Bronson, sta. d	Lester H. Nafzger, td	..... AP, Telenews RCA
WLWC 1949	Ch. 3 60-66mc 12.8kw-aur.; 15.2kw-vis.	Crosley Bcstg. Corp. 3165 Olentangy River Rd. Jefferson 5441	NBC	J. D. Shouse, chmn. of bd. Tom Gleba, pd	James Leonard, gm George Henderson, sld		
WTVN 1949	Ch. 6 82-88mc 3.5kw-aur.; 6.5kw-vis.	Picture Waves Inc. Fletcher 1520	ABC DuMont Headley-Reed	Edward Lamb, p & co John Rossiter, gm Roger LaReau, cm	Colin Male, pd Joe Gill, ce		L-W AP RCA
DAYTON							
WHIO-TV 1949	Ch. 13 210-216mc 12.6kw-aur.; 24.6kw-vis.	Miami Valley Bcstg. Corp. 45 South Ludlow St. Adams 2261	ABC, CBS DuMont Hollingbery	James M. Cox Jr., p Robert H. Moody, gm	Harvey R. Young Jr., cm		
WLWD 1949	Ch. 5 76-82mc 8kw-aur.; 16kw-vis.	Crosley Bcstg. Corp. 4595 S. Dixie Highway Walnut 2101	NBC	James D. Shouse, chmn. of bd. H. P. Lasker, gm	W. J. Williamson, cm A. Donovan Faust, pd Howard Lepple, ce	Dorothy Sanders, pm & pub. m	UP Crosley
TOLEDO							
WSPD-TV 1948	Ch. 13 210-216mc 12.33kw-aur.; 25kw-vis.	The Fort Industry Co. 136 Huron St. Adams 3175	ABC, CBS DuMont NBC Katz	George B. Storer, p & co E. Y. Flanigan, gm Glenn Jackson, pd	William Stringfellow, ce Elaine Phillips, film d Chris Montross, rem. d		L-W, Thes. INS RCA
OKLAHOMA							
OKLAHOMA CITY							
WKY-TV 1949	Ch. 4 66-72mc 12kw-aur.; 6.1kw-vis.	WKY Radiophone Co. Skirvin Tower 3-4306	ABC, CBS DuMont, NBC Katz	E. K. Gaylord, p & co P. A. Sugg, sta. m Hoyt Andres, adm. asst.	R. E. Chapman, cm Robert Olson, pd Gene Dodson, pmm H. J. Lovell, ce		UP RCA
TULSA							
KOTV 1949	Ch. 6 82-88mc 8.5kw-aur.; 16.5kw-vis.	George E. Cameron Jr. 302 So. Frankfort 2-9233	ABC, CBS NBC, DuMont	George E. Cameron Jr., p & co Maria Helen Alvarez, gm	John Hill, cm James M. Orchard, pd George Jacobs, ce	Robert Freeland, d of pub. rel.	UP, INS RCA
PENNSYLVANIA							
ERIE							
WICU 1949	Ch. 12 204-210mc 1.5kw-aur.; 2kw-vis.	Dispatch Inc. 3514 State St. 4-0174	ABC, CBS DuMont, NBC Headley-Reed	Edward Lamb, p Paul Albracht, treas. Herbert S. Stewart, gm & cm	Don Lick, pd Michael Csop, ce	Richard Johnson, tm Al Swinhart, pdm	AP DuMont
JOHNSTOWN							
WJAC-TV 1949	Ch. 13 210-216mc 3.7kw-aur.; 6.5kw-vis.	WJAC Inc. 329 Main St. 9-1965	ABC, CBS DuMont NBC Headley-Reed	W. W. Krebs, p A. D. Schrott, m	Frank Cummins, pd N. L. Straub, ce		AP, Telenews RCA
LANCASTER							
WGAL-TV 1949	Ch. 4 66-72mc 1kw-erp	WGAL Inc. 8 West Wing St. 5251	ABC, CBS, NBC, DuMont Meeker	Clair R. McCollough, p Harold E. Miller, sm	J. Robert Gulick, natl. slm		
PHILADELPHIA							
WCAU-TV 1948	Ch. 10 192-198mc 14kw-aur.; 25kw-vis.	WCAU Inc. 1622 Chestnut St. Locust 7-7700	CBS CBS Radio Sales	Donald W. Thornburgh, p & gm Joseph L. Tinney, vp & asst. gm.	Charles Vanda, vp & TV d John S. deRussy, cm Robert N. Pryor, publ. d	Thomas Freebairn-Smith, opers. d John G. Leitch, vp & d of e	Official Films, Assoc. Artists Film Equities AP, UP, RCA
WFIL-TV 1947	Ch. 6 82-88mc 13.5kw-aur.; 27kw-vis.	Triangle Pub. Inc. Widener Bldg. Evergreen 2-4700	ABC, DuMont Katz	Roger W. Clipp, gm Kenneth W. Stowman, TV slm Henry Rhea, asst. ce chg. of TV	Donald S. Kellett, adm. asst. to gm Louis E. Littlejohn, ce John Steck, m of proj. & prod.	Felix Meyer, m of opers. Walter Tillman, d of films	..... AP RCA
WPTZ 1941	Ch. 3 60-66mc 8kw-aur.; 16kw-vis.	Philco Television Bcstg. Corp. 1800 Architects Bldg. Locust 4-2244	NBC NBC Spot	Ernest B. Loveman, vp & gm Rolland V. Tooke, asst. gm	John J. Kelly, pmm & publ. m Alexander W. Dannenbaum Jr., cm	Raymond J. Bowley, ce E. Preston Stover, m of prog. opers.	..... UP RCA

(Continued on page 82)


Back in
the

saddle again!

Already the greatest Western star of 'em all in four major media of entertainment,* Gene Autry's up and over in still another! After just three months on television, he's solidly in the saddle rating-wise, with a larrupin' 18.8 national rating for his new TV film series†...*with an audience of more than 5,000,000 tall and small fry viewing the show each week!*

And he's sittin' pretty with critics and sponsors, too. (For just a *few* of the cheers, see right.)

Hit the television trail with Gene and his action-packed series of half-hour Western films (the *first* film series made expressly for TV by a cowboy star) and you'll be in for one of the biggest sales roundups in all advertising.

To corral your share of customers—as smart advertisers are already doing in *28 markets*—just ask Radio Sales for details and availabilities in your area.

★Radio, movies, records and personal appearance tours

†ARB TV National Rating Report, Oct. 1950

Radio Sales

Radio and Television Stations Representative...CBS

RADIO SALES TV PRODUCTIONS: GENE AUTRY SHOW, STRANGE ADVENTURE, HOLLYWOOD ON THE LINE, BRITISH FEATURES, VIENNA PHILHARMONIC ORCHESTRA, WORLD'S IMMORTAL OPERAS

"Have had many letters and calls from our dealers, distributors, and salesmen on fine quality of this program...many noting an increase in sales. Highly pleased with reports to date"
E. J. BRACH & SONS, *Autry sponsors in 15 markets*

"Snappy horse opera" **N. Y. TIMES**

"Looks like we've got ourselves a new hero on the television western front, and a mighty good one at that!" **RADIO DAILY**

"If you don't believe Westerns filmed specifically for television are infinitely superior on video than those made originally for theater exhibition, catch the Gene Autry series on CBS... very, very good" **THE FILM DAILY**

"New angle...Autry and his associates have made some long-needed technical changes"
TIME MAGAZINE

"Should make Autry one of TV's big guns" **BILLBOARD**

"Typical Autry entertainment, a compound of action and good humor...far better than pictures originally created for showing in theatres"
N. Y. DAILY NEWS

"One of the hottest film packages in TV" **TELEVISION MAGAZINE**

"Stripped of all unnecessary frou-frou and complication... straight and simple and clean"
THE MORNING TELEGRAPH

"Autry indicates that he can hold his own on video. He's transplanted his screen personality to this medium in a manner that will continue to hold a high degree of favor" **VARIETY**

"Wonderful news for TV Western fans!" **TV GUIDE**

"Don't be surprised if it lands high up on any list of television ratings. It's a show geared precisely for its mass audience"
TODAY'S ADVERTISING

DIRECTORY OF TV STATIONS OF THE UNITED STATES

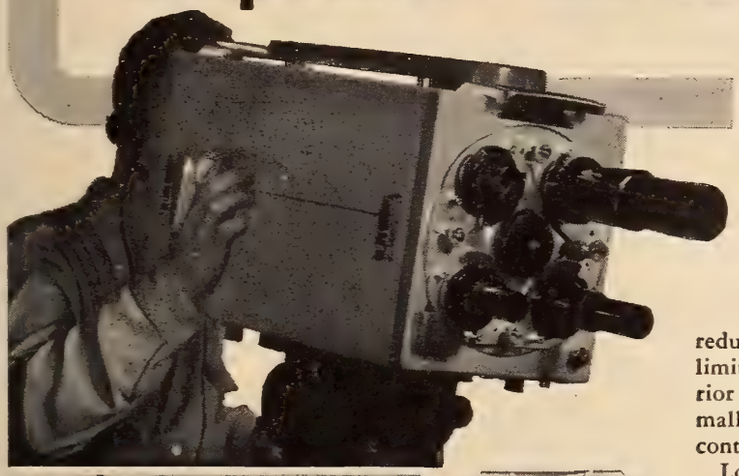
(Data corrected to December 1, 1950)

(Continued from page 79)

Executive Abbreviations
Owner **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative				Transc. Library News Service Transmitter
PENNSYLVANIA (Cont'd)							
PITTSBURGH							
WDTV 1949	Ch. 3 60-66mc 8.3kw-aur.; 16.6kw-vis.	Allen B. DuMont Labs. Inc. Ch. of Commerce Bldg. Express 1-1071	ABC, CBS DuMont NBC	Allen B. DuMont, p Donald A. Stewart, gm Larry Israel, sld	Leslie Arries Jr., prog. oper. m Harry Munson, film d	Raymond Rodgers, ce	..... UP, INP DuMont
RHODE ISLAND							
PROVIDENCE							
WJAR-TV 1949	Ch. 11 198-204mc 15kw-aur.; 30kw-vis.	The Outlet Co. 176 Weybosset St. Gaspee 1-1071	ABC, CBS DuMont, NBC	Mortimer L. Burbank, chmn. of bd. John J. Boyle, gm & cm	Thomas C. J. Prior, ce		..... UP RCA
TENNESSSEE							
MEMPHIS							
WMCT 1948	Ch. 4 66-72mc 7.12kw-aur.; 13.6kw-vis.	Memphis Pub. Co. 3d & Madison Sts. 8-7464	ABC, CBS DuMont, NBC Branham	H. W. Slavick, gm J. C. Eggleston, cm			
NASHVILLE							
WSM-TV 1950	Ch. 4 66-72mc 7.2kw-aur.; 14.4kw-vis.	WSM Inc. 14th & Compton Ave.	Petry	J. H. DeWitt Jr., p Irving Waugh, cm	Jack Stapp, pd W. R. McDaniel, d publ & prom		
TEXAS							
DALLAS							
KRLD-TV 1949	Ch. 4 66-72mc 8kw-aur.; 15.8kw-vis.	KRLD Radio Corp. Herald Sq. Randolph 6811	CBS Branham	J. W. Runyon, p C. W. Rembert, mgng. d W. A. Roberts, cm	Roy George, pd J. W. Crocker, asst. m R. M. Flynn, ce	A. J. Putnam, pmm	..... UP GE
WFAA 1949	Ch. 8 180-186mc 13.5kw-aur.; 27.1kw-vis.	Dallas Morning News 1122 Jackson St. Riverside 9631	ABC, DuMont NBC Petry	E. M. (Ted) Dealey, p & co Martin B. Campbell, gm	Ralph W. Nimmons, natl. cm Alex Keese, local cm Bert Mitchell, pd J. R. Collins, ce	Lawrence E. DuPont, nd & sp. events d E. Ashley Dawes, pdm Carlos Dodd, tsup.	UP DuMont
FORT WORTH							
WBAP-TV 1948	Ch. 5 76-82mc 8.2kw-aur.; 16.4kw-vis.	Carter Publications 3900 Barnett St. Lockwood 1981 (Fort Worth) Tremont 7-9757 (Dallas)	ABC, NBC Free & Peters	Amon Carter, p Harold Hough, mgng. d George Cranston, mgng. d	Roy Bacus, cm Bob Gould, pd Tommy Thompson, pm Jack Rogers, publ. & pmm	R. C. Stinson, d of e James A. Byron, n ed.	AP RCA
HOUSTON							
KPRC-TV 1949	Ch. 2 54-60mc 7.5kw-aur.; 15kw-vis.	The Houston Post Lamar Hotel Fairfax 7101	ABC, CBS DuMont NBC Petry	W. P. Hobby, p Jack Harris, gm	Terry Lee, cm Frank Partin, prod. d	Paul Huhndorf, ce	AP GE
SAN ANTONIO							
KEYL 1950	Ch. 5 76-82mc 9kw-aur.; 17.9kw-vis.	San Antonio TV Co. Transit Tower Bldg. Garfield 8151	ABC, CBS DuMont Blair TV	W. D. Rogers Jr., p Frank Junell, cm	W. B. Robb, pd William J. Jackson, ce	Mort Dank, publ. & pm d Tom Maloney, film d	..... UP, Acme DuMont
WOAI-TV 1949	Ch. 4 66-72mc 10.8kw-aur.; 21.6kw-vis.	Southland Industries Inc. 1031 Navarro St. Garfield 4221	ABC, CBS NBC Petry	Hugh A. L. Halff, p & gm Jack Keasler, cm J. R. Duncan, pd	Dallas Wyant, pmm Charles L. Jeffers, ce Dick Perry, prod. m	Hull Youngblood, film m Imogene Stanley, publ. d	Ziv, Wilton Sterling Flamingo AP, UP, INS Telenews RCA
UTAH							
SALT LAKE CITY							
KDYL-TV 1948	Ch. 4 66-72mc 2kw-aur.; 4kw-vis.	Intermountain Bcstg. & TV Corp. Tribune-Telegram Bldg. 5-2991	NBC Blair TV	S. S. Fox, p & gm Dan Rainger, pdm	John M. Baldwin, vp-tech.		
KSL-TV 1949	Ch. 5 76-82mc 9.2kw-aur.; 18.4kw-vis.	Radio Service Corp. of Utah 145 Motor Ave. 5-4641	ABC, CBS DuMont Radio Sales	J. Reuben Clark Jr., p C. Richard Evans, gm Frank McLatchy, slm	D. Lennox Murdock, d of TV opers. Wayne Richards, pd	Vincent E. Clayton, ce	INS GE
VIRGINIA							
NORFOLK							
WTAR-TV 1950	Ch. 4 66-72mc 12.12kw-aur.; 24.24kw-vis.	WTAR Radio Corp. 720 Boush St. 56711	ABC, CBS DuMont, NBC Petry	Campbell Arnoux, p & gm John W. New, cm	Winston Hope, pd John C. Peffer, ce		Std. AP RCA
RICHMOND							
WTVR 1948	Ch. 6 82-88mc 6.4kw-aur.; 12.16kw-vis.	Havens & Martin Inc. 3301 W. Broad St. 5-8611	NBC Blair TV	Wilbur M. Havens, p & gm Walter A. Bowry Jr., cm & pmm	J. C. Rianhard, pd James W. Kyle, ce		L-W TP RCA DuMont

GPL Introduces First TV Camera Chain Designed from Start to Finish for Compactness and Ease of Operation







Compact GPL camera and control unit have been "human engineered" for easy, efficient use. Camera provides uniform focus adjustment for all lenses; iris is motor-controlled from rear of camera or from control unit, with lens opening shown on dials at both locations. Control unit has 8½" monitor tube.



IMPROVED SYNC GENERATOR

The sync generator, with its power supply, is a single unit, packaged for field use. Because binary counting circuits are used, and pulse width is controlled by delay lines, it provides circuit reliability better than present studio equipment. With this circuitry, all operator adjustments are eliminated.

Built with the compact precision which distinguishes a quality watch from an alarm clock, GPL's new image orthicon camera chain is smaller, lighter, easier to use. It is the first camera chain that has been "human engineered" – designed from motion studies of cameramen and control personnel. It is the first with type and location of controls based on minimum movement and maximum ease and efficiency.

This simplification, together with size and weight reduction has been accomplished without any sacrifice or limitation whatever in performance or accessibility. Superior GPL circuit design provides a better picture than normally obtainable with image orthicon equipment. Complete control is provided for every studio or field requirement.

Logical components have been combined . . . fewer units make up a chain. A single chain consists of only 4 units; a triple chain, 12 including switching unit and master monitor. The camera, *with integral view finder,* is only 10¾" x 12½" x 22", weighs 75 lbs. instead of 100-105 lbs. The sync generator is a single portable unit including its own power supply. It may be easily removed from its case to go into a standard relay rack.

SIMPLIFIED CONTROL

All controls are at the finger-tips of cameramen and camera control operators. Focus adjustment of all lenses is uniform; a given rotation of focus control produces the same shift in plane of focus for all lenses. The iris is motor-controlled, either from the rear of the camera or from the camera control unit. Dials on both camera and control unit indicate the lens opening. Negative feedback is used to stabilize video frequency response, eliminating an adjustment. Target and beam are controlled by thumbwheels next to convenient knobs for pedestal and gain.

READILY ADAPTABLE

GPL Camera Chains completely meet all studio and field requirements or may be readily adapted to supplement existing installations. *Before you make any camera chain investment, get all the facts on this new addition to GPL's outstanding line of TV studio equipment.*

Write, Wire or Phone for Details

TV Camera Chains • TV Film Chains
TV Field and Studio Equipment
Theatre TV Equipment

General Precision Laboratory
INCORPORATED
PLEASANTVILLE NEW YORK

DIRECTORY OF TV STATIONS OF THE UNITED STATES

(Data corrected to December 1, 1950)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations *Owner* o; *Pres.* p; *Exec. vp* evp; *Gen. Mgr.* gm; *Sta. Mgr.* sm; *Coml. Mgr.* cm; *Sales Mgr.* slm; *Prog. Dir.* pd; *Chief Eng.* ce; *Prom. Mgr.* pmm; *Prod. Mgr.* pdm; *News, Farm, Sports* or *Women's Dir.* nd, fd, sd, wd.			Transc. Library News Service Transmitter
WASHINGTON							
SEATTLE							
KING-TV 1948	Ch. 5 76-82mc 10kw-aur.; 19kw-vis.	KING Bcstg. Co. Smith Tower Mutual 1090	ABC, CBS DuMont NBC Blair TV	Henry B. Owen, p Hugh Feltis, gm Bob Priebe, opers. m	Al Hunter, cm Lee Schulman, pd George Freeman, ce		UP RCA
WEST VIRGINIA							
HUNTINGTON							
WSAZ-TV 1949	Ch. 5 76-82mc 8.5kw-aur.; 12kw-vis.	WSAZ Inc. W. Va. Bldg. 39441	ABC, CBS DuMont, NBC Katz	J. H. Long, p Marshall Rosene, gm L. H. Rogers, TV sta. m	James H. Ferguson, pd Leroy Kilpatrick, ce	Naseeb S. Tweel, prod. m Elizabeth Conaty, td	Flamingo AP RCA
WISCONSIN							
MILWAUKEE							
WTMJ-TV 1947	Ch. 3 60-66mc 10.2kw-aur.; 16.1kw-vis.	The Journal Co. 720 E. Capital Dr. Marquette 8-6000	ABC, CBS NBC, DuMont Harrington, Righter & Parsons	Walter J. Damm, vp & gm L. W. Herzog, asst. gm R. G. Winnie, sm Bruce Wallace, pmm	Philip B. Laesar, radio-TV eng. m George Comte, asst. m George Nicoud, asst. m	Neale V. Bakke, local slm Frank Bignell, tm	..... AP RCA

SURGERY SHOWN

RCA Cooperates on Series

SURGERY instruction is being demonstrated to members of four leading Latin American medical groups, RCA has announced. RCA is cooperating with E. R. Squibb & Sons, which started the showings at the Inter-American Congress of Surgery in Lima, Peru, fortnight ago, and held another last week before the Surgical Society of Bogota, Columbia. Other showings are scheduled for the Society of Clinical Study at Havana, Cuba (Dec. 11-13) and the Dominican Medical Assn. at Ciudad Trujillo (Dec. 19-21).

Standard RCA television broadcasting equipment was shipped to South America for use in the presentations. Equipment includes two image orthicon cameras, control apparatus and two microwave relay antennas. Two RCA "life size" TV projection units, capable of showing images up to six by eight feet in size, and 15 RCA Victor 16-inch receivers are being used to show the demonstrations. Richard H. Hooper, RCA Victor promotions manager, heads the production crew of six technical experts.

New Videodex Clients

CECIL & PRESBREY, Dancer-Fitzgerald-Sample, Duane Jones and Erwin, Wasey Co. have become subscribers to the full videodex service, comprising a national summary project report of all network programming, both commercial and sustaining, in 63 markets, and individual reports for 17 markets accounting for over 92% of all sets in the area served by cable-connected stations. More cities will be individually reported on beginning next month, according to Allan V. Jay, president, Jay & Graham Research Inc., publisher of Videodex television reports.



WHEN WDTV (TV) Pittsburgh opened its new studios Nov. 19, Mayor David L. Lawrence of Pittsburgh (r) threw the first switch officially opening the studios. Also present for the ceremonies (l to r): Larry Israel, WDTV sales director; Raymond W. Rodgers, chief engineer, and Donald A. Stewart, general manager of the DuMont station.

FILM ORDERS

Richert Heads ATS Committee

GENE RICHERT, account executive and TV manager of G. M. Basford Co., has been appointed chairman of the special committee formed by American Television Society to study the problem of securing standardized specification forms for use by agencies in ordering film commercials for television from film producers.

Committee comprising both agency and producer members was authorized by the ATS board [BROADCASTING • TELECASTING, Nov. 20] and appointed last week by David Hale Halpern, ATS president.

Other members in addition to Chairman Richert are:

Thomas J. Dunford, general production manager, Transfilm Inc.; John Freese, technical director of TV films for Young & Rubicam; G. David Gudebrod, director of film production, N. W. Ayer & Son; Leslie Roush, president, Leslie Roush Productions Inc.

SCHOOL TV

WICU Sets Plans

FORMAL approval of a plan whereby classroom instruction and other school programs are telecast over WICU (TV) Erie, Pa., has been approved by the local school board. The daily programs started fortnight ago, according to Dr. Frank Miller, assistant superintendent of schools and head of Erie's Television Advisory Committee.

Initial programs will demonstrate to the public teaching methods, types and contents of courses.

ATAS OFFICERS

Nominate Landsberg as Pres

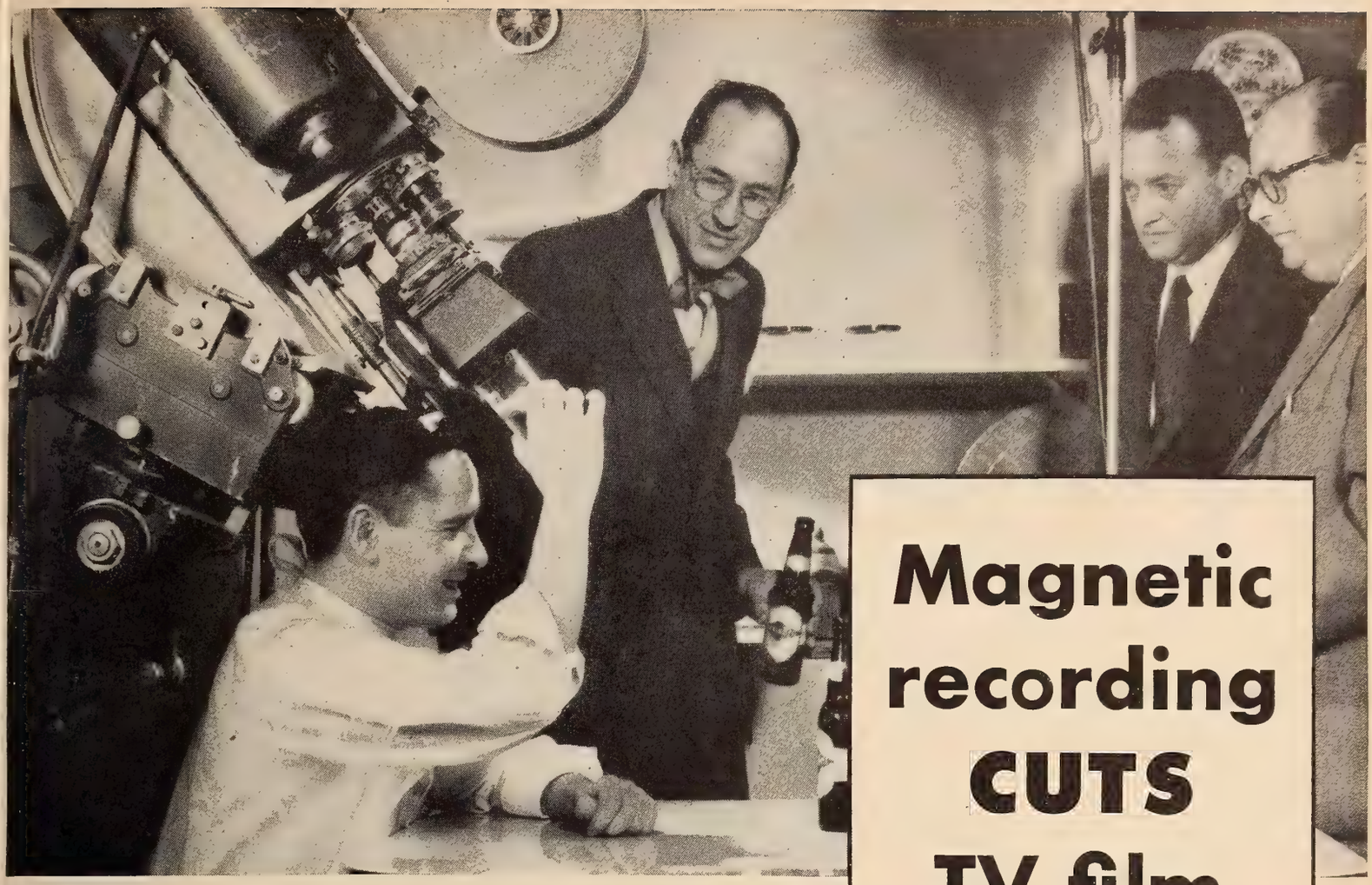
KLAUS LANDSBERG, vice president of Paramount Television Productions and general manager of KTLA(TV) Los Angeles, was one of a slate of five nominated as president of the Academy of Television Arts & Sciences, Los Angeles, at its recent meeting. Others included Robert V. Brown, program manager, KNBH(TV); James T. Vandiveer, manager of daytime programming, KECA-TV; Mike Stokey, producer of *Pantomime Quiz;* Freeman Lusk, moderator of *Teleforum* program.

Others nominated:

For office of first vice president: H L. Hoffman, president, Hoffman Radio & TV Corp., incumbent second vice president; Frank Wisbar, producer Bing Crosby Productions; Hal Roach Jr., vice president, Hal Roach Studios; Don Lauritzen, president, Rockett-Lauritzen (advertising agency). For second vice president: Robert V Brown; Harlan Thompson, production supervisor, CBS-TV. Secretary: Betty Mears, Jon Slott, Dick Lane, Doria Balli. Treasurer: Fred Henry, assistant general manager, KLAC-TV; Robert Guggenheim, KNBH film director; Mark Finley, public relations director, KTSL (TV).

Mexico City Workshop

ADVANCED training in television and radio broadcasting will be given in Mexico City by Columbia College, Chicago, at the request of Mexico's National Assn. of Broadcasters, Columbia President Norman Alexandroff said last week. Two Mexican trainees of the school Guillermo Camarena and Roberto Espinoza, will teach the courses under a workshop system. Forty enrollees were selected by Mexican broadcasters, and will be instructed in all phases of radio and television.

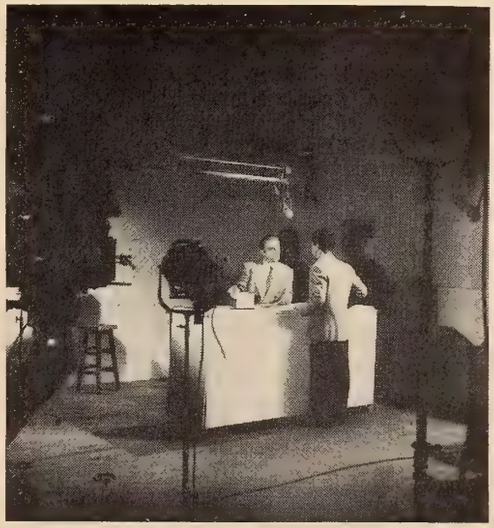


Magnetic recording CUTS TV film COSTS!

ERASEABLE, RE-USABLE magnetic recordings are ideal for recording extra "safety" copies of movie sound tracks. If the final master sound track is satisfactory, the magnetic safety copy can be erased and re-used again and again. This eliminates the waste involved in using an optical film sound track.



HIGH FIDELITY is maintained through repeated dubbings and re-recordings. The final sound track retains all the fresh, clear brilliance of the original recording. No expensive retakes because of scratchy, objectionable audio sections. And *immediate* playback means the director can check sound while the cast is still assembled!



LIP SYNCHRONIZATION is accurately controlled by recording on sprocketed "SCOTCH" Brand Sound Recording Film. This results in perfect synchronization from beginning to end because the sprocket holes in magnetic film can be perfectly synchronized with sprocket holes in motion picture film.



FULL DETAILS of how magnetic recording can help you produce better films at lower cost are yours for the asking. Just drop us a card and we will have a representative call and explain how magnetic recording fits in with your present plans and equipment. Address Dept. B-T120, Minnesota Mining & Mfg. Co., St. Paul 6, Minn.

Made in U. S. A. by MINNESOTA MINING & MFG. CO., St. Paul 6, Minn., also makers of "Scotch" Brand Pressure-Sensitive Tapes, "Underseal" Rubberized Coating, "Scotchlite" Reflective Sheeting, "Safety-Walk" Non-Slip Surfacing, "3M" Abrasives, "3M" Adhesives.

COLOR RESEARCH

Lubcke Reviews Don Lee Work

DON LEE research on color television has mainly restricted itself to the "non-controversial" aspects of the subject, Harry R. Lubcke, director, TV research and colorvision for the network, told students of Los Angeles City College last Wednesday. Mr. Lubcke spoke on "The General Aspects of Color Television."

"Because accomplishments of color television on existing channel band widths constitute a near miracle scientifically," Mr. Lubcke said, "disagreement on the method of such an accomplishment can be readily understood. In our colorvision research we have been exploring those avenues which will be traveled regardless of the exact method utilized for the color process."

Among the non-controversial projects worked on by the network research staff has been the single direct-view television cathode ray tube.

ALLUDES COLOR

Syracuse U.'s New Disc

BLACK - AND - WHITE television became color TV when Syracuse U.'s TV center put into play in mid-November its newly-developed disc attached to regular sets. According to Don Lyon, TV program director, the black-and-white "color" was not "a gag" but "an experiment in optical illusion, and approximately half of the Central New York viewers who saw our *Exposition* program also saw color."

The show featured artists' interpretations of classical and modern music, which, according to the TV center, proved ideal for the first public showing of its experiment. TV personnel at the center have been working on the color illusion disc since last summer. The color producer is a disc on which various black-and-white designs are rotated at controlled rates of speed. Changes in design and speed had come up with various colors during several spot visual tests. Prior to the public demonstration, experiments were on closed circuit in the studio.

Exposition's audience had not been briefed to expect color, it was explained, but letters were received at the campus center following the telecast, describing what colors were detected. Not all persons saw the same color, blue seen most frequently and also yellow and green were prominent. Idea of getting color from black-and-white was conceived last summer by Arthur F. Weld, production director at the center. He has been working on the project with Howard R. Sharrott, a student at the university's College of Applied Science and engineer on the campus FM station staff, to find right combinations and speeds. Experiments are being continued in attempts to eventually find commercial application for the disc discovery, it was reported.



WHEN one agency official appears on a show placed by another agency, that's news. But this occasion also marked the TV debut of Lou Maxon (r), advertising executive. Checking cues with Mr. Maxon for his appearance on WXYZ-TV Detroit's *A Day With Kay* is Fred A. Epps, president of Rex Advertising Co., which places the show for Chateau Wines Corp. Mr. Maxon's recipe for tomato cocktail drew 304 requests from listeners. Show was conducted by Bud Lanker, *Detroit Free Press* columnist, for Kay Savage, food editor.

TV-ELECTRONICS

Assets Up to $5,560,000

NET ASSETS of Television-Electronics Fund Inc., subsidiary of Television Shares Management Corp., Chicago, increased to $5,560,000 on Oct. 31 from $2,781,000 a year earlier, according to the annual shareholders report. Realized and unrealized appreciation totaled $947,579, contrasted with $111,000 a year ago.

President Chester D. Tripp told shareholders total output of the electronics industry in 1951 at factory values will be "considerably above" that of 1950, despite curtailment of commercial production. He estimated military production of electronic equipment in the next 12 months at about $1½ billion. The increase in total output "will help maintain profits at relatively favorable levels despite increased taxes," he said.

'VISION' FOR JAPAN

Sen. Mundt Indicates TV Study Planned

FIRST step in projecting "Vision of America" as a U. S. government TV counterpart of Voice of America may be a "mission to Japan to make a detailed study" of what type of video service can be provided there.

The revelation is contained in a nationally circulated Sunday news feature authored by Sen. Karl E. Mundt (R-S. D.), a strong advocate of such a plan. Referring to appearances on Capitol Hill by such leaders as Gen. Dwight Eisenhower, Gen. George Marshall, John Foster Dulles and Bernard Baruch, all who testified for expansion of the U. S. information program [BROADCASTING, July 10], Sen. Mundt wrote:

"State Dept. leaders have been most impressed with preliminary investigation of this TV idea, and David Sarnoff, head of RCA, has joined with other industrial leaders to advance the proposal." Gen. Sarnoff, who often has predicted TV globe girdling, also appeared before Congress in support of the project.

Pinpointing the battle of ideas to two fronts—behind the Iron Curtain and to countries lying within its shadow — Sen. Mundt said the Voice still is the only effective weapon in combatting Russian propaganda in Communist areas. But on the other side of the curtain, he said, "there is a wide-open field for television" as a "medium of truth and education . . ."

According to engineers who have worked with the idea, Sen. Mundt revealed, Germany or Japan would be the most logical place to begin. A complete TV set up to "effectively blanket Japan from tip to tip" would cost $4,600,000, the equivalent cost of two B-36 bombers, he said. Programs originating in each country, using both film and live actors, local talent speaking local dialects and programs geared to interests and needs of the people, are envisioned by the Senator.

Also disclosed in Sen. Mundt's thinking is the probable use of relay stations 60 to 70 miles apart thus eliminating coaxiable cable expense. He estimated 22 relay stations would be needed to cover the country with each station costing about $180,000 for a total cost of $3,960,000. Other figures: $300,000 for engineering and supervision; $350,000 for equipment of a central studio, and $300,000 per year for operation.

Sen. Mundt also pointed up the fact that each relay point would contain an FM radio transmitter, thus permitting broadcast of local news and educational programs in addition to entertainment and music for each local community. A similar relay set up in Turkey or Indonesia would require about the same cost as for Japan, he said.

Method of reducing cost and eliminating the TV receiver situation would be placement of large screens, 6-ft. square, in schools, churches, local government buildings or in open air, he said.

Derby Negotiations

DERBY FOODS, Chicago, was still dickering with NBC and ABC last week via Needham, Louis & Brorby, same city, for a network TV show aimed at a children's audience, for Peter Pan peanut butter. Plans were indefinite as to which of several packages would be accepted, or the frequency with which the show would be telecast. Peter Pan formerly sponsored a half-hour of *Super Circus* on ABC-TV, and spots in 20 some markets.

Weather Vane Antenna

WITCHES, increasingly popular since the entrance of "Beulah Witch" on *Kukla, Fran & Ollie* (NBC-TV), will now ride high above television homes. The broomstick, modernized in untraditional form, is a weather vane, supporting an in-line television antenna. The innovation comes from Zenith Radio Corp., whose president, Comdr. Eugene F. McDonald Jr., wearied of unsightly TV antennas above homes. The Hollywood vane, which retails at $39.95, was developed to be a point of interest, rather than a decor detractor, to houses. The device is a combination weather vane and antenna, with the latter operating on both high and low TV bands.

INDEX DISPUTE

Nielsen, Hooper Arbitrating

THREE-MAN arbitration board is being organized to settle the business dispute betwen the A. C. Nielsen Co. and C. E. Hooper Inc. regarding the entry of Hooper into 12 cities with a TV popularity index. The move, reportedly in violation of agreements reached between the two market research firms when Hooper services were sold to Nielsen last March, will be arbitrated by three industry representatives.

Board will be comprised of two persons, one each selected by Hooper and Nielsen outside their own organizations, and a third to be selected by the first two. Inasmuch as the problem is termed one of "business and the radio industry" rather than of "research," the men probably will be picked from the radio field, a Nielsen spokesman said.

Arrangements between the two companies are "proceeding quite amicably," the spokesman said, and will probably be settled "in the same way." The arbitration board is attempting to organize and meet before the first of the year, but discussion may be postponed because of holiday activity. The Nielsen executive pointed out that the "question is not a legal one."

Big Ten Meet

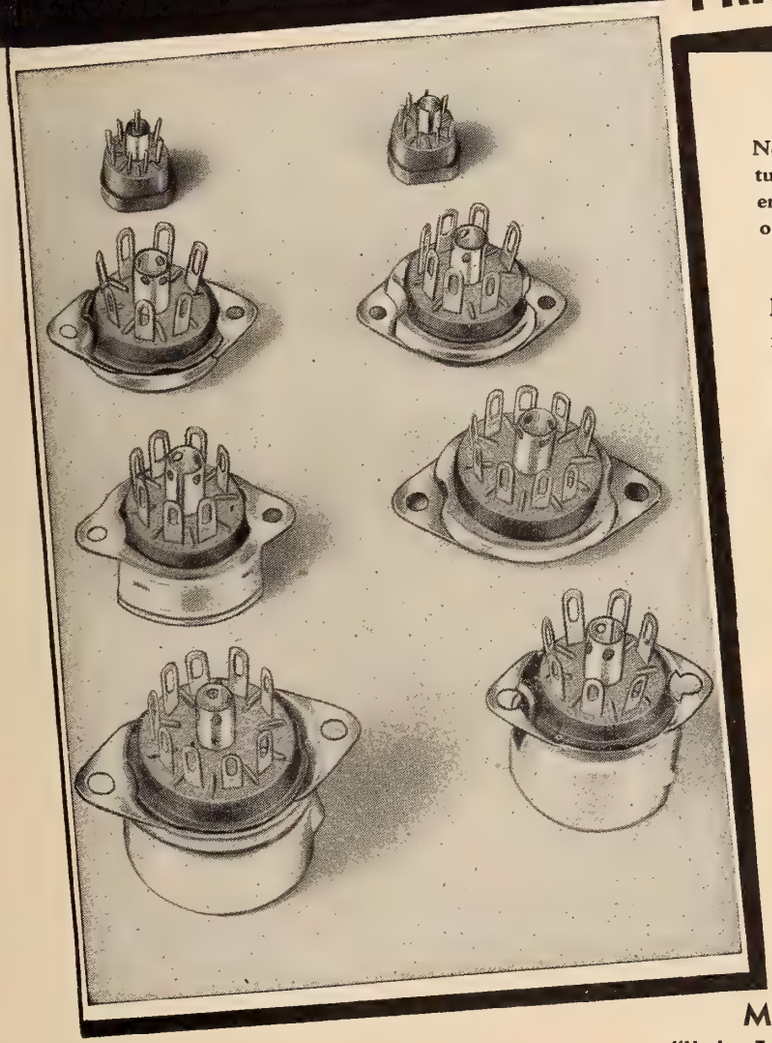
TELEVISION is slated as a major topic for discussion at the annual winter meeting of the Big Ten college conference in Chicago Dec. 6-10 at the LaSalle Hotel. An expected 80 persons from the schools, including athletic directors, ticket managers, publicity chiefs and coaches, will be on hand to hear the report of the conference television committee, a paper on the effects of TV on attendance, results of the Big Ten move to authorize its games for theatre television and post-game showings, and the entire problem of TV in movie houses.

MYCALEX

MINIATURE TUBE SOCKETS

7-PIN and 9-PIN . . . and SUBMINIATURES

PREMIUM INSULATION PRICED COMPETITIVELY



Now MYCALEX offers both 7-pin and 9-pin miniature tube sockets . . . with superior low loss insulating properties, at prices that offer ceramic quality for the cost of phenolics.

MYCALEX miniature tube sockets are injection mounded with precision that affords uniformity and extremely close tolerances. MYCALEX insulation has high dielectric strength, very low dielectric loss, high arc resistance and great dimensional stability.

Produced in two grades: MYCALEX 410 conforms to Grade L4 specifications, having a loss factor of only .015 at 1 MC. It is priced comparably with mica filled phenolics.

MYCALEX 410X is for applications where low cost of parts is vital. It has a loss factor only one-fourth that of "everyday" quality insulating materials, and a cost no greater.

Prices gladly quoted on your specific requirements. Samples and data sheets by return mail. Our engineers will cooperate in solving your problems of design and cost.

Mycalex Tube Socket Corporation
"Under Exclusive License of Mycalex Corporation of America"
30 Rockefeller Plaza, New York 20, N. Y.

SINCE 1919 MYCALEX THE INSULATOR TRADE MARK REG. U.S. PAT. OFF.

MYCALEX CORP. OF AMERICA

"Owners of 'MYCALEX' Patents"

Executive Offices: 30 Rockefeller Plaza, New York 20, N. Y. Plant and General Offices: [illegible]

Building 'Toast'

(Continued from page 66)

garet Truman, Pat O'Brien, Mimi Benzell, Rudy Vallee, Tony & Sally De Marco, Reginald Gardiner, Sarah Churchill, Leonard Warren, Anna Maria Alberghetti, Bert Lahr, Carol Bruce, Frankie Laine, Nanette Fabray, Billy Eckstine, James Barton are dynamite at the boxoffice.

Thirdly, we had a smoothly working team, with Marlo Lewis, Johnny Wray, Allen Ducovny and all the rest, accustomed to turning out shows without the troubles which beset any new series.

Fourthly, our dealers were told that the competition was going to be heavy, but that we were confident of our success. They went along. The factory helped out with extra promotion and talent budgets. Promotionwise, the agency and CBS worked out continuing projects which bulwarked the national promotion effort.

Another major help to our efforts has been the consistent support of the stations. Each one of them rallied round the flag with its best efforts. It's fair to say that the strength of our show rests, to a large extent, upon the efforts of local stations and their promotion men.

Rating Improves

All in all, there were no concessions on the part of *Toast of the Town*. We had our audience and we intended building it—not losing it to another show. While it is still early at this writing, it's interesting to note that our rating has gone up during the first month of our serious competition. As a matter of fact, our fourth rating, based upon a Trendex 10 city survey, was considerably higher than the opposition.

We do not underrate the stars who are now bucking *Toast of the Town*. But it was our feeling that a strong program content, consistent promotion, and much sweat would hold the CBS fort against any comers.

We'll stand on the record!

PHONEVISION

Test Delayed 'Several Days'

THREE-MONTH Chicago test of Phonevision, Zenith's dollar-in-the-slot system of TV, was delayed "several days" from the FCC approved Dec. 1 starting date "pending final selection of feature motion pictures to be used." This was reported by Ted Leitzel, in charge of public relations for Zenith, on Friday.

He said final selection of films, which will total 90 or one a day in all, is being made now by Zenith representatives in New York.

Beginning of the Phonevision test is made possible by "decision of several of the film producing companies to provide films for the experiment," Mr. Leitzel said.

MOVIE ADS

'Boxoffice' Surveys TV Use

USE of television by motion picture exhibitors is reported in the Nov. 25 issue of *Boxoffice* which says "the high cost of telecasting time and the tieup of preferred time by national accounts has to date limited video as an advertising channel for motion picture theatres."

A survey was conducted by *Boxoffice* following suggestions made at a recent convention of the Theatre Owners of America in Houston that exhibitors use television for advertising. In addition to the cost factor, it also is pointed out that "techniques of presentation had not been developed satisfactorily."

HUBBELL BOOK

Covers Programs, Production

TELEVISION PROGRAMMING & PRODUCTION. (Second Edition.) By Richard Hubbell. New York: Rinehart & Co. Inc. 240pp. $3.25 college, $4.50 trade

IN THIS revised and enlarged edition of his book, Mr. Hubbell's purpose is "(1) to analyze and define the nature of television; (2) to formulate basic theory for its development as an art form; (3) to demonstrate practical techniques for program production; (4) to show how television programs are created and produced."

Illustrated with more than 80 photographs, *Television Programming & Production* is a comprehensive survey of the whole field of television, examining it from both the artistic and scientific angles. The art of television is compared to the art of the motion picture, the theatre, and so-called "blind radio." The science of television is discussed in several chapters dealing with the television camera, camera mobility, camera techniques, picture composition, editing, video effects and lighting.

VEHICLE VIDEO

ICC Plans Bar

THE INTERSTATE Commerce Commerce Commission is of the opinion that a truck driver can't operate his vehicle and look at television at the same time. To point up its position, the ICC has proposed rule making that would prohibit the location of a video screen in the driver's compartment unless placed in back of the operator's seat.

The proposal was made last week in a lengthy revision recommended by the ICC on highway safety. Rules are scheduled to go into effect early next year if comments to be heard through Dec. 29, is favorable. All vehicles under the jurisdiction of the commission would be affected by the rule making.

Put the "655" thru the Studio-Test

Test it for lows!
Test it for highs!
Test it for fidelity!
Test it for voice!
Test it for music!
Test it for versatility!
Test it for ruggedness!
Test it for "non-pop"!
Test it for convenience!
Test it indoors, outdoors!

it's EV for TV

MICROPHONES • SPEAKERS
PHONO PICKUPS • TV BOOSTERS



SEE Why Audio Engineers Switch to this







SLIM-TRIM
TV DYNAMIC

The only Microphone with all these Features!

Slim-Trim Design • Dynamic Performance • Response 40-15,000 c.p.s. ± 2.5db • Individually Laboratory Calibrated • Power Rating -53 • Pop-Proof Head; built-in Blast Filter stops wind and breath blasts • Exclusive Acoustalloy Diaphragm withstands severest service • Omnidirectional; requires no closely associated auxiliary equipment • Changeable Low Impedance • Removable Swivel • ½" or ⅝"-27 thread mounting • Cannon XL-3 Connector • All parts precision ground • 20 ft. broadcast type cable. *Write today for further facts!* **Model 655.** *Price....* **$200**

Send for Catalog No. 110

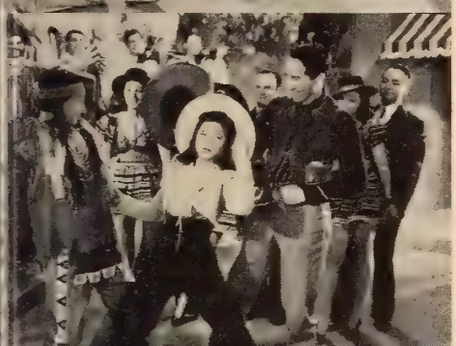


Electro-Voice

402 CARROLL STREET • BUCHANAN, MICHIGAN
Export: 13 East 40th St. New York 16, N.Y., U.S.A. Cables: Arlab

MUSIC HALL VARIETIES











THE NATION'S MOST ENTERTAINING TV FILM MUSICALS!

MUSIC HALL VARIETIES ARE TELECAST TODAY TO 52% OF THE NATION'S TV AUDIENCES.

MUSIC HALL VARIETIES . . .

- Make an ideal participation program.
- Can be programmed into telecasts of from 5 minutes to an hour.
- Feature name artists known and appreciated by millions.
- Give TV audiences elaborate production numbers—staged and directed by outstanding producers of filmdom.
- Offer variety that entertains the entire family.

STARS!

HERE FOR EXAMPLE ARE SOME OF THE THOUSANDS OF DOLLARS WORTH OF STARS YOU CAN GIVE YOUR AUDIENCE WITH MUSIC HALL VARIETIES:

SPIKE JONES
KITTY KALLEN
CONNIE HAINES
MEL TORME
VINCENT LOPEZ
TONY PASTOR
GALE STORM
MAURICE ROCCO
HENNY YOUNGMAN
GERTRUDE NIESEN
LOUIS ARMSTRONG
JERRY BERGEN
CLIFF EDWARDS
TED FIO RITO
ALAN LADD
CHARLIE SPIVAK
GENE KRUPPA
MILLS BROTHERS
KING SISTERS
LOUIS JORDAN
LUBA MALINA
LAWRENCE WELK
EATON BOYS
YVONNE DE CARLO
CAB CALLOWAY
MARILYN MAXWELL
NORO MORALES
MABEL SCOTT

OFFICIAL TELEVISION, INC.

25 WEST 45TH STREET, N. Y. 19, N. Y. — LU 2-1700

A COMPLETE TELEVISION FILM SERVICE . . .

SPORTS . . . PARADE OF EVENTS . . . TRAVEL . . .
FEATURES . . . CARTOONS . . . MUSIC

Telestatus

(Continued from page 62)

bought schedules on 40 or more stations.

Advertisers of Food & Food Products were the most active users of TV time during October in terms of number of accounts (see table). In all there were a total of 849 accounts active in this classification during the month. There were reportedly 716 firms which used TV to promote the sale of Household Furnishings, Equipment & Supplies. Automotive, Automotive Equipment & Accessories were backed by 431 different advertisers in October.

Food & Food Products lead the users of network time in the number of active accounts with 28. In the Household classification there were 18 active sponsors, while Automotive and Confectionery & Soft Drinks were tied for third place in the network category with 17 accounts each.

Locally, Household Furnishings, Equipment & Supplies were the most active users of the medium with 614 accounts. There were 516 firms which promoted Food & Food Products through TV on the local level.

* * *

American Research Gives November Report

MILTON BERLE'S *Texaco Star Theatre* was seen in an estimated 5.5 million homes during the first week in November, according to the latest report from the American Research Bureau released last week. The program attained a rating of 60.3. Top 10 programs by rating and rank were reported in the ARB TV-Nationals for the week Nov. 1-7 as follows:

RANKING BY POPULARITY RATING

1.	Star Theatre	60.3
2.	Fireside Theatre	43.6
3.	Philco TV Playhouse	41.8
4.	Godfrey's Talent Scouts	40.5
5.	Your Show of Shows	38.8
6.	Toast of the Town	37.5
7.	Comedy Hour (Cantor)	37.1
8.	The Lone Ranger	36.4
9.	Hopalong Cassidy	36.0
10.	Four Star Revue (Durante)	34.4

RANKING BY HOMES REACHED

		(Add 000)
1.	Star Theatre	5,500
2.	Philco TV Playhouse	3,625
3.	Your Show of Shows	3,340
4.	Comedy Hour (Cantor)	3,145
5.	Toast of the Town	3,100
6.	Fireside Theatre	2,960
7.	Stop the Music	2,825
8.	Godfrey's Talent Scouts	2,800
9.	Kraft TV Theatre	2,792
10.	Four Star Revue (Durante)	2,780

* * *

TV News Covered By Two Colleges

STATUS of television news has been reported in current publications of two different state universities. Professor Harry Heath Jr., of Iowa State College, reports in the fall issue of the *Journalism Quarterly* that "once television is firmly established and a money-making member of the mass communications family, it's reasonably certain that remote pickups, well-edited newsreels and a limited number of stills will make up virtually the entire video news fare." Motion picture news will largely supplant still pictures on television newscasts within the next five years, according to Professor Edward C. Lambert of the U. of Missouri School of Journalism. His views were based on statements of 61 television station executives and were published in a bulletin released by the university. Professor Heath's views were based on correspondence with TV news editors, visits to various stations and his own experience in news work at WOI-TV Ames, Iowa.

* * *

'Star Theatre' Heads New York Nielsen List

IN the New York area the most popular TV program during the four weeks ended Nov. 11 was *Texaco Star Theatre*, according to a report last week by A. C. Nielsen Co. The top 10 evening, once-a-week programs were reported as follows:

RANK	PROGRAM	NIELSEN TV-RATING+ HOMES %	HOMES (000)
1.	Texaco Star Theatre	60.3	1,007
2.	Philco Playhouse	38.7	646
3.	Toast of the Town	37.8	631
4.	Godfrey's Talent Scouts	37.7	630
5.	Colgate Comedy Hour	37.2	621
6.	Man Against Crime	37.0	618
7.	Your Show of Shows (Snowcrop)	34.5	576
8.	Fireside Theatre	34.4	574
9.	Your Show of Shows (Participating)	33.6	561
10.	Mama	30.7	513

Copyright 1950 by A. C. NIELSEN CO.

SET ADS PROBE *FTC Studies Specimens, RTMA Plans Rules*

SPECIMENS of broadcast and published advertisements circulated by American Television Dealers and Manufacturers as part of the so-called "child appeal" campaign began pouring into Federal Trade Commission's Radio and Periodical Advertising Division last week in compliance with the commission's request [BROADCASTING • TELECASTING, Nov. 27].

The advertisements, which prompted FTC to initiate a probe into the "truth or falsity of statements and representations" after numerous complaints, came in from manufacturers and Ruthrauff & Ryan Inc., New York, the agency which has handled the campaign.

FTC authorities felt there would be no early decision on its probe until the division has had sufficient time to study the advertising matter, which covers a three-month period. Once it has completed its inquiry, two courses will be open to the commission, authorities pointed out.

If FTC officially sustains the protests, it will either (1) evolve a stipulation agreement for compliances by American Television Dealers and Manufacturers and the agency or (2) issue a formal complaint charging "false or misleading" advertising and invite comments from the group and agency. In the latter eventuality, hearings may be held if requested by the respondents.

The first campaign theme included a statement to the effect that TV is a virtual necessity to children's morale and social standings. The second advertisement, however, featured a "positive" theme, playing upon television's educational benefits.

The $2 million advertising campaign comprises both published ads and radio spots, and drew support of more than a score of top TV set makers.

Dismissal Possible

In view of the fact that the dealers-manufacturers group modified its original advertisement after widespread criticism, authorities thought it likely that, even if FTC did find the advertising objectionable, the case would be dismissed with a routine "stipulation agreement." It also was pointed out that the original advertisement was a one-time venture, not a "running" series involving the same controversial theme, and that the questionable matter had been eliminated.

Meanwhile, a special Trade Practice Conference Committee to handle a proposed drafting of rules which would expand radio standards to the television industry has been named by Robert C. Sprague president of Radio-Television Mfrs. Assn. [CLOSED CIRCUIT, Nov. 27]

Appointment of the committee was authorized by the RTMA board at its mid-November meeting on recommendation of the Set Division Executive Committee. FTC will be asked to authorize application of rules governing claims for radio receivers to the television industry. Radio rules were promulgated June 22, 1939.

Committee members are Benjamin Abrams, Emerson Radio & Phonograph Corp., chairman; H. C. Bonfig, Zenith Radio Corp.; J. B. Elliott, RCA Victor; Paul V. Galvin, Motorola Inc.; Larry F. Hardy, Philco Corp.; Robert C. Tait, Stromberg-Carlson Co.

DuMONT ACCOUNTS

List New Sponsor, Renewals

ONE NEW national advertiser and four network account renewals were announced by DuMont TV Network last week. Eversharp Inc. (Schick Razors) is sponsoring the 10:15-10:30 p.m. segment of *Saturday Night at Madison Square Garden* from Nov. 18 through March 31. Agency is Biow Co., New York.

Renewals: Food Store Programs Corp., sponsoring *Star Time*, Tuesday, 10-11 p.m. for 13 weeks effective Dec. 5, through Franklin Bruck; Bond Clothing Stores, sponsoring *Hands of Mystery*, Friday, 9-9:30 p.m., effective Dec. 8, through Grey Adv.; Consolidated Cigar Corp., sponsoring *The Plainclothesman*, Wednesday, 9:30-10 p.m., for 26 weeks, through Erwin Wasey & Co.; Tidewater Assoc. Oil Co., sponsoring *Broadway to Hollywood*, Wednesday, 10-10:30 p.m., from Dec. 6- to Dec 27, through Lennen & Mitchell.



- 17 TUBES INCLUDING 5" CRT.
- 10 MILLIVOLT SENSITIVITY
- 12 MEGACYCLE BANDWIDTH
- DEFLECTION PLATES AVAILABLE ON TERMINAL BOARD
- CONTINUOUSLY VARIABLE CALIBRATOR
- SWEEP MAGNIFICATION 5 TIMES SCREEN SIZE
- GOOD TRANSIENT RESPONSE
- TRIED AND PROVEN CIRCUITS
- CRT CALIBRATION GRID

$349.50 LIST COMPLETE WITH LOW CAPACITY PROBE

WRITE FOR DATA SHEET B

Now! A top quality engineer's oscilloscope combining ALL the features of a laboratory instrument in one convenient size, light-weight, low cost unit.

TEC TELEVISION EQUIPMENT CORP.
238 WILLIAM ST., NEW YORK 7, N. Y.
IN CANADA THE AHEARN & SOPER CO. LTD. OTTAWA

JWT Tops Billings

(Continued from page 53)

ith none of the wild disproportons that characterized some of e earlier years in television. owever, the new TVA agreements nd impending music negotiations nd to invalidate this year's trend s any secure guide to the future.

Of its $10 million, J. Walter hompson spent approximately $5 illion on production costs for the llowing shows: Ballantine's Inrnational Boxing Club, *Believe or Not*, part of *Kukla, Fran & llie, Kay Kyser's College of Mucal Knowledge, Actor's Studio, ront Page, Super Circus, Auctionire, Kraft Television Theatre, aturday Night Review* and *Lux ideo Theatre.*

Y & R expended $4.5 million out its $8 million total for production on: *Aldrich Family, Bert arks Show, Fred Waring Show, he Goldbergs, Holiday Hotel, opalong Casisdy, Talent Scouts, e, the People, Paul Whiteman oodyear Revue, Silver Theatre, ulitzer Prize Playhouse.*

Maxon Inc. paid out approxiately $4.5 million for production t of its overall figure of its $7 illion. The agency network shows clude: *Hank McCune Show, Show Shows*, Gillette's sporting events cluding boxing, World Series and e baseball games, *Homemakers xchange* and *DuMont Star Time.*

Kudner Allocations

Kudner Agency allotted $3.5 million of its $6.5 million for production costs on the following shows: *artin Kane, Texaco Star Theatre, op the Music* and *Lights Out.*

Lennen & Mitchell spent approxiately $2 million for production of s overall $5 million for the folwing shows: *Stop the Music, Cavcade of Bands, Old Golds Amaur Hour,* and *Colgate Theatre.*

Foote, Cone & Belding outlayed proximately $3.5 million of its million for production costs for e following shows: *The Clock, ook Your Best, The Bob Hope how, Comedy Hour* (in part), *opalong Cassidy, Arthur Godfrey His Friends* (part), *Stars Over ollywood, Toni Twin Time.*

BBDO production costs during 50 were estimated at about $2.3 illion of its $4 million billing for e following shows: *The Robert ontgomery Show, The Hit Parade, is Is Show Business, Sam Levinn Show, Groucho Marx, You Bet our Life, Betty Crocker Show, lebrity Time, Circle Theatre, ck Benny Program, Roller Derby* art), *Homemakers Exchange, turday Night Revue* (part), *hn Daly News, Show of Shows* part).

William Esty designated an estiated $1.8 million for production sts of its $4 million for the llowing shows: *Camel News Carvan, Man Against Crime, Ed ynn Show, Super Circus* (in rt), *The Colgate Theatre, ughn Monroe Show.*

McCann-Erickson expended an timated $2 million of its $4 million in production for the following: *Garroway at Large, The Show Goes On, Studio One, T-Men in Action, Homemakers Exchange, The Wayne King Show,* football games for Standard Oil Co. of New Jersey.

Production Cost

Cunningham & Walsh spent approximately $1.7 million on production of its $3.5 million for the following: *Chesterfield Supper Club, Arthur Godfrey & His Friends.*

Biow Co. allotted $1.7 million of its $3.5 million for production on the following shows: *Faye Emerson Show, Horace Heidt, Truth or Consequences, Candid Camera, Herb Shriner, Sports Interview, Saturday Night Review.*

Ruthrauff & Ryan devoted $1.9 million for production costs of its $3 million for the following shows: Roller Derby, World Series, *Showtime U S A, Zoo Parade, Big Town, College Bowl, Four Star Revue, Gene Autry, Party Time.*

Benton & Bowles spent approximately $1.5 in production of its $3 million for the following shows: *Life Begins at 80, I Remember Mama, Penthouse Party, Robert Q. Lewis Show, Faye Emerson Show, This Is Show Business, Show of Shows.*

Kenyon & Eckhardt, laid out an estimated $1.2 million for production out of its $2.3 million billings for the following shows: *Ford Theatre, Ed Sullivan's Toast of the Town, Peter and Mary Show,* and *Magnavox Theatre.*

Weintraub Budget

William Weintraub spent an estimated $1 million of its $2 million budget in production for the following shows: *Broadway Open House, Ellery Queen,* and *I Cover Times Square.*

Sherman & Marquette similarly spent approximately $1 million of its $2 million budget for its *Gabby Hayes Show, Colgate Comedy Hour* and *Howdy Doody.*

CANADA CLINIC

U.S. Officials on Agenda

AMERICAN TV and radio personalities will take part in the first Canadian television clinic, to be held at the Royal York Hotel, Toronto, Dec. 7-9.

Among those slated to speak or lead discussions are:

Maurice B. Mitchell, Associated Program Services; Charles Holden and Murray Grabhorn, ABC; James L. Caddigan, DuMont TV Network; Herbert J. Taylor, DuMont Labs; Ernest Walling, NBC TV Network; C. E. Hooper, C. E. Hooper Inc.; Paul Raibourn, Paramount Television Productions; Gilbert Seldes; Lynn Poole, John Hopkins U.; Rudy Bretz, CBS TV; Calvin Kukl, J. Walter Thompson Co.; Thomas A. Wright Jr., BBDO; Wells Barnett, Blair Television; George Gill, Kliegl Bros. Latest in TV production equipment and receivers will also be on view.

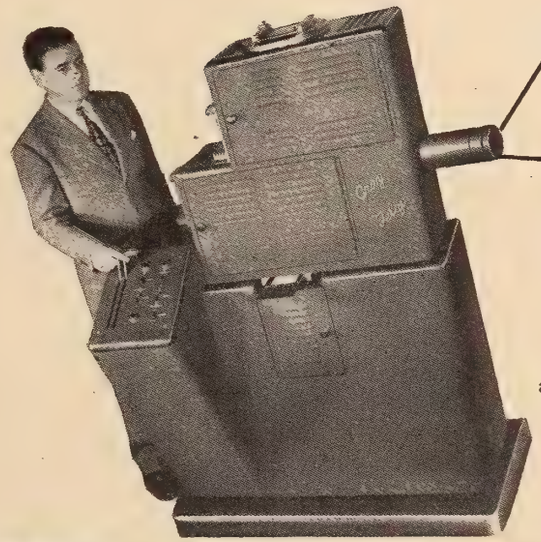
SPUN glass one-inch sheet acoustical treatment to line walls of studio installed by WDTV (TV) Pittsburgh.

The *Gray* TELOP makes PROFITS GROW for TV Stations

DUAL PROJECTION

SUPERIMPOSITION, LAP DISSOLVE or FADE-OUT with NO KEYSTONING

THE *Gray* TELOP GIVES YOU EASY, LOW COST TV COMMERCIALS



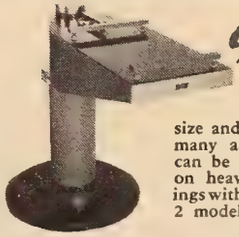
The Gray TELOP projects from *FOUR optical openings:* photos, art work, transparencies, strip material or *small objects.* SOLVED is the problem of low budget yet visually exciting TV commercials! News flashes, news photos, temperature and time announcements, slides for lecture illustration, for station and sponsor identification...are efficiently composed for direct televising or with accompanying sound and commentary. *Packs interest and profit into every minute of your TV schedule!*

THE **GRAY** TELOP AND ACCESSORIES ARE WIDELY USED BY NETWORKS AND INDEPENDENT TV STATIONS



***Gray* MULTIPLEXER**

Enables operation of pairs of projectors simultaneously into a single TV camera or individually into two separate cameras. PROTECTS AGAINST CAMERA CHAIN FAILURE BY QUICK THROW-OVER TO STANDBY CHAIN.



***Gray* TV CAMERA TURRETS**

Enable a single camera to serve several projectors. Depending on size and optical throw, as many as eight projectors can be used. Rotate 360° on heavy precision bearings with exact positioning. 2 models: #556 and #430

Ask for Gray TV Catalog describing above equipment.

GRAY RESEARCH and Development Co., Inc.

24 Arbor St., Hartford 1, Conn.

Division of The GRAY MANUFACTURING COMPANY • Originators of the Gray Telephone Pay Station and the Gray Audograph

MARION RIDDICK PRODUCTION, 706 Elgin Ave., Houston, Tex., has released for television 16mm film in black-and-white or color titled "Little Girl Who Did Not Believe in Santa Claus." Film was produced with **The Modelettes**, a group of teenagers and children trained under **Modelette Visualized System.**

Imperial World Films, Chicago, has released series of five-minute open-end films featuring Raymond Massey. Series of 65 3½-minute films show Mr. Massey reading from Bible and commenting on how excerpts effect his philosophy of life. **Russ Davis,** Chicago TV announcer and commentator, is president of Imperial and handled production and direction. Nationally known freelance writer, **Morton Wishengrad,** scripted series.

* * *

Harry Zimmerman, musical director for several Don Lee network shows, named musical director



film report

Snader Telescriptions Corp., Beverly Hills, Calif. He retains his post at Don Lee. . . . **Sarra Inc.,** Chicago, has completed film commercials for following network TV shows: **Armour & Co.,** *Stars Over Hollywood,* NBC-TV; **Best Foods** (Rit and Shinola) *Penthouse Party,* ABC-TV; **Hudson Motor Co.,** *Billy Rose Show,* NBC-TV; **Nash Motors,** *Airflyte Theatre,* CBS-TV; **Pure Oil Co.,** *Who Said That?,* NBC-TV.

* * *

Jack Gibney, freelance television producer and consultant, is in Chicago working on continuing series for **Canadian Ace Brewing Co.** and **Rival Dog Food.** He has made more than dozen animated spots for Rival in past year, through **Charles A. Silver** agency. Mr. Gibney is also producer-director of *International Wrestling Films,* series of hour-long, open-end shows featuring wrestling from Chicago's International Amphitheatre. His offices are at 104 S. Michigan Ave.

Frank McDonald named to direct "The Joyful Hour" hour-long Christmas program being produced by **Jerry Fairbanks Productions,** Hollywood, for *Family Theatre.* Film scheduled for showing Christmas Day on major TV networks and independents. Rev. Patrick Peyton, CSC founder of *MBS Family Theatre program,* will produce film. Same group produced Easter film, "The Triumphant Hour."

Sterling Television Co. Inc., New York, acquires exclusive rights to TV distribution of 36 top adventure and sports films, all in both color and black-and-white, from **Hawley-Lord Inc.** Deal adds to library of color film being built by Sterling to meet market for commercial color TV. Firm presently has more than 150 titles in color.

* * *

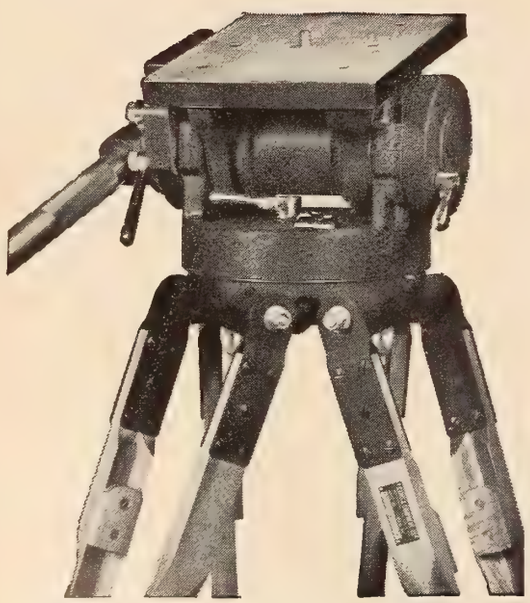
Dawson & Jackson, Chicago package program producer, filming "television prevues" of its video shows. Initial presentation films begun last week with dramatic sequences from "Shock," half-hour mystery starring James Dennison. Presentation films are 10-minute long.

INS-Telenews is offering half-hour year-end film review to its TV stations and advertisers on an exclusive basis in each market. Price is based on sets in use in each TV city, and program already has been purchased in Los Angeles, San Francisco, Detroit, Omaha and San Antonio.

Floating Action! **for all TV Cameras**

'BALANCED" TV TRIPOD

(Pat. Pending)

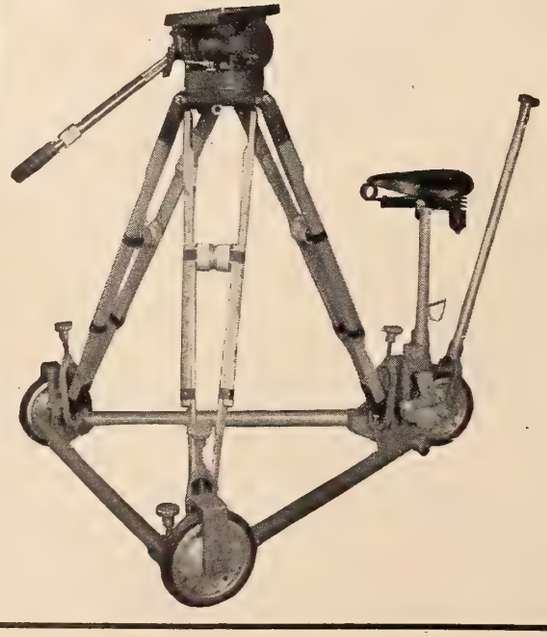


This tripod was engineered and designed expressly to meet all video camera requirements.

Previous concepts of gyro and friction type design have been discarded to achieve absolute balance, effortless operation, super-smooth tilt and pan action, dependability, ruggedness and efficiency.

Below:

3 wheel portable dolly with balanced TV Tripod mounted.



Complete 360° pan without ragged or jerky movement is accomplished with effortless control. It is impossible to get anything but perfectly smooth pan and tilt action with the "BALANCED" TV Tripod.

Quick-release pan handle adjustment locks into position desired by operator with no "play" between pan handle and tripod head. Tripod head mechanism is rustproof, completely enclosed, never requires adjustments, cleaning or lubrication. Built-in spirit level. Telescoping extension pan handle.

Write for further particulars

FRANK C. ZUCKER
CAMERA EQUIPMENT CO.
1600 BROADWAY NEW YORK CITY

PUPILS AND TV

Educators Ask 'Wise' Us

LOUISVILLE educators apparentl differ as to any "bad" effects tele vision may have on school pupil but many feel intelligent use offe a challenge to harassed parents, ac cording to comments compiled fortnight ago by the Louisvill *Courier-Journal* (WHAS-TV).

The issue was taken up at a re cent Parent-Teacher meeting whic heard complaints that pupils (1 fall asleep at their desks, (2) hav rings under their eyes, and (3 get low marks. Some principal pointed out that bedtime for man students has been moved up t about midnight, and that respons bility rests wholly with parents.

Typical reactions from principal and teachers:

Television is an excellent thing i the home, but it has to be used righ . . . We went through the same thin when radio was new . . . It was a lon time before children's programs wer scheduled earlier in the day . . .

The children gleam a lot of info mation from television . . . I have see no bad results so far . . .

Television is one of the things tha would enrich a child's life . . . It's great challenge to parents to pla wise use . . .

I haven't heard a serious complain about television . . . A number of pa ents think it keeps the children s nice and quiet . . .

My students are not suffering fro lack of sleep, or red eyes, or ha standing on end—certainly some the programs are that kind.

No teachers have complained . . . but I'm having trouble myself . . . working on my thesis . . . I find tel vision taking more of my time tha it should . . .

AUTOMATIC line-voltage regulat for steadier TV pictures offered b Clarostat Mfg. Co., Dover, N. H. Tw models available: TV-A, 300w, TV-B 375w.

OCT. GROSS

'50 Network Sales Triple Same Month in '49

THREE TV networks in October 1950 reported gross time sales of $6,374,548, well over three times the gross of $1,825,262 reported by four TV networks for the same month of 1949, according to totals compiled by Publishers Information Bureau from individual program time costs supplied to them by ABC, CBS, NBC. DuMont reported for 1949 but not this year.

Combined gross time sales of the TV networks for the first 10 months of the year were $27,262,238 in 1950, compared with $8,320,608 last year.

* * *

Individual network figures for the month and year to date for 1949 and 1950 are:

Network Television

	Oct. 50	Oct. 49	10 Mos. 50	10 Mos. 49
ABC	$1,190,409	$ 217,199	$ 4,076,223	$ 957,994
CBS	2,186,748	590,626	8,355,470	2,200,344
DuMont	*	80,143	*	724,340
NBC	2,997,391	937,294	14,830,545	4,437,930
TOTAL	6,374,548	1,825,262	27,262,238	8,320,608

* Not available



Mr. TAYLOR

* * *

TAYLOR TO NBC

Is TV Network Executive

DAVIDSON TAYLOR, former CBS vice president and most recently special consultant to the State Dept., will join NBC Jan. 1 as general production executive for the TV network.

Supervision of NBC-TV public affairs presentations will be among Mr. Taylor's immediate duties, with Francis C. McCall, director of TV news and special events, reporting to Mr. Taylor.

At the present time, Mr. Taylor is finishing a three-months State Dept. assignment as coordinator of TV projects in international communications. His previous radio experience extends from 1929 when he started as an announcer for WHAS Louisville. Going to New York in 1933, he worked in news and handled the Philharmonic broadcasts under Toscanini.

During World War II, he was chief of radio for the Psychological Warfare Division, SHAEF, and later chief of film, theater and music control for the U. S. occupied zone of Germany. From 1945-47 Mr. Taylor was vice president and director of programs at CBS, and was vice president and director of public affairs in charge of fact and opinion presentation for both TV and radio until his resignation last Jan. 1.

This year, Mr. Taylor spent five months in Italy serving for one month as counsellor to the American delegation at the UNESCO general conference in Florence. He is a member of the U. S. National Commission for UNESCO.

COVER MAN

'Time' Features Stanton

CURRENT issue of *Time* (Dec. 4) devotes its cover and Radio & Television section to Frank Stanton, CBS president, and the color television battle. To review the history of Dr. Stanton and color TV the section was expanded to 11 columns and includes several pictures and a diagram of CBS' color system.

Pointing out that in the 30's RCA could have had Dr. Stanton and Dr. Peter Goldmark, CBS color engineer, "for a total investment of $100 a week," the article states that Dr. Stanton last month turned down an offer from RCA in which he could "name his own price."

Time says "CBS color is good—in some ways better than Technicolor," but quickly points out that "a poor TV show, of course—tasteless comedy, tired drama or stale vaudeville—cannot be freshened by all the hues in the spectrum."

In addition to its praise of Dr. Stanton and CBS color, *Time* lauds Dr. Goldmark and his work in the research field. Just when color TV will come is not predicted, except by Dr. Stanton who admits his vision is clouded by the many "ifs" of the current situation, "but color of some sort is certainly on its way."

AUSTIN Co., Cleveland, Ohio, contractors, to construct new Westinghouse TV plant in Raritan Township, outside Metuchen, N. J. Construction cost placed at $1.5 million.



TYPE TM-2B

Low-cost, high-quality

TV Picture Monitor

—with a dozen uses

Here is a professional 12½-inch picture monitor you can set up any place in your station—control rooms—announcers' booths—clients' viewing rooms—offices. It is completely self-contained with power supply. It is readily adaptable for portable service. Picture quality meets the requirements of the most critical director.

In the TM-2B, 6-Mc bandwidth permits use of closed-circuit signals—such as the signal from a control room. High-impedance video input makes it possible to terminate the signal in the monitor—or to "loop" the signal through several monitors. Vertical scanning can be switched for "mirror viewing." Removable controls make it easy to operate the unit "remote-control" (from a program console, for example).

A special version of the TM-2B . . . using a 10-inch picture tube . . . is available for rack-mounting, or as a monitor in a program console.

One of the handiest video units a station can own. Order yours from your RCA TV Equipment Representative. Or from Dept. 19LA, RCA Engineering Products, Camden, N. J.

RCA

TELEVISION BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

Roadblocks

(Continued from page 53)

rier operations, as proposed by AT&T? Should the engineering standards for VHF and UHF be the same, or different? Should VHF and UHF channels be intermixed in the same communities?

Linked with these are other questions, some of them equally or even more controversial.

One which is as likely as any other to draw industry fire—and might easily wind up in a court test of FCC's authority, if the Commission attempts to exercise it—involves adoption, or non-adoption, of mandatory standards for protection against oscillator radiation interference.

FCC must decide, of course, how its allocation plan will treat oscillator interference. If the plan is devised so that the interference will fall in places where there are no assignments which would be affected, officials noted, then the number of potential stations is thereby reduced. On the other hand, if the goal is to get maximum number of assignments, authorities feel that manufacturers must take steps to suppress oscillator radiations in their sets.

In the latter event, there appear to be two courses open. One is to let the manufacturers solve the problem voluntarily, which they insist is the proper course in any event. The other is for FCC to prescribe, by rule-making, certain maximum values of permissible radiation by receivers; and perhaps also set a standard intermediate frequency (RTMA has suggested 41.25 mc as a voluntary standard).

Ready to Fight

Industry leaders are sure to oppose any attempt by FCC to impose such standards mandatorily, on grounds that FCC has no authority over manufacturers. Observers are convinced they would carry this opposition into the courts, if necessary.

FCC authorities, however, claim this opposition fails to recognize that the Commission already has taken steps in one field—diathermy, industrial heating, etc.—which affects manufacturers. They point out that FCC's diathermy rules assign frequencies for diathermy, set limits on spurious radiations and provide that machines must operate within those limits or be licensed. As a practical matter, no such licenses have ever been issued (for machines exceeding the maximum limitations). The FCC laboratories issue certificates of type approval covering machines made to specifications conforming with the diathermy standards.

FCC staff executives feel the Commission clearly has the same authority with respect to radiations from TV sets—that is, that FCC can prescribe limits for oscillator radiations and require licensing of sets which do not conform.

FCC currently has pending a proposal, covering oscillator and other incidental radiations, which suggests 15 microvolts per meter at 100 feet as the maximum permissible value. Discussions with industry representatives have been in progress for some time. By comparison with this proposal, FCC officials said, some sets provide radiations of about 50 microvolts at 100 feet on Channels 2-6, and 150 microvolts on Channels 7-13, but they point out that this is a marked improvement over earlier sets.

As a corollary to the oscillator radiation problem, the Commission must also decide whether to devise its allocations table in a manner that will take care of image interference and other spurious receiver responses, or, as the alternative, look for improved set designing by the manufacturers to remedy these problems.

Other basic issues which the Commission must decide include, in connection with engineering standards, the question of whether changes in mileage separations between co- and adjacent-channel stations should affect existing stations as well as future assignments.

Few Changes

FCC's present allocation proposal would require only three existing stations to change frequency, and in those cases only as a means of accommodating nearby Canadian allocations.

There have been some proposals for reshuffling other VHF assignments, however, on grounds that better coverage would result even though the changes would require substantial outlays by the stations involved—estimated in some quarters at about $30,000 per station.

The comprehensive, long-range UHF-VHF allocation plan proposed by DuMont would go even further, changing five existing stations to other VHF channels and moving some 25 existing outlets into the UHF.

In any event it is felt that any major reshuffling of existing assignments would inevitably be taken to court, which presumably would tie up the entire allocation plan until the litigation is completed.

Other questions which FCC must answer:

What use should be made of directional transmitting antennas, and of offset-carrier or synchronized operations? Should channels be reserved for non-commercial educational stations, and, if so, to what extent; also, should the reservation apply to VHF channels as well as UHF? Should Stratovision and/or Polycasting be authorized, and, if so, under what conditions and regulations?

Chronology of the Freeze...

From May 6, 1948 To Nov. 27, 1950

May 6, 1948: Broadcast and non-broadcast sharing of TV channels abolished; Channel 1 deleted; new allocation plan (VHF) proposed.

June-July 1948: Hearing on new allocation plan, raising questions as to tropospheric interference and related problems.

Aug. 27, 1948: Because of these questions, FCC schedules FCC-industry conference to consider desirability of revising engineering standards.

Sept. 13-14, 1948: FCC-industry conference, slating technical sessions for November-December looking toward revision of standards.

Sept. 20-23, 1948: UHF hearing.

Sept. 30, 1948: VHF freeze announced.

Nov. 30-Dec. 3, 1948: FCC-industry engineering conference; Ad Hoc Committee is appointed to study VHF propagation factors.

May 26, 1949: Preliminary plans for far-reaching VHF-UHF hearing announced, with color among subjects to be considered.

July 11, 1949: FCC announces formal proposals for the hearing, including VHF-UHF allocation plan envisioning use of 42 UHF channels along with present 12 VHF channels.

Sept. 26, 1949: First phase of hearing, dealing with color, gets under way.

Nov. 22, 1949: Color sessions recess; field-test notice issued by FCC.

Feb. 20, 1950: Color hearing resumes.

May 26, 1950: Color hearing ends.

July 11, 1950: FCC begins deliberations on color case, the participants having submitted final summations July 10; also on July 11 the so-called Condon Committee submits its color TV report to the Senate Interstate and Foreign Commerce Committee.

Sept. 1, 1950: FCC issues its "First Report" on color favoring CBS system but advancing plan for manufacture of "bracket sets" as means of delaying final decision to permit further studies.

Sept. 29, 1950: Manufacturers say they cannot meet FCC's deadline for manufacture of bracket sets.

Oct. 10, 1950: FCC issues "Second Report," adopting CBS color standards effective Nov. 20.

Oct. 16, 1950: Hearings commence on second phase of overall TV proceedings—"general issues," including VHF, UHF, Stratovision and other questions except specific city-by-city channel allocations.

Oct. 17, 1950: RCA and two subsidiaries, NBC and RCA Victor Distributing Corp., file suit against color decision in federal district court in Chicago.

Nov. 16, 1950: The Chicago court, after two days of hearings in which seven manufacturers, servicemen and others took RCA's side, grants temporary restraining order delaying effectiveness of color standard pending further decision of the court.

Nov. 27, 1950: Hearing on reservation of channels for noncommercial educational TV stations, last portion of "general" phase of hearing, gets under way amid indications that it will be completed by Dec. 8.

L. A. CONTRACTS

Three Await NLRB Decision

TWO more Los Angeles television stations, KFI-TV and KTTV, last week joined KLAC-TV in balking at contracts covering local performers until the union is certified as the bargaining agent.

Stations have advised TVA that they have no objection to the union representing their employes but in order to avoid future jurisdictional disputes at their stations by having more than one union representative they will wait until NLRB certifies the official bargaining agent. NLRB hearings which began last month are scheduled to resume today (Monday) in Los Angeles. Don Fedderson, manager of KLAC-TV, had notified TVA the week previously of his stand.

Meantime, TVA continued negotiations with the four other local TV stations KTLA, sole independent in the group, and three network outlets, KNBH (NBC), KECA-TV (ABC), and KTSL (Don Lee). No decisions had been reached at press time.

Stokes to American TV

HAROLD STOKES, formerly program director of the ABC Central Division, has been named general manager and executive director of American Television Productions Inc., subsidiary of American Television Inc., Chicago. Mr. Stokes is now handling two production series. American Television Production has been set up as a "service organization for all TV problems," Mr. Stokes said.



Mr. Stokes

Special Section

IN A special Sunday TV section yesterday (Sunday) *Baltimore Sunpapers*, owner of WMAR-TV that city, featured special articles on color from FCC Chairman Wayne Coy and the networks. In a statistical study carried in the special section, it was reported that Baltimore has two television sets for every three telephones, one of the highest averages in the nation.

TRANSMITTER used by WPTZ (TV) Philadelphia from 1941-48 given by Philco Corp. to Cornell U.'s school of electrical engineering.

AG-TVA

Settlement Again Fades

KINDLED hopes for an early tlement of the Screen Actors ld-Television Authority juris- tional dispute over actors in tele- on films faded again last week en the SAG board of directors ected another TVA proposal for tlement of the dispute. TVA resentatives met Wednesday h the SAG board at the request TVA which sought to discuss tlement of the problem.

nother important development the dispute occurred Tuesday en TVA announced it had com- ted testimony in NLRB hearings ich were to resume today (Dec. after a week's recess, to enable rge Heller, TVA national exec- e secretary, to appear on behalf that union. Unexpected decision owed the TVA request made the k before to Daniel Harrington, RB hearing officer, for a time ension to allow presentation of portant witnesses, principally Heller. Postponement had been nted until today.

SAG Position

pokesman for SAG said the st TVA proposition "amazed" guild board because rather than empting to find a reasonable is for settlement of the dispute, eportedly retrogressed from pre- us "peace" proposals by both A and SAG. These visioned er a clear cut division of juris- ion between live TV shows and vision motion pictures, or a ited partnership in a small por- of the TV film field known as ge or "grey" area.

he TVA proposal was said by guild to be almost identical h the proposal rejected by SAG r a year ago but with broader ands asked that, in addition to A retaining 100% control over live TV shows, SAG would re- uish to TVA 50% control over motion pictures.

TVA Representatives

epresenting TVA at the meet- were Mr. Heller, in Hollywood conferences last week, Ken Car- ter, chairman of TVA Western tion, Knox Manning and I. B. nblum, TVA attorney.

uild says it has asked NLRB peed up as much as possible the ing of NLRB elections in order t motion picture actors them- es may once again register r desire for the guild to con- e as their representative. The d further stated its desire to erate with TVA but insists new union must "stop trying to ade the motion picture field."

pproximately 15 witnesses had eared on behalf of SAG and ut 10 for TVA during two ks of NLRB hearings. With e of the hearings both unions e approximately two weeks to a brief with the board for sub- sion to NLRB in Washington.

TVA NETWORK CONTRACTS Are Ratified

TELEVISION Authority membership in New York, Chicago, and Los Angeles last week ratified the contract for wages and working conditions of live and kinescope performers hired by networks and agencies agreed upon Nov. 19 [BROADCASTING • TELECASTING, Nov. 27], including slight changes subsequently negotiated. The contract will become effective Dec. 8, rather than Dec. 1 as previously planned.

Postponement was necessitated to allow for agency letters of compliance to be received. The contract, which is described as an interim contract until some 58 points relating mostly to working conditions are negotiated, represents everything agreed upon to date. Later a final contract, embodying all points, will be issued.

The New York membership ratified by a vote of 4 to 1, after a four-hour meeting in which dance and choral group members are understood to have expressed dissatisfaction with scales and rehearsal hours. Some of the criticism reportedly subsided, with announcement of the following changes in the Nov. 19 agreement: Chorus singers, whether "on camera" or off, are to receive $45, $60 and $75 for 15, 30 and 60 minutes with 4, 6, and 10 rehearsal hours, respectively.

Chorus dancers are to be paid according to the following scale:

Time	Rehearsal Hours	Fee Per Performer 2	3	4	5	6	7	8
15 min.	12	$ 82	80	78	76	74	72	70
16 to 30	24	$112	110	108	106	104	102	100
31 to 60	40	$137	135	133	131	129	127	125

Rehearsal Fees

Extra rehearsal hours: $3.50 per hour. Included rehearsal hours must be within the following number of consecutive days, one day of which is the day of broadcast: 15-minute program within three days; 30-minute program within five days; 60-minute program within six days.

Omitted from BROADCASTING • TELECASTING's report in the Nov. 27 issue was the following:

Dramatized commercials performers and announcers with five lines or less are to receive $50, $62.50, and $75 for 15, 30, and 60 minutes with 4, 6, and 9 hours rehearsal included.

CHICAGO DEMANDS *Management Studies*

CHICAGO members of Television Authority submitted their wage demands to management of the city's four video stations last Monday, and WGN-TV called an exploratory meeting with agency men and program packagers Wednesday afternoon.

An estimated 2,500 TVA members in Chicago, representing all member unions, submitted their demands through Ray Jones, executive secretary for TVA's Central Division, and Jack Irving, assistant secretary. The wage scale amounts to about 80% of the network demands, which were negotiated a fortnight ago [BROADCASTING • TELECASTING, Nov. 27].

The Monday meeting with management of WGN-TV *(Chicago Tribune)*, WNBQ (NBC) WENR-TV (ABC) and WBKB (Balaban & Katz) was concerned only with fees for freelance performers. A lengthy list of working conditions was proposed Thursday afternoon, with job security elements remaining to be negotiated in the future.

Tentative wage proposals are the same for commercial and sustaining programs. TVA membership in Chicago includes about 550 members of the American Federation of Radio Artists, 1,000 in American Guild of Variety Artists and 500 in Actors Equity.

Wednesday Session

Management told TVA Monday it would call a meeting of agency and package firm personnel to outline the union's wage demands. An estimated 200 persons gathered in WGN-TV's Studio 1 Wednesday afternoon to hear Manager Frank Schreiber and Attorney Dave Parson outline specifics of the demands

Inasmuch as it has been practice for agency persons to sit in on AFRA and TVA network negotiations as observers, the group appointed a seven-man committee, representing AAAA agencies, non-AAAA agencies and package firms, to appear at all subsequent TVA-management negotiation meetings. Committee members:

Jack Scott, president of Schwimmer & Scott Agency, Walter Schwimmer, president of the production firm bearing his name; Art Holland, owner of Malcolm-Howard Agency; J. Hugh E. Davis, executive vice president of Foote, Cone & Belding; Walter Rubens, president of the agency of that name; Norman Heyne, television director, Ruthrauff & Ryan, and Larry Kurtze, head of Service Unlimited, package firm.

If local negotiations break down, network TVA contracts are cancellable within 10 days. Hardest hit among the Chicago stations if this local scale is adopted as final would be WGN-TV and WBKB.

Partial demands follow:

Performers speaking more than five lines will receive $56 for 15 minutes or less, $100 for 16 to 30 minutes, and $136 for 31 to 60 minutes, with 5, 12 and 22 hours of rehearsal.

Announcers and performers on dramatized commercials, speaking voice over more than 10 lines, would get $40 for 15 minutes or less, $72 for 16 to 30 minutes, and $100 for 31 to 60 minutes. Respective rates for 10 lines or less are $40, $50 and $60.

Chorus dancers (soloists get performers scale), with fees listed per performer if two or more are used, are $56 each for 15 minutes or less, $80, 16 to 30 minutes and $100, 31 to 60 minutes, with 12, 24 and 40 hours of rehearsal, in that order. Extra rehearsal is $2.80 an hour.

A quartet, singing on camera, gets $50.40 each for 15 minutes or less, $57.60, 16 to 30 minutes and $76.80, 31 to 60 minutes.

The specialty act clause provides for $160 for one performer, $240 for two and $300 for three and $380 for four, with $80 for each additional performer. Rates include six hours of rehearsal day of performance.

A Class A sportscaster on football, baseball or a major boxing event play-by-play would get $160 per event or $440 per week of seven events of the same sport. His assistant would get $100 per event or $280 per week of seven events of the same sport. The weekly fee is for one sport only, and an event is defined as what a daily ticket of admission buys.

Walk-ons and extras would earn $16 for 15 minutes or less, $28 for 16 to 31 minutes and $36 for 31 to 60 minutes.

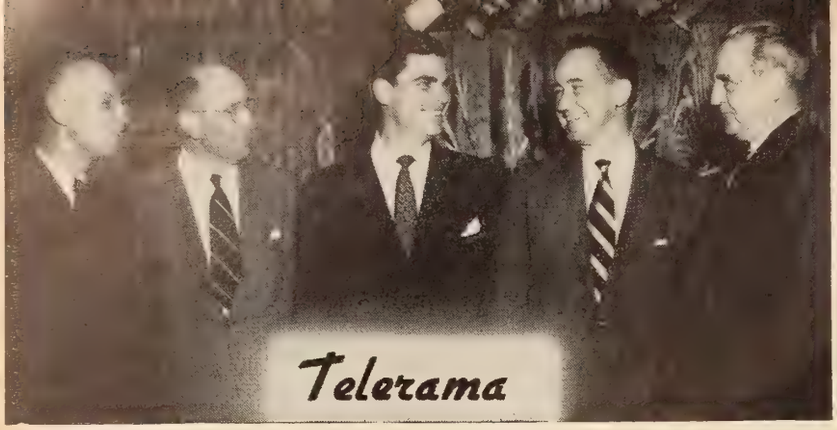
No kinescope recordings are permitted under terms of the proposals.

MOBIL TV UNIT



For Sale; Reasonable

Attention TV Stations: Here's your chance to buy an ACF-Brill bus, completely equipped for use as a mobil TV unit, at a reasonable price. Unit adapted from 1946 32-passenger, air-conditioned, cross-country bus. Roof platform reached by trap door. Excellent tires and mechanical condition. Driven less than 25,000 miles since completed in April, 1948, by WLW-Television. Have two other mobil units so this one is no longer needed. No technical equipment included. Call or write J. R. McDonald, WLW, Cincinnati 2, Ohio. Phone CHerry 1822.



WHEN *Bert Parks Show* debuted on NBC-TV under General Foods sponsorship, occasion was marked by GF executives (l to r) C. H. Gager, operations v.p.; C. G. Mortimer, marketing v.p.; Bert Parks, star of show; H. M. Chapin, director of adv., and NBC Board Chairman Niles Trammell.



MARKING debut of *Stewart's Showcase* on WHAS-TV Louisville are Ethel Nagel, Stewart's fashion director, and Sam Gifford, show m.c. Team demonstrates store's merchandise during program.

ON BEHALF of WPTZ (TV) Philadelphia, Rolland Tooke (l), asst. gen. mgr., receives Philadelphia C. of C. achievement plaque from Clement Conole, executive director, local C. of C.



AT New York Radio Executives Club [BROADCASTING • TELECASTING, Nov. 6] (l to r) Peter Goldmark, CBS v.p.; Robert Saudek, ABC v.p. and REC president; Goar Mestre, pres., CMQ Havana, and Adrian Murphy, CBS v.p.

EDMUND H. ROGERS, Gray & Rogers, Philadelphia, marks birthday and 20th anniversary with agency by tuning in birthday greetings on triple-threat TV set composed of agency staffers (l to r) Anne Beckwith, Dorothy Bradford and Eleanore O'Donnell.



Educators Take Up Torch

(Continued from page 55)

no participant is making any promise. This is the last phase of the Commission's exhaustive general allocation proceeding (see TV chronology page 94 and summary page 53).

Most of the witnesses emphasized they held no complaint for the way in which commercial radio has cooperated in the presentation of educational programs and many held high praise for commercial station cooperation in specific instances.

The consensus appeared to be that commercial broadcasters cannot be held responsible for doing education's role since they are in business to make money; education needs its own fulltime facilities to reach all audiences at all hours because education is a continuous process and must be "regular"; educational radio cannot compete with commercial radio on the basis of popularity polls and should not be compelled to; channels for educational purposes must be "conserved" or set aside in the same manner our forefathers set aside land for schools knowing full well such land might not be used effectively for generations but recognizing the basic "public necessity" for such action.

Education's Plight

Many explained education itself was equally to blame for its plight, but pointed out educators are very slow to adopt new innovations since they depend on public funds and have to work long and hard to secure appropriate legislation and financial support.

Throughout the hearing the high value of TV as an ideal education medium was acclaimed. TV was seen putting the blackboard right in the home, extending the walls of school and university to include hundreds of thousands of those of all ages who could not afford in money or time—or who through physical handicap are prevented, from attending formal classes.

Comr. Hennock viewed TV as the greatest educational innovation since the invention of the printing press.

JCET presented detailed exhibits on TV channel allocations and assignment in the major cities and educational centers. Gen. Taylor explained that of the 168 standard metropolitan areas there are 61 in which no VHF channels are allocated and 19 others in which only one channel each is allocated. This leaves only 88 areas where educators now can practically seek reservations, it was pointed out. Besides the metropolitan areas there exist 46 smaller communities regarded as major educational centers where channels also should be reserved, FCC was told.

Testifying at Monday's session were: Comr. Earl J. McGrath, U. S. Office of Education; Belmont Farley, director of press-radio relations, National Education Assn.; Dr. Louis P. Hoyer, superintendent, Philadelphia public schools; Harriet Hester, radio coordinator, Bureau of Health Education, American Medical Assn.

Comr. McGrath said he appeal "to encourage the safeguarding the access of education to broa casting opportunities in the tele sion field." He cited historical p cedent for channel reservation a outlined in detailed TV's unic role for education.

Further historical precedent w detailed by Mr. Farley who a urged no definite cut-off date fixed to any reservation.

Dr. Hoyer cited excellent coop ation of Philadelphia TV stati WPTZ, WFIL-TV and WCAU- but indicated education will n its own exclusive facilities as co mercial needs mount.

Miss Hester outlined AMA's w in the field, citing $300,000 wo of free radio time is given annua for the organization's health p grams.

On Tuesday, Richard B. H chairman of the Television Ad sory Committe for NAEB and m ager of WOI-TV Ames, Iowa only educational TV outlet n operating and owned by Iowa St College, related details of NAE five-hour weekly tape network of educational stations and other m ters.

In pressing for good educatio facilities he explained it's "axior tic in radio broadcasting—and inference in television—that au ences listen" for three reasons this order: (1) Strength of sign loudness, ability to get a stati (2) frequency of program cigarette advertisers prove); finally the program itself.

Wallen Suggestion

William J. Wallen, chancellor U. of New York State, sugges a state educational TV author be set up to sub-allocate and adm ister TV channels for educati Concerned with adult education a TV's potentials in this field, he s he is recommending legislative tion on setting up a state netwo He engaged in considerable c cussion with Chairman Coy on p icy regarding handling of c troversy on the stations, the witn indicating he would prefer all fa be presented fairly.

Seymour N. Siegel, director radio communications for N York City and its Munici Broadcasting System, includ WNYC-AM-FM, appeared at dir tion of Mayor Vincent R. Impel teri to emphasize the city's need educational TV facilities.

Clarence Graham, president the American Library Assn. and rector of the Louisville (Ky.) F Public Library, related backgrou of WFPL (FM) Louisville, op ated by the library. All cult groups there cooperate on WF he said.

Herbert B. Gooden, assistant p fessor of social studies and cha man of the Montclair State Tea ers College committee on televis in education, Montclair, N.

viewed TV's impact on teacher aining.

Harold A. Voss, chief psycholo- st of the Navy Special Devices anch of the Office of Naval Re- arch at Port Washington, Long land, appearing in his own behalf, lated service experiments with V as teaching aid. He said a sur- y showed 38% of time TV was und superior to formal in-class struction, 50% of the time there as no apparent difference and % of the time TV was found in- rior. He showed several kine- ope films of training programs ed on New York TV stations.

Most of Wednesday was devoted testimony by Harold B. Mc- rty, in educational radio for 21 ars and since 1931 director of isconsin's educational outlet HA Madison, the State Radio uncil and the Wisconsin School the Air.

He said the U. of Wisconsin's heduled program service dates om early 1919, saying "That mes as a surprise to many peo- le who normally accept Novem- r 1920 as the starting of broad- sting."

1919 Programming

Mr. McCarty related the regu- ly scheduled programs in early 19 began with market reports, eather forecasts and bulletins on ad conditions.

Mr. McCarty outlined in great detail e full Wisconsin radio educational his- y and current work which includes state-wide network of six powerful I stations on the air 16 hours daily. o more stations are in planning stage fill in white areas in the extreme rthwest and southwest, he said.

Citing high FM set ownership oughout the state, Mr. McCarty said ilitant loyalty" to FM was expressed listeners when the state's most werful commercial FM station ceased erations.

Mr. McCarty related his 1950-51 dget for WHA operations approx- ated $170,000 with operation of all FM outlets costing another $95,000 the year, or a total package cost $265,000. For the next two years he d $730,000 has been earmarked for expanded total operation and includ- $154,000 for building the two new I stations.

Per capita cost of operating the full twork, providing 5,000 hours of pro- amming annually, will be only 10¢ to xpayers, Mr. McCarty said, less than tax on a gallon of gas.

He testified observers are coming m all over the U.S. and the world study the Wisconsin operation.

"What do you do to stimulate e sale of FM sets?" Comr. Hen- ck asked Mr. McCarty. "Do you ucate the public to buy them? ow do you get them to listen to ur FM stations and get the sets?"

"First of all," the witness re- ed, "we try to present a distinc- e FM program service, which the one and the main way of omoting the sale of FM receivers, d which because it has been sent in so many areas of the untry explains why there is such low percentage of FM receivers."

"I was on the *Town Meeting of e Air* last night," Comr. Hennock served, "and I was told the pub- doesn't want good programming d is not interested in education" ee story page 56).

The public doesn't know what it nts until it has had an opportunity sample a variety of offerings, I am e," the witness replied. "Our ex- rience in Wisconsin teaches us that people who make the discovery of the benefits and advantages available to them will willingly make the investment for the necessary equipment. In our mail there are countless testimonials and statements to the effect that 'We bought our FM receiver solely for the purpose of hearing the programs from the state FM stations.'"

Mr. McCarty related that in the 1934 hearings, on the Congressional proposal that specific portions of AM broadcast time be set aside by law for nonprofit and educational purposes, the Wisconsin educational representative cited the need for conservation of radio resources for educational purposes in the same manner park areas and other natural resources have been set aside. He said he was renewing the 1934 request.

Comr. Hennock instructed the witness to read portions of FCC's 1935 report to Congress in which FCC recommended no channels be set aside. She indicated she immediately wanted 100,000 reprints "to remind us not to do it again."

The Commission report among other things proposed a national conference and committee of FCC-industry education on the subject, plus cooperation with the U. S. Commissioner of Education and other established agencies to assist in building programs. The conference was not held, the witness stated.

While the witness was reading from the report Comr. Hennock suddenly interjected the sharp comment, "Don't hang your head, Mr. Plotkin."

FCC's counsel replied, "I was not in the Commission at the time, Madam Commissioner, I am not hanging my head."

"I know, but you are our present counsel," she said.

Asks About Interest 'Lag'

After the witness finished reading the report, Acting Chairman Hyde asked if interest in the subsequently established Federal Radio Education Committee had not "lagged in all camps."

"I should say that interest has lagged particularly on the part of the Commission," Mr. McCarty said. "I am reluctant to make that statement, but the Commission's participation in the deliberations of the Federal Radio Education Committee has been purely nominal and frequently we have had meetings without representation from the Commission."

"I do recall that different members of the Commission, particularly [ex-Comr. Clifford J.] Durr took a very active interest in it, and I may say I have not been aware of any considerable interest by educators in the committee during the time I have been a member of the Commission," Comr. Hyde observed.

"No, I think it is true because it was recognized early that the committee was probably one of those devices so neatly set up for the purpose of gaining time, which provides a nice opportunity for pleasant consideration around the table," the witness stated.

"And Mr. McCarty, instead of getting radio frequencies for standard broadcasting allotted to you by the FCC when you wanted them and the Congress wanted you to have them, you got a committee set up, is that correct?" Comr. Hennock asked.

"Yes," the witness replied, "and the committee has existed at the sufference of the NAB, which has financed the activity of the committee for the past few years. It is a very untenable arrangement."

Comr. Webster asked, "Then you don't think the then Commission in 1935 deliberately made an error, but that maybe their foresight was not as good as it should have been?"

"I think I would say it politely this way: That the Commission as a result of the hearings in 1934 did not take the courageous stand which the testimony indicated was necessary for solving the problem," Mr. McCarty answered.

Feels Responsibility

He added: "May I say in behalf of the Commission that it is probably true that the presentation, the appearances were not impressive; that the educators, the nonprofit representatives were not here in sufficient numbers to constitute an overwhelming weight. But you know, of course, and don't have to be reminded, that your job as custodians of the public facilities goes beyond the job of evaluating and weighing the present testimony."

"You mean that if there was no testimony here on behalf of the educators it ought to be our duty as public servants to preserve these airways that belong to the people in the public interest regardless of whether one educator appeared here in these hearings?" Comr. Hennock stated.

"Yes," the witness replied, "I think you have responsibility as custodians to take the long-range statesman-like attitude in the allocation of a public trust and not impose upon us in education the restrictions and restrains which you might feel tempted to do."

Comr. Hennock proceeded to read into the record and comment upon portions of the 1935 report of the Commission. She noted the letter of E. O. Sykes, then Commission chairman, transmitting to the president of the Senate the report "concerning the proposal that Congress, by statute, allocate fixed percentages of radio broadcasting facilities to particular types or times of nonprofit radio programs."

"This had gone pretty far evidently in standard broadcasting," she observed. "It was pretty repulsive even to Congress. They wanted a definite law passed. Now let's see what we said about that. This is our report back to the Congress with regard to their wanting this new law on the books:

Under existing law the FCC is charged with the responsibility of licensing stations if the public interest, convenience and necessity will be served thereby and effecting an equal allocation of facilities to the zones and a fair and equitable allocation of facilities to the states according to population. As a means of studying the proposal the Broadcast Division, by direction of the Commission, held public hearings from October 1-20 and from November 7-12, 1934. Notices of the hearings, 1,535 in all, were mailed directly to all parties of record at the Commission, to 21 administrations, departments, commissions and offices of the government and wide newspaper publicity was given the matter so that every one interested might be informed of the hearings.

One hundred thirty-five witnesses testified at the hearings and approximately 14,000 pages of testimony were presented for the Commission's consideration in addition to several thousand pages of exhibits.

The broadcasting industry, including the licensees of broadcast stations and the manufacturers of radio equipment expressed opposition to the propopsal. Much of the testimony presented to the Commission by the industry was directed to the purpose of showing the service rendered by broadcasters to particular types or times of non-profit activities . . . Representatives of the NAB presented statistics from 269 stations representing 77% of the so-called commercial radio stations. The total investment of these stations as reported is $25,041,327. The total cost of operating the stations from the period from Jan. 1, 1934, to June 30, 1934, was $12,833,302. . . . It is clearly established by the Commission's study of the problem that no allocation of facilities for special services could be effected by the authorizing of new stations to make up the proportion of facilities proposed to be allocated to special services.

"And so forth and so on. And then I come down to the recommendation of this Commission with regard to passing a law," Comr. Hennock continued, reading:

[FCC] respectfully recommends that at this time no fixed percentages of radio broadcast facilities be allocated by statute to particular types or times of non-profit radio programs or to persons identified with particular types or times of non-profit activities.

Comr. Hennock then cited the reasons given by the report:

There is no need for a change in the existing law to accomplish the helpful purposes of the proposal.

On this she commented: "In

(Continued on page 98)



Educators Take Up Torch

(Continued from page 97)

other words, here it is. We have the section in the law. We don't need any more laws from you." She cited another reason in the report:

Flexibility in the provisions of the law is essential to regulation if growth and development in the art of broadcasting is to be encouraged and regulated for the best interest of the public as a whole.

She continued, "And this is another reason that we didn't do this for educators, and I underline this. These reasons appear here daily in this very auditorium:"

There are insufficient broadcast facilities available in the present development of the art to provide for specialized broadcast services consistent with a fair and equitable distribution of facilities and services throughout the country.

No feasible plan for a definite allocation of broadcast facilities to nonprofit organizations has been presented.

"Again the educators are getting the blame," she concluded.

Comr. Hyde observed the report in no way had cut off education's opportunity to apply for AM facilities in any way. He noted the number of stations on the air has doubled since that time and stated FCC does not determine any proceeding on the basis of pressure but rather on the basis of the hearing record as done in the recent color TV case, supported by the Communications and Administrative Procedure Acts. He said, FCC makes careful finding of fact in its rulings.

Comr. Hyde further observed that radio frequencies are not exactly like other natural resources such as coal in that use of radio frequencies does not exhaust them. Since stations are licensed for only three years the opportunity is always open to education, he said. Comr. Hyde indicated he was not debating the issue but merely wanted to complete the record.

'Must Not Compete'

Mr. McCarty emphasized, however, that education never will win popularity polls and "must not be made to compete" with commercial interests on this basis.

Comr. Hennock's principal concern over the educator's plight occurred Wednesday as Mr. Plotkin cross examined Mr. McCarty to gain views considered necessary to help FCC make its decision.

Mr. Plotkin asked the witness what should be done if there were only one VHF station in a community. Mr. McCarty indicated the commercial interest should be required to share the facility with the educators.

Where there were only two VHF stations, Mr. Plotkin asked, "Do you think there ought to be sharing on both of those or should one be assigned exclusively for educational and the other assigned exclusively for commercial?"

"Frankly, I have not arrived at an answer which is satisfactory to myself in that case," the witness said.

Mr. Plotkin continued:

You recognize in response to the first question, the way you said where there is only one there should be sharing, that there is a legitimate commercial need as well as a legitimate educational need, both of which should be accommodated; and I was trying to find out whether you in your own mind could state at what point each is accommodated, and I gather at the one-station level you are satisfied, but beyond that point your thinking isn't clarified."

"Mr. Plotkin, are you putting words in this witness' mouth?" Comr. Hennock interrupted. "Are you testifying? Or is that a question? I don't want you to answer that, Mr. McCarty. I just want a ruling on that. Is that a question? That there is a need for commercial and that there is a need for educational? Is that a question? Kindly put it in question form."

Mr. Plotkin said he had asked a question and Comr. Hennock asked the reporter to read back the question, commenting to the witness:

By the way, perhaps you would like to leave it up to the Commission to determine what educational needs are. Perhaps we should look into this whole thing and make our own survey and see whether these stations for educators shouldn't come before these commercial interests.

Perhaps that is our job and not yours as a witness, who steps in here for a few hours to testify. You are no expert at this point on where these television channels should be placed from an engineering and an educational viewpoint, without having those studies made by this very Commission.

Question Re-read

The question was re-read and Comr. Hyde observed it would seem a question existed "on which the Commission might ask for the viewpoint of the witness."

Comr. Hennock stated further: "I don't know what you mean by accommodation of commercial interests and accommodation of educational interests and a national television service from each one of those viewpoints, and I think an all-inclusive question of that kind, inferring a preference and an accommodation for either one, or whether it be on a parity, by this witness, who has taken the trouble as an educator to come in here in a general way to support all education and the public getting education for 150 million people—I think it is an imposition on this witness and every other educational witness."

She continued:

You haven't had that engineering study made, have you, Mr. McCarty, and you don't have it at your disposal do you? You don't know whether any given community should have one commercial and one educational or on a shared-time basis, commercial part time and educational part time, in any community . . . and for you to be put in the position of making these answers by our counsel is unfair.

You haven't had the evidence in this record to justify that kind of testimony by you or any other educational witness. . . . There was an engineering survey made by this Commission, and this proposed allocation plan was made from a commercial and not from an educational viewpoint. That proposed allocation in this notice of proposed rule-making is purely on a commercial basis, and I charged that repeatedly in executive session and I am bringing it now into the open, and I defy you to show how any educator or any commercial interests can talk about what this country needs from an educational viewpoint without the same kind of an engineering survey that our staff has made for the commercial interests, and I am not going to have these witnesses put in this position without showing this on the public record.

"Mr. Chairman, is it the purpose of the Commission that I not ask these educational witnesses any questions?" Mr. Plotkin asked. "If so, I will bow to the ruling of the Commission."

"You can ask the questions, but I don't think you should ask loaded questions," Comr. Hennock interjected, "and if they are loaded, I want to call the attention of the Commission and of the public to that fact."

"Mr. Chairman, I have been a member of the Commission staff for 11 years and my conduct during that time will speak for itself," Mr. Plotkin said. "If the Commission doesn't desire me to ask questions of these witnesses, I am an employe of the Commission and will of course bow to its ruling. Otherwise, I don't think I should be treated this way."

"We have a question here which we can consult each other on before we proceed," Comr. Hyde said, recessing the proceeding for a brief period while the Commission members present went into conference.

Upon resumption, Comr. Hyde said the Commission counsel "should examine the witnesses as usual for the purpose of developing a satisfactory record. By a satisfactory record I mean one on which we get full information, whether it favors or whether it tends to oppose the petition that is before the Commission. The Commission will expect Commission counsel to perform his usual function along those lines."

Mr. Plotkin asked if he shou restate his query.

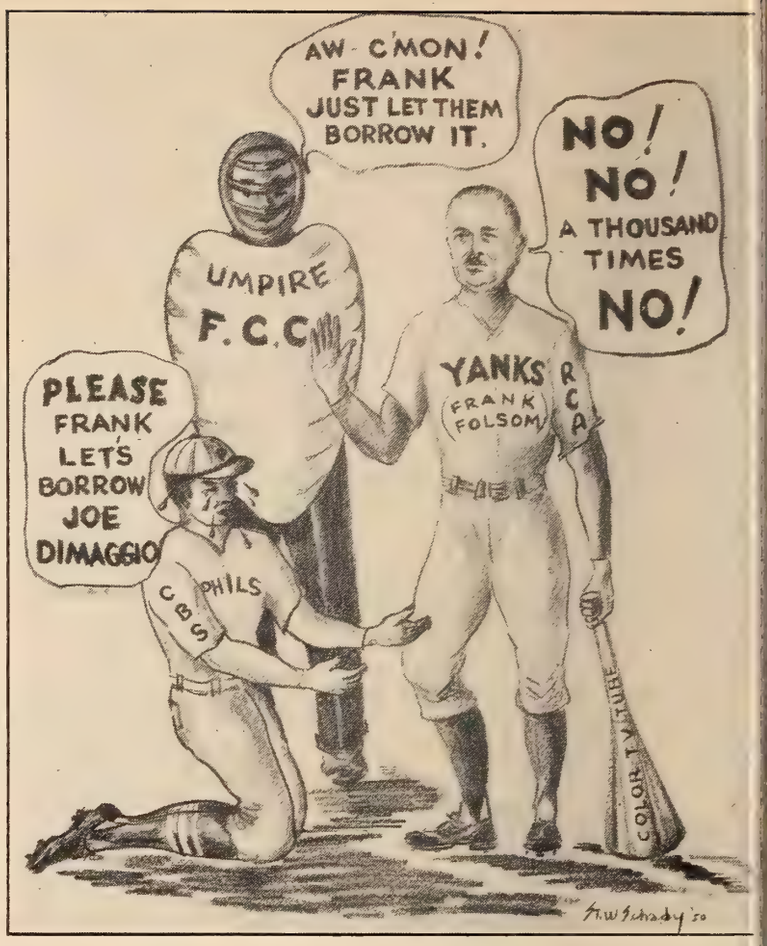
"I would like to register my d sent," Comr. Hennock said. would like to state that a satisf tory record should be made, and is the duty of counsel to bring evidence according to the rules evidence. These questions are to asked without any assumptions evidence in the record, which h never been produced, without e dence that has been establish with regard to necessity."

Asking Mr. Plotkin to be speci in his questions, she continued:

Furthermore, we of the Commiss have never had an engineering stu made for the benefit of these educat in their interest. We have not thou of this allocation plan in terms of interests of the public and educati and it is our duty as much to get an allocation plan for those educat and their needs as it is to show w the commercial interests are of t country and work on their plan w in and week out, a year and a half two years; and not five minutes of t work has been done for these educat by our engineering staff and by y very legal staff; and I want that the record.

Instructed by Chairman Hyde proceed, Mr. Plotkin said, "I Chairman, I don't think it is propriate for me to challenge statement of any Commissioner

"I think it is," Comr. Henn retorted. "You can challenge statement, and I want it right in the open right here. I have s



THIS is a reprint of a cartoon sent to RCA referring to RCA Preside Frank M. Folsom's answer to FCC last month [TELECASTING, Nov. 13] on t request it supply CBS with samples of its tri-color picture tube. Mr. Fols had said in part: "If this kind of thing goes on in America, the Phill certainly missed a bet in the last World Series. They should have ask the Yanks for Joe DiMaggio." RCA is unable to identify the artist oth than "Mr. Schady."

here and I have said it to you ight in my room, and I have said in Commission meetings. Let's ave it out."

Acting Chairman Hyde said:

I believe that I should make this atement for the record; that such location plans as have been made ave been drawn up to satisfy engieering principles with the objective providing service to the public genally. I believe that as a matter of rinciple we have not undertaken to rovide coverage, to inject into these ngineering studies the requirements particular classes of stations. I ink that is the general approach to it.

"By 'particular classes of staons' you mean educational, nonommercial, and the commercial ations?" Comr. Hennock asked. There are just two classes I am oncerned with."

"The point I wanted to make was hat the allocation plan that was rawn up to give scope and direcon to the hearing was not deigned particularly for commercial ations nor for education," Comr. yde explained, "but rather to proide service having regard for the ngineering factors involved."

"I am very sorry," Comr. Henock stated, "but Mr. Plotkin said, es, when we get all through, I ill try to get my staff to do some ork on an educational plan'—hen we get all through—not statg when. He said that right in y office. You [to Mr. Plotkin] id that, and don't deny it."

"This is being extremely unfair," r. Plotkin said, "and . . ."

". . . I am repeating what you id," Comr. Hennock broke in. t is just as unfair for these peo- e to come in here without the roper engineering done for their terests by our staff as for you to k questions that couldn't be anwered without that type of study r our staff."

Answer Difficult

The witness said he understood e question but believed it "would e presumptuous for me to try to nswer it with a mathematical dision of the total facilities availble. As indicated, this would seem be a matter dependent upon the rcumstances."

Mr. Plotkin asked Mr. McCarty he agreed his views on policy ould "certainly be helpful to the ommission in making up its mind n the policy determination the ommission must make?"

"I believe our experience would ffer a guide," he replied.

"We would be derelict if we dn't ask the benefit of your exerience, wouldn't we?" Mr. Plotn continued.

"I believe we have an experience . the information on which should e made available generally."

"Now another recommendation of our Joint Committee is that only ne VHF station in each commuty be assigned exclusively for eduational purposes; is that your unrstanding?" Mr. Plotkin asked e witness.

Comr. Hennock stated:

I object to any answer to that until engineering survey has been made show what these communities are, here they are, from the viewpoint of ucators and educational institutions, e condition of education in that vinity, with a view toward illiteracy, ne necessity of education by the population in that area, the amount of money spent by those communities for education, and the necessity for the use of the cheapest form of mass education, which is television, and all these other studies that must be here before you can answer that question; and unless the surveys are put into this record on a specific-city basis and unless you include in these questions a locality and all these conditions which determine where that educational station belongs that you are not entitled to answer because it cannot be correct; and I think I am going to move to strike every answer that has been made by an educator to these very questions you have been asking right from this record. They are not based on any evidence we can accept as a Commission.

"Mr. Chairman, I believe Miss Hennock did not hear my question," Mr. Plotkin stated.

"I am hearing your questions, and I have been hearing them here since Monday, and I am tired of hearing them," Comr. Hennock said.

Plotkin's Views

After further argument Mr. Plotkin said to the chairman, "I am forced to the conclusion that if I persist in the line of questioning which I think necessary for this record, the hearing will be unduly prolonged; and in view of that fact, I had better desist."

"It is about time you were forced to that conclusion," Comr. Hennock said. "I want to point out that this is the general portion of these hearings, and you aren't supposed to go into specific-city requirements, and you wouldn't allow these educators time to come in here and prepare and insisted on not giving them an adjournment, and you made them start on November 27. You didn't give them a chance to get these surveys on their own, which they need to answer these questions intelligently and honestly."

"It was the Commission which fixed the date," Comr. Hyde observed.

"And it was you [addressing Mr. Plotkin] who wanted it, too," Comr. Hennock added.

"Mr. Chairman," Comr. Webster interposed, "the majority [of Commissioners present] a few minutes ago ruled. And I suggest that we proceed in accordance with that ruling and permit the general counsel to continue with his questioning."

"The hearing will proceed," Comr. Hyde ruled. "Mr. Plotkin, you will continue with your examination. It is understood that Miss Hennock has an objection, which of course will be given further consideration in connection with the Commission's study of the record. I think on that basis we can proceed with the hearing."

"I reserve my right to press my objection with regard to each individual question if the questions are unfavorable," Comr. Hennock said, "and I am not taking a blanket ruling, Mr. Chairman."

"Well, it is understood that an objection may be raised at any time," Mr. Hyde said.

Comr. Hyde cordially welcomed Merlin H. (Deac) Aylesworth, first president of NBC and now radio-TV consultant, who appeared on his own behalf to support general reservation of TV channels for education on condition a united showing be made that the channels would be used effectively. Comr. Hennock indicated she was "impressed" to see one of commercial background appear in the interest of education.

Mr. Aylesworth reviewed program fundamentals learned early at NBC in both commercial and educational fields, stating it was hard in those days to get educators interested in radio. He outlined programs, committees and other efforts in the field.

The former NBC executive saw possibilities of wealthy persons endowing educational TV stations like university buildings. He emphasized programs must be made so good people will want to see them and felt cooperation could be worked out with commercial interests.

Mark C. Schinnerer, superintendent of Cleveland public schools, detailed educational TV needs and potentials in that area and reviewed successes of WBOE, the board of education's outlet.

Edward T. Schofield, president of Educational Film Library Assn. and assistant supervisor, department of libraries, visual aids and radio, Newark board of education, related future expanded effectiveness of film libraries through TV.

Bevis Appearance

On Thursday, Howard L. Bevis, Ohio State U. president, appeared in behalf of the Assn. of Land Grant Colleges and the National Assn. of State Universities to support the JCET position. He said a survey of 72 institutions was made to learn which planned immediate entry into TV station operation. Of 49 replies he said 15 planned station establishment now or in the near future while another 31 do with the next 30 years—a "realistic" reflection of the slowness with which educational innovations are accepted and put into practice.

To questioning, Mr. Bevis indicated education had ample warning of the educational TV issue since it was announced July 11, 1949, but Comr. Hennock noted only a month's notice was given as to the exact starting date of the hearing.

Others appearing Thursday to support the JCET proposal included: Constance Warren, National Education Committee of American Assn. of University Women; Grace Rawlings, principal of Liberty School, Baltimore, representing the Dept. of Elementary School Principals, NEA; Maurice G. Blair, associate superintendent, Los Angeles city schools; M. R. Traube, dean, School of Education, Pennsylvania State College, representing American Assn. of Colleges for Teacher Education; Pearl A. Wanamaker, Washington state superintendent of public instruction and president of National Council of Chief State School Officers; George E. Watson, superintendent of public instruction, Wisconsin; John J. Desmond Jr., Massachusetts commissioner.

CLASS PROJECT

DuMont Co-sponsoring

TO DETERMINE how television may best be used to supplement classroom instructions in formal education is the primary purpose of a project undertaken jointly by Allen B. DuMont Labs and the Montclair State Teachers College, Upper Montclair, N. J.

Closed circuit transmission of TV programs to high schools near the college will be used to find practical answers to such questions as what school subjects are best suited for TV treatment, how television can be used to improve teaching, and how a college TV center can supplement routine studies in high school classes. If preliminary tests indicate the need for expanding the experiment to schools farther from the college than can be easily reached with a closed circuit connection, DuMont will ask the FCC for permission to use its experimental UHF transmitter in these tests.

H. E. Taylor Jr., manager of the DuMont TV transmitter division, is representing the company in the experiment. Dr. Herbert B. Goodeen, assistant professor of social studies, heads a central committee handling the college's part of the program. Three sub-committees of this central committee are establishing a TV workshop, monitoring current TV programs to see which should be included in the project and compiling a list of available TV material. Edward C. Rasp Jr., director of the college's Audio Aids Lab, has been named coordinator of the program and is now making an overall study of operations at WABD (TV) New York, key station of the DuMont TV Network.

Pet Milk on NBC-TV

PET MILK Sales Corp., St. Louis, will sponsor *Four Star Revue* on NBC-TV Wednesday, 8-9 p.m., beginning Jan. 17. Agency is Gardner Advertising, St. Louis. Pet Milk will be one of three sponsors of the show, participating on a rotating basis. Motorola, which is currently a sponsor, is the second, and the third is as yet unannounced.

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'49 Revenues

(Continued from page 25)

their keys, and 2,005 other AM stations have an original investment of $230,587,035 in tangible broadcast property. Depreciated cost was shown as $150,074,292. In television, original investment in tangible broadcast property was reported at $55,875,583, with depreciated cost placed at $44,941,469.

Loewi Appointed

COMR. MORTIMER W. LOEWI, director of the DuMont TV Network, has been appointed chairman of the National Television Committee for Brotherhood Week. The TV Committee has been originated for the first time this year to enlist all personnel in the Brotherhood drive.

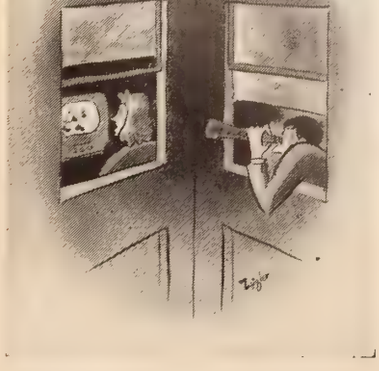
CHURCH SERIES

WTMJ-TV Outlines Plans

SERIES of public service religious telecasts from different churches in the area is being prepared by WTMJ-TV Milwaukee. Station technicians are testing church facilities as TV origination points for the programs, slated to get underway Dec. 24 with a special midnight mass from St. Roberts Roman Catholic Church.

Full details as to format of each program will be discussed with officials of individual churches, according to Bruce Wallace, manager of public service broadcasts and promotion for WTMJ-TV. Each program will consist of a typical church service and run an hour or more beginning generally at 9:30 a.m. Series will be telecast through Feb. 11, according to present plans. Order of appearance throughout the series was determined by number of members of each denomination, covering such churches as the Missouri Synod, Jewish, Lutheran, Methodist, Evangelical, Presbyterian and Episcopal.

Te-Ve



TV Broadcast Financial Data, 1949

Item	4 networks and their 13 owned and operated stations	85 other stations [1]	Industry Total
Revenues from network time sales	$8,862,399	$1,933,113	$10,795,512
Revenue from sale of time to national & regional advertisers and sponsors	2,965,594	4,309,419	7,275,013
Revenues from sale of time to local advertisers and sponsors	2,295,468	7,164,140	9,459,608
Total revenues from time sales	14,123,461	13,406,672	27,530,133
Commissions paid to representatives, etc.	2,273,333	1,805,394	4,078,727
Incidental broadcast revenues:			
Revenues from sale of talent, etc.	4,490,492	1,521,237	6,011,729
Furnishing material or service	2,005,437	1,396,458	3,401,895
Other incidental revenues	547,983	916,943	1,464,926
Total broadcast revenues	18,894,040	15,435,916	34,329,956
Total broadcast expenses	30,635,895	28,956,011	59,591,906
Total broadcast loss	(11,741,855)	(13,520,095)	(25,261,950)
Investment in tangible broadcast property:			
Original cost	19,084,764	36,790,819	55,875,583
Depreciation to date	4,350,273	6,583,841	10,934,114
Depreciated cost	14,734,491	30,206,978	44,941,469

[1] One station was an experimental station operating commercially.

Road for NAB-TV

(Continued from page 26)

specialized activities of interest to special member classes entirely, or almost entirely, outside the association. It plans to retain only the services of interest to all members so that these members will not be required to pay part of their dues to support activities in which they have no direct interest.

NAB-TV probably will start out with its own officers and board, but NAB President Justin Miller and General Manager Ryan will execute the policies and directives of the NAB-TV board.

The NAB and NAB-TV boards may meet at the same time, and at the same place, though this is one of the problems to be worked out by the committees and the January convention.

With creation of an NAB-TV board the NAB by-laws would be amended to delete the two TV directors-at-large (Messrs. Swezey and Thomas). NAB's staff would be available to NAB-TV and would provide government and public relations, engineering, labor, research, legal and similar services.

Bette Doolittle, AWB executive secretary, will become assistant to Charles A. Batson, director of the NAB-TV Dept. Presumably the department personnel would provide the framework for the NAB-TV staff.

NAB's Position

NAB board members and headquarters officials are convinced TV stations need a free, competitive operation. They believe NAB-TV will provide the answer. The first year of operation, assuming NAB-TV is launched early next year, will be one of trial and error. The video association will be free to spend money as it sees fit and probably will be in a position to do much of the basic promotion work the new industry desires.

Members of AWB's District 2 learned of the AWB separation plan Saturday when Mr. Fay addressed the Syracuse convention. AWB members have contended for some time they have been the Orphan Annie of the NAB, getting pushed around more and more through the years.

General Chairman of AWB is Katherine Fox, WLW Cincinnati. Miss Doolittle has directed operations at NAB headquarters with a very small budget. Given their NAB divorce, AWB members believe they can start a membership and set up a new feminine trade association with greatly broadened scope.

NAB will cooperate by providing office space and departmental services while the project is getting under way. When AWB designates an acting director, headquarters will be at the NAB offices. NAB will turn over $3,000 in budget money to AWB. This covers dues payments and other funds. The project has been in the works several months.

Board to Act

Next steps in separating Broadcast Advertising Bureau from NAB will be taken when the board's BAB Committee meets. No definite meeting date has been announced. Some NAB members have suggested the BAB project be modified to keep down costs.

At first backers of BAB separation spoke in terms of a million-dollar advertising project. A recent survey showed that if all NAB members wanted BAB and 30% of their dues went to the agency in its first year of separation, it would be necessary to enroll perhaps 700 non-NAB members to finance a $500,000 BAB.

As part of normal NAB operation NAB Secretary-Treasurer C. E. Arney Jr. last week mailed certification forms to NAB members in preparation for coming board nominations and elections. Stations will list on these forms the names of those eligible for nomination. After nominating ballots have been mailed, the authorized NAB delegate of each station will cast the station's vote or votes. The nominating lists will be sent out Jan. 10, with the election process to be completed March 1.

Thirteen board vacancies are to be filled. They include the posts now occupied by these directors: District 1, Paul W. Morency, WTIC Hartford; District 3, George D. Coleman, WGBI Scranton, Pa.; District 5, Allen M. Woodall, WL... Columbus, Ga.; District 7, Gilm... N. Nunn, WLAP Lexington, K... District 9, Charles C. Caley, WM... Peoria, Ill.; District 11, John ... Meagher, KYSM Mankato, Min... District 13, Mr. Rembert; Distr... 15, Glenn Shaw, KLX Oakland...

Cox Named

District 17 last August elec... H Quenton Cox, KGW Portla... Ore., to fill the post to be vaca... in April by Harry R. Spence, KX... Aberdeen, Wash., who was in... gible to run for another two-y... term because he had served ... maximum of two consecutive ter...

Five directors-at-large will ... elected. The posts involved ... now occupied by the following ... rectors who are serving one-y... terms: John H. DeWitt Jr., W... Nashville, for large stations; Jo... Esau, KTUL Tulsa, for medium s... tions: Edgar Kobak, WTWA Tho... son, Ga., for small stations; F... Strouse, WWDC-FM Washingt... for FM stations; Mr. Thom... WOR-TV New York, for TV s... tions.

NAB President Miller last we... designated Ralph W. Hardy, dir... tor of government relations, as s... retary of Broadcasters Advis... Council, representing the four ma... networks, Radio-Television Mf... Assn., National Assn. of Edu... tional Broadcasters and TBA. T... committee advises with the gove... ment on national defense matter...

ADVISORY UNIT

Ethridge Resigns P...

RESIGNATION of Mark Ethrid... publisher of the Louisville *Couri... Journal* and *Louisville Tim...* (WHAS-AM-TV), as chairman ... the U. S. Advisory Commission ... Information was accepted by Pr... ident Truman Nov. 25. Mr. E... ridge attributed his resignation ... "ill health."

The publisher was appointed ... head the advisory group in Aug... 1948. The five-man commissi... which also includes NAB Preside... Justin Miller, was established ... 1948 by Congress to study U.... information and educational p... gram overseas and to make sem... annual recommendations to C... gress on its findings. It has c... cerned itself largely with proble... relating to Voice of America.

Mr. Ethridge's resignation w... reluctantly accepted by the Pr... ident, who praised his work at t... helm of the advisory group. Na... of his successor was not reveal... Other members of the group, as... from Judge Miller, are Philip ... Reed, chairman of the board, G... eral Electric Co.; Erwin D. C... ham, editor, *Christian Scie... Monitor;* and Mark May, direc... of Yale U.'s Institute of Hum... Relations.

NEW all-inclusive antenna book, ... *and Other Receiving Anten...* (Theory and Practice), by Arnold ... Bailey, announced by John F. Ri... Publisher Inc., N. Y.



AD table at the Nov. 16 meeting of the Philadelphia evision Assn. [BROADCASTING • TELECASTING, Nov. 27] ds this group enjoying festivities. They are (l to r): ted, Allan Trippe, president, Adrian Bauer Advertis-; Ernest B. Loveman, vice president and general man-r, WPTZ (TV); Ethyl Foster, Theatre Arts Institute; s. Billie Farren, Neal D. Ivey Agency; Edward Madden, NBC vice president in charge of TV, who spoke on "The Economics of Television;" standing, Dick Strome, of Dick Strome Television; James M. Toney, director of public relations, RCA Victor; Col. Edward Davies, TAP president and head of agency bearing his name; Al Bersohn, RCA Victor publicity; H. V. Anderson, NBC-TV account executive; John Gilligan, vice president in charge of advertising, Philco Corp.

arlson Sworn In

PUBLICAN Frank Carlson, for-r Kansas Governor, was formally orn in as a U. S. Senator last ednesday. Elected last Novem-to a Senate term which expires t year, the Kansan has been ntioned as a possible GOP addi-n to the Senate Interstate & reign Commerce Committee in 82d Congress [BROADCASTING • LECASTING, Nov. 13].

rade Rating

SPECIAL C. E. Hooper rat-ing reported that half of New York City's TV homes and 90% of the TV sets tuned in from 10-11:55 a.m. were tuned to WJZ-TV for Macy's Thanksgiving Day parade telecast, Thursday, Nov. 23 (10-11:55 a.m.). Hour-and-half show received an overall rating of 38.7% but the last half hour averaged 46.4% rating, indicating that 850,-000 TV homes were viewing the telecast.

SOUTHERN CALIF.'S SPONSOR ADVANTAGES

Cited by Hilly Sanders of Dan B. Miner Co.

IF you're going into television in Southern California you are better off commercial-wise than in other sections regardless of whether you plan to assume the mantle of sponsor, agency representative or plain novice.



Miss Sanders

That's what Hilly Sanders, vice president of radio and television for Dan B. Miner Co., Los Angeles, declared at a recent gathering of members of the Southern California alumni chapter of Alpha Delta Sigma, national professional advertising fraternity. Also on hand were leading industrialists and undergraduate advertising students.

Miss Sanders referred to the mass appeal of television which offers a great opportunity to manufacturers by lowering their cost per sale more than any other medium today.

Speaking of television commercials, she declared that the more action there was, the better, and the closer the commercial is integrated with the program, the better.

Other portions of Miss Sanders' address included a prediction that profitless days of video would soon be over; the assertion that, unlike radio where the agent or producer must start with an idea, in video he must begin with a budget; the claim that motion picture know-how in Los Angeles gave the Los Angeles advertiser better camera work on his show.

In conclusion, Miss Sanders declared that the best way to control a television show outside your own market is to put everything on film. "If the film is to be cut into a program, cut it yourself. Leave nothing to be done at the station except project the film, whenever possible."

UDNER

Cancels Two Shows For Lack of Class A Time

E INCREASING scarcity of good Class A television time has resulted a cancellation of plans by Kudner Agency in behalf of two of its ional advertisers, suggesting a dilemma that may soon be faced by a e segment of the industry.

he agency had arranged to put il B. DeMille in an hour-long, rnate week, television extrav-nza for Goodyear Rubber Co., was unable to clear station time ough any of the networks it ght. Thus the entire deal has en through. Goodyear mean-le will continue sponsorship of *Paul Whiteman Revue* on ABC-TV through Young & Rubicam.

Another Kudner advertiser, Buick Co., had had an option for one-hour weekly on CBS-TV for a program to start in January. Network in this case too, it was understood, was unable to clear Class A station time and as a result the option has been discontinued.

Stark-Layton Plans

WILBUR STARK-Jerry Layton Inc., New York radio and TV packager, has announced the principals have started individual business activities in the same field, while continuing their joint enterprise, Mr. Stark will be located at 510 Madison Ave. and Mr. Layton at 551 Fifth Ave.

'DEALER' POLL

Godfrey Takes 3 Firsts

CBS' ARTHUR GODFREY won three first place awards in the 21st annual radio poll conducted by the *Cleveland Plain Dealer*, it was announced last week. Out of 13 categories for which readers cast votes, Mr. Godfrey won in the "favorite program," "favorite entertainer," and "best variety show" classes.

In the other categories, Lowell Thomas, CBS, was chosen "best network news program" while WTAM Cleveland's Bill Tomkins was selected for the "best local news program." *Suspense*, on CBS, was chosen "best mystery show," while *Firestone Hour*, NBC, was selected "best musical program." *Lux Radio Theatre*, CBS, was judged "best dramatic program." Guy Lombardo, MBS, was chosen "best orchestra."

The Ohio Story on WTAM was picked as "favorite Cleveland program" and Bill Randle of WERE Cleveland won the title of "best disc jockey." Jimmy Dudley, also WERE, was judged "best sports announcer." *Fairy Tale Theatre*, a local children's show on WGAR, was chosen "best juvenile program" over several network contenders.

The *Plain Dealer* stated that Mr. Godfrey won by substantial margins in 3 of the 13 categories. Jack Benny, CBS, trailed him in the "favorite program" category, followed by Bing Crosby, CBS, and *Lux Radio Theatre*, latter two tied for third. In the "favorite entertainer" class, Mr. Godfrey was followed by Bob Hope, NBC, second, and Jack Benny, third. Mr. Benny followed Mr. Godfrey in the "variety show" balloting, while Bing Crosby was third in that category.

LONG-CBS SUIT

Hearing Set for Dec. 15

W. E. LONG advertising agency and CBS Chicago's counter-suits will be reviewed by Master in Chancery Gerard Conner in an all-day hearing in Chicago Dec. 15. CBS originally sued the agency for $1 million, charging W. E. Long Co. used talent under exclusive contract to the network and its Chicago station, WBBM.

Long, in a counter-suit, seeks $2 million from CBS, $1 million in actual damages and $1 million as punitive damages because of alleged "libelous statements" made by CBS in court. The hearing slated for Nov. 13 was postponed. Last court session was Nov. 6.



Richards

(Continued from page 27)

dinary citizen's, and that neither does the Commission nor any members of the Commission."

FCC General Counsel Benedict P. Cottone objected to Mr. Fulton's statement, labelling it "arrogant" and "presumptious and insulting." Examiner Cunningham sustained the objection.

Mr. Fulton then—"for the benefit of a court which should have to review it"—inquired as to "the experience, if any, with which you approach the position of saying that you do not feel that you need the assistance of any expert."

Mr. Cottone again objected, and Mr. Cunningham again sustained the objection. Mr. Fulton continued:

Well, I have here a request for subpenas for the members of the FCC for the purpose of establishing, if the subpenas are granted, that they have no unusual experience that would enable them to be experts in this field, so that it may be clear in any subsequent proceedings that we are dealing with decisions of people who claim no unusual experience in the field of news.

Request Denied

Examiner Cunningham, denying the request, noted that FCC "itself is the body set up by Congress to determine this proceeding ultimately. . . . They shall make the final determination, and certainly a request of this kind, that they appear and testify as to their qualifications, is somewhat irregular and, I think, improper. . . ."

In his review of the issues of the case, Examiner Cunningham said the "important" points include—aside from whether Mr. Richards ordered news slanting—the question of whether his stations "performed a disservice rather than a service to the public" even if it did direct his employes to "handle the news in such a manner as to further promote his private political, social and economic views and his own personal interests."

At a later point Examiner Cunningham said:

The Commission is not concerned in this proceeding or in any other proceeding that I know of as to whether the newscasts over any particular station are fair and objective. That, of course, rests with the broadcaster himself.

Mr. Fulton contended this meant there was "no necessity" for the hearing.

Much of last week's hearing was occupied by FCC cross-examination of representatives of Radio Reports Inc., which made checking records and notes on KMPC newscasts over a period of years. Counsel for Mr. Richards have charged that these records were "suppressed" by FCC, but Examiner Cunningham struck the charges from the record and denied a motion—recently renewed—which was based on them [BROADCASTING • TELECASTING, Oct. 23, 30].

Under questioning by Mr. Cottone last week, Mrs. Emily Timmons, Los Angeles manager of Radio Reports, testified that Mr. Richards' legal counsel knew of the existence of her firm's KMPC records before the hearing started, that all of the transcriptions were furnished to FCC, and that those which were not wanted were resurfaced as a matter of normal company policy.

ELECTRONIC EQUIPMENT • PARTS

AN Conn. · APC's · BINDING POSTS · CABLE · CAPACITORS · CERAMICONS · CERAMICS · CHOKES · CR. RHRS. · COILS (R.F. & A.F.) · CONTROLS · CRYSTALS · FILTERS · FUSES · HARDWARE · KNOBS · POTENTIOMTRS (vitreous-casing) · RELAYS · RESISTORS · SHOCK MTS. · SOCKETS · SOLENOIDS · SPAGHETTI · SWITCHES · THERMISTORS (servo-pulse) · IRON-CORE SLUGS

LARGE STOCK OF OTHER ITEMS • LET US QUOTE YOUR NEEDS • WRITE, WIRE PHONE Walker 5 9642

Universal general corp. 324 CANAL ST. N.Y.C.

Civil Defense

(Continued from page 30)

tion of so-called "radio silence" and homing devices.

The President's blueprint for a Civil Defense Agency was referred to the House Armed Services Committee, which planned to start hearings today (Monday). Two similar bills to implement civil defense—one (S 4162) sponsored by Sen. Brien McMahon (D-Conn.), chairman of the Atomic Energy Committee, and the other (H 9689), introduced by Rep. Durham—were referred to the Senate and House Armed Services Committee last September but no action was taken.

Under Mr. Truman's plan, the administrator would be responsible only to the President and would exercise authority for civil defense planning over all other agencies or departments, including the Dept. of Defense and Atomic Energy Commission, and have priority on all federal expenditures if necessity demands.

Communications Plan

The administrator, who would be salaried at $17,500 per year, would have the responsibility of assuring an adequate communications network and warning systems in the civil defense master plan, of which communications has been termed the "nerve system" [BROADCASTING • TELECASTING, Sept. 25].

Additionally, the civil defense measure would authorize (1) any state to negotiate mutual aid pacts with Mexico, Canada, Cuba or European possessions with the approval of the civil defense administrator and the Secretary of State; (2) the Secretary of State to enter into defense agreements with any other country; (3) the administrator to allocate funds to state groups for defense activities, with the states putting up 50% of the sums.

State and civic leaders have complained that the government had not taken firm action with respect to resolving question of how much it would bear in civil defense planning. Under the President's plan, the funds would be doled out on the basis of the number of critical targets (now listed by NSRB at 140) and people within any one state.

The administrator would be required to see that state groups meet certain specifications on civil defense activities, thus giving him complete authority of each state program.

The agency would coordinate communications activities of FCC, Dept. of Defense, and radio-TV and other communications networks. Also suggested is the creation and direction of "secondary" channels of communication between federal, state, regional or local civil defense centers, as well as establishment of communications centers.

While there was no immediate estimate as to how much the agency project would cost, it is believed the amount would run into the hundreds of millions of dollars. The Budget Bureau reportedly has approved the sum requested by the President to set up the new agency.

There is speculation that Mr. Truman will wait until January before appointing an administrator, who would be subject to Senate confirmation. Most of the personnel now working in the NSRB civil defense office, including Robert Burton, who heads communications, would shift to the new agency. Other personnel would be added, too, to put it on a fully operative basis.

Mr. Burton has been preparing a technical manual as a followup to the security board's suggestions on use of communications, and said it is almost complete, lacking only necessary details to be specified after the "new-line" agency is set up.

The manual will be similar to that issued during World War II, delving into the cost of equipment, number of personnel and other factors, he said.

Mr. Burton also has been conferring with military authorities on the use of frequencies civil defense operation will require. Encompassed in the discussion are frequencies currently being used by amateur operators. Mr. Burton has been asked to furnish the exact frequency needs for civil defense [BROADCASTING • TELECASTING, Oct. 30]. Other talks involve a portion of FCC's proposed 1750-1800 kc disaster network band for civil defense use.

No details were available as to time and place of the proposed communications "dress rehearsal" test, which was described by some government officials as "highly classified."

FCC and the Continental Air Command are seeking to determine if certain stations can remain on the air without lending themselves as "homing devices" for enemy aircraft.

FCC has put licensees on notice that national-defense authorizations will be made periodically which may affect them but which cannot be divulged for security reasons. The Commission said stations directly affected would be notified "as fully as possible consistent with security regulations."

WCKY UNIT

Has New Transmit

EXPRESSING his faith in future of radio broadcasting, L. Wilson, president and general m ager of WC Cincinnati, I a week dedicate new 50 kw tra mitter for t station. The transmitter will be retai so the station maintain its hour-a-day sch ule at full po with a minim of interruptio



Mr. Wilson

At the dedication ceremony 27, Mr. Wilson said: "This transmitter is an expression WCKY's continued confidence radio broadcasting in America, the station's extended effort bring its listeners the best in tertainment and programmi WCKY is an independent opera and has remained under the s management and operation more than two decades.

This new GE unit is the s transmitter to be used by the tion, according to Charles H. miller, station manager and c engineer. When the outlet sta in 1929 it had 5 kw. Power creased to 10 kw in 1936 and kw in 1939. Two years ag 10 kw transmitter was installe emergency and auxiliary eq ment.

IRE CONFERENCE

Southwestern Meet April 20

DALLAS-FORT WORTH Sec of the Institute of Radio Engin has announced the next Southw ern IRE Conference will be April 20-21, 1951, at Soutl Methodist U., Dallas.

The conference is to be spons jointly by the student branch IRE at SMU and the Dallas-F Worth section. Highlights of conference are to be a keynote dress by a well-known author papers presented by men of pr nence in the industry; an In trial Exposition, displaying latest in electronic and radio c ponents and equipment; a "Te style" banquet, and other spe events.

Richard McLaughlin

FUNERAL services were condu Friday in Chicago for Richard Laughlin, 24, sportscaster writer at WFRP Savannah, He was found dead in his r Nov. 25 beside a burning gas he and is believed to have died result of a diabetic coma con cated by a loss of oxygen abso by the heater. He previously with WEAW(FM) Evanston, and was a writer on the news at ABC Chicago.

allied arts

MAURICE UNGER, president Charles Maish Co., Cincinnati, appointed manager West Coast erations Frederic W. Ziv Co., N. Y. d Cincinnati. Will take over under e manager and manage entire firm d its associated companies, Ziv Tel- ision Programs, World Broadcast- g System and Cisco pictures, on est Coast.

AMES BERG, composer "Statue In e Bay," signed to write syndicated d custom jingles by Richard Strout oductions Inc., Hollywood.

RISPIN WOODWORTH, radio-TV rector Addison Lewis & Assoc., inneapolis, to Commodore Produc- ons & Artists Inc., L. A., to work incipally with firm's transcribed *yde Beatty Show*. Additional duties ll include sales and promotion.

IFFORD M. RIGSBEE appointed anager radio-phonograph-television oup RCA Service Co. Replaces HOMAS WHITNEY, who becomes erations manager for government rvice in company's government vision.

IFFORD E. OGDEN, sales manager oadcast division Capitol Records c., Hollywood, appointed general anager.

COTT RADIO Labs., Chicago, distri- ting new monthly publication for alers' sales personnel, *Scott Notes*. contains articles and illustrations selling methods, product features, fective sales approaches and other aterial.

R. HANS W. G. SALINGER, re- arch physicist Capehart-Farnsworth rp., Fort Wayne, Ind., awarded de- ee of fellow in Institute of Radio gineers. Presentation to be made banquet during annual IRE con- ntion in New York March 19. De- ee awarded "for his original con- ibutions in the theoretical approach electron optics and to filter the- y."

Technical . . .

MER S. HALL, field and studio pervisor, appointed assistant chief engineer WMAL-AM-FM-TV Washington. WILLIAM FOWLER, engineering staff, will replace him.

JACK E. STRUTHERS, operator-announcer and record librarian WDNE Elkins, W. Va., will join Air Force in civilian capacity for overseas assignment.

Equipment . . .

WILLIAM E. RUDER appointed manager metallurgy and ceramics division General Electric Research Laboratory. Dr. JOHN HERBERT HOLLOMON appointed assistant manager.

FREDERICK J. WILLARD, general sales manager Philco International Corp., Phila., appointed vice president-sales. Will handle all sales abroad of Philco International products. F. LEROY SHERMAN, manager foreign operations, appointed vice president foreign operations. Will handle assembly and manufacture of products in other countries.

RCA TUBE DEPT. announces new edition of Service Parts Directory for RCA Victor TV receivers. Eighty-page directory gives diagrams and lists of RCA TV receiver parts.

MAGNETIC AMPLIFIERS Inc., Long Island City, N. Y., announces standard line magnetic amplifiers, saturable reactors, special transformers and other related devices for applications in servomechanism, computors, regulators and recorders. Also staff will render services on designs of special custom built units. Further information may be obtained by writing company's engineering department at 11-54 44th Drive, Long Island City 1, N. Y.

INTERVIEWS with employes of a large paper mill are being aired four times weekly on CKFS Cornwall as part of public relations campaign of Howard Smith Paper Mills, Cornwall. Program is entitled *CKSF Goes Calling*.

SOMETHING
NEW IN
CINCINNATI

➔ *See Pages 44 & 45 This Issue* ➔

ON THE AIR EVERYWHERE 24 HOURS A DAY

L.B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER



Getting closeup look at Stokely's foods are (l to r) Mrs. S. L. Brown of Order of Eastern Star; Don Valentine, show's m.c.; Paul Colwell, national sales manager, Stokely-Van Camp Inc.; Ralph W. Nimmons, national sales manager, WFAA-AM-TV.

* * *

WFAA LENDS HAND

Aids Charity While Promoting Sponsor

PROMOTING public service as well as a program's advertiser is a good way to win friends and keep them. With this in mind, WFAA Dallas successfully launched and climaxed a pre-Thanksgiving Day campaign in the Texas metropolis.

Some 30 women's organizations were special guests on the 12:30 p.m. Monday - Friday half - hour studio participation show, *Laugh with the Ladies*, Nov. 1-21. The Thanksgiving note was added by daily giving two clubs a free case of Stokely's Finest Foods. Stokely sponsors the program. The canned foods were used by the women for charity and other public service purposes. An extra case went to the club with the best turnout.

Station reports the idea was fruitful, as seen by a resulting 50% increase in audience attendance at WFAA's Santa Fe Penthouse studios. Additionally, six women's clubs sought to be scheduled but had to be turned down because of limited time, Harry Koenigsberg, WFAA publicity director, reported.

Average club member attendance per show ranged from 50 to 100, WFAA says, with a diversified turnout including such groups as Girl Scouts, the Hadassah chapter, Dallas Sunshine Club, Pythian Sisters, Gold Star Mothers, Pilot Club, Women's Chamber of Commerce. Club department of the *Dallas Morning News*, WFAA's newspaper affiliate, helped to line up the various women's organizations.

Ad Council Drive

ADVERTISING COUNCIL started radio-TV campaign Nov. 27 to explain new social security regulations for domestics to U. S. housewives at request of Social Security Administration.



Role of RFD

(Continued from page 43)

director to represent only products "ace high from both a quality and functional standpoint" and to deal with the farmer as a purchasing agent rather than as "an ordinary customer," Mr. Cashman said. "And we want to be sure the farm editor understands our distributive setup. He should know how the product is made, what makes it good, how it can be best used and how it gets to the ultimate buyer."

Reminding his audience that "you are not working for the BBC," Mr. Cashman said: "You will be on the air only so long as it pays off for the sponsor unless station management wants to put you back in that cloistered-non-commercial atmosphere. But no one wants to be a holy cow. All of us want to be big milkers.

'Intelligent Handling'

"No sponsor, regardless of how big, can spend a buck on radio unless he gets a buck ten back. We must weight the pail by getting the facts, and we can be sure the sponsor's pail is full of repeat business through careful, intelligent, smart handling of his product and his program," he concluded.

Sunday's agenda also included a panel on "Farm Radio Works Because It Serves and Sells." Mr. Haeg of WCCO Minneapolis, moderator, talked with four farm directors: Mr. Evans, KMBC; Dix Harper, WIOU Kokomo; Bill Macdonald, KFAB Omaha, and Dallas McGinnis, KXEL Waterloo, Iowa.

Station promotion as practiced at WOW Omaha was outlined by Bill Wiseman, promotion manager.

Harry Burke, general manager of KFAB Omaha, described the RFD as "a valuable asset." He said the radio farm director "is worthy of more than passing interest to management," and is "especially valuable" in three fields. These include (1) the imparting of information to the farmer, in weather, news and service reports; (2) serving on shows other than farm programs, and advising on commercial copy; (3) assisting the sales department in strategy meetings before a sales campaign starts, and talking with clients.

Business Session

In addition, the RFD has a public relations value outside the station, developing consumer acceptance of the station's products, its shows, he said. The RFD has a "responsibility for his personal conduct and public behavior, to his station and the audience." Extra-curricular activities are also on the agenda of any capable farm broadcaster, and radio farm directors have to "be in farming up to your eyebrows," Mr. Burke stated.

Saturday morning was given over to reports of committees and a general NARFD business session, after which the Sears, Roebuck Foundation entertained at luncheon. E. J. Condon, director of the foundation, commended the group as "the most influential in the country." He stated that agriculture's progress over the past 25 years has been equal to that of the previous 500 years, and credited farm radio with much of the achievement. Chief speaker at the luncheon was John L. Strohm, associate editor of *Country Gentleman*, who answered the question "How Far Will Russia Go?" with colored motion pictures showing the "primitive" state of Soviet agricultural equipment.

"Russia is not prepared for a full scale war. Its farm implements, for example, are almost primitive as compared with those of 20th Century America," he declared. Mr. Strohm sees Japan as a "bright spot in our picture, whether we be at war or at peace." He urged a "firm American policy to deter Russian aggression."

Delivers News

At the Saturday afternoon session, W. Judd Wyatt, director of advertising for the Missouri Farmer's Assn. Mutual Insurance Co., described the RFD as "the rural newspaper editor of the air, who each day delivers over the farm radio the kind of material the farmer likes to find in his mailbox when he gets his rural paper."

"The wise sponsor of a farm program looks upon the RFD much the same as he looks upon the editor of a rural newspaper," he said. "The editor carries the sponsor's ads along with ads for his competitor. He can't expect the editor to show him favors that can't be shown other advertisers. The editor of the rural paper must make his paper interesting or people won't advertise. His paper must reflect himself. It must be full of stories about people. News is just the same old things happening to different people."

Mr. Wyatt warned the RFDs against selling out to one sponsor, noting "in that case you will lose much of your value to your listeners — becoming a radio house organ." He said the smart advertiser wants the RFD to know more than he himself does about the people in the area covered, as well as the types of farming and problems peculiar to the area. He asked that the RFD call attention of the sponsor to "anything out of line with respect to his locality or its people."

After praising Mr. Wyatt as "one who could tell some of the agency men on Madison Avenue a thing or two about advertising," Maurice B. Mitchell, vice president of Associated Program Service, declared that "dollar for dollar and pound for pound there is more potential impact in farm advertising by radio and television than by any other medium."

'Reach More Farmers'

"Your specialized local farm service programs reach far more farm listeners than the elaborate campaigns that some advertisers and agencies contrive to sweep across the country," he told the RFDs. "You give the listener a human voice with a personal recommendation—not a lot of announcements transcribed in some far away place."

Mr. Mitchell predicted that the initiative in radio will return to "those who had it in the first place —the local station men." He observed that no national advertising campaign can survive if local dealers and regional field representatives are against it. "All advertising is local," he concluded.

Carl Byoir, head of the New York public relations firm by that name, was guest speaker at the Saturday supper sponsored by the Great Atlantic & Pacific Tea Co. He told the RFDs they "render a great service in a much too modest way." He hailed their "unusual opportunity — greater than that of any other single group—to maintain the highest standard of living ever created," but urged them to put profit and politics behind if th are to preserve the American sy tem.

"You are a combined voice th can render a great service," said. "The time is past when y may ask what you can get fr your government. You must a what you can do to serve yo country, which has only one chan in two of survival."

Separate Radio-TV Panels

One of the most interesting fe tures of the two-day conventi was the assembling of separa radio and television panels, wh members went into details abo their local activities. A fine cro section of the RFD's AM operati was presented by these delegate

Emil Bill, WMBD Peoria; P Evans, KMBC Kansas City; Cliff Gr WSPA Spartanburg, S. C.; Dix Harp WIOU Kokomo, Ind.; Don Pea KOA Denver; Grant Ritter, WC Janesville, Wis.; Ed Vallend WBCM Bay City, Mich., and Har J. Schmitz, St. Joseph, Mo.

Serving on the TV panel we Phil Alampi, WJZ New Yor Layne Beaty, WBAP Fort Wort and C. R. Elder, WOI-TV Am Iowa. In addition, Jerry Seam of the Bert Gittins Advertisi Agency, Milwaukee, and Mayna Speece of the U. S. Dept. of Ag culture TV Division, spoke brief The latter told of the USDA r search project on television whi is underway and promised that fir ings will be published by ne spring. Mr. Alampi recommend that RFDs contemplating TV p grams insist on Class A time as terest in farm video is as gre among city viewers as in ru areas.

Homer Martz, KDKA Pittsburg moderated the radio forum, a Mal Hansen, WOW Omaha, t television discussions.

WQXR New York has issued new ra card with three minor changes: Su 12 noon-6 p.m. classified as B tir now listed under Class C with C ti including 8 a.m.-6 p.m. and after p.m.; additional discount given on sp announcements totaling 300-600 more a year; 20% discount on established symphonic and operatic sh during Class C time.

Available!

Rhymaline Time, featuring emcee David Andrews, pianist Harry Jenks and KMBC-KFRM's celebrated Tune Chasers, is one of the Heart of America's favorite



morning broadcasts. Heard each weekday morning from 7:30 to 8:15, Rhymaline Time is a musical-comedy program that pulls more mail than any other current "Team" feature.

Satisfied sponsors have included, among others, Katz Drug Company, Land-Sharp Motors, Jones Store, and Continental Pharmaceutical Corp.

Contact us, or any Free & Peters "Colonel" for availabilities!

KMBC of Kansas City

KFRM for Rural Kansas



programs promotion premiums



'EST WE FORGET' ● ● ●

TMJ Milwaukee, *Lest We For-t*, Sun., 1-1:30 p.m. started Dec. First quarter hour of program devoted to transcribed dramati-tions of human rights problem. econd 15-minute period is dis-ssion of problem from local view-oint. New series is handled by TMJ Democratic Education Ad-sory Board and broadcast as pub-: service show. Eleven local or-nizations make up board.

ENE AUTRY SHOW ● ● ●

3S RADIO SALES sending tear eet to trade on new Gene Autry m series. It is headed "Back in e saddle again!" Along outside page, made to look like film rip, are reviews from newspapers, agazines and trade publications. opy under picture of Gene Autry his horse gives data on series.

LLBOARDS ● ● ●

WL New Orleans placed an-uncements of 48 shows on bill-ard in prominent section of city. llboard promotion highlights sta-ns programs, by using call letters leads — Wonderful, Wonderful, stening! Signs give frequency, ow to be heard and time.

RIGHT RED PROMOTION ●

NBC San Francisco sending ight red promotion piece to media rectors and advertising managers. ont all red with white sheet of per attached by paper clip and ndwriting saying: "Here's *the* y in S. F.!" Inside is letter ing facts on San Francisco rket with main points under-ed in red.

GH PRICED BREAD ● ●

GVL Greenville, Tex., cooperating th Greenville Kiwanis Club, sold f of bread for $105.00. Bread s auctioned off on radio for arity work being done by Ki-nis Club.

COVERS INSPECTION ● ●

WJR Detroit covered annual inspection of Naval Air Station at Crosse Ile, Mich. Station's mobile unit taped interviews with officers in charge of Naval Air Reserve inspecting base. Dale McIntyre, of WJR's special events staff, handled interviews and coverage. Broadcast tied-in with radio-TV promotion relating to Naval and Marine Air Reserve program.

★ ★ ★ ★ ★ ★ ★

HOLEY BLANKET . . .

WJW Cleveland sending clever mailing piece to advertisers, preceding calls by salesmen. Front of piece is made to resemble blanket with three cigarette burns in it, and is headed "The Blanket's Full of Holes . . ." Inside points out that there is no more "blanket regional coverage" by large stations because of small stations in small towns catering to local audience. It goes on to say: "Today, for maximum impact and penetration, you have to buy your markets one at a time . . . remember WJW." On back is memo sheet with name of prospective buyer, along with message.

★ ★ ★ ★ ★ ★ ★

NEW CANADIAN SHOW ● ●

CJBC Toronto, *Press Conference*, aired Mon., and keyed to CBC Dominion network. Half-hour news commentary show interviews leading Canadian radio and newspaper personalities in Great Britain and Canada each week. Foreign correspondents outside Canada will be interviewed at various times during winter.

SCHOOL NOTICES ● ● ●

WCCO Minneapolis will broadcast school closing notices for 17th consecutive year. Station will use five morning shows for broadcasts during winter months. In January last year station broadcast announcements for 163 schools in three hours during morning programs. Station also has mailed out notices to 275 schools announcing service along with requests for names of persons authorized to phone or telegraph information of school closings to WCCO.

KOREAN FIGHTING ● ● ●

WTVR (TV) Richmond, *Matinee Newsreel*, Nov. 8. Interviewed Army sergeant who had just returned from Korean fighting. Sgt. James M. Brink, who is on tour for Second Army, described his personal combat experiences during fighting. It was his first interview since reaching Richmond area.

CITIZENSHIP FEATURE ● ●

WFIL AM-TV Philadelphia, *What America Means To Me*, started Nov. 23, five-minute series broadcasts three times weekly. Program has distinguished men and women telling what America means to them. Recordings from radio and films from telecasts will be made and distributed to schools and colleges for use in teaching good citizenship.

BRIGHT PROMOTION ● ● ●

WTRF - AM - FM Bellaire, Ohio, sending promotion piece to advertisers and trade. Cover of gold and green on white background headed: ". . . sure, FM has laid an egg! . . . A Golden Egg!" Inside has facts and figures on coverage and selling by station. Also has small reproductions of letters from FM radio distributors and sponsors praising FM radio in area.

LEAVE CARDS ● ● ●

WWDC Washington distributing 1951 edition annual and sick leave record cards for government employes. Carl Berger, conductor of *Government News*, designed card to help government workers keep track of their leave. He has asked those writing in for card to enclose donation for March of Dimes campaign. Card was first published in 1946 and reportedly has had requests from as far distant as Okinawa and Berlin. Back of cards has pictures of three station entertainers.

DIRECT HIT ● ● ●

KSPO Spokane sending promotion piece to advertisers. Black, yellow and white cover has picture of bomb being aimed through bomb sight at city and is headed: "Let's suppose YOU'RE a bombadier with just one bomb to score a direct hit . . . in the heart of a BILLION DOLLAR MARKET. . . ." Inside gives facts on stations coverage and population increase along with statements from satisfied advertisers. On back is huge heart showing station coverage in yellow.



PRODUCTION AIDS

Smith Writes Three Books

BEGINNING RADIO PRODUCTION; RADIO SCRIPTS FOR PRACTICE AND BROADCAST; MICROPHONE TECHNIQUE FOR RADIO ACTORS. By Melvin R. White. Minneapolis: The Northwestern Press. 208 pp, 208pp: and 54 pp, respectively.

MR. SMITH'S three books are written primarily for those who will work before the microphone, as the radio actor and announcer. In *Beginning Radio Production*, he gives a general introduction to radio broadcasting before going into a detailed discussion of the different types of announcing and the duties of each. He also discusses the problems of the radio actor as related to the production of radio plays. Chapters on sound effects and production integration are included.

Radio Scripts for Practice and Broadcast is described as a workbook to accompany the first book. It includes 16 radio plays and readings which the student of radio acting or production may use for practice in mastering the basic techniques of the form. As its title implies, *Microphone Technique for Radio Actors* is an examination of the various techniques a radio actor should use to convey the correct impression or emotion.

BOB DIXON, of WCBS-TV New York *Chuck Wagon*, made honorary lieutenant of Union City, N. J., police department.



CIVIL DEFENSE

U. S., Canada Officials Meet

CIVIL defense officials of the United States and Canada met in Washington Nov. 22 to discuss interchange of information and plans involving standardization of communications equipment and other topics, and proposed creation of a planning group to study the mutual problems of both countries.

Representing the U. S. were James J. Wadsworth, acting chairman of National Security Resources Board's Civil Defense Office; Col. Barnet Beers, assistant for civil defense liaison, Office of the Secretary of Defense, and officials of the State Dept., NSRB and other groups.

Conferees urged a planning group to study coordination of mutual aid, organization of personnel and procedures and communications blueprints envisioned in President Truman's master plan for U. S. Civil Defense comprising communications and other facets [BROADCASTING • TELECASTING, Sept. 25].

Meanwhile, the American Municipal Assn., which meets in Washington this week, Dec. 3-6, to review defense efforts outlined in the Truman document, released a report on civil defense efforts of city governments. It said that most of the organizations were "still on paper" and criticized the government for failing to supply detailed information on the program.

Chief concern voiced by city groups evolves around how much financial support the federal government will tender. The President's plan calls for financial aid by government but urges states to map out individual budgets. The issue is not expected to be resolved until the Chief Executive and Congress take concrete action.

GETS IMPACT

Publisher Cites Radio

IMPACT of radio has been felt by Abingdon-Cokesbury Press in a very effective promotion for its book, *Poems With Power* and unsolicited, promotion, at that, the firm reports.

It seems that Dudley McCaskill, m.c. of the early morning *Merry-Go-Round* on WSB Atlanta, Ga., was looking for a "snapper" two years ago—something with continuity and human interest to wind up his daily show of news and music. While mulling over the problem, he ran across *Poems With Power*, compiled by James Mudge, and the next day he used one of the verses to close his program.

Response was favorable and Mr. McCaskill continued reading one verse each day from the book until he had finished it. He is now about half way through the book for the second time around, and the publisher reports that sales of *Poems With Power* have maintained a high level in the Atlanta area since the feature began.

'DOLLAR-A-YEAR'

Truman Sets Appointments

PROVISION has been made by President Truman for the appointment of so-called "dollar-a-year" men to government jobs in connection with the defense production program if they possess "outstanding experience and ability."

The President felt, however, operations should be carried out as far as possible by fulltime, salaried employes. Department heads would have to file with the federal register the non-salaried employe's name, government job, and his private employer.

The Chief Executive laid down these policies to guide officials:

(1) Appointments should be limited to those of an advisory or consultative capacity, with operations maintained by fulltime, salaried help when possible.

(2) Appointments to positions other than those may be made when the requirements are such as to require outstanding experience and ability not obtainable on a fulltime, salaried basis.

(3) The department or agency shall take steps to avoid, to as great an extent as possible, any conflict between the government duties and the private interests of such personnel.

FCC actions



NOVEMBER 21 TO NOVEMBER 28

CP-construction permit	**ant.-antenna**	**cond.-conditional**
DA-directional antenna	**D-day**	**LS-local sunset**
ERP-effective radiated power	**N-night**	**mod.-modification**
STL-studio-transmitter link	**aur.-aural**	**trans.-transmitter**
synch. amp.-synchronous amplifier	**vis.-visual**	**unl.-unlimited hou**
STA-special temporary authorization		**CG-conditional grant**

Grants authorizing new stations, changes in facilities, and transfe appear at the end of this department, accompanied by a roundup of n station and transfer applications.

November 21 Applications . . .

ACCEPTED FOR FILING

License for CP

License for CP new AM station: WGRY Gary, Ind.; KFAL Fulton, Mo.

WFMD Frederick, Md.—License for CP to increase power etc.

Modification of CP

Mod. CP AM station to increase power etc. for extension of completion date: KLX Oakland, Calif.; WPRA Mayaguez, P. R.

WORX Madison, Ind.—Mod. CP new FM station to change studio location, ant. height etc.

WFMY Greensboro, N. C.—Mod. CP new FM station for extension of completion date.

License for CP

WGBA-FM Columbus, Ga.—License for CP to make changes in FM station.

November 22 Applications . . .

License for CP

License for CP AM station to increase power, change frequency etc.: KTYL Mesa, Ariz.; WGTC Greenville, N. C.; KBPS Portland, Ore.; WHLL Wheeling, W. Va.

License for CP new AM station: KBMX Coalinga, Calif.; KDLA DeRidder, La.; WOKO Albany, N. Y.

November 24 Decisions . . .

BY A BOARD

Hearing Designated

Carl H. Meyer, Ottawa, Ill.—Designated for hearing application for new station on 1430 kc 500 w, to be held in Washington Jan. 23, 1951, and made WROK Rockford, Ill., WIL St. Louis, Mo., and WOC Davenport, Iowa, parties to proceeding.

Modification of CP

WEIM Fitchburg, Mass.—Granted application for mod. CP which authorized change in facilities, to install new trans., change trans. location and install DA-DN; eng. cond.

Application Amended

KID Idaho Falls—Granted leave to amend application to enlarge issues in remand order of Aug. 9 and amendment concerning coverage, interference and compliance with Standards, was accepted, and amended said order to include issues on those points.

Extension Granted

KOB Albuquerque, N. M.—Granted extension of SSA on 770 kc 25 kw, 50 kw-LS, unl., for period ending March 1, 1951, contingent upon final decision of hearing on application for regular license of KOB on 770 kc.

November 24 Applications . . .

License for CP

KFGR Forest Grove, Ore.—License for CP new AM station.

AM—1600 kc

WKNK Muskegon, Mich. — CP AM station to change from 1600 kc 5 kw-D 1 kw-N to 5 kw unl.

Modification of CP

WRBL-FM Columbus, Ga.—Mod. CP new FM station for extension of completion date.

KSTP-FM Minneapolis, Minn.—Same.

WJZ-FM New York—Same.

License for CP

WXRC Buffalo, N. Y.—License for CP new FM station.

November 27 Applications . . .

APPLICATIONS RETURNED

License for CP

KBOE Oskaloosa, Ia.—RETURN Nov. 27 application for license to co CP new AM station.

Assignment of License

KHBR Hillsboro, Tex.—RETURN application for assignment of lice from R. W. Calvert, W. N. Furey a Ross Bohannon, partnership d/b as H County Bcstg. Co. to corp. of sa name and partners.

November 28 Decisions . . .

BY THE SECRETARY

WEED Rocky Mount, N. C.—Grant mod. CP to change type trans. co Granted license for CP change f quency increase in power and inst new trans. and DA-2 cond. 1390 kc 1 DA-2 unl.

Wm. C. Forrest, Greenfield Twp., W —Granted CP and license for new STL KSB-85.

KGAL Lebanon, Ore.—Granted m CP for approval ant. and trans. a studio locations.

WHLA Madison, Wis.—Granted m CP to change type trans. of nonco mercial educational FM station.

WLWC Columbus, Ohio—Grant mod. CP for extension of completi date to 6-16-51.

WPRA—Mayaguez, P.R.—Same to 18-51.

KRFM Fresno, Calif.—Same to 27-51.

WTOB Winston-Salem, N. C Granted license change frequen hours of operation, increase pow install DA-1, change trans. location a

(Continued on page 111)

Good Deed

QUICK action by the State Dept. through its Voice of America may have helped to save the life of an eight-year-old Austrian girl suffering from leukemia. An appeal from a Vienna hospital through Austrian Radio for two newly-discovered drugs was transmitted by the Voice over its two-way radio communications to Walter Reed Hospital, Washington. An adequate quantity of the drugs was shipped by plane to Vienna.

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All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Salesmen

Representative firm offers established Chicago salesman or staff excellent midwest opportunity selling radio stations, commission basis. Might consider investment or partnership arrangement later to qualified man or organization. Our men know of this ad. Write fully. Box 91H, BROADCASTING.

Experienced time salesman for local accounts. Want permanent man, who will have chance at commercial managership. Good salary, plus incentive. Texas ABC station. Box 110H, BROADCASTING.

New England 1000 watt independent. Good market wants solid salesman. Substantial draw against 15% and bonus. Box 111H, BROADCASTING.

Salesman needed to handle expanding business. Must know small market operation and prefer a man with four years radio sales experience. Car essential. Sales well backed by announcing and programming. KNCM. Moberly, Missouri.

Salesman—Experienced in constructively selling radio. Must be alert and ethical. To represent leading station. NBC affiliate, in competitive market. Send full information; references, photo, income requirements. KSEI, Pocatello, Idaho.

Announcers

Wanted: Combination engineer - announcer with first class license and announcing experience or training, for permanent, well-paid position with AM station near Chicago; excellent working conditions, fine opportunity. Box 43H, BROADCASTING.

Announcer with first phone. Will use beginner if voice quality, ability and references satisfactory. South-southwestern location. Box 46H, BROADCASTING.

Farm director-announcer. Immediately. Salary between $70 and $90 weekly, depending on man. Send disc, photo, salary required. Box 94H, BROADCASTING.

Wanted, mature, experienced, forceful announcer, strong on sports, news, interviews, commercials. Write full details and expected salary. Box 98H, BROADCASTING.

Combination staff and sports announcer in New York State, 3-5 years experience in play-by-play baseball; some basketball and football experience helpful. Send qualifications, references, disc, photo and salary expected. Box 109H, BROADCASTING.

NBC affiliate in eastern major market wants staff announcer for AM and TV. Salary plus commercial fees. Send details, photo and news reading, audition disc to Box 146H, BROADCASTING.

Announcer with ticket. One year experience announcing. $225 start, raise in six months. J. B. McNutt, KBUD, Athens, Texas.

Announcer with ticket, 250 w daytime indie, Texas Panhandle, $60, divide time with chief. Experience immaterial. Want cheerful, honest fellow who can share credit or blame impersonally with co-workers. Open January 1 or sooner. Send disc, photo. Albert Cooper, KEVA, Shamrock, Texas.

Combo: Real proposition for top man with voice and experience. KFLW-ABC, Klamath Falls, Oregon.

Looking for a comfortable small town setup? Need announcer-engineer at once. Salary $65.00 to start. Phone or wire KLMR, Lamar, Colorado, now. Urgent!

Help Wanted (Cont'd)

Experienced announcer with first ticket. Engineering ability secondary. Best small market daytime operation southwest. Married man preferred who is now overworked and underfed. We offer decent working hours, good pay and employ only above average personnel. Starting salary around $300 monthly with increases accordance your value to station. Send disc and details KTFY, Brownfield, Texas.

Wanted: Experienced announcer with first class ticket. Good pay for right man. Mutual affiliate. Send complete story, photo and disc immediately to Radio Station KXEO, Mexico, Missouri.

Immediate opening two combination announcer-engineers, accent on announcing. One position chief engineer. Please give all details in first letter with disc. Experience not necessary, but helpful. WDEC, Americus, Georgia.

Announcer: Minimum three years experience. Prefer man with public relations and heavy voice. Must be mature and responsible. Should have production experience and know music and news. State starting salary desired. This is a permanent job with a top, professional, successful daytime kilowatt in midwest. Send disc and all details to Art Hanstrom, Program Director, WFRL, Freeport, Illinois.

Announcer-engineer needed at once. Engineer with 1st class license. Emphasis on announcing. Good working conditions with opportunity for advancement in Virginia station. Send complete information at once to WKLV, Blackstone, Virginia.

Wanted: Experienced announcer with a first class ticket. Car necessary. Excellent opportunities for the right man. Send experience, photo, references and disc immediately. WMNC, Morganton, N. C.

Staff announcer, good commercial man. permanent position, future for reliable, experienced person. Send disc, photo, details. WPIC, WPIC-FM, Sharon, Pa.

Technical

Men with at least 8 years combined electrician and radio experience to install and maintain custom built audio devices. Must want to travel throughout any area in the United States continually. Excellent salary plus expenses. Transportation provided. Must have automobile drivers license. Send personal snapshot with record of experiences and references. Box 764D, BROADCASTING.

Wanted: Combination engineer - announcer with first class license and announcing experience or training, for permanent, well-paid position with AM station near Chicago; excellent working conditions, fine opportunity. Box 44H, BROADCASTING.

Opening for transmitter engineer with first class license, at progressive midwest AM station; excellent working conditions, good salary, fine opportunity. Box 45H, BROADCASTING.

First phone. Permanent. Car necessary. References. WCAV, Norfolk, Virginia.

Wanted, one first class operator for WFNC, Fayetteville, North Carolina. Mail letter of experience, education and references.

Opening for engineer-announcer with first phone ticket. Progressive 1000 watt station, excellent working conditions, good salary, exceptional opportunity. Contact Station WJAT, Swainsboro, Georgia.

Engineer-announcer urgently needed. Experience not necessary if willing to work and learn. Contact Irwin Trowbridge, WVMC, Mt. Carmel, Illinois.

Help Wanted (Cont'd)

Production-Programming, others

Continuity writer with at least one year commercial radio copy experience wanted at network affiliate, city of 100,000 in midwest. Reply, giving experience, references, salary expected and copy samples, to Box 90H, BROADCASTING.

One woman copywriter and one experienced announcer. Send disc, photo, particulars first letter. Box 116H, BROADCASTING.

Situations Wanted

Managerial

Manager over 18 years experience net and independent stations. Box 560G, BROADCASTING.

Good programming, plus proper service for your sponsors will mean consistently high weekly billings. If you need that combination, then it makes sense to hire a commercially minded program manager who is prepared to deliver the goods. Experience includes work on both local independent stations and local network stations. Salary, plus incentive or bonus arrangement preferred. Box 69H, BROADCASTING.

Commercial manager, well experienced, seeks change. Box 100H, BROADCASTING.

Engineer, 10 years broadcasting. 2½ years chief. Any make AM or FM up to 10,000 w want position that will permit learning business side of broadcasting. Box 128H, BROADCASTING.

Manager. Thoroughly capable to take full responsibility of your station. Character: Energetic salesman. Box 131H, BROADCASTING.

Capable, successful commercial manager with extensive and complete background in newspaper (10 years) and radio (3 years) wants general management. Would like to remain active in regional and national sales and personally direct local selling activities. Experienced business background, concientious and thorough selling, knows production and performance. Musical hobby. Wishes to settle down with family (2 children), purchase a home and sink roots into a community of under 50,000. Moderate sustaining salary and percentage with opportunity for substantial stock acquisition. Address replies to Box 147H, BROADCASTING.

Station manager. Experience includes management, sales, programming. Hard worker. Prefer small station midwest town under 100,000. Box 148H, BROADCASTING.

Manager, experienced all phases radio broadcasting, definitely sales minded. Box 132H, BROADCASTING.

Manager-sales manager, percentage basis, no draw, no salary, includes three competent salesmen. Programming, promotion and the knowhow to get the sponsors you have lost, due to inefficient merchandising. No announcers or technicians. Otherwise can handle station. Will take over your problems on fair basis. Replies confidential. Stanley P. Holmes, 719 Colorado, Louisville, Ky.

Salesmen

Good salesman wants good job. Box 99H, BROADCASTING.

Productive salesman. Short on sales experience. Long on announcing and programming. Also hold first phone ticket. Box 127H, BROADCASTING.

Salesman, opportunity and advancement with small station. East. Salary plus. Box 139H, BROADCASTING.

Situations Wanted (Cont'd)

Announcers

Basketball, play-by-play. One of r tion's best. $150 weekly. Box 75 BROADCASTING.

Staff announcer, 24 years old, 2 colle degrees, extensive training all pha announcing, newscasting, at Rad City. Pleasing voice. Can write. V eran. Will travel. Disc available. B 966G, BROADCASTING.

Sportscaster. Exciting play-by-play topnotch sports area. Experienced basketball, football, baseball, boxi and wrestling. University gradua Favorable draft status. Married. Ve eran. Authoritative newscasting a announcing of high caliber. Box 3 BROADCASTING.

Want sports? 5 years sports direct desires alert full-schedule sports st tion. Insufficient sports at prese post. Class "A" and major league bas ball, college, and pro basketball, foo ball, hockey, polo etc. Some TV e perience. Box 49H, BROADCASTIN

Sports, news, sales. Denver Universi radio graduate.. 3½ years newspap and radio experience in sports, ne and sales. 27 years old. Draft exem Details, disc. picture on request. Be references. Box 52H, BROADCAS ING.

News. Experienced gathering, rewr ing, broadcasting. Can also sell. Mi west or southwest. Box 56H, BROA CASTING.

Wanted: Job as sports announcer radio station that has lots of spor Air disc and qualifications furnished request. Box 61H, BROADCASTIN

Experienced woman commentator d sires advancement. Prefers southwe Sell, service accounts, write comme cials; handle interviews; remotes a style commentary. Have daily ho participation show. Theatre experienc Interested TV. Copy, disc, picture ava able. Box 93H, BROADCASTING.

Announcer, colored, excellent voic have promotional ideas, disc on r quest. Box 95H, BROADCASTING.

If you need news in factual style, trust this ad will gain a trial: E perience, college, both combined; t least is what we have in mind. B 96H, BROADCASTING.

News, sports and special events cor mentator, 8 years experience. Vetera married. Presently employed large NE station. College education. Expe ence play-by-play major college foo ball, professional baseball and profe sional basketball, emcee, variety show all-round top caliber man with pub relations experience. Prefer AM a TV. Top references available. Janua 1st. Box 97H, BROADCASTING.

Announcer, first phone ticket, vet, 3½ years staff, news, sports and experience. Mostly evening shift. Pref programming and production to en neering. Programming and copy bac ground and would like to enlarge same. Disc. references. Box 103 BROADCASTING.

Announcer-engineer: Due to the st tion which I own becoming unioniz I have two non-union combination m desiring permanent positions whom highly recommend. They are expe enced men and will work at a nomi price either together or individual References will be furnished by the m and myself. Box 105H, BROADCAS ING.

Intelligent, experienced announcer cu rently employed by independent program director, continuity writer, a nouncer, et al; desires opportunity do straight, effective commercials, ne classics, special events, pops, wi metropolitan affiliate. Available Jan ary 1, 1951. Box 112H, BROADCAS ING.

Announcer, six years commercial rad Married; desire permanent opportun with good station, friendly communi Box 114H, BROADCASTING.

Sports announcer desires change. Fo years pro baseball, five years footba also news, DJ, etc., 6 years experien 4F. What's your offer? Disc on quest. Write or wire. Box 118 BROADCASTING.

Announcer, college graduate, draft e empt, desires more experience, w travel. Box 123H, BROADCASTIN

Situations Wanted (Cont'd)

body likes me but the listeners. I sent good music (records) on a yn-to-earth basis but without loss dignity and I increase audience and stige. Available any time after uary First on 3 or 4 weeks notice to sent employer. Box 119H, BROADSTING.

mpetent, experienced, licensed, draft mpt, healthy, congenial combination n. presently employed, looking for ter paying job with well established tion in pleasant community. Above rage announcer, excellent ad lib, air salesman, expert newsman. Not erested in substituting climate or ppy family" working conditions for No split shifts. Make offer. Box H, BROADCASTING.

dio-TV news, writing, reporting, vscasting, experience, one year. k 125H, BROADCASTING.

nouncer-engineer. First phone lise. 10 years announcing experience. k 126H, BROADCASTING.

dio-TV team. Men, early twenties, draft worries. Successful radio, TV, atre experience. Disc shows, special nts commentary, proven low budget shows, musical talent, write own terial. Box 133H, BROADCASTING.

perienced announcer. Employed. aft exempt. News, DJ, sports. Box H, BROADCASTING.

nouncer, experienced. Board operan, baseball, basketball. Now emyed. Box 136H, BROADCASTING.

nouncer, employed, draft exempt. perienced programming, continuity, vs, DJ, travel. Box 137H, BROADSTING.

nouncer, veteran, single, draft expt, experienced all phases. Will vel, prefer middlewest, details, etc. k 138H, BROADCASTING.

nouncer. Experienced in both indedent and network stations. Box H, BROADCASTING.

nouncer, 3 years experience, 27 years veteran. Experienced; DJ, news, rts, interviews. Prefer midwest. k 140H, BROADCASTING.

engineer now, but would like to do re. Announcing, sales or promotion. I too ambitious? Box 143H, OADCASTING.

nouncer-engineer. Now employed. years experience all phases technical announcing. Active "ham", no le school boy. Married, sober and endable. Good reason for desiring nge. Prefer southeast. Box 144H, OADCASTING.

nouncer: 3½ years experience as gram director and staff. Available mediately. Lou Emerson, 1222-A Oak Kansas City, Missouri.

Technical

gineer, experience includes 5 years sulting engineering, highly skilled in ectional antenna design and pernance. Previous experience includes eral years as chief engineer. Draft mpt. Box 813G, BROADCASTING.

ineer. Experienced studio, phasing directional equipment, maintenance remotes. Box 952G, BROADCAST-.

ef engineer desires position with gressive station. Long experience in phases of broadcast engineering inles multi - element directionals. dy for TV. Draft proof. References? best. Box 954G, BROADCASTING.

ineer, phone first, complete offer contact. Box 974G, BROADCAST-.

ineer, first class radiotelephone lise. Six years experience, FM, AM, dio, remotes, transmitter. Married, ture, draft exempt, no combo, refers. Box 59H, BROADCASTING.

ineer, licensed. Three years experie transmitter operation, maintene. Studio controls, remotes, tapes. will travel. Box 92H, BROADSTING.

erienced combination engineer-anncer with first phone license wishes as transmitter operator in or near ege community. Presently employed combination man. Available on two ks notice. Will travel anywhere. floater. Box 102H, BROADCASTING.

Situations Wanted (Cont'd)

Chief engineer: Due to the station which I own becoming unionized I have a non-union, draft exempt, chief desiring permanent position whom I highly recommend. He is experienced and will work at a nominal price. References will be furnished by the man and myself. Box 104H, BROADCASTING.

First class phone, draft exempt, college graduate wants broadcast position. Box 117H, BROADCASTING.

Technician, 1st license, 1¼ years experience transmitter, control board, turntable, remotes, tape record. Box 121H, BROADCASTING.

1st phone, age 27, married, desires experience, willing to travel. Box 122H, BROADCASTING.

First class phone license. No broadcast experience. Anxious to learn broadcasting. Box 124H, BROADCASTING.

Chief engineer-announcer, plenty of experience, reliable, hard worker. Draft exempt veteran with dependents. Oklahoma, Arkansas area only. Box 145H, BROADCASTING.

Production-Programming, others

Newsman. Mature, experienced, fully qualified in all phases. Own minitape. Box 955G, BROADCASTING.

Commercial copywriter, experienced local accounts, seeks position with progressive station or agency. At present employed in another field, but anxious to re-establish radio connections anywhere in U.S. Salary secondary to opportunity. Draft exempt veteran; degree in music and radio. Not afraid of hard work. Box 65H, BROADCASTING.

Newsman, reporter, editor, 2½ years experience. Presently employed wire service. 26 year old married veteran, B.A., seeks radio spot with future. Box 76H, BROADCASTING.

Topnotch copy, 8 months experience; 19 age. Traffic, console, too. Box 107H, BROADCASTING.

Program director. Ten years all phases of radio. As disc jockey I hold high Hooper in large city. Presently employed. Will travel anywhere. Married, draft exempt. Box 108H, BROADCASTING.

Experienced program director, extensive copy, sales, production, announcing background. Married; permanent. Box 113H, BROADCASTING.

Sports director 1 kw station desires position with future. 5 years experience, play-by-play all sports. Sales experience. 2 years college radio. If definitely interested I want to talk with you personally. Box 129H, BROADCASTING.

I'm in no hurry! Just looking ahead! News director regional network seeking newscaster-editorship. Top writer-announcer. Permanent. Seven years experience, age 31, married. Draft proof veteran. All offers considered. Box 130H, BROADCASTING.

Program director. Experienced all phases small station operation. Coordination and detail my specialty. Prefer position requiring little announcing. Excellent references. Available immediately. Minimum salary $60. Sam McClaughry, 8521 S. Loomis Blvd., Chicago, Illinois. TRiangle 4-1459.

Television

Technical

TV engineer, 3½ years commercial TV experience. Knows TV operation from camera to transmitter, remotes, master control or studio operation. CREI graduate. Qualified as TV chief or supervisor, minimum $100 weekly. Box 79H, BROADCASTING ● *TELECASTING.*

Production-Programming, others

Radio production manager desires change to television position. Age 28. Nine years experience, five in supervisory capacity. Musical and little theatre background. Freelance television and film. Box 77H, BROADCASTING ● *TELECASTING.*

For Sale

Stations

Will sell 250 w indie daytime station serving rural market in Texas Panhandle for $30,000 cash. Made $10,000 last year, less than $5,000 this year due to personnel difficulties and owner's ignorance of radio. I am a newspaperman without knowledge, time or health necessary to operate it. No financial distress. Would want buyer to assume immediate charge under lease contract, payments to apply on purchase price. Details furnished if you show financial ability. No brokers, please! Box 101H, BROADCASTING.

For sale, basic network affiliate in major southwest market. Profitable operation in exceptionally good city. Pleasant year-round climate, cool in summer; warm in winter. Annual gross $150,000. Priced to sell as owner needs to liquidate to engage in development of new, larger property. Priced to sell at $100,000. Half cash; balance in long term notes. Box 115H, BROADCASTING.

Equipment, etc.

3 unused American Plate transformers, type OISO 230 volts low, 7500Y high 75 KVA cont., 60 Cy. 3 phase. Box 62H, BROADCASTING.

1 Webster Electric ekotape recorder-reproducer, excellent condition. $250.00. 1 same as above, fair condition, needs work, $225.00. 1 Soundmirror model BK401, excellent condition. $200.00. Box 106H, BROADCASTING.

Hard to get broadcast, television equipment, G.E., Western Electric, Gates, Collins, used two years, like new. Write for descriptive list and prices. Box 149H, BROADCASTING.

Make offer FM WE 506B-2 complete, spares, 10 kw transmitter. New, never uncrated. H. Edwin Kennedy, WILM, Wilmington, Delaware.

Have several used guyed Wincharger towers will sell erected. Tower Construction Co., 107 Fourth St., Sioux City, Iowa. Phone 5-6761.

Wanted to Buy

Equipment, etc.

UHF TV transmitter, audio optional. Send outline specifications, price and delivery interval. Box 34H, BROADCASTING.

FM 1 or 3 kw transmitter. Price must be right. Also FM mod-freq monitors. Box 141H, BROADCASTING.

Tower, self-supporting, 360 to 600 feet. Box 142H, BROADCASTING.

Desire good condition, used REL, Collins, RCA or GE 3 kw transmitter, GE or Hewlett-Packard mod-freq monitor, 4 section Collins sidemount FM antenna. How much 1⅝ inch 51 ohm coax do you have (Andrew or Communications Products). Quote lowest price first letter for quick cash sale. Box 150H, BROADCASTING.

Wanted—Two turntables, type 70D or equivalent. Must be in good condition. KICD, Spencer, Iowa.

200 ft. tower, 1 kw transmitter, monitors, turntables and console. State condition, price, terms. Contact Dick Biddle, 104 Circlewood, Tuscaloosa, Alabama.

Miscellaneous

TO ALL STATION MANAGERS

CTS **offers a new, urgently needed service. Proven network announcers transcribe spots either straight or production for local sponsors at minimum cost. *CTS* insures greater radio sales for station and sponsor. *CTS* information and rates upon request.**

Commercial Trans-Service

143 W. 41st St. N. Y. C.

For Sale

Equipment etc.

For sale—Complete Gates 1 kw installation excellent condition. Wincharger tower, A-3 lighting. 1000 record library. Office furniture. Philco air conditioner. Now operating. Three years old. Selling pencil sharpeners to transmitter. Best offer. Wire for inventory list. WEEB, Southern Pines, North Carolina.

de FOREST BOOK

Autobiography Published

FATHER OF RADIO, The Autobiography of Lee de Forest. Chicago: Wilcox & Follett Co. 502 pp. $5.00.

INVENTOR of the electron tube and many other vital communications devices, Dr. Lee de Forest is one of radio's outstanding pioneers. In the introduction to his book, Dr. de Forest recalls "the thrill of significant achievement which possessed me on that sunny afternoon in early October 1906" when he set out to test his new "grid Audion" vacuum tube. The test was successful and Dr. de Forest was able to receive wireless messages over greater distances than had been possible before. But, he says: "I little realized that I held in my hand the long-sought Aladdin's lamp of our new world."

Dr. de Forest tells of his early struggles and achievements, his rivalry with Marconi, his invention and development of basic instruments of radio broadcasting and his hotly contested legal battles over the validity of his many radio patents.

The book also enumerates the many electronic "firsts" which also are claimed as de Forest "firsts," such as the "first transmission of wireless overland; the first radio broadcast; the first broadcast of grand opera; the first broadcast from an airplane in flight; the first theatrical presentation of sound-on-film motion pictures" and many others.

DEFENSE LOANS

Forms Now Available

FORMS for private firms who desire to apply for direct government loans under terms of the 1950 Defense Production Act are now available at various government departments and agencies, the National Security Resources Board has announced. They may be obtained from the Depts. of Commerce, Agriculture or Interior, or NSRB.

NSRB Chairman Stuart Symington said the funds must be used for expansion of capacity, development of technological processes or production of essential materials. Funds will be granted only in cases where speedy delivery or production is indicated, or where loans are unavailable from private financial sources. Merit of applications will be judged on basis of project's feasibility, absence of more economical means for obtaining the scarce material of service, and availability of factors of production, it was stated.

R. D. HEINL

Radio Letter Operator Dies

ROBERT D. HEINL, 70, for 26 years operator of the Heinl News Service radio letter, died suddenly Nov. 26. He was stricken with a coronary seizure while dining out with Mrs. Heinl.

In journalism for four decades, Mr. Heinl worked for the New York City News Assn. in 1905 after graduation from Rose Polytechnic Institute at his native Terre Haute, Ind. A year later he joined the *New York Sun*. After four years with the *Sun* he moved to Washington, D. C., as *Leslie's Weekly* correspondent.

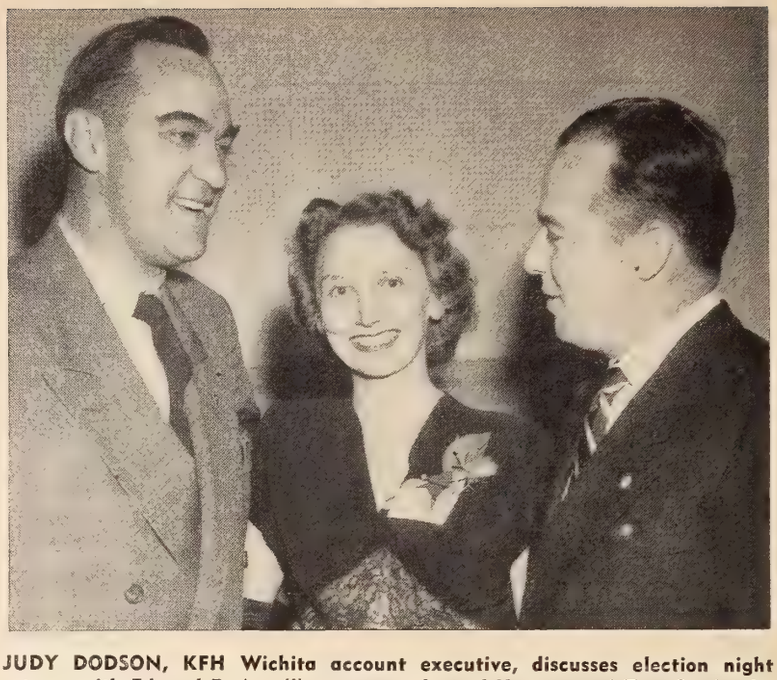
Other journalism activities included an associate editorship of *Nation's Business;* service with the Emergency Fleet Corp. in World War I; two years with *National Geographic* magazine. In 1924 he started his radio news service and at the same time was radio editor of the *Washington Post* for 12 years.

Mr. Heinl was a member of the White House Correspondents Assn., National Press Club, Overseas Writers Club. Surviving are Mrs. Heinl and a son, Lt. Col. Robert D. Heinl Jr., USMC. Funeral services were held Wednesday with interment in Oak Hill Cemetery near Washington.

Radio-TV Handbook

RADIO-TV AND ELECTRONICS HANDBOOK. By F. L. Brittin. Chicago: Popular Mechanics Press. 160 pp. $2.50

A "NON-TECHNICAL" guide for the home owner of radio, TV sets or other electronic devices, this book is profusely illustrated and authored in the *Popular Mechanics* style by the magazine's F. L. Brittin, radio-TV and electronics editor, and senior member of the Institute of Radio Engineers. Book gives detailed drawings, diagrams and action photographs. Also included are glossaries of commonly used radio parts, radio-TV terms, schematic symbols for circuit diagrams, color codes and other pertinent information for the electronics-minded amateur or for the professional at home.



JUDY DODSON, KFH Wichita account executive, discusses election night returns with Edward F. Arn (l), governor-elect of Kansas, and Tom Seed, who won his race for county attorney. Over 500 people reportedly spent election night as guests of KFH and its sponsor of the returns, Wheeler-Kelly-Hagny Trust Co.

MARS MEMBERS

Civilian Bids Now Accepted

CIVILIAN applications for membership in the Military Amateur Radio System (MARS), operated under joint Army-Air Force policy, are now being accepted, the Dept. of Defense announced Nov. 25. Members must be aged 21 and hold an FCC amateur radio station license.

Simultaneously, the Army Dept. announced plans for expansion of MARS to provide information and technical advice in fields of radio and electronics communications. MARS also hopes to (1) provide an instantly mobilized and flexible communication service for military-civilian use at community level; (2) organize and operate emergency activities relating to civil defense; (3) provide training facilities for individuals interested in communication and other electronic fields and inducements to affiliate themselves with MARS.

Compares Prices

LOW PRICE of Canadian radio advertising, based on a competitive "circulation" basis with Canadian newspapers, was understood to have been shown in charts prepared by Pat Freeman, sales director of Canadian Assn. of Broadcasters, at a closed meeting of the board of governors of the Canadian Broadcasting Corp. in Ottawa Nov. 21. CAB for some months has been making a detailed prototype study showing daily radio listening on a comparative basis with daily readership of newspapers. The study is expected to be enlarged to cover all Canada.

CBC ACTIONS

Set Facilities Changes

CJEM Edmundston, N. B., was recommended for an increase in power and change of frequency, from 250 w to 1 kw, and from 1230 kc to 1380 kc, at the November 21 meeting of the Canadian Broadcasting Corp. board of governors at Ottawa. CKFI Fort Frances, Ont., also was recommended to change from 250 w on 1340 kc to 1 kw day and 500 w night on 800 kc., with omni-directional antenna.

Other actions:

CKX Brandon was given approval for a 1 kw emergency transmitter license. CJRT-FM Toronto, an educational FM station, is moving from Channel 202, 88.3 mc., to Channel 216, 91.1 mc., to alleviate interference at Toronto of reception of WHAM-TV Rochester, N. Y. A number of share transfers also were approved. CJAV Port Alberni was denied a share transfer which would have given control to CKNW New Westminster. J. Reg. Beattie, formerly of CKOK Penticton, was denied a license for a 250 w station at Cranbrook, B.C.

DEFENSE PLANS

Senate Group Assails Agenci

FOUR government agencies—of which touch on some facet defense planning involving t communications-electronics indu try—were roundly assailed fo night ago by the Senate Arm Services Preparedness Subcomm tee.

In an interim report of its i quiry into the nation's defense p gram, the subcommittee charg that two agencies in particular the Munitions Board, which det mines military electronics a other needs, and the General Se ices Administration—had be guilty of "costly blunders" a complacency.

The Commerce Dept. and U. Air Force also were cited in a port reviewing the subcommitte inquiry into the government's su plus disposal program and the r tional rubber situation. The rep was issued by Sen. Lyndon Johnson (D-Tex.), chairman of t subcommittee, whose wife, Claud is president of Texas Broadca ing Corp., licensee of KTBC A tin, Tex.

The group said it "is not at satisfied that Munitions Boa policy (on surplus) is yet sat factory," and urged that the boa should adopt a policy of disa proving further disposals of ind trial facilities capable of prod tion items needed now for t preparedness effort. The Co merce Dept., whose NPA is charg with allocation of basic metals li cobalt, aluminum, copper, etc.— used in electronics production was scored for placing limitatio on use of rubber and then nulli ing the order through "exem tions."

Charges Blume

FURTHER charges were ma against FCC Examiner Jack Blume fortnight ago by Gretna Lower Coast Radio & Broadcasti Co., loser in an initial decisi issued by Mr. Blume. The init decision favored WJMR New C leans' application to switch fr 990 kc with 250 w, daytime on to 1450 kc with 250 w fulltime, a would deny Gretna & Low Coast's mutually exclusive app cation. FCC authorities said was the first instance they co recall in which the loser of an itial decision personally attack the examiner who made it. T FCC General Counsel has pendi a motion to strike portions of t earlier charges on grounds th they are "sham and scandalous."

Midwest
$55,000.00

Ideal combined network operation located in a single station market. Long established, this property is showing good profits on a gross in excess of $5000.00 monthly with very low operating costs. Liberal financing arranged.

Florida
$100,000.00

Important interest in top network station located in one of Florida's best and larger markets. This is a solid investment in which purchaser can be either active or inactive.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Harold R. Murphy	Ray V. Hamilton
Washington Bldg.	360 N. Mich. Ave.	235 Montgomery St.
Sterling 4341-2	Randolph 6-4550	Exbrook 2-5672

....for the fines
in professional tape
recording equipmen
STANCIL-HOFFMAN
HOLLYWOOD 38, CALIFORNI

FCC Actions

(Continued from page 106)

ecisions Cont.:

ake changes in ground system and stall new trans.; 1380 kc 1 kw unl. A-1.

WDEL Wilmington, Del.—Granted license change DA-2 and mount FM and ant. on top of AM towers and change trans.

WAKE Greenville, S. C.—Granted license new AM station; 1490 kc, 250 w l.

WEAU Eau Claire, Wis.—Granted CP install new automatic frequency ntrol equipment; cond.

KPPC Pasadena, Calif.—Granted mod. for extension of completion date 11-5-51.

WFMD-FM Frederick, Md.—Same to -51.

Sioux Falls Bcst. Assn. Inc., Sioux lls, S. D.—Granted license for new mote pickup KA-7964.

WERC—Erie, Pa.—Granted license ange frequency, increase in power, stall new trans and DA-2 and change ns. location; 1260 kc 5 kw DA-2, unl.

Platte Valley Bcstg. Corp., Scottsuff, Neb.—Granted CP and license new remote pickup KA-2479.

Camellia Bcstg. Co., Lafayette, La.—anted CP new remote pickup KA-6.

Fannin County Bcstg. Co., Bonham, x.—Granted CP new remote pickup A-7978.

ACTION ON MOTIONS

By Commissioner George E. Sterling

KJAN Bcstg. Co., Baton Rouge, La.—anted extension of time to file exptions to the initial decision issued proceeding upon application and that Air Waves Inc., Baton Rouge, La.; e extended to Dec. 22.

Philip R. Hurlbut and Valley Bcstg., Farmington, N. M.—Granted leave amend application of Hurlbut so as specify frequency 1340 kc in lieu of 0 kc, to change the hours of operan from 12 to 15½ hours and to show up-to-date balance sheet; applican, as amended, was removed from aring docket; Application of Valley oadcasting Co. (BP-7773, Docket 9789) moved from hearing docket.

KFXD Nampa, Ida.—Granted leave amend application to show composite ek for year 1950, to show revised rangements for financing proposed nstruction; to show current estimate cost of construction and revised imate of personnel.

WCLI Corning, N. Y.—Granted leave amend application to show change ant. efficiency and to submit field ensity measurements, and for reval of application, as amended, from aring docket.

Tribune Pub. Co., Tacoma, Wash.—anted request of Nov. 16, to dismiss tion to advance scheduled hearing e, filed on Oct. 20, in proceeding on application—et al.; Motion To Adce Scheduled Hearing date filed on 20 is dismissed.

By Commissioner George E. Sterling

KEPO El Paso, Tex.—Granted conuance of hearing re application; aring scheduled for Dec. 1, at Washton, D. C. is continued indefinitely.

By Examiner J. D. Bond

WMMB Melbourne, Fla. FCC General Counsel—Granted joint petition to ange place and order of hearing in ceeding upon application of Melbourne Bcstg. Corp. (WMMB); hearing to commence at Washington, D. C. on Dec. 6, upon those specified issues which relate to engineering matters.

By Examiner Leo Resnick

KRKO Everett, Wash. and KSRV Ontario, Ore.—Granted petition of KRKO to amend application by limiting radiation from KRKO towards KSRV Ontario, Ore. and for removal of application, as amended from hearing docket; Application KSRV removed from hearing docket.

WKJG Fort Wayne, Inc.—Granted request that time within which to file proposed findings of fact and conclusions in proceeding upon petition of WSPD for designation for hearing of application of WKJG be extended for an indefinite period from presently scheduled date of Nov. 22, 1950.

By Examiner Fanney N. Litvin

FCC General Counsel—Granted extension of time to file proposed findings of fact in proceeding upon applications of WJBK Detroit, Mich.; time extended to Jan. 15, 1951.

Lakewood Bcstg. Co., Dallas, Tex.—Granted leave to amend their application so as to rotate slightly proposed DA so as to avoid possibility of interference with XEZM Zamora, Mex. and to bring non-technical portions of the application up to date.

By Examiner Basil P. Cooper

WISE Asheville, N. C.—Granted continuance of hearing in proceeding upon application from Dec. 18, to March 19, 1951.

By Commissioner George E. Sterling

FCC General Counsel—Granted extension of time to Dec. 4, in which to file exceptions to initial decision issued in proceeding upon applications of Crescent Bay Bcstg. Co., Santa Monica, Calif.

WOW Omaha, Neb.—Granted continuance of hearing in proceeding upon application and that of Pueblo, Col. from Dec. 11, 1950, to Feb. 13, 1951, at Washington, D. C.

By Examiner Elizabeth C. Smith

Francis J. Matrangola, Wildwood, New Jersey—Granted petition requesting leave to amend his application so as to show reduction in power requested, from 250 w to 100 w and selection of a definite trans site. Granted petition for an indefinite continuance of hearing in proceeding, now scheduled for Dec. 1, in Washington, D. C. upon his application.

By Examiner Jack P. Blume

KXLA Pacific Coast Bcstg. Co., Pasadena, California—Granted in part petition for a continuance of hearing in proceeding upon its application from Dec. 11, to March 12, 1951; hearing continued to Jan. 15, 1951. Prior to Jan. 15, 1951, Pacific Coast Bcstg. Co. may file another petition herein requesting a further continuance of hearing to Feb. 15, 1951, provided that said petition contains an affirmative showing that work on power line of Southern California Edison Co. has been completed and that applicant has undertaken engineering studies to determine effect, if any, of said power line upon KXLA ant. array.

FCC roundup

New Grants, Transfers, Changes, Applications



Box Score

SUMMARY TO NOVEMBER 28

Summary of Authorizations, Stations On the Air, Applications

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,230	2,190	168		366	139
FM Stations	671	510	202	1*	7	6
TV Stations	107	52	57		269	171

* On the air.

* * *

Docket Actions . . .

INITIAL DECISIONS

KGBS Harlington, Tex.—Announced initial decision by Hearing Examiner J. D. Bond to grant application of KGBS to change facilities from 1240 kc, 250 w fulltime to 850 kc, 5 kw fulltime, directional. Decision Nov. 21.

WWST Wooster, Ohio—Announced initial decision by Hearing Examiner Hugh B. Hutchison to grant application of WWST to increase power from 500 w day to 1 kw day on 960 kc. Subject to station satisfying all reasonable complaints which may arise due to blanket interference from proposed operation of WWST. Decision Nov. 21.

Non-Docket Actions . . .

AM GRANTS

Sidney, Neb.—Sidney Bcstg. Co., new station on 1540 kc, 250 w day. Estimated construction cost $10,650. Principals include: William C. Grove, general manager and 16% owner KFBC Cheyenne, Wyo., 11% interest KCSJ Pueblo, Col., 25% KRAL Rawlins, Wyo., and application pending for new station at Denver, Col., 50%; Lewis W. Grove, manager Denver branch of Mine and Smelter Supply Co. and minor stockholder, 50%. Granted Nov. 24.

WABG Greenwood, Miss.—Granted switch in facilities from 960 kc 1 kw day to 960 1 kw day, 500 w night. Granted Nov. 24.

TRANSFER GRANTS

WESB Bradford, Pa.—Granted assignment of license from Bradford Publications Inc. for $30,600 to Radio Station WESB, partnership of: Thomas R. Bromeley, announcer WRFD Worthington, Ohio and one-third owner Bradford Printing Co., 33⅓% owner; Mary Satterwhite, one-third owner Emery Travel Service, 16⅔%; Charlotte E. Anderson one-third owner News Leader Pub. Co., Carbondale, Pa., 16⅔%; Joyce L. Edwards, Emery office manager 16⅔%. WESB is assigned 1490 kc, 250 w fulltime. Granted Nov. 24.

WMFT Florence, Ala.—Granted transfer of negative control in Tri-City Bcst. Co., licensee, from Emma Murray Bush to Emma E. Arland Bush, pursuant to settlement of estate of F. L. Bush, deceased. No monetary consideration. WMFT is assigned 250 w fulltime on 1240 kc. Granted Nov. 24.

WKID-AM-FM Urbana, Ill.—Granted assignment of license from University City Bcstg. Corp., licensee, to James M. Strand, trustee in bankruptcy. Stations authorized to remain silent additional 45 days pending filing and action to transfer from trustee to new parties. WKID is assigned 250 w day, on 1580 kc. Granted Nov. 24.

KPAT Pampa, Tex.—Granted assignment of CP for Radio Station KICA, permittee, to J. C. Daniels for consideration of $5,000. Mr. Daniels is Mercury-Lincoln dealer, Pampa, Tex. KPAT is assigned 250 w fulltime on 1230 kc. Granted Nov. 24.

KSPA Santa Paula, Calif.—Granted assignment of license from Ventura County Radio Center Inc., licensee, to Santa Paula Bcstrs. Inc. for a consideration of $27,207. Principals in Santa Paula include: C. Harvey Haas, transmitter supervisor KFSG (AM) and KKLA-FM Los Angeles, Echo Park Evangelistic Assn., president 33⅓%; James C. and Donald W. Kemp, co-partners in Kemp Bros. General Contractors, each 16⅔%; Benjamin C. Brown, radio engineer KFSG, 33⅓%. KSPA is assigned 250 w fulltime on 1400 kc. Granted Nov. 24.

WCLD Cleveland, Miss.—Granted authority to Cy N. Bahakel to transfer

(Continued on page 112)

November 28 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KGGF Coffeyville, Kan.—Mod. CP AM station to increase power, install DA-DN etc. for extension of completion date.

WSAY Rochester, N. Y.—Same.

WTIL Mayaguez, P. R.—Mod. CP new AM station for extension of completion date.

License for CP

License for CP new FM station: KFSA-FM Fort Smith, Ark.; WMAZ-FM Macon, Ga.; WFNS-FM Burlington, N. C.

KPHO-TV Phoenix, Ariz.—License for CP new commercial TV station and change studio location.

Modification of CP

WWJ-TV Detroit—Mod. CP to new commercial TV station to change ERP from 17.1 kw aur. to 8.55 kw aur. and make ant. changes.

IF YOUR AM-TV-FM STATION NEEDS

promotional ideas sold to produce cash revenue of from $200 to $1,000 per week, Wire, Call or Write

Edgar L. Bill — Merle V. Watson

Julian Mantell, Sales Manager

NATIONAL RADIO PERSONALITIES

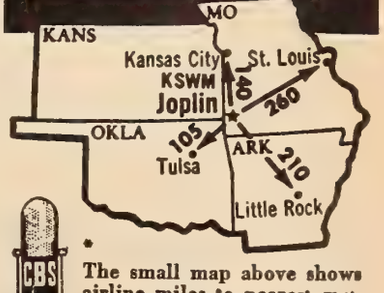
Peoria, Illinois —— Phone 6-4607

★ We originated sponsored Radio Personalities Picture Albums in 1938, many new program features, and have more sales records and years of experience in selling for over 300 Radio and Television Stations from Coast to Coast than any similar organization in America.

KSWM

JOPLIN, MO.

REACHES 446,600* PERSONS WHO SPEND... $285,550,000 ANNUALLY IN TOTAL RETAIL SALES!



The small map above shows airline miles to nearest metropolitan centers, assuring unduplicated CBS service to the KSWM audience.

Now in its *fifth year* of service, KSWM is an integral part of all community affairs and activities.

KSWM

CBS in JOPLIN, MO.

Nationally Represented by William G. Rambeau Co.

Austin A. Harrison, Pres.

Baseball Curbs?

(Continued from page 27)

ment to the forthcoming meeting without recommendation.

The suggestion, involving such cities as Philadelphia, Boston, New York, Chicago and St. Louis, would, if enacted, prohibit, for example, broadcasts of St. Louis Cards' road games in St. Louis while the Browns are playing at home. Under present rules, each club has authority to grant broadcasts or telecasts of home or road games by stations within the home clubs' territory. It does forbid without consent, however, broadcasts of road games by stations outside home territory and within home area of another club while the other club is playing a home game.

For broadcasts of games, the Browns are said to control only certain territories due to a specific American League ruling, while the National League permits individual clubs to air their games in various parts of the country. Consequently, a report that Liberty Broadcasting System has taken option on 72 home and road Browns' games in 1951 and 1952, with Falstaff Brewing Corp. as sponsor, was said to hinge on whether the Browns could obtain permission from the A. L. radio department to expand their area.

A stringent plan is suggested by Robert G. Venn, general manager of WMIE Miami, Fla., and was passed on to Mr. Finch for discussion at the meeting this week.

Under Mr. Venn's plan, characterized as "ruinous" by some industry authorities and singled out in *Sporting News*, "no broadcast of major league games, live or reconstructed, would be allowed to be transmitted across state lines," thus limiting broadcasts to state networks and then only on a "reconstructed" basis without benefit of sound effects. His proposal also suggests a "definite pattern of promotion of minor league games in each state" by the announcer handling recreated broadcasts of major league contests.

Minors' Demands

Minor league owners are expected to demand wholesale curbs on broadcast coverage. Among those groups actively opposing major league rebroadcasts in minor league territory are such circuits as the Western Assn., the Georgia-Alabama League, the National Assn. and the Pacific Coast League.

The West Coast group, it has been reported, has decided not to take up the television issue at this time and has relegated the matter to individual club owners.

Major League magnates appear divided on the video controversy. Fred Saigh, president of the N. L. Cards, expressed hope TV would be barred in 1951 on the grounds "the competition it provides is terrific." On the other hand, Cleveland President Ellis Ryan has announced that all 77 Indian home games will be telecast next year. He attributed an attendance decrease to inclement weather. The Boston Braves already have decided to cut night home game telecasts from 39 to 14.

Clark Griffith, president of the Washington Nationals, reports he will boost sponsor rights from $100,000 to $200,000 next season on grounds telecasts keep fans away from the park. Mr. Griffith also blames radio broadcasts for hurting minor league attendance. Detroit has modified its video policy, too.

Television also has had an effect on 1950 receipts of the Cincinnati Reds, according to President Warren Giles, but he places TV well down the list of "causes." The team's poor showing and unfavorable weather predictions were cited as main reasons.

"Discontinuance of telecasting would not remove the adverse effect of television in its entirety," Mr. Giles told stockholders. "We can eliminate its effect on our attendance only to the extent that telecasting of our games has affected our home attendance."

Contending that set owners are not going to stray away from their screens for lack of baseball, Mr. Giles asserted:

"The economics involved in the purchase of television sets on a time-playment plan reduces the amusement dollar in many family budgets. Owners of sets are not going to turn off their television programs merely because baseball games are not being shown. Therefor, a discontinuance of telecasting of our home games would not remove the adverse effect of te vision in its entirety.

"The more inconvenient it is f a person to get to a place of amu ment, the more congested the tra fic and the less adequate the par ing facilities and the less favorat the weather, the more they are i clined to stay at home and wat (all) television," he reasoned.

The Redleg president felt th night telecasts reflected a mc "adverse" effect on attendance th did daytime contests. He indicat that the management may deci to prohibit telecasts of 24 or night games in 1951, though policy had been set.

Meanwhile, there were repo that Baseball Commissioner A. (Happy) Chandler has received bid of $5 million for televisi rights to World Series games fr 1951 through 1955. Mr. Chandl recently was tendered a new seve year contract by club owners.

Gillette Safety Razor Co. pa $800,000 for television and $175,0 for radio rights to the 1950 f classic—a large portion of whi was channeled to the baseball pla ers' pension fund. In so doing t clubs abandoned earlier suggesti that front-running clubs in bo pennant races share in the bonan

FCC Roundup

(Continued from page 111)

Decision Cont.:

control of Cleveland Bcstg. Co. Inc., to C. W. Capps, Melvin C. Lee and Lowry Tims for $4,158.61 for 51% of stock. WCLD is assigned 1490 kc, 250 w fulltime. Granted Nov. 24.

WSTS Southern Pines, N. C.—Granted assignment of license from Sandhills Bcstg. Corp., licensee, to Sandhill Community Bcstrs. Inc. J. S. Younts and Grace Lines WEEB owners buy from Frank L. Baber for consideration of $25,000. WEEB to be relinquished for cancellation. WSTS is assigned 990 kc, 1 kw day. Granted Nov. 24.

WWGP-AM-FM Sanford, N. C.—Granted assignment of license of Lee Bcstg. Corp. to Sandhills Bcstg. Corp. for consideration of $43,531. Frank L. Baber (see transfer above) and Sanford (N. C.) Herald new owners. WWGP is assigned 1050 kc, 1 kw day. Granted Nov. 24.

New Applications . . .

TV APPLICATIONS

Montgomery, Ala.—Montgomery Bcstg. Co. Inc., Ch. 6 (82-88 mc) ERP 32.3 kw vis., 16.1 kw aur, ant. 270 ft. above average terrain. Estimated construction cost: $200,000, estimated revenue first year (combined TV and AM operation) $360,000. Applicant is licensee WFSA AM outlet Montgomery. Filed Nov. 28.

Sacramento, Calif.—KCRA Inc., Ch. 6 (82-88 mc) ERP 25.9 kw vis., 12.9 kw aur., ant. 365 ft. above average terrain. Estimated construction cost: $189,026. Applicant is licensee KCRA-AM-FM Sacramento. Filed Nov. 28.

El Paso, Tex.—Roderick Bcstg. Corp., Ch. 4 (66-72 mc) ERP 11.4 kw vis., 5.7 kw aur., ant. 928 ft. above average terrain. Estimated construction cost: $278.561. Estimated revenue: $96.000. Dorrance Roderick owned KSIL Silver City, N. M. until October this year. He is 54% owner KOSA Odessa, Tex. Filed Nov. 28.

WHLI CRUSADE

Seeks L. I. Train Changes

COLLISION of two Long Island Railroad commuter trains at the height of the Thanksgiving Eve rush hour, which took 78 lives and injured more than 300 persons, launched WHLI Hempstead, Long Island, N. Y., on what appeared last week to be a telling editorial campaign to have the bankrupt railroad reorganized.

Beginning the night of the accident, the station has kept up a series of daily editorials interspersed with spot announcements. The editorials:

(1) Called upon listeners to telegraph Congressman Leonard W. Hall and urge legislation to require the railroad to install automatic safety devices, and the following day Mr. Hall announced he would ask for a Congressional investigation of the accident, a WHLI spokesman said.

(2) Called for the ousting of the two trustees of the bankrupt railroad, and subsequently both the Nassau County executive, J. Russel Sprague, and Gov. Thomas E. Dewey made similar demands.

(3) Urged creation of a long Island Railroad Authority by New York State, patterned after the Port of New York Authority. Gov. Dewey appointed a three-man commission to consider what should be done.

SPINGARN POST

Senate Hearing Date S

NOMINATION of Stephen J. Spi garn to serve as a member of t Federal Trade Commission for term expiring in 1953 will be hea by the full Senate Interstate Foreign Commerce Committee D 13, it was announced last week. is currently serving on the co mission under an interim appoi ment [BROADCASTING • TELECAS ING, Oct. 30].

In government service since 19 Mr. Spingarn was nominated President Truman for the pc Sept. 22. The New York Democr and fifth member of the FTC w appointed to fill out the unexpir term of the late Comr. Ewen Davis. Previously, Comr. Spinga served as President Truman's a ministrative assistant, a positi concerned with legislative acti ities.

At the same time, the Sena Armed Services Committee r ported favorably the nominati of John D. Small, vice preside and executive assistant to the pre ident, Emerson Radio & Phor graph Corp., New York, to chairman of the Munitions Boa [BROADCASTING • TELECASTIN Nov. 20].

Mr. Small succeeds Hubert Ho ard, who resigned two months ag Also a recess appointee, Mr. Sm was sworn in as chairman of t Defense Dept.'s unit Nov. 16.

FOR DEPENDABLE SERVICE look to ALLIED for your station supplies



ALL STATION SUPPLIES Our great in-stock resources (largest in the country) and close contacts with all manufacturers, guarantee the fastest, most complete equipment supply service for the BC and TV engineer.

SERVICE EVERYWHERE. Over 600 stations—coast to coast and border to border—look to dependable ALLIED for their station supplies and accessories.

PERSONAL EXPERT HANDLING. You get exactly what you want—when you want it! All station orders, large or small, get preferred speedy handling. Our Broadcast Division is headed by commercially licensed operators who cooperate intelligently to keep your station running at top efficiency at all times.



GET THIS CATALOG Send for ALLIED'S 212-page Buying Guide, listing broadcast equipment and supplies ready for *immediate* shipment. Ask to be put on our "Broadcast Bulletin" mailing list.

Write to BROADCAST DIVISION

ALLIED RADIO
833 W. JACKSON BLVD., CHICAGO 7
Call: HAymarket 1-6800

JOE ADAMS REACHES ALL NEGROES IN LOS ANGELES
KOWL 5000 WATTS CLEAR CHANNEL
LOS ANGELES - SANTA MONICA, CALI

Frequency Plan

(Continued from page 19)

tremely sore point for private dustry, which feels the military particular has been allowed to urp far more spectrum space an it uses or requires.

The temporary board has conned itself primarily with telemmunications problems, steering ar of broadcasting and telecastg questions. Observers felt, hower, that any permanent high-level ency's assignment must inevitly deal with broad policy matrs affecting allocations for these ass communications media.

Present thinking, it was underod, inclines toward a memberip of three persons for the perment agency.

Dr. Stewart's board, which met nday through early Wednesday ernoon, in the meantime anunced it has engaged the New rk management engineering m of Ford, Bacon & Davis to ke a survey of the economics the communications industry. e firm's report is due in January. To assist in the drafting of the ard's report to President Truan, two "writing specialists" have en engaged: Charles Schwarz, mer information director of the tional Security Resources Board, d Frederick Fassett, of Carnegie stitution.

Board Members

Appointed last February, the mporary board is composed of . Stewart, chairman; Dr. Lee A. Bridge, president of California stitute of Technology; David H. Brien, retired vice president of aybar Electric Co. and wartime rector of distribution for the my Signal Corps; William L. eritt, head of the electrical engiering department of the U. of inois, who also served on the ndon Committee on color telesion; and Dr. James R. Killian ., president of Massachusetts stitute of Technology [BROADSTING • TELECASTING, Feb. 27].

The board's assignments include eparation of recommendations on:

(a) Policies for the most effective e of radio frequencies by governntal and non-governmental users d alternative administrative arngements in the federal governnt for the sound effectuation of ch policies;

(b) Policies with respect to interional radio and wire communicans;

(c) The relationship of government communications to non-government communications, and

(d) Such related policy matters as the board may determine.

Next board meeting is scheduled for Dec. 14-15.

Authorities felt the appointment of an Assistant Secretary of State for Communications, as proposed by Sen. McFarland, would have a particularly beneficial effect in international radio and communications negotiations—such as the recent NARBA conferences—by making available a top-ranking official whose entire energies would be devoted to this technical, highly specialized field.

'Fulltime Attention'

Sen. McFarland's letter to Dr. Stewart said in part:

I feel sure that your studies and investigation of our communications problems must have convinced you that communications is big enough and important enough to have the fulltime attention of an experienced and thoroughly competent individual with authority enough to deal with his field at the very highest levels.

So long as we adopt the precept of State Dept. leadership and control on all matters involving relations with other countries, we must strengthen the Department's leadership and control by making possible for it to give communications the time, attention, and competence that communications deserves and at the same time see to it that whoever heads this division has both the authority and the expert knowledge to perform his job fully in the public interest and in the interest of this country.

In expressing this viewpoint I believe I am echoing the sentiments of many of my colleagues who are familiar with the problem as well as the viewpoint of other competent authorities.

Some time ago I had the opportunity to briefly mention this matter to our Secretary of State, and I am hopeful that it may well have his sympahetic support.

In sending Secretary Acheson a copy of the letter, Sen. McFarland emphasized:

"More than eight years of close experience with our domestic and international communications problems convinces me that one of the things that ought to be done and which can be done with relative ease is for the State Dept. to give to communications the attention it deserves by the appointment of an Assistant Secretary whose responsibility would be solely that of communications and whose competence and devotion to the public interest would be acknowledged."

WJW, WCOL Name H-R

IN the Nov. 27 issue of BROADCASTING • TELECASTING, Headley-Reed Inc. was erroneously identified as having been appointed national sales representative for WJW Cleveland and WCOL Columbus, Ohio. The firm appointed by the stations is H-R Representatives Inc.



(Formerly Nancy Grey on WTMJ—NBC)
WHFC Chicago WEHS-FM
2-2:30 Mon. thru Sat.
She entertains—and sells—and sells
Participations Available
MARSHALL PRODUCTIONS INCORPORATED
40th Floor Bankers Bldg., Chicago 3
Radio — Shows to fit your budget — TV

open mike



Hit TV Ads

EDITOR, BROADCASTING:

An AP story dated Nov. 19 states: "Television dealers have decided to abandon in future advertisements the theme that children feel socially inferior without a television set in their homes."

Just for the record, the transcribed announcements using this copy were discussed by WLS Program Director Harold Safford and General Manager Glenn Snyder the first week they were received—and all announcements using the "child inferiority" copy were banned from WLS, although this meant a substantial reduction in the advertising scheduled. . . .

John C. Drake
Direction of Promotion
WLS Chicago

* * *

EDITOR, BROADCASTING:

Some of us were discussing the recent television advertising at the Advertising Committee meeting of the Chamber of Commerce of the United States. . . .

I . . . think that a great disservice was rendered to all advertising, to say nothing of radio and television advertising.

Certainly, we in the business should have enough sense to use good taste and intelligence.

R. T. Mason
General Manager
WMRN Marion, Ohio

* * *

EDITOR, BROADCASTING:

. . . The peak of disgusting "gimmicks" is now being used by the American Television Dealers & Manufacturers . . .

The public is now being told that no home is complete without television reception; no child can be properly educated without its intellectual influence; children feel hurt if there is no TV at home, and are left out of television-conversation at school . . .

. . . There are several instances where—because of this advertising—homes now have TV, but the children in those homes who now "are mentally improved" do not have sufficient clothing. . . . I have nothing against TV as compared to other entertainment media, however, my children shall receive a TV set when they are capable of separating the wheat from the chaff. . . .

Les Boret
Program Director
WRMN Elgin, Ill.

* * *

Defends Baseballcasts

EDITOR, BROADCASTING:

I fail to see how Jerry N. Jordon's report on "Baseball Attendance" can be taken as anything but a slam at the radio industry's desire to give the American public what they wish to hear. . . .

. . . Gordon McLendon's rebuttal in your Nov. 27 issue answers Mr. Jordon . . . ably . . .

Baseball interest was whipped to fever pitch in this town by both MBS and LBS broadcasts last year . . .

Baseball is America's national game, but I doubt if one in ten Americans understand it. What better way could there be for them to learn to understand it than through radio?

W. J. Page
General Manager
WABZ Albemarle, N. C.

Coes Injured

DEE COE, general manager of WWCA Gary, Ind., and Mrs. Coe are confined to St. Elizabeth's Hospital in Lafayette, Ind., as a result of an automobile accident Thanksgiving Day near Lafayette. The Coes' three children, also passengers in the car, were uninjured.

SOMETHING NEW IN CINCINNATI

See Pages 44 & 45 This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

Operation Emergency

(Continued from page 21)

equipment as power supply deteriorated. Maternity cases were taken to hospitals and milk was sent to babies as radio spread word of hardship cases. Stranded motorists were helped and civic employes directed through radio-station clearing houses. Employes were told not to attempt to report for work. Church and school officials kept the public informed on their plans.

Only a skeleton story can be narrated of the services performed by over a thousand AM, FM and TV stations. Following are some of the accounts received by BROADCASTING ● TELECASTING:

Hit by winds of hurricane force, sections of New England suffered severely but people and public officials alike were kept informed by radio.

WPRO Towers Down

WPRO Providence lost two 380-ft. towers the night of Nov. 25 but a rugged emergency antenna was operating five hours later. This tower had been erected after the 1944 hurricane and WPRO said it adequately covered its principal markets.

WTIC and WDRC Hartford, along with other stations, went into emergency service. WTIC was off the air momentarily several times as the result of power failure. WDRC's emergency lines to police headquarters were used by the chief of police. Due to noise and rain, an inside service room was converted into a studio and engineers doubled in mopping water blown into the control room.

Flood waters surrounded the building in which WMNB North Adams, Mass., is located but the station was able to perform emergency service without interruption.

WICC Bridgeport lost only a few minutes of air time before its emergency generator was put in operation. Floyd Jones, transmitter engineer, was marooned on an island when a bridge was washed out. Island residents were evacuated from homes and ordered to the transmitter house via radio. Power failures threw WNAB and WLIZ off the air for a time.

WLIZ, a daytimer, secured FCC permission to operate overtime, and its General Manager Philip Merryman, Commercial Manager Manning Slater, and other executives as well as newsmen worked continuously for 19 hours without sleep or food. The station, itself off the air for a short time due to a feeder line failure, cancelled all commercial programs during the emergency in order to relay bulletins and other weather programs, including remotes.

WNAB's staff stayed until the transmitter became flooded Saturday afternoon, and were back on the job when repairs were completed and the Bridgeport station resumed broadcasting Sunday afternoon.

WELI New Haven handled public service programming during the emergency, with utilities providing data on fallen lines. The Red Cross was directed to 10 men stranded on a dock and rescued them. Thousands listened via auto radios when power lines were down. WELI went off the air two minutes as result of a shortage on the cable but staff people crowded into the transmitter and used a dozen employes' cars to maintain a shuttle service from studios where programs were taped. After four days operations returned to normal.

WAVZ New Haven was kept on the air despite hurricane winds and flood-water seepage into the transmitter building. The daytime outlet stayed on the air Saturday to midnight, bringing many tape-recorded stories from flooded areas.

WWCO Waterbury, Conn., managed to stay on the air as WBRY and WATR were crippled temporarily. At one time the floor of the control room was covered with water driven through the walls by the wind.

Towers of WOSC Fulton, N. Y., withstood high-velocity winds and lost only two hours while a power line was being replaced. In Stamford, Conn., WSTC-AM-FM lost only 45 seconds air time during switch to auxiliary power. WNLK Norwalk went out of service. Roofing contractors bought up every available spot on WSTC-AM-FM.

WWNY-FM Watertown, N. Y., lost its pylon connection and went off the air Saturday morning.

WTTM Trenton, N. J., used a set of auto batteries and 40 gallons of gasoline to stay on the air, cooperating with state and local police. Batteries were used to operate tape recorder, turntable and one light bulb. WTTM and WCTC New Brunswick fed each other direct reports via emergency lines and received reports from WJLK Asbury Park, on the Jersey coast. WTTM lost about 30 minutes air time during the 18-hour emergency.

WCTC used a 3kw generator, acquired recently as part of its civil defense program, to stay on the air. Flood waters were within 18 inches of the base of the transmitter shack but equipment was set on concrete stands 5 feet above known high-water level and was not damaged.

WKDN Camden, N. J., remained on the air after dark Saturday when WCAM, city-owned station, went off the air, and ceased operation only when state police said the situation was under control.

WFPG Atlantic City and other New Jersey outlets joined in the disaster service. WFPG abandoned all regular program service. Manager Fred Weber put the mayor and other officials on the air.

Philadelphia radio and TV stations took the emergency in stride. WFIL-AM-TV warned residents to call the fire bureau direct instead of using alarms since over half of the alarm boxes were out of order. WIP ran into power failure and then its auxiliary antenna was ripped loose. WIP-FM remained in operation but several hours of AM time were lost.

Philadelphia Story

WCAU-TV Philadelphia interrupted programs with storm service and used films to show damage. WIBG used auxiliary transmitter and generator but the FM station went off the air. KYW and WPEN handled large volumes of emergency programming. WDEL-AM-TV Wilmington, Del., escaped with little damage other than a shorted lightning arrestor when a tower was twisted.

WTUX Wilmington, with 15 inches of water in the transmitter house, was off the air until Tuesday morning. A new transmitter was flown from Waltham, Mass., by Raytheon.

In Western Pennsylvania the greatest damage came from a record blizzard that paralyzed Pittsburgh and surrounding areas. Daily papers were unable to circulate in Pittsburgh. They had just resumed publication following a 47-day strike. KVQ, KDKA, WCAE, WJAS and WWSW threw out regular programming. Loyal staff members reached the stations despite lack of transportation. A KVQ broadcast sent volunteer firemen to the rescue of 17 Boy Scouts stranded on a camping trip.

WJAS staff members able to reach the station made the Hotel William Penn their home but some employes were stranded in the suburbs.

For KDKA it was the fifth major snow storm in the pioneer station's



STAYING ON AIR overtime, WW Waterbury, Conn., presented letins during a special Sto Weather Serenade. At mike is nouncer Gene Valentino, while Logan (l) and Bob Crager comp teletype copy.

30-year history. Joseph E. Baud general manager, supervised emergency service.

Buffalo was not hit as hard the area to the south, but Hamil Ont., had the worst storm on ord. WKBW Buffalo broadcas tribute to CHML Hamilton for work during the crisis. CH raised $12,000 in one night for lief purposes.

All eight Cleveland stations w on emergency basis starting morning of Nov. 25. Even as as last Thursday the area was fering from storm paralysis. announcers could reach WJW urday morning so two engine and Jerry Roberts, chief engin got three anouncers on the air picking their voices off the t phone. They relayed teletype n to the announcers. Finally gram Director Charles V. Hur made it to the station on foot was joined later by others.

Dick Hatton, announcer, Wally Scholz, engineer, set up amateur network in the Clevela Canton-Akron area.

Cleveland's three TV station WNBK, WXEL, WEWS — joi aural broadcasters in the pu service work. WSRS personnel swered over 40,000 calls thro Tuesday and many went sleep for more than 24 hours at a ti WSRS was non-commercial fo hours. It received credit for

General Manager with outstandin record of sales an administration Over decade expe rience in majo southewestern an western markets Thorough ground ing in newspape techniques and sta tion management Excellent reference and sterling repu tation in industry Willing to acquir part ownership

Box 151H, BROADCASTING.

Gates *has it*

IF IT IS FOR A BROADCASTING STATION

GATES RADIO COMPANY

QUINCY, ILLINOIS
TELEPHONE • 522

WASHINGTON, D. C.
TEL. METROPOLITAN 0522

g a life besides giving the usual bulance information and simi- activities.

Low gas pressure created an ergency, with stations persuad- the public to keep down con- mption to a minimum. Cleveland tions received reports from ny surrounding cities, and even direct report from Miami. WSRS ne said it carried 15,000 emer- ncy messages in a 48-hour pe- d.

WGAR Cleveland had 10 em- yes on hand Saturday, with an- er 10 making it to the station nday. Georgie Price, enter- ner, Abbey Albert and members the Albert band helped man GAR telephones. The Statler tel fed WGAR employes in its ploye cafeteria. Newspapers ld not publish Saturday and erated on a limited basis Sun- y.

WXEL (TV) carried over 20 rs of public service program- ng, though handicapped by loca- n of studios and transmitter 10 es from downtown Cleveland. Radio and television won editorial udits from the *Cleveland Plain aler* (WHK-AM-FM Cleveland) "a magnificent job in keeping public informed on the details the crisis and in maintaining ystem of communications which eatly facilitated the brutal task digging out of the blizzard. e people living in the areas par- zed by this unprecedented storm l forever be grateful to the men d women of radio and television."

WCUE Receives Praise

WCUE Akron, daytimer, oper- d fulltime until the crisis was r. It received thousands of let- s praising the service, includ- messages from other stations d a local newspaper.

WHBC Canton went on the air y six minutes late despite the wbound streets and highways. sternity cases and other emer- ncy items were handled as public vice took precedence. By Satur- evening nine persons were on y at the station. John Baker, istant news editor, used snow- es to get to work. Marilyn Sur- , secretary, drove in on a trac- .

Nearby farmers supplied baskets food to the marooned WHBC nsmitter crew. The WHBC now Party," as it was called, s still in full operation as late Tuesday.

When 27 inches of snow blank- eted Youngstown, the Ohio city had only radio to keep it informed as the only newspaper suspended publication for three days. Warren P. Williamson Jr., WKBN president, trudged out to the transmitter Saturday morning to put the station on the air. Bernard Wilkins, chief engineer, walked three miles through hip-high snow to the downtown studios. Hugh Schaffer, western band fiddler, served as sole announcer and signed on the station. Engineer Ralph Sherman walked 11 miles in four hours, bringing along a bag of clothing and sandwiches. Manager Dutch Bowden hitched a ride downtown in a funeral coach.

Reporters on WFMJ

The *Youngstown Vindicator*, unable to circulate three days, put its reporters and correspondents on the affiliated WFMJ with a radio newspaper. Bud Mansell, managing editor, and George Kelly, his assistant, supervised the program.

WSTV Steubenville, Ohio, operated continuously through the crisis with a skeleton crew. Ruston Marshall, news editor, arranged 137 minutes of beep-recorded phone interviews, including one from Midway, Pa., where 21 persons were stranded in a coal mine. Engineer Warren Hallam was at the transmitter 28 hours without relief.

Cincinnati stations were on the job. They broadcast appeals to use gas sparingly. Arrival of Santa Claus at the airport, which WCPO-TV had planned to carry Sunday morning, was deferred because of the storm.

WCHS Charleston, W. Va. cancelled commercial shows and participating announcements when necessary in keeping listeners informed. The station carried many special weather and emergency information programs on the first day, followed with 11 on Sunday, and continued the same general procedure on Monday and Tuesday while Charleston was still digging out.

WSAZ-TV Huntington, W. Va., with a 120-mile relay from Cincinnati, fed the Penn-Cornell football game by using an emergency receiver 90 miles from the pickup point. Jackson Dougherty lost his car in a 10-foot drift and had to walk five miles against the storm. Gerald Frazier injured his leg walking through the snow Saturday night. Jack Jiruska, studio supervisor, started for Portsmouth in a Jeep and four-wheel chains. En route he rescued a marooned ambulance containing an expectant mother. He led the way to the hospital, beating the stork a scant two minutes. Then he managed to repair a hilltop relay.

Monday a farmer's bulldozer opened 12 miles of road in eight hours so Mr. Jiruska and Gerald Cunningham could reach their posts. The Jiruska Jeep was converted into a relief vehicle for foodless families marooned in the snow. The staff performed heroically in guiding the TV station through its first emergency.



IMPROVISED blizzard clothing was the order of the day at WKBN Youngstown. Arriving at work are (l to r): Engineer Ralph Sherman; Ellamae Casteel, women's editor; J. L. (Dutch) Bowden, station manager.

* * *

An alert engineer at WWDC Washington was credited with saving Bethesda, Md., residents vast sums in damage to electrical equipment. Jean McPherson, engineer, received a phone call from a friend who remarked that he had measured voltage and found it down to 30 volts. A blast at the Bethesda substation had caused the low voltage, with danger that appliances would be set on fire. Dennis Sartain, news editor, urged Bethesda residents to turn off all motors. The announcements were repeated until voltage was restored. Announcements were also carried on transit by WWDC-FM.

TV service in the Carolinas was disrupted when a transformer froze at WBTV (TV) Charlotte, keeping the station off the air most of Sunday. Service was restored Monday.

WBPZ on 45 Hours

In Lock Haven, Pa., WBPZ turned its facilities to emergency service starting at 4 p.m. Nov. 25 in the face of flood waters which struck the Central Pennsylvania area. The station operated for 45 hours without a break and Thursday was still relaying emergency messages. Dispatches from the Red Cross, city and state police and rescue headquarters were carried. General Manager Harris Lipez estimated that over 10,000 messages were relayed through the station, virtually the only means of communication left in the town. Radio-equipped rescue boats, with sets tuned to WBPZ, were dispatched to pick up numerous stranded citizens.

In the face of rising water, station operations were moved to the transmitter on the evening of Nov. 25. Power and telephone service later failed at the studios but were maintained throughout the emergency at the transmitter. Rescue operations were made more difficult when high winds later struck the area, but WBPZ was able to remain on the air.

California Coverage

California stations were receiving praise for their service in flooded areas. KUBA Marysville covered the flood with an airplane piloted by C. V. Ullom, part owner of the station. Mr. Ullom related information back to the station. KUBA covered rescue of 8,000 evacuees from stricken areas. Appeals for clothing brought large quantities of help. Roger R. Hunt, manager, and Wyn Pope handled the broadcasts from the sheriff's office, aided by Mr. Ullom's plane messages.

The tower of WALD Walterboro, S. C., was felled when a tree hit a guy wire. The station was back on the air in 2½ hours with temporary rig. Reports of coverage were good. Work was started at once on a new tower.

To the Rescue

NAB'S station relations director, Jack Hardesty, was a minor victim of the Western New York blizzard. Driving from Buffalo to Jamestown on a field trip, Mr. Hardesty's car wound up in a roadside snow drift. He phoned the nearest town and persuaded the fire department to extricate his car. Then with Cleveland as a target, he decided police officials stationed at road blocks weren't interested in the immediate status of NAB's membership drive.

Help Fight TB



Buy Christmas Seals

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Acuff-Rose

TENNESSEE WALTZ

On Records: Patti Page—Merc. 5534; Erskine Hawkins—Coral 60313; Anita O'Day—Lon. 867; Fontane Sisters—Vic. 20-3979; Jo Stafford—Col. 39065; Tommy Tucker—MGM 10864; Les Paul—Cap. 1316; Wayne King—Vic. 20-3434; Guy Lombardo—Dec. 27336.

On Transcription: Alan Holmes—Associated; Leon Payne—Langworth; Spade Cooley—Standard; Lawrence Duchow—Thesaurus; Bob Eberly—World.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

N. Y. Weathers Wind

(Continued from page 21)

of the building, it is reported.

WMCA vice president and program director, Leon Goldstein, set out Saturday afternoon to find his son, who had gone camping with a Scout Troop in the Alpine woods above the Palisades in New Jersey. That evening, while Mr. Goldstein with a forest ranger was finding and helping from the woods everyone but his son, the boy turned up safe at home. Whereupon the station, frustrated by the rule against direct communicaton, repeatedly broadcast news of the return of the scout in an unsuccessful attempt to recall its program director.

WWRL went off the air at 11:25 a.m. Saturday, when power failed at the transmitter site, but it was able to resume a half hour later, at 11:58 a.m., from its old 250 w transmitter located in Woodside, N. J., after wiring for and receiving permission from the FCC. Monday morning the station resumed its normal 5 kw operation.

Shifts to Auxiliary

WHOM shifted to power from auxiliary generators at 2:39 p.m. Saturday, following public service power failure at its Ridgefield, N. J., transmitter site. Normal service was restored Sunday at 11:30 a.m.

WBNX, transmitting from the outskirts of Paterson, N. J., reported intermittent public service power failure Saturday morning culminating later that afternoon in complete failure which left the station off the air until 12:15 p.m. Monday. Its towers, the shortest in the vicinity, were undamaged.

Stations reporting as unaffected by the storm included WNYC, New York's municipally-owned station; WQXR, WABD (TV), WEVD (FM), WFDR (FM) and WGHF (FM).

After leaving the air Saturday morning, WPAT Paterson, N. J., resumed at 6 a.m. Sunday and operated on a 24-hour basis. A mobile diesel generator was set up after the transmitter plant and towers had been damaged. The FM tower crashed. WPAT broadcast public service messages all through the emergency, with full power available.

WHLI Hempstead, Long Island, operated three days on its auxiliary power, providing both AM and FM service.

As the storm reached New York, broadcasters throughout the area made it bulletin news, along with the warnings issued by public authorities and the announcement Saturday afternoon of the Mayor's Civil Defense Alert, automatically making WNYC the center for emergency communications. Members of the Civil Defense Committee, under chairman Arthur W. Wallander, met in session at the City Hall.

Both NBC-TV and CBS-TV sent out cameramen to bring scenes of the damage the storm was wreaking in the metropolitan area to their viewers. From the balcony of the NBC offices at 106th St. in Manhattan, Bob Wilson supplemented the cameras picturing the scene on George Washington Bridge and the Hudson River below, together with films of the Esso fire at Linden, N. J.

Ben Grauer, speaking to NBC listeners from a taxicab going up Broadway and around Columbus Circle, described what the wind and rain were doing to the city's plate glass and pedestrians.

WCBC VIEW

Related to FCC

LETTER was sent FCC last week by WCBC Anderson, Ind., explaining it has been put at a "competitive disadvantage" respecting future television plans by local publicity on the merger of the licensee of WHBU Anderson with those of WISH Indianapolis, WHOT South Bend and WANE Ft. Wayne [BROADCASTING • TELECASTING, Nov. 27]. The letter stated:

We feel the Commission should be advised or our position that the implications regarding the television plans of WHBU in the enclosed newspaper article were not in the public interest, since no application has been made by any group for the lone TV channel allocated to Anderson.

This not only puts us at a competitive disadvantage, but prejudices our position in the public mind on any future television plans.

WDGY NEWSMEN

Hit Stride in Twin Cities

"WHAT NEXT?" is the question being asked by residents of Minneapolis-St. Paul following the expanded news operations of WDGY of the Twin Cities. It all started when Harry Peck took over managership of the station and turned two of his newsmen, John Leslie and Jim McGovern, out on the town with tape recorders.

First break came when the recorders were taken into an investigation of the local transit situation. Testimony was edited, transition narrative inserted and when the programs went on the air, comment from listeners was termed highly gratifying. Messrs. Leslie and McGovern hit the jackpot again when they taped an interview with a former Ku Klux Klan official, reportedly wanted in Indiana. After airing the program on WDGY, the tape was dubbed off and sent to Indiana stations.

Mr. Leslie is now program director and Mr. McGovern news director but they are both bending every effort to cover all the Twin Cities' news for WDGY listeners.

VOICE BLDG.

GSA To Buy N. Y. Structure

FOLLOWING on the heels of State Dept. clearance, officials of the General Services Administration last Wednesday entered into negotiations for purchase of a 20-story office building in New York City to house Voice of America and other information headquarters personnel.

GSA is completing arrangements for a $3 million building at 15-19 E. 26th St. in New York under funds provided by Congress this past session. The $3 million outlay was set aside for purchase and remodeling of new building facilities. State Dept. cleared the project Nov. 22.

While negotiations were underway for the new structure, the Voice also hoped to expand overseas operation to reach every radio receiver behind the Iron Curtain within the next two years. Edward W. Barrett, Assistant Secretary of State for Public Affairs, told the Export Managers' Club in Washington last Wednesday that the Voice hopes to mushroom into a worldwide network far beyond operation of the 38 transmitters now functioning.

The Voice, operated by the department's International Broadcasting Division, also announced it has made available its seven West Coast transmitters to the UN so its debates can be carried to China and other Asiatic countries. Transmitting facilities to Honolulu also are being used by the UN.

COVIDEO Inc. (manufacturer coin-operated TV sets) starts full production of 14-inch set which had first showing last spring.

VIKING NETWORK

New Oregon Hookup Sta

A NEW regional network, Viking Network, last week nounced it had begun operati on a five-station hookup in Oreg Key station of the new network KPFM (FM) Portland. Affilia now carrying network progra are KMCM McMinnville, KR Prineville, KASH Eugene KRUL Corvallis. Several new liates will be announced later t month, network officials report.

S. M. Goard, manager of KPF is technical director of Viking, charge of expanding the chai direct feeds. Tom Hotchkiss manager of network operations Alvin C. Yantiss is progr director.

Stations within effective range KPFM are fed programs by link. Those outside the FM ra are provided sustaining and co mercial programs by tape, w plans for an extended FM re system.

Proceedings of the Oregon Fa Bureau Federation were aired farmers unable to attend its n century convention last month the Viking Network, which pla tape-recorded highlights. Co-sp sors of the hour-long program N 19 were the First National Bank Portland and the OFBF. Progr was released at various times the day on different stations of Viking Network.

The bureau, which plans to h a similar program each year on network, said that the broadca covered every area where it membership.

The Viking Network produ and released the program and corded some 9,600 feet of tape fr which excerpts were selected.

In addition to Viking mem stations, supplemental cover was given by KIHR Hood Riv KGON Oregon City, KFLW K math Falls, KBKR Baker, KL La Grande and KSRV Ontario.

SHORTWAVE broadcasts in Finn start over CBC shortwave transmitt at Sackville, N. B., to Finland early December. Half-hour programs be beamed weekly in both Finnish Swedish.



THE OLD SEA-HORSE SAYS:

Have *YOU* checked the WVMI—Area?

Only WVMI can offer "So Much For So Little"—May we tell you more?

WVMI BILOXI MISSISSIPPI

Serving the Entire Mississippi Gulf Coast

1000 WATTS • 570 KILOCYCLES



REDIT CURBS

Joint Probe Group Named

JOINT Senate-House Committee s organized last Thursday to k into complaints growing out new credit regulations imposed the Federal Reserve Board on rchase of radio-TV sets, automo- es and real estate.

Sen. Burnet R. Maybank (D- C.), chairman of the Senate nking Committee, was named to ad the 10-man group, with Rep. ul D. Brown (D-Ga.) as vice airman. Initial hearings, slated get underway this Wednesday d Thursday, will look into pro- ts dealing with the automotive d real estate fields.

The committee also will take up er phases of Regulations W and touching on the entire scope of dit controls, including install- nt restrictions on radio and tele- ion appliances. All groups who sh to appear during the hearings l have opportunity to present ir case, Sen. Maybank added.

While installment curbs on re- ver purchases has provoked despread protests among dealers d retailers, it was understood t there would be no concerted nd by the set manufacturing in- try. Radio-Television Mfrs. sn. had no plans Wednesday to ear before the committee.

Spokesmen pointed out that the stion of credit curbs is really demic since the industry now es substantial curtailment of ic metals, thus further reducing ply that already falls far short civilian demands.

raig in N. Y.

SUPERVISE Procter & Gam- s growing activities in televi- n production in New York, W. (Bill) Craig of Procter & Gam- Productions Inc., Cincinnati, l make his headquarters in New k for a number of months. He l occupy offices at 22 E. 40th

P&G is sponsoring *Musical medy Time* on NBC and *The st Hundred Years* on CBS, both which will be Mr. Craig's chief upations.

KVOX Moorhead, Minn. USES Magnecorder

Used By More Radio Stations Than All Other Professional Tape Recorders



NEW PT63-A

Unit Construction permits portable or rack mount operation. 3 separate heads to monitor from the tape! Prevents record ing errors! New 3 head unit also avail- able to convert present PT6 Magnecorder.

WRITE Magnecord INC.

360 N. Michigan Ave. Chicago 1, Ill.

New Business

(Continued from page 8)

Dickens' "Christmas Carol" over MBS, 4-4:30 p.m., Dec. 24. Agency: Henri, Hurst & McDonald Inc., Chicago.

HUDSON MOTOR CAR Co., Detroit, renews *The Billy Rose Show* over ABC-TV, 9-9:30 p.m. Tues. Agency: Brooke, Smith, French & Dorrance Inc., Detroit.

WASHINGTON COOPERATIVE Assn., Seattle (Lynden Chicken), Dec. 17 starts Chet Huntley news analysis broadcasts on 10 Columbia Pacific Network stations in California, Washington and Oregon, Sun. 5:30-5:45 p.m. PST, for 52 weeks. Agency: Pacific National Advertising, Seattle.

VOICE OF PROPHECY Inc., Washington, D. C., sponsoring *Faith for Today*, Sun. 12:30-1 p.m. on ABC-TV, started Dec. 3. Agency: Western Adv. Agency Inc., L. A.

PABST SALES Co., Chicago (Pabst Blue Ribbon Beer), to sponsor two telecasts of 10th annual *All-Star Bowling Tournament*, Chicago Coliseum, over ABC-TV Dec. 14, 11:30-12 p.m. Agency: Warwick & Legler, N. Y.

Adpeople • • •

WALTER S. SHELDON appointed advertising manager Cory Corp., Chicago. Was with Hotpoint merchandising staff, same city.

JEFF WILLIAMSON, sales supervisor Hunt Foods Inc., Fullerton, Calif., named assistant district sales manager of firm's Southern California sales division.

NBC Names Herbert

(Continued from page 23)

president and director of public relations, now NBC vice president in charge of the Western Division.

In anticipation of the reorganization and the separation of NBC into three operating divisions—radio, television and owned-and-operated stations — Sylvester L. (Pat) Weaver Jr. was hired last year from Young & Rubicam, where he had been vice president in charge of radio and television, to be NBC vice president in charge of TV.

There is still one top level NBC job that remains unfilled with a permanent occupant. The top operating executive position for the radio network is now occupied on an acting basis by Charles R. Denny, who is also executive vice president.

Mr. Showerman is the fourth NBC veteran executive to quit the network during the reorganizational period. In addition to him and Mr. Elwood, Sidney N. Strotz resigned as vice president in charge of the Western Division, and Easton C. Woolley resigned as director of radio station relations.

Mr. Herbert joined NBC last Sept. 5 after serving Hearst Magazines Inc. for 12 years, recently as vice president and general advertising manager. Before his Hearst service he was with *Esquire* magazine and before that was with Socony Vacuum Oil Corp. and was a cotton broker with the firm of Jones, Gardner & Beal.

Mr. Kopf joined NBC on the Chicago sales staff in 1931. Before that he served two years on the advertising staff of the *Literary Digest* and previously was in advertising sales for the Hearst organization in Chicago.

MYSTERY ADS

KVOO Promotes Late Show

KVOO Tulsa, Okla., has made use of a "mystery" newspaper promotion campaign to announce the sale of its late hour *Sleepwalker's Serenade* to Fred Jones Ford, same city. The ads ran in a series for four days.

Four small newspaper ads, mentioning neither the program, station nor sponsor, were inserted for three days. On the fourth day, a half page ad was carried in the *Tulsa Daily World*, explaining the preceding ads and naming the station and sponsor.

The smaller ads consisted of cartoon-style drawings of sleepwalkers with only "Saturday Midnight—till 2:30 a.m. (and every night!)" printed across the bottom. On the fourth day, the same ads appeared with an additional reference to the half page ad. KVOO announced that Fred Jones Ford was the first to buy the late hour listening time.

ANTI-RED BILL

Congress Probe Proposed

A RESOLUTION calling for a probe of the administration, operation and enforcement of the anti-subversive law, requiring Communist action groups to identify sponsorship of radio-TV broadcast and printed material was thrown into the Congressional hopper last Thursday by a bi-partisan group of six Senators.

The resolution, sponsored by three Republicans and three Democrats of the Senate Judiciary Committee, would empower that committee to launch an inquiry into the new Communist bill, as well as alleged subversive activities in and out of government departments. It also would examine laws relating to espionage, sabotage, security and "protection of internal security of the United States."

The proposal is subject to approval of the Senate Rules Committee and the full Senate membership. Heading the list of six Senatorial co-sponsors is Chairman Pat McCarran (D-Nev.) of the Judiciary committee, co-author of the McCarran - Mundt - Ferguson control law which Congress passed over President Truman's veto before it recessed.

There also was sentiment for repeal of the anti-subversive bill, with Rep. Adolph Sabath (D-Ill.) drafting legislation which he promised to introduce momentarily.

Meanwhile the Subversive Activities Board, charged with the responsibility of determining whether any organization is a Communist front or action group, has announced its rules of procedure for hearings it plans to conduct on the Communist issue. The new law requires the Justice Dept. to ask the board to compel Communist organizations to register if they fail to comply with the law. Appointees have not been confirmed by the Senate, with Republicans threatening to press for thorough hearings. All are serving under recess appointments.

SOMETHING NEW IN CINCINNATI

➔ *See Pages 44 & 45 This Issue* ➔

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER



...at deadline

LUBBOCK BROADCASTING FAVORED IN FCC ACTION

LESSER concentration of control of mass communication media was cited Friday in initial decision by FCC Hearing Examiner Basil P. Cooper as reason for preferring grant of new AM station at Lubbock, Tex., on 790 kc with 5 kw day, 1 kw night directional, to Lubbock County Broadcasting Co. and to deny bid of KFYO Lubbock to switch from 250 w on 1340 kc to 5 kw on 790 kc, directional night. KFYO proposal also was found to not conform to FCC's standards on amount of interference it would receive.

Lubbock County Broadcasting is owned 43% by C. C. Woodson, 50% owner KNOW Austin, Tex., and KCHE El Reno, Okla; 43% by Wendell Mayes, 40% owner KNOW and 25% owner KBWD Brownwood, Tex.; 12.5% by G. H. Nelson, attorney. Mr. Woodson has extensive Texas newspaper interests but not at Lubbock. KFYO is identified with Lubbock publishing interests as well as publishing and radio interests elsewhere in Texas.

ABC NEW YORK STAFF DIVIDES SPOT ACTIVITY

ABC New York spot sales staff split into radio and television divisions Friday, with Ralph E. Dennis as manager of ABC television spot sales and Earl B. Salmon as manager of ABC radio spot sales.

Reporting to Mr. Dennis will be H. B. Day, Guy Capper, W. L. Lirby, C. E. Maxwell, T. H. Black and John Fenster. Under Mr. Salmon will be H. C. Watson, George Dietrich, T. H. Walworth Jr., John Donaldson Jr., Edward Page, Michael A. Renault and Warren Jennings.

FRANK F. CROOK

FRANK F. CROOK, 48, majority owner WFCI Pawtucket, R. I., was reported fatally injured early Friday morning in auto accident near North Attleboro, Mass. FCC records show he was secretary-treasurer, director and owner of 49 of total 70 shares in Pawtucket Broadcasting Co., WFCI licensee, and at one time was tentatively associated with Rhode Island group of broadcasters and businessmen which acquired WNEW New York early this year [BROADCASTING • TELECASTING, Feb. 6]. Mr. Crook also was business associate of Attorney General J. Howard McGrath.

CASPER, WYO., TV PETITION

NEW TV station at Casper, Wyo., on Channel 8 (180-186 mc) with ERP of 2.48 kw visual and 1.24 kw aural requested by Bill M. Tomberlin, oil investor, in bid filed Friday with FCC. Estimated construction cost was given as $163,000; first year operating cost $85,000; revenue $70,000.

ABERDEEN STATION SOLD

SALE OF KBKW Aberdeen, Wash., by Ben K. Weatherwax for $47,885 to Archie Taft Jr., assistant manager KOL Seattle and 49% owner KRKO Everett, reported in application filed Friday at FCC. KBKW assigned 250 w on 1450 kc.

DECLINE IN PRODUCTION OF RADIO, TV SETS NOTED

TOTAL INDUSTRY production of radio and TV sets fell off week of Nov. 17 compared to two previous weeks, according to Radio-Television Mfrs. Assn. industry estimate. Nov. 17 figure of 512,694 compares with 555,234 week of Nov. 10 and 584,129 week of Nov. 3.

Breakdown of Nov. 17 figure shows 189,623 radios, 14,637 portables, 107,070 auto, or 311,330 radio sets. TV output totaled 201,364 for week, exceeding previous week total of 184,133 but below Nov. 3 TV total of 218,378 sets.

TV set makers bought 5,934,391 TV picture tubes in first 10 months of 1950, according to RTMA. October sales totaled 848,387 picture tubes valued at $23,513,590 compared to 764,913 tubes valued at $20,423,353 in September. Trend to large-type tubes continued, with tubes 16 inches and larger representing 92% of month's sales. Rectangular tubes comprised 58% of sales.

EMANUEL SACKS ELECTED STAFF V-P OF RCA

EMANUEL (Manie) SACKS, who joined RCA last February as director of artists relations for RCA Victor Division after serving 10 years with Columbia Records Inc., latterly in charge of artists and repertoire, Friday elected staff vice president of RCA.

Other actions of RCA board at Friday meeting included election of Ernest B. Gorin, RCA treasurer, as director of RCA Communications Inc. and declaration by board of regular dividend of 50 cents per share and extra dividend of 25 cents per share on RCA common stock, payable Dec. 26 to stockholders of record at close of business Dec. 8.

Board also declared dividend of 87½ cents per share on RCA first preferred stock for period Oct. 1-Dec. 31, payable Jan. 2 to stockholders of record at close of business Dec. 21.

LEGISLATORS SEE COLOR

DURING three-day New York visit, 12 members of House Interstate and Foreign Commerce Committee were shown NBC and CBS television operations, including CBS color television demonstration, by top executives of respective networks. Party included Reps. Lindley Beckworth (D-Tex.); Dwight L. Rogers (D-Fla.); Eugene J. Keogh (D-N. Y.); Arthur G. Klein (D-N. Y.); John A. McGuire (D-Conn.); Neil J. Lineham (D-Ill.); Charles A. Wolverton (R-N. J.); Joseph P. O'Hara (R-Minn.); James I. Dolliver (R-Iowa); John W. Heselton (R-Mass.); Hugh D. Scott Jr. (R-Pa.); John B. Bennett (R-Mich.), and Elton J. Layton, clerk of the committee.

JOINS CECIL & PRESBREY

ROBERT MAYER, former account executive of McCann-Erickson, New York, named to executive staff of Cecil & Presbrey, New York.

O. A. SAUNDERS, former advertising manager of Nestle Co., appointed vice president and account executive for Hewitt, Ogilvy, Benson & Mather, New York.

Closed Circuit

(Continued from page 4)

liaison with Pentagon and National Productio Authority. NPA officials regularly are co sulting FCC on material aspects. It's expecte however, that if all-out war comes, high-lev board will be promptly resurrected, followin World War II pattern.

THAT "important radio executive" who's b hind campaign to combat teaching of "co lectivism" in our school system through pre ent-day textbooks is William B. Dolp executive vice president of WMT Cedar Rapid Iowa, and part owner of several other station His project, publicized both by Fulton Lewis j and Ray Henle, editor-in-chief of NBC's *Thre Star Extra*, contemplates regular network pr gram to further crusade.

FATE of annual equipment exposition at NA convention in April hinges on war develo ments, but present plans are on business-a usual basis. Remotely possible, of course, shift to war conference format for conventio or even cancellation altogether.

TOPP CHEWING GUM (Frank Buck bubb gum) starting on Dec. 11 two-week campaig in 15 radio markets through Cecil & Presbre New York.

PROCTER & GAMBLE understood to h switching product sponsorship on its *Oxyd Show*, five times weekly on CBS, from Oxyd and Dreft to Tide. Changeover would enta billing moving from Dancer-Fitzgerald-Sampl New York, to Benton & Bowles, New York.

TO PROMOTE winter cruises, Cunard Whi Star Lines through its agency, Cecil & Pre brey, New York, preparing spot announceme campaign to start mid-December in seven m jor cities, for six weeks.

BASEBALL CONFERENCE

NAB and Radio-Television Mfrs. Assn. off cials met Friday at NAB headquarters with L. Jordan, executive vice president of N. W Ayer & Son, Philadelphia, and his son, Jer Jordan, who conducted extensive research in effect of TV and radio on sports attendanc NAB to appear before baseball club owners Florida meeting (early story page 27). Jer Jordan to be in St. Petersburg during meeting Attending Friday meeting were William Ryan, Robert K. Richards, Charles A. Batsc and Kenneth H. Baker, of NAB; Hugh Higgin Broadcast Advertising Bureau; James Secrest and John Koepf, RTMA; Frank Fletcher, attorney and member of NAB boar

FRED ALLEN LEAVING TV

FRED ALLEN will leave television, probabl for rest of season, after his performance Su day, Dec. 17, because of ill health. Length vacation indefinite, probability being he will r turn in fall with new half-hour TV forma Mr. Allen's departure leaves hole in stars lin up on Sunday night comedy hour, which h shares on rotating basis with Eddie Canto Martin & Lewis and Bobby Clark, who in tur rotates with Bob Hope.

PET MAY SHIFT TO TV

PET MILK expected to spend perhaps $60,0 for sponsorship of *Four Star Revue* on NB TV for every show each third week, Wed., to 10 p.m. (CT) after taking money fro black-and-white budget at Gardner Adv., S Louis. Show sponsorship begins Jan. 17.

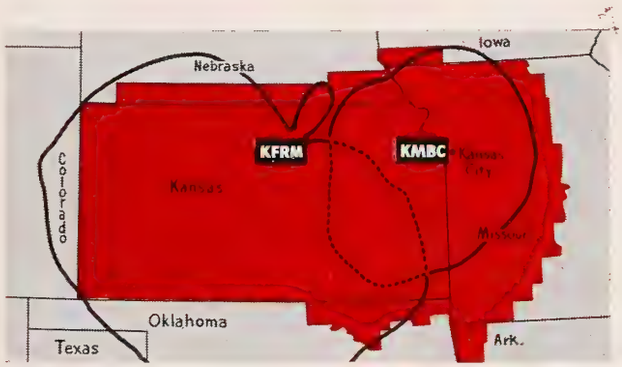
THE KANSAS CITY MARKET

Does Not Run in Circles!



It's a Rectangle...

and Only The KMBC-KFRM Team Covers It Effectively and Economically!



Daytime half-millivolt contours shown in black.

Conlan's 1950 coincidental survey of 146,000 calls in the Kansas City Primary Trade Territory reveals The KMBC-KFRM Team in the lead by a wide margin over all other broadcasters.

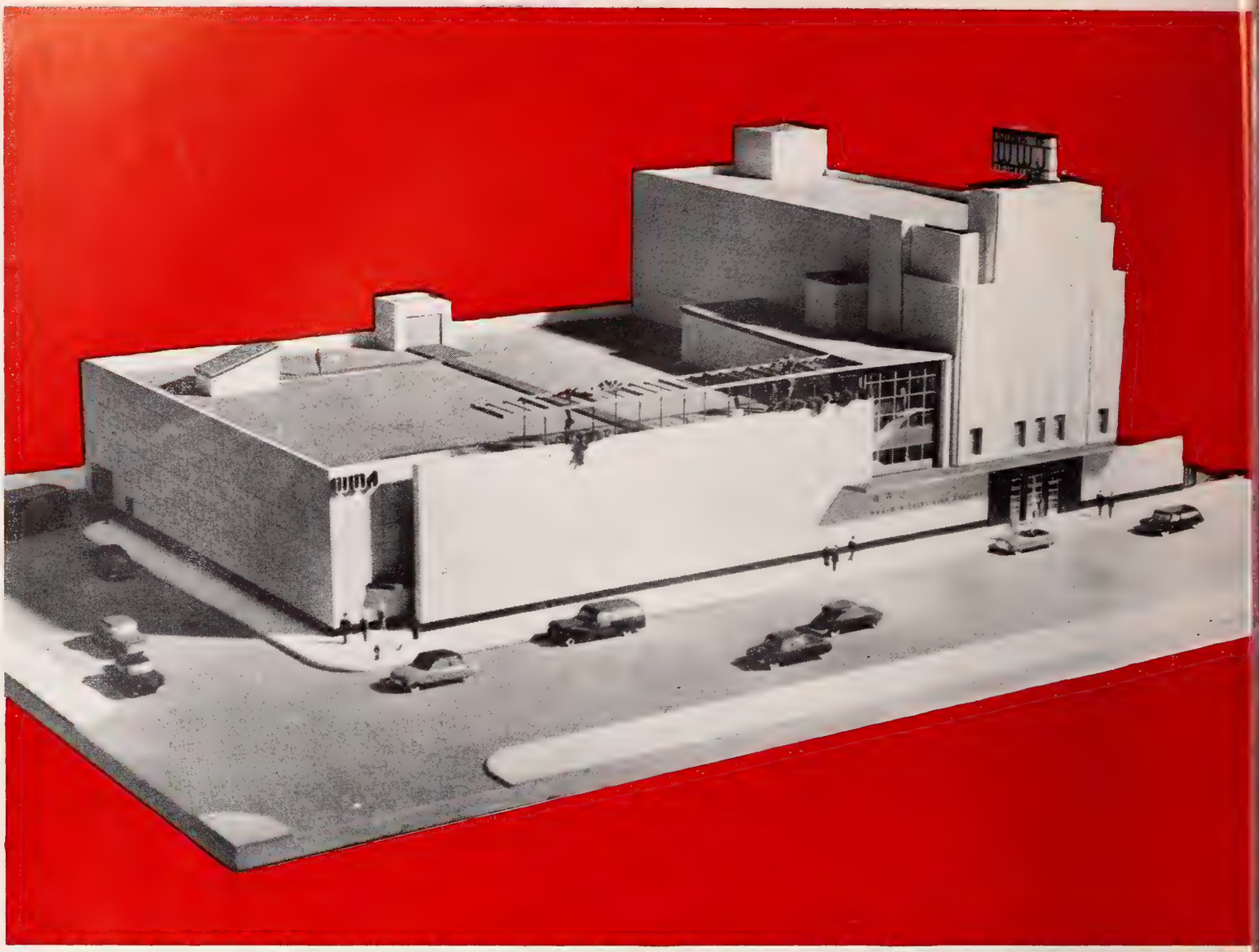
In addition, the September-October Hooper report for Metropolitan Kansas City shows KMBC in first place in morning, afternoon and nighttime periods!

The KMBC-KFRM Team provides advertisers with complete, effective and economical coverage of Kansas City's Primary Trade area—without waste circulation. For full information on your best buy in the Heart of America, call KMBC-KFRM, or any Free & Peters "Colonel."



The KMBC-KFRM Team

6TH OLDEST CBS AFFILIATE — PROGRAMMED BY KMBC



TV takes more giant strides upward in Detroit . . .

Ground has been broken for WWJ-TV's beautiful new television studio building, adjoining present WWJ studios. Scheduled for completion in the spring, the combined buildings will give Detroit a great Radio Center.

The facilities housed in this new building will be in keeping with the importance of television as a selling medium in the Detroit market and WWJ-TV's position as the Number One television station.

Because WWJ-TV is 2 years ahead, and always 2 steps ahead, Detroiters tune to WWJ-TV first just as advertisers turn to WWJ-TV first for results.

FIRST IN MICHIGAN

WWJ-TV

NBC Television Network

Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

ASSOCIATE AM-FM STATION WWJ

DECEMBER 11, 1950

BROADCASTING TELECASTING

THIS ISSUE:

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he World Crisis
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ensified Auto
mpaigns Set
Page 19

o's Groundwork
d-Con's Success
Page 22

8's Davis Sees
anges in '51
Page 24

ELECASTING
ins on Page 71

20TH
Newsweekly
Radio and
levision.
year
00 Annually
cents weekly

COMING ATTRACTION!

50,000 watts for KCBS San Francisco

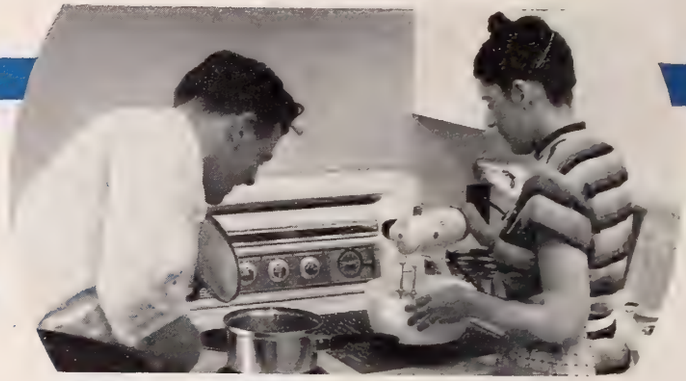
. . . giving KCBS ten times more power
. . . offering advertisers far greater coverage, far greater intensity and clarity for their sales messages
. . . making "Columbia's Key to the Golden Gate" the sales key to virtually all of Northern California! Soon!

KCBS Now 5,000 watts • Columbia Owned
Represented by Radio Sales

Look at **TELEVISION IN THE WHAS TRADITION!**

3 WHAS-TV Afternoon Programs

especially for Participating Sponsors



"GOOD LIVING" features the popular husband and wife team of Marian and Sam Gifford in their living room and in the completely modern WHAS-TV kitchen. Marian supplies the culinary know-how; Sam provides the lighter moments, dipping like Dagwood into the stew, fumbling awkwardly with the piping hot sauce pans.



"THE BUD ABBOTT SHOW" is a television disc jockey program . . . casual and unorthodox in format . . . built around the "personality" of Bud Abbott. As top platter spinner in this area (Radio Best, 1949), Abbott was a well-known "character" even before his television show . . . one reason his show was a hit with Louisville viewers from the start.



"T-BAR-V RANCH", the most popular small fry show on the Louisville video range, guarantees to keep the youngsters out of mischief for 55 minutes (a welcome "relaxation" for Mother). Singing cowboy Randy Atcher and "Cactus", his ranch cook, provide singing, adventure and fun with the children. A rip-roaring serial is included in the period.



Her time for relaxing is Your time for selling!

The Afternoon Lineup

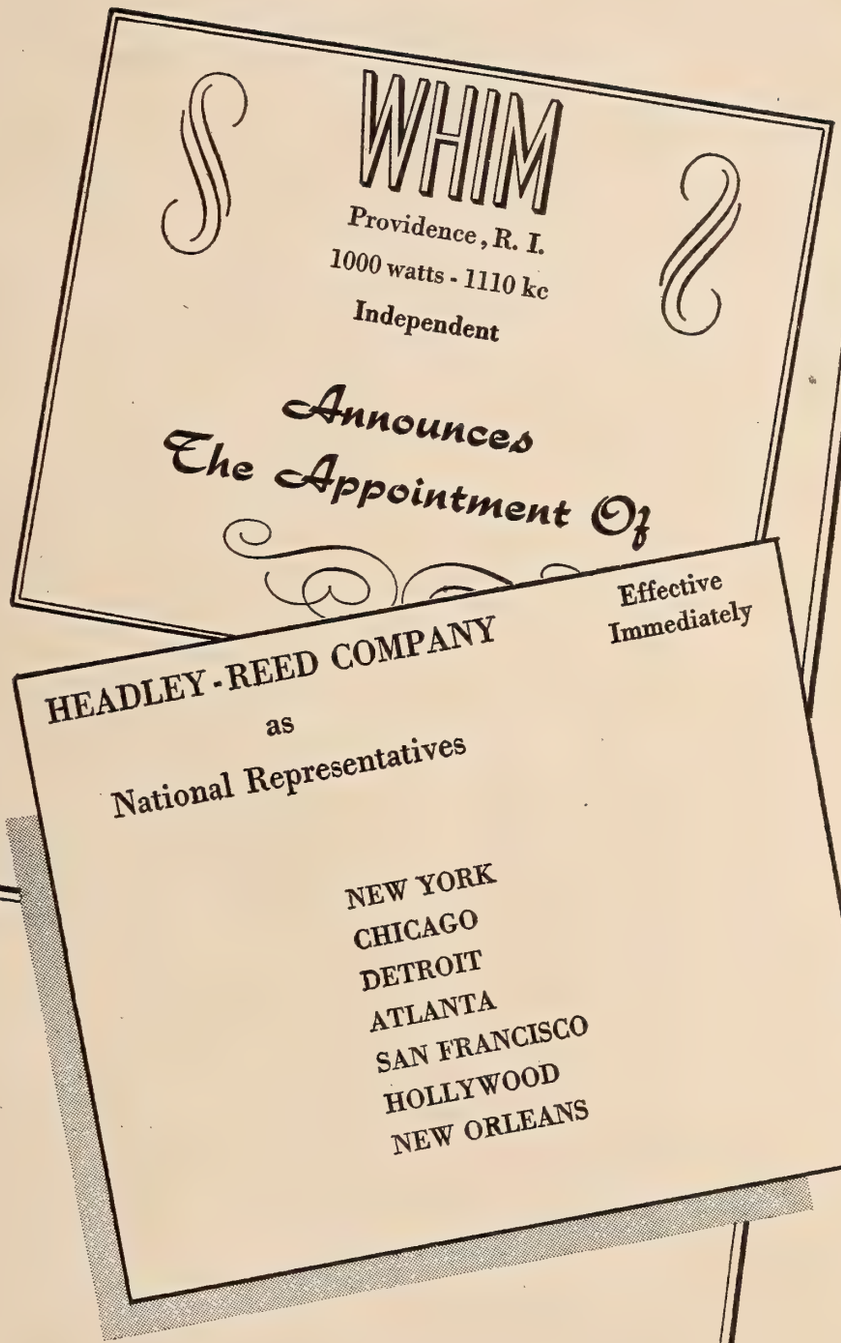
GARRY MOORE (CBS)
ROBERT Q. LEWIS (CBS)
SHOWCASE
FASHION MAGIC (CBS)
VANITY FAIR (CBS)
HOMEMAKER'S EXCHANGE (CBS)
GOOD LIVING
BUD ABBOTT SHOW
T-BAR-V RANCH

CBS

WHAS-TV
Louisville, Kentucky

Serving a market of more than 65,000 television homes

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. • ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES



shed every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
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Closed Circuit

IF AND WHEN Television Broadcasters Assn. decides to toss its lot into proposed new NAB-TV, it's certainty TBA high command will insist upon retention of Will Baltin, secretary-treasurer, as staff executive in new NAB structure.

YEAR'S output of TV sets will pass 7 million mark, well ahead of most optimistic forecasts, despite materials shortages at yearend. And belittlers of broadcasting's appeal may be surprised when 1950 output of radios reaches 13,750,000, about 25% ahead of 1949.

WHEN NEW CONGRESS convenes next month it's likely both houses will have new Communications Subcommittee chairmen. In Senate, third-term Democrat Warren Magnuson seems slated to head Interstate & Foreign Commerce subcommittee as successor to Sen. Ernest McFarland, Ariz., who is odds-on bet for majority leader. In House, Rep. Dwight Rogers, Fla., in line to succeed Rep. Sadowski, Mich.

BUICK CARS through Kudner Agency, New York, planning large intensified spot announcement campaign for four days in January to promote new 1951 cars. In addition company planning one-time, hour-long television show if talent and station time can be cleared.

NEITHER CBS nor ABC plans to rejoin NAB, from which they resigned early this year, but both will support Broadcast Advertising Bureau.

NOTRE DAME athletic officials reportedly looking with favor on proposal of WBIK (FM) Chicago, owned by Balaban & Katz and affiliated with WBKB (TV), to broadcast 1951 football schedule for sale and pickup by other FM stations throughout country. Talks are continuing.

PLANS OF FCC Chairman Wayne Coy to take month's leave on doctor's orders, because of fatigue, were postponed last week. He had contemplated going to Arizona, but personal considerations caused him to defer his plans—probably until Christmas holiday season.

HOLLYWOOD CANDY Co., Centralia, Ill., trying to talk CBS-TV into breaking its hour-long Saturday morning package, *The Big Top*, into 30-minute segments, with Hollywood picking up first half. Network previously considered selling show as single unit only. Agency, Ruthrauff & Ryan, St. Louis.

RECURRING rumor that plan has been devised to "freeze" or "solidify" ionosphere for ultra-high signals only draws scoffing denials in high sources, with reminder some preliminary research had been done along this line early in 40's.

POND'S EXTRACT Co., New York (Angel Face foundation cosmetics), planning to sponsor Lili Palmer in interview type program

(Continued on page 102)

Upcoming

Dec. 12-13: School Broadcast Conference, Hotel Sherman, Chicago.
Dec. 21: Educators' Television Clinic, WBAL-TV Studios, Baltimore.
Jan. 19: NAB-TV Convention, Hotel Stevens, Chicago.

(Other Upcomings on page 77)

Bulletins

RKO-RADIO PICTURES through its agency, Foote, Cone & Belding, New York, currently planning two-week spot announcement campaign for its latest film "Vendetta" in 25 cities for last two weeks in December.

SET PRODUCTION REACHES HIGH FIGURE

ALL-INDUSTRY production of radio sets for 11 months of 1950 totaled 12,785,917 receivers, according to preliminary estimate by Radio-Television Mfrs. Assn. November production of radios totaled 1,304,094 sets, drop from the 1,413,563 sets produced in October.

RTMA's 11-month breakdown for the entire industry follows:

	Television	Home Radios	Auto Radios	Portable Radios
Jan.	424,000	581,000	329,000	69,000
Feb.	536,000	505,000	379,000	120,000
March	643,000	587,000	389,000	114,000
April	432,000	526,000	273,000	143,000
May	557,000	796,000	291,000	351,000
June	522,000	710,000	567,000	262,000
July	330,315	391,170	234,025	97,323
Aug.	702,287	754,232	320,960	128,255
Sept. (5 weeks)	817,157	831,837	356,388	129,070
Oct.	813,851	942,245	385,171	86,147
Nov.	752,005	815,635	427,753	60,706
11 Mos. Total	6,529,615	7,440,119	3,785,297	1,560,501

FORD SPONSORS GAME

FORD DEALERS of Georgia sponsored Georgia-Texas A&M football game in Washington, D. C., on 34-station hookup of Georgia Sports Network, largest hookup for any single event in state. Agency was J. Walter Thompson Co., Atlanta. George Theeringer, WRBL Columbus, Ga., handled play-by-play. Game backed by American Legion for charitable cause.

PRESIDENT NAMES SHORT

JOSEPH H. SHORT Jr., Washington correspondent of Baltimore *Sun*, named White House press-radio secretary succeeding late Charles G. Ross (see story page 26). He takes office Dec. 18.

REEDER PROMOTED

JOHN F. REEDER, vice president, has been appointed chairman of planning board of William H. Weintraub & Co., New York. Robert A. Purdon, copy chief, named vice president in charge of copy.

AGENCY NAMES BUNDGUS

JULES BUNDGUS, former director of radio and TV for Kastor, Farrell, Chesley & Clifford, New York, appointed supervisor of radio and TV programs for Sherman & Marquette, New York.

Business Briefl

DISC CAMPAIGN ● Re-Clean Co., Det buying Ziv transcribed *Guy Lombardo Sho* about 70 markets on spot basis, direct. schedules are for 26 weeks.

WELCH SEGMENT ● Welch Grape J Co., Westfield, N. Y., sponsoring 5:30-5:45 Friday segement of *Howdy Doody Show* NBC-TV. Agency, Doherty, Clifford & S field, New York.

SWIFT PARTICIPATIONS ● Swift & Chicago (meat) buys participation in *Carter Show* on NBC-TV *Saturday N Revue*. Agency, J. Walter Thompson Chicago.

PHILCO RENEWAL ● Philco Corp., Ph delphia, Dec. 20 renews sponsorship of *McNeill's TV Club* on ABC-TV, Wed., p.m. Agency, Hutchins Adv., Philadelphi

TBA-NAB TO CONFER ON MERGER PROSPECTS

SPECIAL board committee of Televi Broadcasters Assn. expected to confer NAB representatives in near future on posal to merge TBA into projected NAB-

Jack R. Poppele, WOR-TV New York, ele TBA president for seventh term Friday (e story page 72), said TBA directors are anx to assure TV trade association autonomy best interests of industry (see NAB-TV s page 104).

TBA re-elected three retiring directors Friday session for three-year terms. They v Dr. Allen B. DuMont, Allen B. DuMont La Joseph A. McDonald, ABC; Richard A. B WBNS-TV Columbus, Ohio. TBA board elected as officers for coming year Ernest L man, WPTZ (TV) Philadelphia, vice p dent; Will Baltin, secretary-treasurer, eighth term; Paul Raibourn, Paramount T vision Productions, assistant secretary-tr urer.

WSAI-AM-FM CINCINNATI SOLD TO FORT INDUSTRY

SALE of WSAI-AM-FM Cincinnati to I Industry Co. by Marshall Field Enterpr for $225,000, plus net quick assets, was nounced Friday, subject to customary F approval.

Sale of Cincinnati outlet, 5-kw ABC affil on 1360 kc, would reduce Marshall Field radio interests to three stations: WJJD cago, KOIN Portland, KJR Seattle. Ft. dustry now has seven AMs.

WSAI was acquired by Field Enterprise 1944 from Crosley Corp. for $550,000, sale sulting from FCC's "duopoly" ban, which quired Crosley to divest itself of WSAI WLW Cincinnati. WSAI-FM was launche 1948 and operates on Channel 274 (102.7 n

Ft. Industry, headed by George B. Sto contemplates no changes in WSAI person spokesmen said. Robert M. Sampson is g eral manager. Sale was announced joi by Ft. Industry and Field Enterprises. plications for FCC approval being prepared Washington firm of Dow, Lohnes & Albert

KRLD-TV *Pays off* FOR DALLAS RETAILERS

HOME FOLKS KNOW *Best*

Here's a Roster of Dallas Retailers and Local Advertisers using KRLD-TV Regularly and PROFITABLY!

MAJOR DEPARTMENT STORES

Sanger Bros.: 30 minutes daily.
W. A. Green Co.: 30 minutes. 2 programs weekly
Titche-Goettinger: football games and 3 15-minute shows per week.

WOMEN'S STORES

Swartz Department Stores: 2 15-minute shows per week.
Gotham Millinery

MEN'S STORES

Jas. K. Wilson Co.
E. M. Kahn & Co.
Reynolds-Penland
Bell Clothing
Kinsbury Men's Wear
Claud Dobard

AUTOMOBILE

Bansten-Hall (Ford)
Sewell Motors (Lincoln and Mercury)
Johnson Bros., Chevrolet
Davis Nash Co.
Lone Star Olds-Cadillac
Van Winkle (Olds-Pontiac)
Boedeker-Verner (Dodge-Plymouth)
Orand Buick Co.

FINANCIAL

First National Bank
Dallas National Bank
Republic National Bank
Farm & Home Bldg. Loan

RADIO AND TELEVISION

Joseph Sartor, Jr.
Inman Radio
Radio City Distrib. Co.
Porter Burgess Co.

BEVERAGES

Dr. Pepper Company
Grand Prize Beer

FOOD STORES AND CAFES

Cabells
7-11 Food Stores
Wyatt Food Stores
Mexico City Cafe
Youngblood's
Luna's Tortillas Factory
El Chico Res. & Foods
Burleson Honey
Frozen-Rite Foods
Fritos Co.
Oak Cliff Baking Co.
Party Punch
Pi-Do

HOUSEHOLD FURN.-BLDG.

Hart Furniture Co.
Pakes Furniture Co.
Highland Furniture Co.
Contemporary House
Texas Lawn Sprinkler
Contour Chairs
Taylor Bedding
Hotpoint Sales
Mason Awning
Matthew's Eng. Co. (Air-Con.)
Bell Cleaning and Laundry
Oriental Laundry
Dallas Laundry Ass'n.

JEWELERS

Linz Jewelists

COSMETIC-BEAUTY SHOPS

Henri's Beauty Shop
Herbold Cosmetic Bar

SPORTS

Dale's Toyland
Cullum & Boren

GENERAL

Interstate Theatres
Dallas Power & Light
National Van Lines
Barrett Distributors
Graham Brown Shoes
Patricia Stevens Studio
Perma-Stone
Stewart Office Supply
Wilkins Luggage
Padgett Bros., Luggage
Grove Hill Cemetery
Hillcrest Memorial
Restland Memorial

The CBS *Station for* DALLAS *and* FT. WORTH

85,000 Plus, More TV Receiving Sets Than Any Other Market In United States of Comparable Size.

Owners and Operators of

KRLD
50,000 WATTS FULL TIME

This is why **KRLD-TV**
Channel 4

ALSO HAS 78 OF THE NATION'S LARGEST NATIONAL ADVERTISERS

The TIMES HERALD *Station*

The BRANHAM COMPANY—Exclusive Representatives

John W. Runyan, President

Clyde W. Rembert, Man. Dir.

KIEM Reports — 17.6* RATING produced by "THE CISCO KID" FOR MASTER BREAD!

*(CONLON, APRIL, 1949)

"Since 1946, Cisco Kid has proved to be one of America's greatest salesmen"...says Dick Koenig, Manager of Master Bakers.

"Cisco" is amazingly successful at sparking sales crews—enthusing dealers—building great kid (and adult) audiences—zooming sales—boosting profits! Write, wire or phone for proof of "Cisco Kid's" sensational business-building performance!

SENSATIONAL PROMOTION CAMPAIGN

. . From buttons to guns —is breaking traffic records!

LOW PRICED!

½-Hour Western Adventure Program . . . Available: 1-2-3 times per week. Transcribed for local and regional sponsorship.



FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK
HOLLYWOOD

Here's the Sensational
LOW-PRICED WESTERN
That Should Be On Your Station!

BROADCASTING TELECASTING*

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Weekly by Broadcasting Publications, Inc

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WASHINGTON HEADQUARTERS

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NEW YORK BUREAU 488 Madison Ave., Zone 22, *PLaza 5-8355;* EDITORIAL: Edwin H. James, *New York Editor;* Florence Small, *Agency Editor;* Pete Dickerson, *Assistant to New York Editor;* Gretchen Groff, Martha Koppel.

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, *ELgin 0775;* James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

*Reg. U. S. Patent Office

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Subscription Price: $7.00 Per Year, 25c Per Copy

the *Long Island* story

PULSE CONFIRMS

WHLI Has More Listeners in Long Island's Major Market Daytime Than 3 New York City Network Stations... More Than All 5 Leading New York City Independent Stations Put Together.

Local Programming Establishes Domination!

Data Source:

PULSE, November 1950
Monday Through Friday,
7 A.M. to 4:30 P.M.
Hempstead Town

"THE VOICE OF LONG ISLAND"

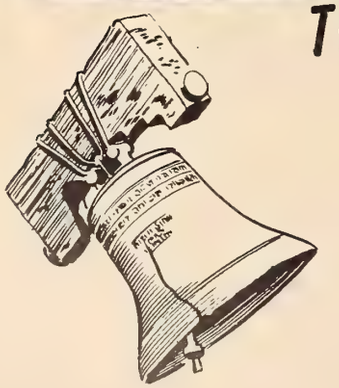
WHLI 1100 on your dial
WHLI-FM 98.3 MC
HEMPSTEAD, LONG ISLAND, N.Y.
ELIAS I. GODOFSKY, President

Represented by RAMBEAU



LIBERTY SCORES AGAIN

THIS TIME IT'S BASKETBALL...



with GORDON McLENDON & JERRY DOGGETT

Look on the opposite page for the most exciting basketball schedules you have ever seen.

Brought to you by LBS, the same network that brings you:

- **RAYMOND SWING**— *well-known commentator*
- **TED HUSING**— *Football*
- **ELOISE McELHONE**— *New York Woman's program*
- **OMAR GARRISON**— *Hollywood Gossip program*
- **ARTHUR McARTHUR**— *Washington Newscaster*
- **UPTON CLOSE**— *Well-known commentator and authority on Far Eastern affairs*
- **BOB KELLY**— *Sportscaster of the LBS West Coast Game of the we*
- **JIMMIE JEFFERIES**— *MC of Liberty Minstrels*

—and many other well-known radio personalities

BASKETBALL SCHEDULE FOR LBS

All Times are Eastern Standard Time

Dec. 11	9:00 PM	Minnesota vs. Oklahoma at Norman, Okla.
Dec. 12	8:00 PM	Kentucky vs. Xavier at Cincinnati, Ohio
Dec. 13	9:25 PM	Bradley vs. Purdue at Peoria, Illinois
Dec. 14	9:00 PM	Florida vs. Kentucky at Lexington, Ky.
Dec. 15	9:00 PM	Tulane vs. Ol' Mississippi at Oxford, Mississippi
Dec. 16	9:00 PM	Kentucky vs. Kansas at Lexington, Ky.
	2:30 PM	Harvard vs. Navy at Annapolis, Maryland
Dec. 18	9:00 PM	Notre Dame vs. Iowa, Iowa City, Iowa
Dec. 19	9:25 PM	Bradley vs. UCLA at Peoria, Illinois
Dec. 20	9:10 PM	Northwestern vs. Rice at Houston, Texas
Dec. 21	9:25 PM	Bradley vs. Centenary at Peoria, Illinois
Dec. 22	8:30 PM	SMU vs. Alabama at San Antonio, Texas
	10:00 PM	LSU vs. Texas at San Antonio, Texas
Dec. 23	8:30 PM	San Antonio Tourney Finals
Dec. 26	9:00 PM	Syracuse at Boston (Professional)
Dec. 27	9:25 PM	Bradley vs. Indiana at Peoria, Illinois
Dec. 28	9:00 PM	SMU vs. North Texas at Dallas, Texas
Dec. 29	9:00 PM	SMU vs. Texas Tech at Dallas, Texas
Dec. 30	9:00 PM	Notre Dame vs. Northwestern at Evanston, Illinois
Jan. 1	9:10 PM	Bradley vs. Harvard at Peoria, Illinois
Jan. 2	9:00 PM	Rice vs. Georgia Tech at Houston, Texas
Jan. 3	9:00 PM	St. Louis vs. Notre Dame at St. Louis, Mo.
Jan. 4	9:00 PM	Bradley vs. Detroit at Detroit, Michigan
Jan. 5	9:00 PM	Kentucky vs. Auburn, Lexington, Kentucky
Jan. 6	9:00 PM	SMU vs. Baylor at Waco, Texas
Jan. 8	9:00 PM	Kentucky vs. DePaul at Lexington, Ky.
Jan. 9	9:00 PM	Loyola vs. Notre Dame, South Bend, Ind.
Jan. 10	9:15 PM	Rochester at Baltimore (Professional)
Jan. 11	9:00 PM	Oklahoma A&M vs. Tulsa, at Tulsa, Okla.
Jan. 12	9:00 PM	SMU vs. Texas at Austin, Texas
Jan. 13	9:00 PM	Alabama vs. Kentucky at Lexington, Ky.
Jan. 15	9:00 PM	Kentucky vs. Notre Dame, Lexington, Ky.
Jan. 16	9:00 PM	SMU vs. Texas A&M at Dallas, Texas
Jan. 17	9:00 PM	Oklahoma A&M vs. St. Louis at Stillwater
Jan. 18	9:00 PM	Tri Cities at Boston, Mass. (Professional)
Jan. 19	2:30 PM	Navy vs. Catholic University
Jan. 20	8:00 PM	Kentucky vs. Tennessee at Knoxville, Tenn.
Jan. 22	8:00 PM	Kentucky vs. Georgia Tech, Athens, Ga.
Jan. 23	9:00 PM	Kentucky vs. Oklahoma City University at Oklahoma City, Oklahoma
Jan. 24	9:00 PM	Notre Dame vs. Michigan State at Lansing, Michigan
Jan. 25	9:00 PM	Oklahoma A&M vs. Bradley at Peoria, Ill.
Jan. 26	9:00 PM	Kentucky vs. Vanderbilt at Nashville, Tenn.
Jan. 27	2:30 PM	Navy vs. American U. at Annapolis, Maryland
Jan. 29	9:00 PM	Kentucky vs. Tulane at New Orleans, La.
Jan. 30	9:00 PM	Notre Dame vs. Butler, Indianapolis, Ind.
Jan. 31	9:00 PM	Kentucky vs. LSU at Baton Rouge, La.
Feb. 1	9:00 PM	Baltimore at Philadelphia (Professional)
Feb. 2	9:00 PM	Kentucky vs. Mississippi State at Starkville, Miss.
Feb. 3	9:00 PM	Kentucky vs. Mississippi at Memphis, Tenn.
	2:30 PM	Navy vs. Pittsburgh, Annapolis, Maryland
Feb. 5	9:00 PM	Oklahoma A&M vs. Kansas, Lawrence, Kansas
Feb. 6	9:00 PM	Houston vs. Bradley at Houston, Texas
Feb. 7	8:45 PM	Tri Cities at Washington (Professional)
Feb. 8	9:00 PM	Oklahoma A&M vs. Oklahoma at Stillwater
Feb. 9	9:00 PM	Kentucky vs. Georgia Tech at Lexington, Ky.
Feb. 10	9:00 PM	Bradley vs. St. Louis at St. Louis, Missouri
Feb. 12	9:00 PM	Bradley vs. Wichita at Peoria, Illinois
Feb. 13	9:00 PM	Notre Dame vs. St. Louis, South Bend, Ind.
Feb. 14	9:00 PM	Oklahoma A&M vs. Tulsa, Stillwater, Okla.
Feb. 15	9:00 PM	Boston at Syracuse (Professional)
Feb. 16	9:00 PM	Notre Dame vs. DePaul, South Bend, Ind.
Feb. 17	9:00 PM	Kentucky vs. Tennessee, at Lexington, Ky.
Feb. 19	9:00 PM	Notre Dame vs. Michigan State at South Bend, Ind.
Feb. 20	9:00 PM	Bradley vs. St. Louis, Peoria, Illinois
Feb. 21	9:00 PM	Oklahoma A&M vs. Houston at Houston
Feb. 22	9:00 PM	Washington at Philadelphia (Professional)
Feb. 23	9:00 PM	TCU vs. SMU at Dallas, Texas
Feb. 24	9:00 PM	Kentucky vs. Vanderbilt at Lexington, Ky.
Feb. 26	9:00 PM	Oklahoma A&M vs. Bradley at Stillwater
Feb. 27	8:30 PM	Notre Dame vs. Pennsylvania at Philadelphia
Feb. 28	8:45 PM	Syracuse at Washington (Professional)
Mar. 1	8:30 PM	Southeastern Conference Tourney at Louisville, Ky.
Mar. 2	8:30 PM	Southeastern Conference Tourney at Louisville, Ky.
Mar. 3	8:30 PM	Southeastern Conference Tourney at Louisville, Ky.
	2:30 PM	Army vs. Navy, Annapolis, Maryland
Mar. 5	8:00 PM	Oklahoma A&M vs. Detroit at Detroit, Mich.
Mar. 6	9:00 PM	New York at Philadelphia (Professional)
Mar. 7	9:00 PM	Oklahoma A&M vs. Houston, Stillwater, Okla.
Mar. 8	9:00 PM	Rochester at Syracuse (Professional)
Mar. 10	9:00 PM	Oklahoma A&M vs. Kansas, Stillwater, Okla.

LIBERTY BROADCASTING SYSTEM

DALLAS, TEXAS

AMERICA'S THIRD LARGEST NETWORK

First in the Nation!

UNDERWATER TELEVISION





WDSU-TV is very much "in the swim" when it comes to television...in fact we're way out front. Under-water telecasts (the first in the nation) take place regularly from our custom-built studio pool.*

*[Designed and built by Fitzgerald Advertising Agency.]

For spots . . . or for entire programs . . . WDSU-TV's creative staff can capture the rich New Orleans market of over 150,000 TV viewers.

● Write, wire or swim to your JOHN BLAIR Man!

WDSU-TV NEW ORLEANS

new business



NORTHEAST AIRLINES, Boston, appoints John C. Dowd I Boston, and Dowd, Redfield & Johnstone Inc., New York and Wa ington, as agencies effective Jan. 1. Company now conduct heavy spot campaign in New England.

CAMPBELL SOUP Co., Camden N. J., today (Monday) starts transcri repeat Walter O'Keefe *Double or Nothing* on five Don Lee stations M Fri., 1:30-2 p.m. PST. Stations: KHJ Los Angeles, KFRC San Fr cisco, KGB San Diego, KPOJ Portland, Ore., KVR Seattle. Contr 52 weeks. Agency: Ward Wheelock Co., Hollywood.

WILDROOT Co., Buffalo, N. Y. to sponsor *Charlie Wilde, Private I* over six stations of Alaska Broadcasting System—KFQD Anchora KINY Juneau, KFRB Fairbanks, KTKN Ketchikan, KIBH Seward KIFW Sitka, beginning Jan. 7. Agency: BBDO, N. Y.

HUNT FOODS Inc., Fullerton Calif., will sponsor 15-minute segm across board of hour-long *Kate Smith Show* starting Jan. 1 on appr mately 49 NBC-TV stations. Total includes about 39 inter-connec stations and 10 non-interconnected outlets. Hunt will sponsor 4:4 p.m. (PST) portion of show which runs 4:15-5:15 p.m. (PST). Contr to run for 52 weeks. Agency: Young & Rubicam, Hollywood.

THE 27th National Flower & Garden Show, Baltimore (March April 7), appoints Kal, Ehrlich & Merrick, Washington, to direct adv tising. Radio and TV will be used.

MISSISSIPPI Valley Grain & Feed Co., Muscatine, Iowa (Kent Feec appoints W. D. Lyon Co., Cedar Rapids, to direct advertising. S radio will be used in midwest. Robert H. Schubert account execut

BUSCH'S KREDIT JEWELERS, N. Y. and Chicago, using extens TV spot campaign in those cities. Agency: Wasser, Kay & Phill Pittsburgh.

ALL AMERICAN AIRWAYS Inc., scheduled feeder airline, na Buchanan & Co., N. Y., to handle its advertising and promotion effect Jan. 1. Spot radio will be used.

CHEMICALS Inc., Oakland (Vano products), through Sidney Garfi & Assoc., S. F., extends advertising to Pacific Northwest and South California. Radio and TV will be used.

BEAUTY INDUSTRIES Ltd., Hamilton (children's wear), starts s announcements and five-minute programs from three to five ti weekly on nine Canadian stations. Agency: Metropolitan Broadc Sales, Toronto.

Network Accounts • • •

LeBLANC CORP., Lafayette, La. (Hadacol), will sponsor *Hollyw Extravaganza* Jan. 12, 9-9:30 EST on full Mutual network. Agen Majectis Adv., Houston.

TONI Co., Chicago, Dec. 25 begins 10 a.m. (EST) segment of *Art Godfrey Show*, Mon.-Fri. on CBS. Company also will sponsor half-h of *Arthur Godfrey & His Friends*, 8 p.m. (EST) CBS-TV, on altern Wednesdays.

NORGE, Div. of Borg Warner Corp. signs as third sponsor of *F Star Revue*, NBC-TV, Wed. 9-10 p.m. CST. Norge takes every th show from Dec. 27 through July 11. Agency: J. Walter Thompson, C cago. Other advertisers are Motorola and Pet Milk.

MENNEN CO., Newark (shaving, baby care products), Jan. 1 renews 52 weeks Mon., Wed., Fri. *Frank Goss News* on full Columbia Pacific N work, 7:30-7:45 a.m. PST. Agency: Duane Jones Co., N. Y.

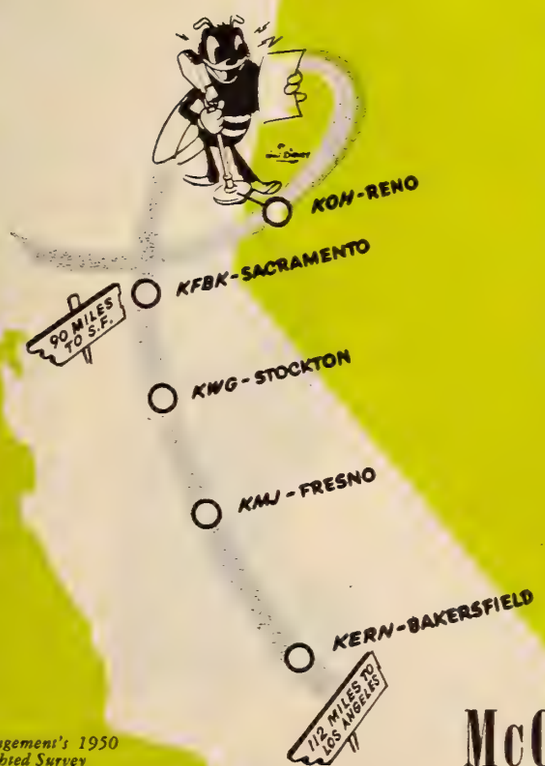
GOODYEAR TIRE & RUBBER Co. renews *Paul Whiteman Revue* o ABC-TV, Sun., 7-7:30 p.m. Agency: Young & Rubicam, N. Y.

GOSPEL BROADCASTING Assn., L. A., currently sponsoring *Fashioned Revival Hour* on coast-to-coast ABC network and appr mately 275 spot stations throughout country, extends program to th

(Continued on page 97)



...you can't cover California's Bonanza Beeline without on-the-spot radio



Never underestimate the size of the Beeline. It takes in all of *inland* California plus the Reno corner of Nevada. It has more people than Los Angeles . . . more buying power than Detroit . . . higher total retail sales than Philadelphia.*

And never *over*estimate the selling power of outside radio. Beeliners, remember, are *independent inlanders.* They seldom listen to outside stations because they naturally prefer their *own,* on-the-spot stations.

Those are the five BEELINE stations — each located right *in* a major Beeline city. Together, they blanket the entire market. And you choose best availabilities on each station without line costs or clearance problems. Combination rates.

Here's what you should know about KMJ Fresno

Reaches 327,690 radio families in its 16-county 1½-billion-dollar orbit. BMB home-county total weekly audience is 93% daytime, 95% at night — with home-city Hooper *twice* as high as next closest station for Mon. thru Fri. 12 Noon - 6 PM period. (And Fresno, according to Sales Management's new test market survey, ranks *1st* in the West, *2nd* in the entire country among cities of the 75,000 to 150,000 population group!)

*Sales Management's 1950 Copyrighted Survey

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA • PAUL H. RAYMER CO., National Representative

KFBK	KOH	KERN	KWG	KMJ
Sacramento (ABC)	Reno (NBC)	Bakersfield (CBS)	Stockton (ABC)	Fresno (NBC)
50,000 watts 1530 kc.	5000 watts, day; 1000 watts, night 630 kc.	1000 watts 1410 kc.	250 watts 1230 kc.	5000 watts 580 kc.

Requests Reprints

EDITOR:

This is a request to reprint and distribute to our customers the article entitled "Set Manufacturer's Replies to FCC Proposal for Production of 'Bracket Sets'" published in . . . BROADCASTING • TELECASTING. We feel that it will help our customers to better understand the confused "color" picture as it stands today.

Louis Oxlander
Shirley Electronic Mfg. Co.
Cincinnati, Ohio

Knight Praises

EDITOR:

. . . You are producing a wonderful magazine and I am reading it with renewed interest. . . .

John S. Knight
Editor and Publisher
Chicago Daily News
Chicago

open mike



Defends Radio-TV

EDITOR:

As national secretary of the National Exchange Club, which with the 1,200 local Exchange Clubs of the United States sponsors National Crime Prevention Week each year, I want to side with J. Edgar Hoover and others who refute the charges that radio and television programs contribute to juvenile crime [BROADCASTING • TELECASTING, Nov. 27]. It is my opinion that, by and large, the shows dealing with crime help in the effort to prevent lawlessness.

Too many people look for simple solutions to the crime problem. . . . In the final analysis, it is the public, aroused to the menace of crime, which must demand needed reforms and progress in all phases of life, thereby eradicating the manifold causes of crime.

It was for the purpose of alerting the American people to the need for year-round efforts to eliminate lawlessness that National Crime Prevention Week was initiated by the National Exchange Club. I am happy to acknowledge the contributions which radio and television shows dealing with crime are making along this line by keeping the problem of crime constantly before the public.

Herold M. Harter
National Secretary
The National Exchang Club
Toledo, Ohio.

Class Use Cited

EDITOR:

. . . "How the Buyers' Marke Can Mean Business for Broadcas ing" . . . will be put . . . to ver good use in our radio advertisin classes. . . .

Leo Martin
Department of Radio
U. of Alabama
University, Ala.

European Outlets

EDITOR:

. . . I read with great interes the article by Harry C. Wilder i your Nov. 27 issue. . . .

However, one might get th erroneous impression that there i but one commercial broadcastin station in Europe. . . .

Besides Radio Luxembour which commands all the respe that Mr. Wilder pays it, there also Radio Monte-Carlo, located i Monaco, which transmits wit 150,000 w power on standard wav and simultaneously broadcasts pr grams over two 25,000 w shortwav transmitters.

Radio Andorra, located in th Pyrenees, is a third commerci outlet transmitting only on shor wave. . . .

Italy has two commercial ne works, the Red and the Blue, eac of which consists of a goodly nun ber of stations in the most impo tant cities of the country. . . .

Portugal is another country tha now has commercial broadcastin Its neighbor, Spain, has more con mercial radio stations than yo could shake a stick at.

Just across the bay is Radio I ternational of Tangier, rightfull not in Europe, but which neverth less throws a very strong sign into the southern portions Europe.

Austria has three networks whic permit commercial broadcastin and Germany is slated to follo suit shortly over certain of its st tions on a limited basis.

Even behind the Iron Curtai there is commercialism, notably i Hungary where we were authorize at one time to obtain business f the government outlets. . . .

In most cases we act as the U. office or representative for the var ous outlets mentioned above. . .

Eugene Bernald
Vice President
Pan American Broadcastin Co.
New York

'Impressive' Series

EDITOR:

. . . Your "Business of Broadcas ing" radio success stories as pr

(Continued on page 62)



WNAX SELLS MORE

BECAUSE IT

TELLS MORE

Within the boundaries of Minnesota, the Dakotas, Nebraska and Iowa lies a 267 BMB-county area known as Big Aggie Land. It's a major market with an after-taxes buying income of $3.9-billion — greater than San Francisco, Philadelphia or Washington, D. C. Retail sales in this richest of all agricultural areas run to $2.9-billion—greater than Los Angeles, Detroit or St. Louis.

A diary study conducted this year by Audience Surveys, Inc., reaffirms WNAX leadership. Fifty-two stations received mention in the study. But WNAX received top rating in 439 (88%) of the 500 quarter-hours studied. This is more than ten times the number of 'wins' granted the second station. Listeners like WNAX best 89% of all daytime quarter-hours . . . 84% of all evening quarter-hours.

You gotta tell 'em to sell 'em . . . and WNAX TELLS 'EM! That's why WNAX has a list of sales success stories as long as your arm. Most likely there is one for your type of product of service. Your nearest Katz man will show you how WNAX alone can sell for you in Big Aggie Land. Call him today.



WNAX-570

YANKTON - SIOUX CITY

570 Kc. - 5,000 Watts

REPRESENTED BY KATZ

A Cowles Station

AFFILIATED WITH A.B.C.



We're hoarding transcriptions...

and you pay...

Only $75 per month the first year and just $50 per month thereafter – regardless of station or market

Get the details on the Capitol Custom Library service. You'll agree it's the library you want at the price you want to pay.

The Capitol *Custom* Library service makes it possible for us to hoard transcriptions.

Makes it possible for you to save program dollars by paying only for the library portion you need – we keep the rest.

Makes it possible for you to save space by eliminating unused transcriptions and cabinets.

Makes it possible for you to save transportation costs on library transcriptions you don't want.

Yet you receive:
A generous, selected transcribed music library that expands and rotates.

You know your requirements better than anybody. Since you select your original Capitol *Custom* Library – and all additions and exchanges, it meets your requirements as well or better than a library of double the quantity.

Write or wire...

CAPITOL RECORDS, Inc.
BROADCAST DIVISION
Sunset and Vine
Hollywood 28, Calif.

Capitol
REG. U.S. PAT. OFF.
RECORDS, INC.
BROADCAST DIVISION



You get a lot for a little*



*MORE LISTENERS-PER-DOLLAR THAN ANY OTHER TV OR RADIO STATION IN BALTIMORE

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY

BROADCASTING
TELECASTING

Vol. 39, No. 24 WASHINGTON, D. C., DECEMBER 11, 1950 $7.00 A YEAR—25c A COPY

OUNDS RADIO DEFENSE ALERT

Heslep Outlines Role

DIO must alert itself to the cri- l role the medium will occupy he nation's defense—a role that y make it the No. 1 means of venting panic and saving civi- n lives.

his warning was given by Char- Heslep, chief of the Radio- evision Branch, Public Informa- , Atomic Energy Commission, he Dec. 6 meeting of the Ten- see Broadcasters Assn. at Nash- e (see separate story page 24). Heslep was chief radio censor ing World War II under Byron e, director, and J. Harold Ryan, stant director, Office of Cen- ship.

hile they are preparing to t this responsibility, he added, dcasters should diligently:

—Insist with all possible force voluntary, civilian censorship perhaps their most vital defense .

—Demand their share if gov- ment or private industry decide se paid advertising in connec- with defense matters.

adio must respond instantly in enting panic, or allaying panic comes, Mr. Heslep said. He e as a radio newsman and utive rather than as a member he AEC staff.

Suggested Measures

ne of the best ways of meeting problem is to give the public suring words from a familiar , according to Mr. Heslep. He ested such defense measures aintaining a financially strong dcast station; checking plant equipment; providing standby power; building strong staff of trained newsmen; protecting plants from possible sabotage; solidifying radio organizations.

The address provided a roundup of facts from government and private agencies on the part broadcasting and television will take as the international horizon darkens. Subject was "Radio's Role in Defense."

One of the most effective ways of preventing panic "is to hear reassuring words from a familiar voice," Mr. Heslep said. "The response is as primitive as that of a baby or frightened child whose fears are banished by the comforting voice of its mother.

"Here is a suggestion that you can evaluate perhaps better than its author. Use the 'personalities' on your station to fight panic. Use the people—the popular newscaster, the disc jockey, the women who give daily with the recipes and the participating commercials, your musicians—all the voices that are familiar to large segments of your listeners.

"Be Prepared"

"Have all these familiar voices on your station read carefully the civil defense and Red Cross literature and each one build a standby program around it. Seek advice from your local civil defense people in planning the shows. Record these programs, have the entire station personnel hear them privately, and be sure and keep the platters where anyone can get at them.

"When the emergency comes, don't use the platters if you can get one or two of these familiar voices live on your mike. But if a bomb is dropped late at night or at 6:20 a.m., even the platters might go a long way to quiet down a terrified community.

"There will be gaps in the onrush of news bulletins. Official instructions from civil defense authorities may not come instantly. A sample program might open with:

The emergency for which we have planned has come. Until accurate news and official instructions from your civil defense leaders reaches us, suppose we just talk over a few fundamental things we learned in our civil defense training.

News Burden

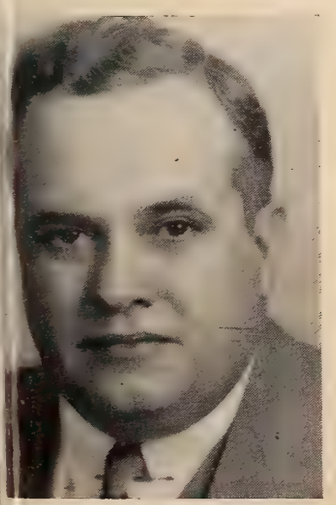
"A tremendous burden rests on your newsroom and the announcers who read the news. I asked the National Security Resources Board what message I should bring to you. James Aswell, special assist-

(Continued on page 44)

Ten Crisis Rules for Broadcasters

1. **Keep your station strong**—*Plow profits into defense*
2. **Keep on the air**—*Plan for physical emergencies*
3. **Plan to fight panic**—*Lives can be saved if bombs fall*
4. **Build a strong newsroom**—*Your greatest duty is to inform*
5. **Be security conscious**—*Don't be duped by a foe B-U-T*
6. **Preserve your freedoms**—*Keep censorship sensible*
7. **Protect your plant**—*Radio is a saboteur's target*
8. **Face manpower shortages**—*The armed forces have first call*
9. **Enlist for civil defense**—*Plan for mutual aid*
10. **Work harder, plan harder, and keep calm.**

* * *



Mr. HESLEP

AUTO SPONSORS

CBS Sets 'Bullet Campaign'

By FLORENCE SMALL

THE "bullet campaign" is emerging as the newest trend in radio network selling, with CBS offering its sustaining shows to automotive clients for their seasonal advertising.

Three automobile companies are understood to have contracted for this target approach to selling. Chrysler, Pontiac and Plymouth have each negotiated to sponsor four half-hour network shows on CBS over a two-week period to coincide with the introduction of their 1951 models.

Automotive executives hail this new approach by radio as offering the most economical concentrated use for their advertising dollar. Estimated cost of the two-week bullet campaign is $180,000 for each advertiser.

Plymouth Div. of Chrysler Motors is expected to be the first to utilize the new technique, starting some time in December with its two week schedule through its agency, N. W. Ayer & Son, New York. The programs that Plymouth is expected to sponsor are *Dollar A Minute*, Tuesday, 10-10:30 p.m.; *Harold Perry Show*, Wednesday, 9-9:30 p.m.; *The Line Up*, Thursday, 10-10:30 p.m., and part of *Songs For Sale*, 8-9 p.m. Friday.

Pontiac Plans

Early in January, Pontiac Motor Div. of General Motors is scheduled to sponsor a somewhat similar list of radio network shows. Specific programs are currently being decided upon. Agency is MacManus, John & Adams, Detroit.

Chrysler, through McCann-Erickson, New York, early in February is slated to sponsor the same four programs that Plymouth will underwrite in December.

From the network point of view, the short term policy promises to give new vitality to its sustaining schedule, instantly reducing the financial burden of these "investment" programs, and promising ideally to make each of them "self sustaining" rather than sustaining.

Precedent for the new principle was established within the past year by Ford and General Mills, though on a somewhat less concentrated basis.

Last January the Ford Motor Co. bought eight CBS sustaining programs and 12 of Mutual's sustainers for the month of January. This marked the first time, with the exception of the use of special events, that an auto firm had bought regularly scheduled network shows without tieing itself up to a long contract. The Ford schedule was said to cost the company $500,000.

The Ford plan originated with

(Continued on page 96)

CCBS ACTION

Takes Steps to Defeat NARBA

CLEAR CHANNEL Broadcasting Service in a meeting in Chicago last Monday went formally on record authorizing its representatives to "take all proper steps" to defeat ratification of the new NARBA treaty [CLOSED CIRCUIT, Dec. 4].

The action came as FCC and State Dept. authorities were nearing completion of preparations to submit the new North American AM treaty to the Senate for approval. It is slated for submission shortly, but officials thought it unlikely to get action before the new Congress convenes in January.

CCBS, which opened its attack on the agreement several weeks ago when its terms were reached [BROADCASTING • TELECASTING, Nov. 20, 13], charged in its resolution that the treaty:

. . . threatens interference to important rural populations and areas in the U.S. and blocks improvement of radio service to those areas, as well as threatens deterioration of service elsewhere in this country, and—

. . . due to unjustifiable and unreasonable concessions made to other countries, the agreement constitutes a deplorable surrender of a vital national resource, namely, avenues of communications to the general public . . .

Under customary procedure, the Senate will refer the treaty to the Foreign Relations Committee for a report before bringing it up for a vote.

Hough Presides

In the absence of CCBS Chairman Edwin Craig of WSM Nashville, Harold Hough of WBAP Ft. Worth, treasurer, presided over the Chicago meeting. The following representatives attended in addition to Mr. Hough:

Donald Thornburgh and Jack Leitch, WCAU Philadelphia; Howard Summerville and J. D. Bloom, WWL New Orleans; John H. DeWitt Jr., WSM; G. F. Leydorf, WJR Detroit; William Fay and Kenneth Gardner, WHAM Rochester; Victor Sholis and Orrin Towner, WHAS Louisville; Col. B. J. Palmer and Paul Loyet, WHO Des Moines; Hugh A. L. Halff and Charles Jeffers, WOAI San Antonio; Dwight Martin, WLW Cincinnati; Glenn Snyder, Harold Safford and Thomas L. Rowe, WLS Chicago; Frank P. Schreiber and Carl Meyers, WGN Chicago; Ward Quaal, CCBS director, and Louis G. Caldwell and Keith Masters, counsel.

Because of conflicting company meetings at home WSB Atlanta, KFI Los Angeles, and WFAA Dallas were unable to send representatives.

Carnation Renewal Set

CARNATION Co., Los Angeles, has renewed sponsorship of *Contented Hour* for 52 weeks over CBS, Sunday, 10-10:30 p.m., effective Jan. 7. Agency is Erwin, Wasey & Co., Los Angeles.



Mr. ANDERSON — Mr. CAIRNS — JOSEPH SMITH — HARVEY SMITH

ANDERSON & CAIRNS

New Agency Forms

ANDERSON, DAVIS & PLATTE Inc. and John A. Cairns & Co., both of New York, will merge Jan. 1 and will be known as Anderson & Cairns. Firm will be located at 488 Madison Ave.

The board of directors will be composed of T. H. Anderson Jr., John A. Cairns, James C. Cumming, Abraham Fisher, John N. Jackson, Karl Knipe, Harvey H. Smith, Joseph H. Smith, Harold H. Thurlby and Lewis G. Van Akin.

Officers of the new agency will be Mr. Anderson, chairman of the board; Mr. Cairns, president; Joseph Smith, executive vice president; Mr. Cumming, Mr. Jackson, Mr. Knipe, Mr. Thurlby and Mr. Van Akin, corporate vice presidents; Mr. Fisher, treasurer, and George De Sola, secretary.

Canadian Head

In addition to heading the creative department of the new agency, Harvey Smith also will serve as president of Anderson, Cairns & Smith Ltd., Canadian subsidiary.

Victor Seydel will be director of television and radio.

Among the radio and television clients that the new firm will handle are C. H. Masland & Sons, Root Motors, Rolls Razor, Alderney Dairy, J. Middleton Tobacco, Friendly Shoes and National Home Furniture Show.

VALLEE NAMED

Enders V.P. in Hollywo

RUDY VALLEE, veteran sho man, has been named vice preside in charge of the Hollywood off of Robert J. Enders Advertisi Inc., President Robert J. Ende announced last week. John Swallow, well known in West Coa radio-TV and agency circles, w appointed general manager of t branch.

The Enders Hollywood office located at 6611 Santa Moni Blvd. The agency announced th Mr. Valliee will be in charge of t development of radio and TV ca paigns for agency clients. T agency also has offices in Bost Philadelphia, Nashville, Oklaho City, Pittsburgh and Washingt D. C., and plans to open thr more offices within the month "key markets."

WESTINGHOUSE JUNKET

Nearly 100 Broadcasters Flown to Bermu

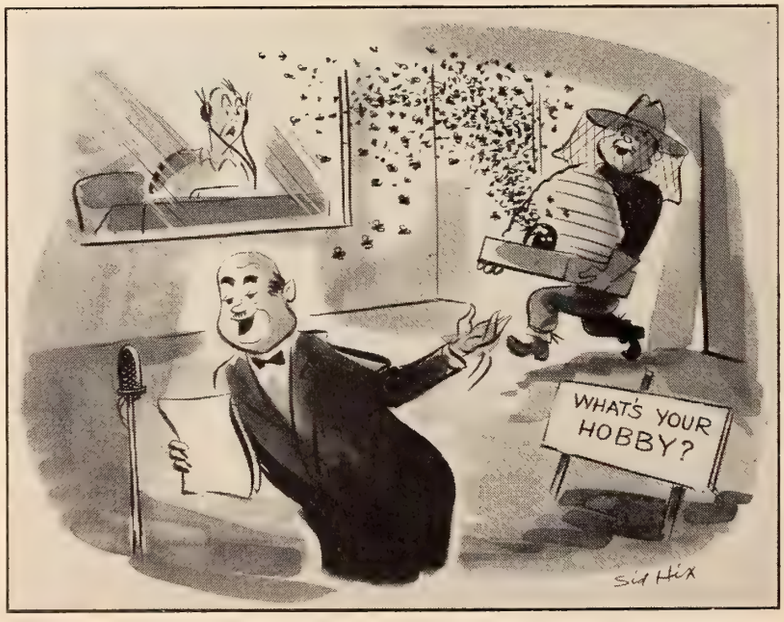
WESTINGHOUSE Radio Stations Inc., flew nearly 100 broadcasting and agency executives to Bermuda for week-end in commemoration of the 30th anniversary of KDKA Pittsburgh's beginning commercial broadcasting. KDKA was the first commercially licensed station. Walter Evans, president of Westinghouse Radio Stations; Walter E. Benoit, vice president, and Edwin R. Borroff, general sales manager, headed the party which left New York aboard two airliners last Saturday morning and was scheduled to return Sunday night (Dec. 10). Wayne Coy, FCC chairman, was to make principal address during Bermuda celebration. Members of party were:

Francis C. Barton, Federal Advertising, New York; Joseph E. Baudino, KDKA; Lewis F. Bonham, Mennen Co., Newark; Philip G. Bowman, Young & Rubicam, Chicago; Francis X. Brady, McCann-Erickson, Chicag Vera Brennen, Duane Jones Co., N York; William W. Bryan, Free Peters, Detroit; Frank Burke, *Ra Daily*; Hale N. Byers, BBDO, Min apolis; Eldon Campbell, Westin house Radio Stations, New Yo Howard M. Chapin, General Foo New York; J. B. Conley, KEX Po land; John A. Cory, Free & Pete Chicago; Frank Coulter Jr., You & Rubicam, New York; John Crand Sherman & Marquette, New Yo Lowrey H. Crites, General Mil Minneapolis.

Jane Daly, Earle Ludgin & C Chicago; William C. Dekker, M Cann-Erickson, New York; Rob G. Duffield, WOWO Fort Wayn Mary Dunlavey, Harry B. Coh Advertising, New York; E. G. Eise menger, Leo Burnett Co., Chicag Mildred Fulton, Biow Co., New Yo Carl Georgi Jr., D. P. Brother & C Detroit; R. E. Gifford, Oldsmob Div. of General Motors, Lansin Patrick H. Gorman, Philip Morris Co., New York; Richard C. Gra William Esty Co., New York; Rob M. Gray, Esso Standard Oil Co., N York; Lloyd Griffin, Free & Pete Chicago; Horace Hagedorn, Kie wetter Assoc., New York; Kathryn Hardig, Ralph H. Jones Co., Cinc nati; Paul Holder, McCann-Erickso Detroit; Ruth Jones, Benton Bowles, New York.

J. S. Keck, Henri, Hurst & M Donald, Chicago; Nicholas Keese Lennen & Mitchell, New York; K Kennelly, Olian Advertising Co., C cago; Lucy Kerwin, Kenyon & E hardt, New York; Wilfred S. King M. Mathes, New York; John Kl McCann-Erickson, Chicago; Ed Kobak, business consultant, N York; John E. Kucera, Biow Co., N York; Genevieve Lemper, Foote, C & Belding, Chicago; C. Herb Masse, WBZ-TV Boston; James McConnell, NBC; John McCorl Maxon Inc., New York; Thomas McDermott, N. W. Ayer & Son, N York; Newman F. McEvoy, Cunni ham & Walsh, New York; George Givern, Grant Advertising, Chica Jane McKendry, Needham, Louis Brorby, Chicago; C. M. Meehan, W Boston; Paul E. Mills, WOWO F

(Continued on page 95)



Drawn for BROADCASTING by Sid Hix

". . . . Our next contestant's hobby is 'Apiculture' . . . . Whatever that is!"

WBAL RENEWAL PROPOSED *In 4-2 Vote*

ACTING in one of its older and more incendiary cases, FCC proposed by a 4-2 vote last week to renew WBAL Baltimore's license and deny the application of Commentator-Columnists Drew Pearson and Robert S. Allen seeking WBAL's 50-kw, 1-B clear-channel facilities.

The Commission thus broke a 3-3 stalemate which for months had tied up action on the four-year-old case [CLOSED CIRCUIT, Feb. 6]. The seventh Commissioner, Robert F. Jones, whose FCC nomination was fought by Mr. Pearson, did not participate in the decision.

If made final the decision, unless successfully appealed, would write "finis" to one of FCC's original "Blue Book" cases. The Commission's 1946 statement of "Public Service Responsibility of Broadcast Licensees," commonly known as the Blue Book, scored WBAL for alleged over-commercialism and was credited with inspiring, at least partially, the rival Pearson-Allen application.

Representatives of Cohn & Marks, Washington counsel for Public Service Radio Corp., the Pearson-Allen applicant company, said they would file exceptions and ask for oral argument as provided in FCC rules. WBAL, a Hearst radio station, is represented by the Washington law firm of Dempsey & Koplovitz.

The Commission majority was composed of Comrs. Paul A. Walker (who at one point reportedly had favored the Pearson-Allen application, leaving voting at a stalemate). Rosel H. Hyde (who conducted the lengthy hearings in 1947-48); George E. Sterling, and Frieda B. Hennock.

Coy, Webster Dissent

Chairman Wayne Coy and Comr. E. M. Webster issued strongly worded dissents.

The majority based its decision primarily on two factors: (1) Its preference for continuing "the established and desirable service now furnished by WBAL" as against the risks attendant on the execution" of the proposed programming of the rival applicant, and (2) preference of the "existing and known staff of WBAL with its proved ability to provide a service meeting the needs of the area," as compared to the unproven ability of the rival's proposed and mostly unidentified personnel.

The majority pointed out that WBAL had made strides toward better program balance between the 1943-45 period, when it was rated as more than 85% commercial, and the time of the hearing, when the figure had dropped to 70%. Quality of agricultural programs has improved, commercial religious programs have been discontinued, new non-entertainment programs have been started, a program supervisory council has been in operation since 1946, and a public service councellor has been employed since 1947, the majority continued.

They conceded that "the substantial improvement in the programming" may have been influenced by the Blue Book, by FCC's designating the renewal application for hearing, or by the filing of the competing application. But, the decision continued:

. . . We do find on the basis of its recent programs that WBAL has made a practical demonstration of its ability to render a well-rounded program presentation covering substantially the major needs of its service area, and of its ability and bona fide intention to improve upon such service by the judicious use of its trained personnel and by availing itself of machinery established by it to encourage and develop balanced programming. The continuation of existing programs, and the further development and improvement of such programming as proposed by the applicant would appear to be in the public interest . . .

Although we find that the proposed programs of both applicants are meritorious and would be satisfactory, we must prefer WBAL in this connection on the basis of its actual performance during 1947, and the probability of the continuation and improvement of its program structure.

Chairman Coy in his dissent cited prior FCC decisions to support his claim that "the operation of an existing station does not automatically weigh the balance in favor of the existing station," but instead "may, and frequently does, have exactly the opposite result."

Program Proposal

He noted that the majority adjudged the Pearson-Allen program proposal as having "merit and desirability." Against this, he said, "even the majority concedes [WBAL's program record] was not at all well-balanced or satisfactory until after the application for renewal of license was designated for hearing."

He continued:

To me . . . the conclusion from this record is inescapable that this improvement [of WBAL programming] was not generated out of the licensee's awareness of its responsibility as a broadcast licensee but was the result of the issuance in April 1946 of the Commission's Report "Public Service Responsibility of Broadcast Licensees" and the filing of the competitive application in September 1946.

Hence I do not see how the majority is able to place the reliance it does on WBAL's willingness and ability to carry out its program proposals when it is remembered that the decision granting the application of WBAL also removes—by denying the application of Public Service Radio Corp.—one of the principal incentives to WBAL's recent improvements.

He also cited WBAL's affiliation with other stations and newspapers through its ownership by Hearst Radio.

"The Commission is committed to the principle that unless there are over-riding considerations, preference should be given to a non-newspaper, non-multiple-owner applicant as against an applicant which publishes a newspaper or has other broadcast stations, in order to encourage the greater diversification of control of the media of mass information," he said. None of these "over-riding considerations" existed in the WBAL case, he declared.

Chairman Coy said he was "not

(Continued on page 99)

NETWORK BILLINGS *Many Accounts Increase*

MANY important advertisers increased their gross radio network billings during the month of September 1950, as compared to 1949's purchases, according to figures compiled by Publishers Information Bureau and released to BROADCASTING • TELECASTING.

With gross billings for September 1950 totaling $13,931,561, there was only $150,560 difference from the same period 1949 figure of $14,092,021, and over half of the advertising categories had increased their gross purchases this year.

Procter & Gamble, radio's leading advertiser, spent $1,604,046 in September, while last year its figure ran to $1,325,232. Second in the top 10 was General Foods whose expenditures were $670,411 in 1950 and $630,242 for September 1949. Miles Labs placed third with purchases of $663,611, compared to last year's total of $463,148. Fourth place fell to General Mills who bought $579,294 worth of gross radio time in 1950 and $504,333 in 1949. Sterling Drug Co. this year placed fifth by spending $556,868, although its last year total of $644,872 gained second place at that time.

Top 10 Change

(The only advertiser not to appear in this year's top 10 billing is American Tobacco Co. which was replaced by American Home Products Co. with billing of $397,525.)

The Food & Food Producers led all other categories in September with $3,531,794 in amount of gross time purchased, followed by the Toiletries & Toilet Goods manufacturers who spent $2,016,358 during the month of September. Although these groups showed a slight decrease in billing (see Table I), the third and fourth categories, Drugs & Remedies and Soaps & Cleaners added to their 1949 expenditures, with totals of $1,863,209 and $1,663,922, respectively.

Within the food group, General Foods led the other network sponsors in September by spending $636,468. Procter & Gamble dominated the toilet goods manufacturers with expenditures of $405,581. Top purchaser in the Drugs &

(Continued on page 99)

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TABLE I

GROSS AM NETWORK TIME SALES FOR SEPT. AND JAN.-SEPT. 1950 COMPARED TO 1949

Product Group	Sept. '50	Jan.-Sept. '50	Sept. '49	Jan.-Sept. '49
Agriculture & Farming	$ 97,159	$ 782,425	$ 97,796	$ 851,785
Apparel, Footwear & Accs.	164,747	981,653	96,040	956,322
Automotive, Auto. Equip. & Acces.	325,003	3,916,558	114,790	1,026,970
Aviation, Aviation Access. & Equip.	.....	.....	.....	.....
Beer, Wine & Liquor	179,915	1,909,464	123,473	788,348
Bldg. Materials Equip. & Fixtures	100,137	993,920	102,406	976,091
Confectionery & Soft Drinks	310,950	4,940,021	414,811	4,901,264
Consumer Services	188,434	1,390,068	188,625	1,414,994
Drugs & Remedies	1,863,209	18,145,038	1,705,159	15,346,259
Entertainment & Amusements	5,619	5,619	5,340	5,340
Food & Food Products	3,531,794	33,168,753	3,585,999	32,858,860
Gas & Oil	469,255	3,895,407	377,175	4,355,874
Horticulture	.....	105,696	2,109	94,077
Household Equip. & Supplies	246,956	2,459,985	320,861	5,226,686
Household Furnishings	48,191	375,435	38,196	771,308
Industrial Materials	172,662	1,555,344	172,310	1,602,341
Insurance	236,304	2,154,701	289,792	2,898,531
Jewelery, Optical Goods & Cameras	75,022	1,035,730	285,012	2,898,531
Office Equip., Writing Supplies & Stationery	87,579	1,051,597	116,808	979,188
Political	2,198	26,606	.....	.....
Publishing & Media	16,134	610,737	74,071	651,137
Radios, TV Sets, Phonographs, Musical Instr. & Access.	65,627	679,430	.....	731,545
Retail Stores	1,350	27,928	.....	38,472
Smoking Materials	1,539,752	17,057,568	1,777,239	17,211,249
Soaps, Cleansers & Polishes	1,663,922	15,205,700	1,467,269	14,589,061
Sporting Goods, Toys	.....	29,614	.....	62,774
Toiletries & Toilet Good	2,016,358	18,730,623	2,124,220	21,805,726
Transportation, Travel & Resorts	66,228	652,011	71,820	855,248
Miscellaneous	366,876	3,834,654	241,084	2,101,411
Total	$13,931,561	$135,722,285	$14,092,021	$139,111,454



They Built a Better Mousetrap

. . . . And Used Radio to Sell It

IN THREE MONTHS, a Chicago manufacturer of rodent eliminator has accomplished what others in his field have tried to do for 30 years.

And there is no mystery behind the success of 31-year-old Lee Ratner, who has glamorized and created a nationwide demand for the new rodent control compound—d-CON (for decontaminate). It's the old story of one man's faith in radio.

Last Sept. 5, shortly after he had been authorized by the U. of Wisconsin Alumni Research Foundation to market an anti-rodent preparation produced from the foundation's exclusive "warfarin" formula, Mr. Ratner invested $1,000 in a one-week mail order test campaign over WIBW Topeka and WLW Cincinnati. A quarter-hour was purchased daily across-the-board.

Daily Strips Bought On Additional Stations

So spontaneous was the demand for d-CON from listeners in surrounding farm areas that, following the week's test, Mr. Ratner purchased three strips daily on WIBW and WLW. Within a fortnight, record-breaking mail orders justified the addition of such stations as WLS Chicago, WRVA Richmond, WWVA Wheeling and WCKY Cincinnati.

Last week, 425 stations from coast-to-coast were carrying d-CON shows at a cost to the sponsor of more than $30,000 weekly. This is well over 75% of d-CON's overall advertising appropriation.

Mr. Ratner's horizon is not limited to a mail order operation, however. Recently McKesson & Robbins became a distributor and other equally large companies are interested.

"We followed the pattern of other successful exploitations by using mail order at the outset," he told BROADCASTING • TELECASTING. "Our ultimate goal is to have d-CON available in grain and feed, drug, seed, lumber, hardware and grocery stores througout the country. Cooperative advertising will be a logical development. But we will always be enthusiastic about mail order advertising because we are convinced that, in addition to launching our product on a national scale, it will also build retail sales across the country."

Although a young man, Mr. Ratner has had a long experience with mail order radio. Such products as stainless steel tableware sets, pocket adding machines and glow-in-the-dark gardenias, manufactured by his United Enterprises Inc., parent organization of d-CON Co. Inc., have attracted millions of orders from radio listeners. Mr. Ratner founded United Enterprises in 1940.

d-CON Experiment Held In Middleton, Wis.

Aiding d-CON's rapid advance was a 15-day experiment conducted last month in Middleton, Wis., where rats and mice had been out of control for several years. At Mr. Ratner's expense, bait stations were set out Nov. 4 throughout Middleton township. Members of the city's rodent control committee, the local boy scout troop and other civic organizations cooperated. By Nov. 19 there were no longer any signs of rats in the entire area and there has been no indication of a return of the menace. However, the d-CON company has recommended to Middleton residents, as well as to all of its customers, that they set out fresh bait periodically to insure against rodent infestation.

Less than $3 buys a 4-ounce can of de-CON, a light green powder which, when mixed with grain o ground meat makes six pounds o bait—enough to clear an averag size farm, home or business plac of rodents. The mixture acts as blood anti-coagulant on rodent that take cumulative dosages. I is relatively safe for farm and do mestic animals because the chance of their taking cumulative dosage is slight, particularly when th bait used is not appetizing to suc animals.

Advertising Not Confined To Farm Shows Alone

In addition to broadcasting th fact that d-CON is made from formula developed at one of the na tion's leading universities, Mr. Rat ner has dozens of recommendation from such agencies as the U. S Public Health Service and the U. S Fish and Wildlife Service, as we as county agents in the 48 state Letters from hundreds of custo mers, who for years spent upward of $20 monthly for rodent contro also come in handy. While radi farm shows logically give the pro uct its biggest boost (Mr. Ratne tendered a reception to NARF members during their recent Ch cago convention), other program many in the evening, are sponsore

* * *

OPERATION MIDDLETON was launched with a broadcast (left photo) over WKOW Madison, Wis., by (l to r) Mr. Ratner, Roy Gumtow, WKOW farm director; Clarke Richards, rodent control expert of U. of Wisconsin; and Ray Kubista, secretary of the Middleton rodent control committee.

Boy Scout cooperation (right photo) is typified by these scouts sorting bags of d-CON, prior to general distribution throughout the community.





by d-CON. Examples are WBBM Chicago's hour-long *Saturday Night Party;* half-hour periods of the WLS Chicago *National Barn Dance* and the KMOX St. Louis *Saturday Night Party;* quarter-hour periods of WSM Nashville's *Grand Old Opry,* WIBW Topeka's *Saturday Night Party,* and the *Old Dominion Barn Dance* at WRVA Richmond and WBT Charlotte.

The d-CON agency is Marfree Advertising Corp., New York, headed by Harry A. Friedenberg, who has been active in radio representation for 11 years. However, Marfree's Chicago vice president, 29-year-old Alvin Eicoff, is account executive and works closely with Mr. Ratner. A former commercial manager of KXLO Lewistown, Mont., Mr. Eicoff later was associated with Mr. Friedenberg's station representative firm in New York. He started on the d-CON account with one assistant and now has 10.

Garland Heads Sales Organization

Heading d-CON's sales organization is Vice President Jerome S. Garland, formerly vice president of the Symphonette Corp., Chicago. He is setting up a permanent retail sales organization and export division. Mr. Garland reports that one of the most interesting orders brought to his attention since his recent association with the company was a $5,200 requisition for d-CON from an Indian reservation. Joe I. Abrams, previously director of public relations of the quartermaster Food & Container Institute, Chicago, is in charge of public relations for d-CON.

The rise of Lee Leonard Ratner in Chicago is one of the city's most amazing industrial success stories. As a school boy, he worked part-time in his father's produce business on Chicago's West Side, and also distributed merchandise chance cards to stores, civic organizations and churches. After graduating from Marshall High School in 1937, he entered Northwestern U's School of Commerce where he studied accounting. He organized United Enterprises while still in college.

Late last summer, Mr. Ratner hired four men to help him get the d-CON project started. The company now has 60 employes. It claims to sell more rodent killer in one week than any other manufacturer in the field sells in one year.

News Show Debuts

FULL-HOUR news documentary with narration by Edward R. Murrow, *A Report To the Nation,* will make its debut over CBS Friday, Dec. 15, 9-10 p.m. Produced by Mr. Murrow and Fred Friendly, CBS public affairs writer and producer, the program's format consists of an over-all summary and commentary covering important news of the week.



TOP executives of d-CON Co. and its agency, Marfree Advertising (l to r): Jerome S. Garland, d-CON vice president in charge of sales; Joseph Abrams, director of public relations of company; Lee Ratner, d-CON president; Alvin Eicoff, vice president of Marfree.

SPEECH ASSN.

Radio Speakers Slated

MANY MEMBERS of the radio and TV industries will be featured speakers at the Mid-Century Conference of the Speech Assn. of America, which will be held at the Hotels Commodore and Roosevelt, New York, Dec. 27-30.

Among those participating in sectional discussions are: Joseph H. Ream, executive vice president of CBS; Ernest de la Ossa, director of personnel, NBC; Worthington C. Miner, manager of television program development, CBS; T. R. Shearer, vice president, A. C. Nielsen Co.; Tom Slater, vice president, Ruthrauff & Ryan, New York; Ernest Ricca, freelance director and past president of Radio and Television Directors Guild, New York; John Crosby, radio editor, *New York Herald Tribune;* Jack Gould, *New York Times;* Harriet Van Horn, radio editor, *New York World Telegram,* and Robert Lewis Shayon, radio producer.

BASEBALL

Broadcast 'Regulations' Charted

A COURSE to "regulate" major league baseball network broadcasts, with the aim of curbing "saturation" of smaller league circuit areas, was charted by minor league officials meeting last week for their annual convention in St. Petersburg, Fla.

The National Association, representing some 57 minor leagues, promised to lay baseball's radio-TV problem before major league officials, scheduled to convene this week.

In so doing, George Trautman, minor leagues president, asserted that the "matter must be settled by the major league clubs individually," not the league as a whole, and without recourse to the Justice Dept. [BROADCASTING • TELECASTING, Dec. 4].

"The Dept. of Justice will not interfere as long as there is no collusion," Mr. Trautman stated at the meetings. He revealed that he had conferred fortnight ago with Attorney General J. Howard McGrath and "was cordially received." He declined to disclose any more details.

Three-Point Program

The National Association president last Thursday outlined a three-point program for presentation to the combined American and National League meeting this week. NAB also will be officially represented by General Manager William Ryan, it was revealed. Robert K. Richards, NAB public affairs director, sat in as an observer last week.

The proposal calls on the major leagues to (1) individually curtail broadcasts of their games by networks which fan out into minor league territory; (2) limit their television broadcast to "home" territory; and (3) better "supervise" the conduct of stations carrying baseball broadcasts.

Stations may be asked to vitalize promotion of their major league home teams, with a view to encouraging fans to attend the contests rather than listen to ballcasts, as a token gesture for being permitted to air them.

An amendment to ban outright all baseball broadcasts and telecasts, save World Series and All Star games, was offered by Frank Lawrence, head of the Portsmouth Club of the Piedmont League, but was beaten down in floor discussion as too "drastic" a step.

Few TV Protests

Opposition to telecasts was almost negligible during last week's meeting, it was understood, aside from a scattering of protests.

Mr. Trautman said he had threshed out the subject in discussions with Baseball Commissioner A. B. (Happy) Chandler and the major-minor league committees. Consensus of the group, he said, is that "fundamentally the solution rests with individual major league clubs." Mr. Trautman added there is "evidence of a sympathetic attitude by the big league representatives."

The NA prexy pointed out that, last season, all major league clubs but the St. Louis Browns had their own "networks," and noted that the Browns have completed negotiations for 1951 coverage of their games by the Liberty Broadcasting System.

Alluding to complaints that network broadcasts have adversely affected minor league—and to a lesser degree, major circuit—attendance, Mr. Trautman said the minor leagues do not object vigorously to MBS' *Game of the Day* broadcasts from different major league parks since they do not saturate minor territory like other network broadcasts. The minors claimed a 19% attendance dip in 1950.

Both MBS and LBS have stoutly contended that nationwide network coverage helps rather than hinders minor league gates [BROADCASTING • TELECASTING, Nov. 6, 27].

"The major clubs' networks, for the most part, are in our own territory," Mr. Trautman said. "Some of our towns are exposed to them 11 hours a day. That is not necessarily true of the *Game of the Day.*"

In his annual report to the National Association, Mr. Trautman warned that "both the majors and the minors are at the crossroads." Acknowledging that other factors —poor weather conditions, fewer recreational dollars and the international situation—were involved in the decline of box office receipts, he asserted:

"Unrestrained broadcast and telecast of major league games from stations located in minor league territory has contributed much more to the decline of attendance than all other factors combined. More than 2,000 stations located from coast to coast engaged in 1950 in broadcasting major league games.

Meanwhile, *Sporting News* reported that many radio-TV commitments for 1951 contain clauses permitting modification of the contracts dependent on the course finally taken by the major league clubs and any action which conceivably may be taken by the Justice Dept.

EXCESS TAX SPEEDUP

War Spurs Action

MILITARY reverses abroad and an accompanying speedup in the defense program last week signaled a quickening Congressional pulse on excess profits. Stirred into action, the outgoing 81st Congress swiftly:

- Passed an excess profits tax bill in the House.
- Concluded hearings in the Senate Friday after a week's session by the Finance Committee, which scheduled closed meetings over the weekend.
- Rejected in the House a GOP "substitute" tax bill.

Radio-TV spokesmen, while supporting the need of increased revenue for defense, stuck by their guns in attacks on certain provisions of the House bill (HR 9827) which they claimed were inadequate to assure a continued and healthy industry growth.

Broadcasters' arguments, along with briefs of industry manufacturers, again were presented to Congress during the week [BROADCASTING • TELECASTING, Nov. 27, 20]. Radio Television Mfrs. Assn., Television Broadcasters Assn., TV Excess Profits Tax Committee, the National Conference of Growth Companies and Philco Corp. reiterated arguments which had been presented to the House Ways & Means Committee a fortnight ago. NAB, which also had appeared before the House group, filed a statement with the Senate finance unit.

Bill Outlined

Briefly the bill would (1) credit a firm with 85% of its three best years of the 1946-49 period, (2) limit the excess profits tax plus the normal corporation income levy total to 67%, (3) make the tax retroactive to July 1, 1950, and (4) exempt corporations with earnings less than $25,000. Also included are provisions designed to aid growth companies [BROADCASTING • TELECASTING, Dec. 4].

Reaction to the sudden turn of events in Korea threw new spark in the administration's tax drive. Treasury Secretary John Snyder, addressing the Senate members Monday, warned of more and higher taxes to come. He pointed out the deficit estimate of $2 million for this fiscal year, which was made last November, "may prove too low" and said prospects for fiscal 1950 and the years following were even more serious.

Lawmakers in Washington reflected this mood. The prevailing response to renewed effort on the defense line, permeated Congressional chambers and was partly responsible for the swelled ranks of "yeas" which pushed through the bill in the House after only a two-day debate. Earlier the Representatives lined up against a Republican move to send the bill back to committee for softening amendments. The Republicans had proposed a moderate profits tax on corporations' earnings above a predetermined normal average with an increase from 45 to 50% on regular corporate income and surtaxes.

Key members of the Senate committee, however, predicted that while an excess profits tax is certain to be reported to the upper chamber for debate, the bill would undergo a number of amendments.

A tentative timetable as seen by Capitol Hill observers sets future action on the tax as: (1) Reporting of a bill by the Senate committee probably sometime this week, (2) Senate debate which may slow procedure temporarily, (3) joint House-Senate conference on the two versions submitted by each chamber, and (4) a completed bill sent to both houses by Dec. 29-30.

On Tuesday, Dr. Allen B. DuMont, president of Allen B. DuMont Labs and chairman of the National Conference of Growth Companies, and William Balderston, president of Philco Corp., testified before the Senate Committee.

Dr. DuMont reiterated his contentions which he had presented on the House side. Calling the growth companies the "dynamic segment" —those companies "whose growing and expanding productivity are adding to the strength of our nation," Dr. DuMont presented recommendations for amendments to the bill.

They included (1) consideration of new capital in computing the credit (which, Dr. DuMont told th committee, is pretty well handle in the House bill), (2) 100% credi in base period net income, (3 broadening of relief to prohibi pioneering, developing or researc expenditures from reducing th base, (4) revision of administra tive procedure in granting specia relief to hardship cases, and (5 liberalization of the growth fo mula.

Dr. DuMont said the conferenc of companies urged an emergenc profits tax (flat rate levy on co porate income) or amendment the House bill in order to retai incentives to growth and expansio "so that we may keep Americ strong."

Growth Problem

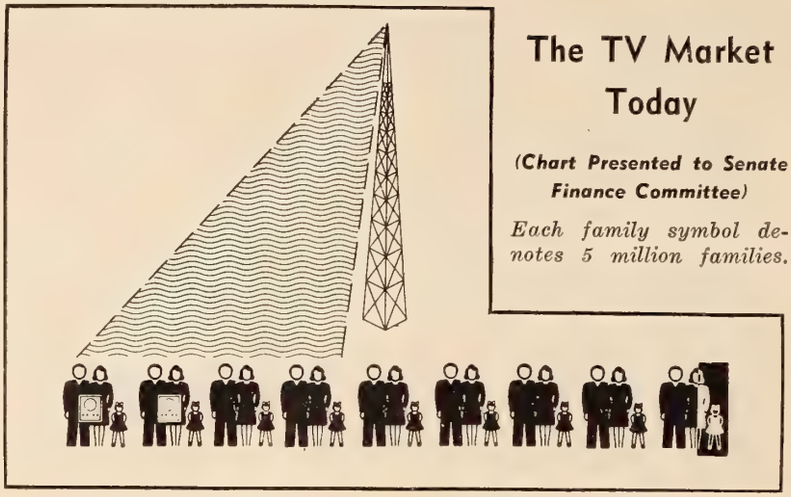
"The worst single feature of th bill as applied to growth companie is that which attempts to distin guish between normal and exces profits," Dr. DuMont told the con mittee. "In doing so, it assume that no growth company woul have continued to grow in 195 except for the war."

He pointed up to the committe that DuMont had been earmarkin about 10% of its product to th armed forces prior to last July an that about the same amount wa prevailing now. A heavy increas is expected in defense work by Du Mont in January or February, D DuMont told the Senators.

Mr. Balderston launched into hi committee appearance by immed ately putting Philco on record a not "believing" in the profits pro posal. But, he said, if such legisla tion is deemed necessary then h wished to suggest means for it imposition.

Sen. Tom Connally (D-Tex. asked the Philco head whether h wanted the profits tax dehy drated." Mr. Balderston said tha was his position although "with out too much discrimination agains

(Continued on page 98)



The TV Market Today

(Chart Presented to Senate Finance Committee)

Each family symbol denotes 5 million families.

THE HAVES (at left)
Ten million families own TV sets and 20 million families, or 46% of all families in the United States, are within range of TV broadcasting.

THE HAVE NOTS (at right)
Thirty-three million families do not own TV sets and 23 million families in the United States are outside the present range of TV broadcasting.

* * *

'51 TURNING POINT

Lush Days End, TAB Tol

THE YEAR 1951 will be a turning point for broadcasters, a year in which they will find the lush days disappearing in favor of lower-cost programs and facilities which will pay off for advertisers, according to J. H. E. Davis, vice president of Foote, Cone & Belding, Chicago.

Addressing the Tennessee Assn. of Broadcasters meeting in Nashville last Wednesday Mr. Davis warned that while 1951 "will be a fine year for radio," it will be "the year when the dollars will start swinging more and more to television."

"Sure, television may be Mr. Big," Mr. Davis concluded, "but profitable radio can be here to stay. I do not think radio is going to die —maybe it will shrivel a little, but not die."

Celebrating its second birthday, the TAB met at the Andrew Jackson Hotel, in Nashville, with President F. C. Sowell, WLAC Nashville, presiding. Mr. Sowell reviewed the year's activities, including the successful effort to bring deletion of a rule forbidding liquor advertising in newspapers as an infringement of free speech. He said harmonious relations had been worked out with newspapers.

John H. DeWitt, president of WSM and WSM-TV Nashville, spoke on trials of a new video station, saying costs were 10 to 1 over radio. It cost $9,000 just to paint a TV tower, he said. He recommended all TV personnel be pretrained via dry runs long before the station goes on the air. Income i better than expected, he sai Nashville TV sales have been hu by the FCC color decision, he ex plained.

Hoyt B. Wooten, WREC Mem phis, spoke on the Voice of Ame ica, criticizing some operations.

Hugh M. P. Higgins, acting di rector of Broadcast Advertisin Bureau, presented the BAB slid film, "How to Pick a Winner." H offered figures which conteste some of Mr. Davis' statement about radio's loss of circulation.

Charter Heslep, chief of the Ra dio-Television Branch, Atomi Energy Commission, discussed ra dio's responsibility in the nationa defense (see story page 19).

Frank S. Proctor, WTJS, wa

(Continued on page 95)

METAL CONTROLS Large Defense Orders Seen

LARM over shortages of cobalt, pper and other basic electronics aterials, and confusion over how uch the government should cur- il commercial use of strategic etals were evident on Capitol Hill st week as Congress weighed the resident's new $17 billion-plus de- nse supplemental request.

There also was evidence that bil- ons of dollars in new military ntracts would be released soon to ectronics - communications and her manufacturers, thus speeding the tempo of current defense oduction and allaying some in- stry concern over possible in- stry disruption.

President Truman asked for 6.8 billion in additional funds for e Defense Dept. this current scal year. He specified that about billion would be used for major ilitary procurement, and to ex- nd facilities for production.

On the basis of allotments set ide in previous defense outlays, ectronics appeared earmarked for tween $900 million and $1 bil- n—or roughly 10%—according military authorities.

Emphasizing that his request, bmitted Dec. 1 to Congress, is ot a war budget," the Chief xecutive said the appropriations ill "permit us to go ahead at once increase rapidly the rate of pro- ction of planes, tanks, and other ilitary equipment.

". . . If the situation improves, we n level off . . . the rate of produc- n of military goods as may be propriate. In any case, we must prepared to endure a long period tension."

President's Plea

The President told Congress that he gravity of the world situation quires that these funds be made ailable with the utmost speed."

A Senate Armed Services Stock- ling subcommittee heard testi- ny, in closed session, from W. uart Symington, chairman, Na- nal Security Resources Board, d others, on the government's ogram on the stockpiling of etals used in electronics output.

House Armed Services subcom- ttee held similar hearings.

Earlier, Mr. Symington predicted at the impact of civilian controls uld be felt by consumers around pril 1, 1951. He told Congress he t that full-scale price controls e not necessary now and said esent curbs should be given more ne to do the job.

But at the same time, the Senate nking & Currency Committee proved the nomination of Michael Di Salle, former mayor of ledo, Ohio, to be director of price abilization under Alan Valentine, onomic Stabilization Adminis- ator. Both were confirmed.

The appointments were regarded many authorities as indicative imminent controls, probably by rly 1951. In any event, a new sh of defense orders for electron- ics equipment would serve to allay industry fears that the lag in military orders and sag in civilian business (because of metal shortages) would cause general unemployment in communications and electronics pursuits.

With advent of price controls, prices for civilian materials would probably be frozen to retard inflation in defense production costs, some authorities felt.

While the Senate Armed Services subcommittee was weighing the stockpiling issue, a House Appropriations subcommittee held closed executive sessions with defense authorities on the new supplemental request.

In the face of growing international tension, there was speculation that cutbacks in civilian production had only begun. Sen. Lester C. Hunt (D-Wyo.), chairman of the stockpiling group, warned industry leaders:

"Business as usual is out the window and it doesn't make a damn bit of difference whose business it is. Our necks are all in the same noose."

Sen. Hunt said his group is "alarmed" at the sparse supply of copper, cobalt, rubber and manganese. He added the situation would prevail until the military decided definitely on its needs.

The National Production Authority, responsible for allocation of metals as between defense and non-defense uses on the basis of Munitions Board recommendations for the military, has been proceeding on the premise that stringent curtailments must be made now (see table).

Latest metals to be trimmed for civilian use are nickel and zinc [BROADCASTING • TELECASTING, Dec. 4, Nov. 27].

Steel also commanded the NPA spotlight in a meeting Tuesday between members of the Steel Products Advisory Committee and government officials.

Steel Cutbacks

Steel towers and other equipment uses for electronics would be seriously curtailed under tentative arrangements concluded last week. NPA officials cited the increasing defense requirements in emphasizing the need for expanded steel production, conservation measures and use of less steel for non-defense purposes.

Officials at Radio - Television Mfrs. Assn. pointed out, however, that manufacturers do not use as much steel in electronics equipment and components as other strategic materials. Steel is used chiefly in towers and transmitters.

With the current freeze on television stations, they felt, any substantial curtailments would not greatly affect production of television transmitters.

RTMA said, however, it has received complaints of shortages from suppliers of stainless steel, which is used in the manufacture of cathode ray tubes for television. They stressed that, until the government actually evolved a set of percentages for different steel product uses, it would be difficult to appraise the effects of steel cuts.

Officials gave no hint as to the size of the cut (limitations on miscellaneous steel products now vary from 5% to 15%) or when the cutbacks would be ordered. NPA said, however, that a number of advisory committees would be named to assist in planning and developing future regulations and controls. Present controls are working "satisfactorily," NPA added.

NPA cut back commercial consumption of "primary" nickel to 65% of the average quarterly use during the first six months of 1950, with the order to take effect over the first quarter of 1951. Use of nickel for maintenance, repair and operating supplies would not be affected.

In issuing the order Dec. 2, NPA stressed the importance of achieving "maximum conservation of nickel" and said studies are underway at NPA "looking toward specific conservation measures."

The directive also provides that inventories of primary nickel (electrolytic, ingots, pig, rolled and cast anodes, etc.) in the hands of users are limited to a 30-day supply, "or a practicable minimum working inventory, whichever is less."

At the same time, NPA also relaxed its limitations on commercial use of aluminum which it had tabbed last month for a 35% paring effective next Jan. 1. In an amended order, the production authority specified 20% and 25% drops for January and February, and the full 35% for the next four months of 1951. Originally it had ordered 35% decreases over the entire six months [BROADCASTING • TELECASTING, Nov. 20].

Metal Restrictions

In previous directives NPA cut back copper consumption to 85% for January and February, and 80% for March, and eased limitations on commercial use of cobalt which now call for a supply of 30% for November and of 50% for December [BROADCASTING • TELECASTING, Dec. 4].

NPA has also trimmed non-defense production and use of zinc, also vital in electronics equipment, to 80% of the base period, with a Jan. 1 effective date.

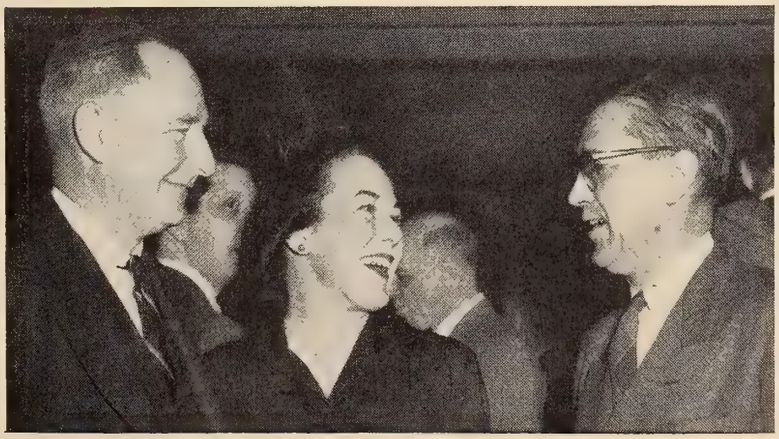
NPA has stressed throughout that in any case where it may be deemed that a hardship is worked on certain industries through curtailment of any metal, it would weigh possibility of "adjustments or exceptions." A united front by electronics manufacturers in meetings with NPA Administrator William H. Harrison was credited largely with laying the groundwork for easing of cutback in cobalt and aluminum.

Meanwhile, John D. Small, chairman of the Munitions Board, has asked the Army, Navy and Air Force to watch for "any abuses" of the defense order priority system which would cause "unwarranted disruption in the flow of materials to essential uses."

METAL CUTBACKS ORDERED BY NPA
(As of Dec. 11, 1950) *

Metal	Nov. '50	Dec. '50	Jan. '51	Feb. '51	March-June '51
Aluminum	None	None	20%	25%	35%
Cobalt	70%	50%	T	T	T
Copper	None	None	15%	15%	20% †
Nickel	None	None	35%	35%	35% †
Steel Products**	5%-15%	5%-15%	5%-15%	5%-15%	5%-15%
Zinc	None	None	20%	20%	20%

*—Cutbacks apply to average use during base period January through June 1950.
T—Undetermined as yet.
†—March only—other months undetermined.
**—Average during base period January-July 1950. Covers miscellaneous products.



SERVING as hosts at a cocktail party given by Westinghouse, dedicating its new Washington offices, are Walter Evans (l), president of Westinghouse Radio Stations Inc., and Mrs. Evans, who chat with FCC Chairman Wayne Coy. Reception was held at the Carlton Hotel in Washington Dec. 1.

CD COMMUNICATIONS

Earmark $32 Million

THE "missing link" in national security—an expansive civil defense program calling for an independent agency and a $32 million outlay for communications "nerve system" equipment—took shape on Capitol Hill last week.

On the heels of President Truman's executive order creating a Federal Civil Defense Administration, legislators trained their collective sites on a $3.1 billion program which would implement recommendations of the late Russell J. Hopley, progenitor of the President's "master plan," to govern future emergency communications and other operations.

The Congressional spotlight focused on extensive hearings, on similar measures, held last week by three legislative groups.

The two key committees holding jurisdiction on four separate proposals—House and Senate Armed Services subcommittees — had not completed hearings late Thursday.

In an atmosphere charged with the old issue of government vs. state responsibility, Administration leaders of the "lame duck" 81st Congress promised to give the President's proposal top "emergency" priority.

The administration settled on a 54%-46% ratio, with government bearing the greater share.

Earlier, President Truman had set up a Federal Civil Defense Administration under the Office of Emergency Management within the Executive Office of the President, and had appointed Millard F. Caldwell Jr., former Governor of Florida, as administrator.

The action took the present civil defense structure out of the National Security Resources Board, which serves as coordinating agency, and placed it on an operating basis. Congressional approval would give it full legislative status.

A system of communications and communications control centers designed to convey warnings of enemy attacks was outlined last week before the Senate and House Armed Services subcommittees and the Joint Atomic Energy Committee by James J. Wadsworth, former acting civil defense head and now deputy administrator.

Estimating the cost at about $32 million, Mr. Wadsworth said the plan would be extended over a three-year period.

Once Congress has approved funds, he said, the administration will begin negotiating contracts for communications equipment. He was unable to say when procurement may get underway, however. To that end, the office will ask Congress for about $83 million for funds to cover cost up to June 30, 1951.

Mr. Wadsworth testified Monday before the Joint Atomic Energy Committee, which indicated it wanted to hear the complete civil defense blueprint, though it had no jurisdiction on that legislation; on Tuesday before the House Armed Services Committee, holding hearings on bills (HR 9841 HR 9798) sponsored by Reps. Melvin Price (D-Ill.) and Carl T. Durham (D-N. C.); and on Wednesday before the Senate Armed Services Committee, considering legislation (S 4219 S 4217) introduced by Sens. Estes Kefauver (D-Tenn.) and Brien McMahon (D-Conn.).

Four Proposals

The four proposals, almost identical in content, are designed to authorize a civil defense program and agency, with an administrator to be salaried at $17,500 annually [BROADCASTING • TELECASTING, Dec. 4]. Mr. Caldwell was sworn in Wednesday but still must be confirmed by the Senate.

The master civil defense plan calls on the federal government to finance about 54%—or $1,670,000,000—of the estimated $3.1 billion.

Outlining the plan to legislators, Mr. Wadsworth stressed the importance of an air-raid warn program now being operated as interim measure by the Defe Dept. through the Continental Command.

The Continental Air Comma has been cooperating with F through the Defense Dept., on te involving "electronics emissio (radio silence) and the use of air-raid warning system. Certa techniques, touching on use of cod or sub-audible frequencies, are u der study by both agencies in p suit of a system which would c tail the "homing" effect of ra signals.

Mr. Wadsworth singled out t President's plan for "United Sta Civil Defense," which recogniz communications as the "nerve s tem" of defense, as one result the "intensive planning" by Am ican authorities [BROADCASTING TELECASTING, Sept. 25].

The Civil Defense Administ tion also will finance equipment f communications system in Wa ington, D. C. The District bud already sets aside about $100,0 for communications equipment.

Controversy arose during t

(Continued on page 80)

AGAINST THE STORM

Radio Praised Furthe

NEW outbreak of blizzards and winds of gale force struck the Midwest and other areas late last week, broadening the scope of radio's role as an emergency means of communication and aid to public welfare.

Additional incidents of outstanding aid by broadcasters during the Thanksgiving weekend storm [BROADCASTING • TELECASTING, Dec. 4] continued to come in as stations returned to normal operation. The record snowfall and heavy winds gave the nation a preview of what radio can do when other communication fails.

Perhaps a half-million TV antennas in the Philadelphia area were damaged by the storm, according to Paul Forte, executive secretary of Television Contractors Assn. He said cost of repairs would run many thousands of dollars.

After the big wind had died down in New England WTIC Hartford carried a program titled *Windstorm and Your Insurance Policy*. Listeners were advised what steps to take in making claims for storm damage.

WOV New York was one of the stations in that city which suffered from the Thanksgiving weekend storm. When the wind blew 85 feet off the main tower, Chief Engineer Emile Hill got the station back on the air in an hour-and-a-half. Later a power failure knocked WOV off the air until Monday morning.

WIBX Utica, N. Y., fell back on its new emergency power plant and continued to serve through the emergency as other local outlets were inoperative due to a power breakdown. WMGW Meadville, Pa., carried over 1,000 public service announcements. Melvin A. Blair, managing secretary of the Meadville Chamber of Commerce, wrote WMGW Manager Robert Trace that "this is one instance of the highly valuable service that intelligent management of radio can perform to the public, and brings out in bold relief the value of such a station to the community."

WCUO (FM) Cleveland returned to the air Nov. 26 at 2 p. m. after technicians had walked as far as 15 miles through drifts. Public service programming was aired 35 hours without a break. Manager R. M. Wallace wrenched his back while shoveling snow away from his car.

WBBW Youngstown, Ohio, threw out its commercial schedule and was on the air 75 consecutive hours. Over 3,000 requests were receiv for assistance. President Jo Cherpack Jr. and General Manag Gene Trace operated the mob unit.

At Piqua, Ohio, WPTW bla keted its area with public serv messages. Branch studio manage in Troy, Greenville and Sidn braved snowdrifts to man their r mote studios and provide picku In all, 8,237 announcements we carried during the three-day peri

WRFD Worthington, Oh stayed on the air right throu the emergency, bringing direct r ports from highway patrol a other officials.

WDTV (TV) Pittsburgh, D Mont outlet, operated without lo of time through the cooperation a crew of 20 staff members w were able to reach the stati Peter Barker, executive produc supervised operations.

Residents of Huntington, W. V were offered free digging-out a towing service by Hez Ward Bui Agency, cooperating with WSA

When a party of WJPA Was ington, Pa., announcers and en neers en route to Buffalo to cove Buffalo-W&J basketball game l came stalled in the storm, th sent a distress signal to WBE Buffalo. WBEN set up the bro cast for the Washington crew a the broadcast went through.

All stations at Altoona, P were off the air for a while as i laden wires snapped. WFB rigged gasoline generators and f a while was the only means of co munication in the area. Jack Sn der, WFBG manager, fed a co mentary to NBC. WRTA, WJS and WVAM returned to the s starting Sunday afternoon.

1885 Charles G. Ross 1950

CHARLES G. ROSS, 65, press-radio secretary to President Truman and White House contact for broadcasting and television newsmen, died Wednesday at his desk. He had just given reporters data on the conference of President Truman and Prime Minister Attlee, of Great Britain.



Mr. Ross

As newsmen left the office Mr. Ross prepared to repeat the statement for an NBC recording. Myrtle Bergheim, his secretary, called the President's physician who pronounced him dead at 5:50 p.m. Cause of death was a coronary occlusion. He had suffered other attacks but they had been less severe.

President Truman appointed Mr. Ross press-radio secretary shortly after assuming office in 1945. The two were old friends.

Surviving Mr. Ross are his widow; two sons, Dr. John B. Ross, Washington, and Walter W. Ross, St. Louis; five grandchildren and five sisters.

Stephen T. Early, former press-radio secretary to President Roosevelt, who retired recently as Deputy Secretary of Defense, agreed to serve temporarily in the White House post until a successor is named. Mr. Early is vice president of Pullman Inc.

THE REAL RADIO AUDIENCE IS GREATER THAN YOU THINK!

"Sets-In-Use" Figures Must Be *Multiplied* to Determine True Audience!

PERCENTAGE OF SETS-IN-USE IN IOWA HOMES HEARD BY DIFFERENT NUMBERS OF PEOPLE

	WEEKDAY	SATURDAY	SUNDAY
Total Quarter-Hours, Sets-In-Use	38,760	4,035	5,906
Proportion of Total Listening Time When a Set-In-Use was Heard By:			
One person	40.0%	29.0%	20.3%
Two persons	35.6	40.7	35.0
Three persons	14.5	16.7	20.5
Four persons	6.2	8.2	12.3
Five persons	2.4	1.8	4.8
Six persons	0.8	1.7	2.5
More than six persons	0.5	1.9	4.6
	100.0%	100.0%	100.0%

In Iowa, does the average "tuned-in" radio set have just one listener, or is it more apt to have two or three? What's the difference on Saturday and Sunday . . . on farms and in the city?

The 1950 Iowa Radio Audience Survey* provides reliable answers to these questions—answers compiled from diaries kept for 48,701 quarter hours at the time of listening by 930 scientifically-selected Iowa homes. It shows that 60% of the time on weekdays, a "set-in-use" has two or more listeners! Weekend figures are even higher—71.0% on Saturday and 79.7% on Sunday!

The above table tells the story . . . proves that in Iowa, *the "single listener" is the exception rather than the rule!*

When broken down into urban, village and farm categories, the "sets-in-use" audience varies in some respects . . . remains constant in others. Complete details in the Survey itself.

In addition to revealing many such hitherto unknown facts as the above, the 1950 Iowa Radio Audience Survey contains much additional proof that *Iowa listening is at an all-time high!* Also WHO continues to dominate the great Iowa audience.

Get your copy of this invaluable survey, *today*. Write direct, or ask Free & Peters.

---

* The 1950 Iowa Radio Audience Survey is the thirteenth annual study of radio listening habits in Iowa. It was conducted by Dr. F. L. Whan of Wichita University and his staff. It is based on personal interviews with 9,110 Iowa families and diary records kept by 930 Iowa families—all scientifically selected from Iowa's cities, towns, villages and farms. It is a "must" for every advertising, sales or marketing man who is interested in radio in general, and the Iowa market in particular.

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

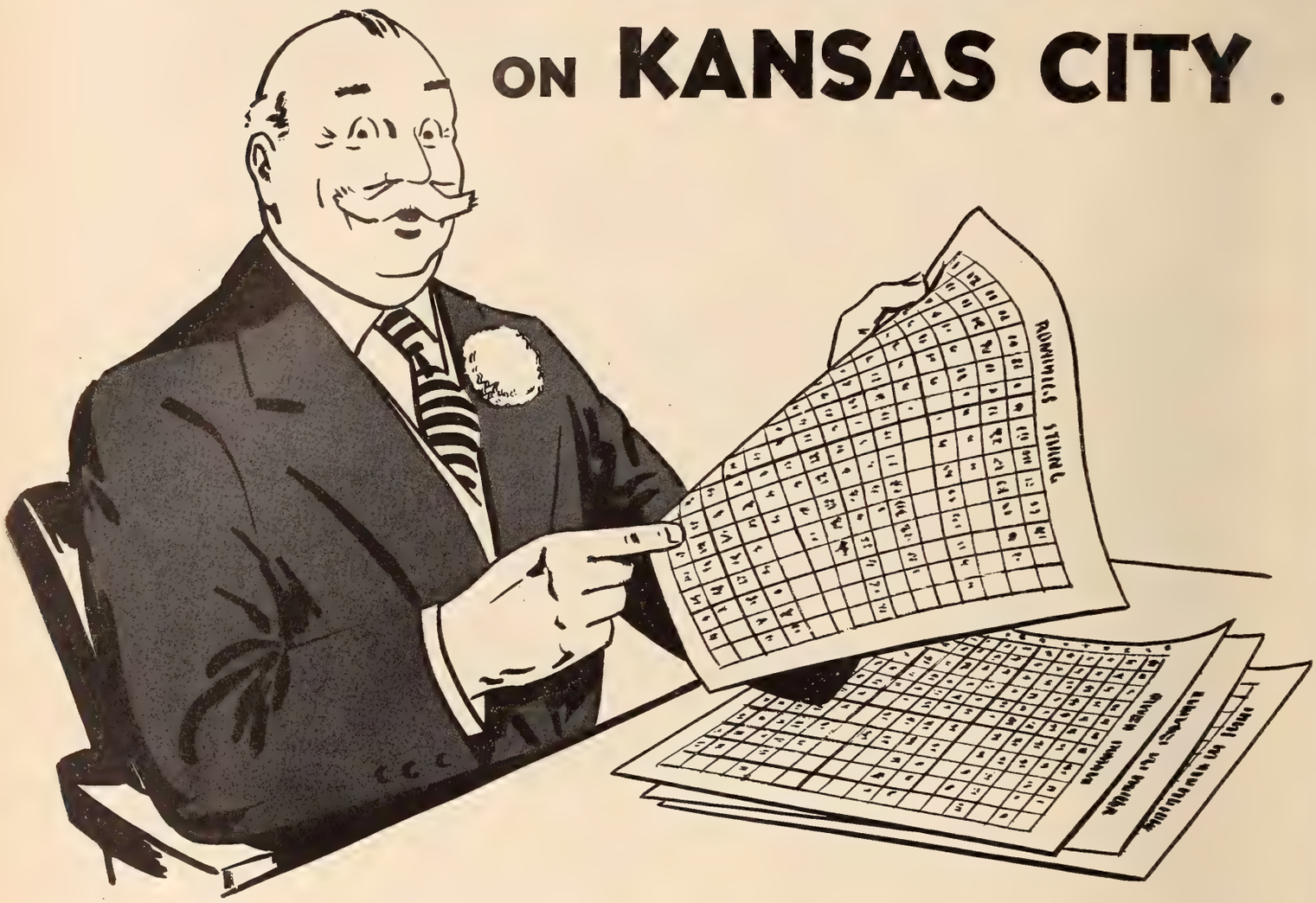
P. A. Loyet, Resident Manager



FREE & PETERS, INC.
National Representatives

Want the Important Facts

ON KANSAS CITY . .



Anybody with good eyes can give you all the standard market statistics you want, and more, for all the markets listed at the right. But Old Colonel F&P has a lot of vital information that doesn't appear in the data books—facts about the area's listening habits, buying habits, merchandising opportunities. Even though much of this material is not "statistical", it is highly valuable and useful. If you want it, say when!

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives

Since 1932

NEW YORK CHICAGO

ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO

NORFOLK . . . OR HONOLULU?

EAST, SOUTHEAST

WBZ-WBZA	Boston-Springfield	NBC	50,000
WGR	Buffalo	CBS	5,000
WMCA	New York	IND.	5,000
KYW	Philadelphia	NBC	50,000
KDKA	Pittsburgh	NBC	50,000
WFBL	Syracuse	CBS	5,000
. . . . .			
WCSC	Charleston, S. C.	CBS	5,000
WIS	Columbia, S. C.	NBC	5,000
WGH	Norfolk	ABC	5,000
WPTF	Raleigh	NBC	50,000
WDBJ	Roanoke	CBS	5,000

MIDWEST, SOUTHWEST

WHO	Des Moines	NBC	50,000
WOC	Davenport	NBC	5,000
WDSM	Duluth-Superior	ABC	5,000
WDAY	Fargo	NBC	5,000
WOWO	Fort Wayne	NBC	10,000
WISH	Indianapolis	ABC	5,000
KMBC-KFRM	Kansas City	CBS	5,000
WAVE	Louisville	NBC	5,000
WTCN	Minneapolis-St. Paul	ABC	5,000
KFAB	Omaha	CBS	50,000
WMBD	Peoria	CBS	5,000
KSD	St. Louis	NBC	5,000
. . . . .			
KFDM	Beaumont	ABC	5,000
KRIS	Corpus Christi	NBC	1,000
WBAP	Ft. Worth-Dallas	NBC-ABC	50,000
KXYZ	Houston	ABC	5,000
KTSA	San Antonio	CBS	5,000

MOUNTAIN AND WEST

KOB	Albuquerque	NBC	50,000
KDSH	Boise	CBS	5,000
KVOD	Denver	ABC	5,000
KGMB-KHBC	Honolulu-Hilo	CBS	5,000
KEX	Portland, Ore.	ABC	50,000
KIRO	Seattle	CBS	50,000

WJR HEARINGS

Richards Case Now in Detroit

SECOND PHASE of FCC's hearings on the news policies of G. A. (Dick) Richards—testimony relating to his WJR Detroit—opened last week in Detroit, while FCC in Washington faced a lengthening series of petitions and counter-petitions from both sides.

The basic pending motion was a Nov. 20 request by counsel for Mr. Richards seeking a decision based on the hearing's "first phase"—dealing with Mr. Richards' KMPC Los Angeles — before proceeding with the Detroit session and a later one scheduled for Cleveland, where Mr. Richards owns WGAR [BROADCASTING • TELECASTING, Nov. 27].

A series of related petitions are now on file, including an FCC Law Bureau request for more time in which to reply to the Nov. 20 motion; a reply by Richards' counsel in which they contend that if the Law Bureau is granted additional time then the WJR hearings should be recessed until the Nov. 20 motion is passed upon; and finally, last Tuesday, a Law Bureau appeal to the full Commission to reverse a motion commissioner's denial of its plea for additional time.

Another appeal to the full Commission was filed Monday—by attorneys for Mr. Richards, seeking reversal of Hearing Examiner James D. Cunningham's denial of their oral motion for a recess of the hearing pending action of their Nov. 20 primary request.

First witnesses in the WJR phase of the proceeding, which opened Tuesday, were employes and former employes of the station.

Support Claim

Newscasters Joseph Hainline and John Denman supported the station's claim that its newscasts have been fair and impartial. Both claimed their original statements to the FCC staff had been distorted. Mr. Denman said he was "indignant because I think the [FCC] investigators put words into my mouth."

FCC counsel introduced a memo ascribed to Mr. Richards which said: "Not going to tolerate any New Dealers especially anyone like Moore who has access to a mike." The reference, it was said, was to Duncan Moore, former WJR announcer.

P. M. Thomas, former WJR officer, said that "often Mr. Richards and I would disagree and when I would show him the FCC regulations concerning the disagreement he would concede the point. Any number of times Mr. Richards remarked to me, 'I don't care what I say or what I do, I don't want you fellows to violate the regulations.'"

Guy Nunn, former WJR newsman now appearing on WDET-FM Detroit and CKLW Windsor-Detroit, testified he was discharged from WJR following a series of clashes with George W. Cushing, now vice president in charge of advertising and public affairs, over items included in or omitted from his newscasts.

Ted Grace, former WJR newscaster, said he resigned following a protest by Mr. Richards that he was using too many items on the illness of President Truman's mother.

He said the only instruction he received on news treatment came from Mr. Cushing and that this suggested he compare John L. Lewis with "Hitler, Stalin and Mussolini." Mr. Grace said he first thought it was a joke, but replied: "Joking or not, I am unable to do it. Call Richards and tell him so."

Mr. Grace identified a 1946 staff notice asserting that "it is the policy of the WJR newscasts to present the news, not personal opinions," and pointing out that in news on political candidates every effort should be made to cover both sides.

Jack White, WJR news editor, said he had had "three or four" conversations with Mr. Richards and that the station owner had "suggested that I read editorials from certain newspapers." He said, however, that he had never received instructions to slant news against the Roosevelts or other individuals or groups.

'No Recollection'

Mr. Cushing, on the stand Thursday, said he had no recollection of incidents to which Messrs. Nunn and Grace referred. He said Mr. Nunn's discharge was attributable to his slanting of news—that he did not follow wire news copy despite orders to do so. Mr. Cushing said he received no orders to present Mr. Richards' personal views on the air.

Robert Rowley, former newscaster, denied he had ever been ordered to slant newscasts.

In passing upon a series of motions made by defense counsel, Examiner Cunningham on Monday reserved ruling on a request that all testimony already taken with respect to KMPC newscasts from 1942-47 be stricken from the record.

This motion had been renewed by counsel for Mr. Richards on the basis of their charges that better evidence had been available—transcriptions and checking notes made by Radio Reports—but was "suppressed" by FCC counsel. Examiner Cunningham said he would rule on the motion in deciding the entire KMPC case.

The examiner also denied a motion to strike from the record certain memos and letters sent by Mr. Richards to Leo Fitzpatrick, former WJR general manager, now board chairman of WGR Buffalo, but granted another defense motion to strike the testimony of Robert P. Anderson, former KMPC newscaster during a two-week period in which he substituted for another newsman. A defense motion for a subpena to compel General Counsel Benedict P. Cottone to produce additional documents relating to Radio Reports was denied with the observation that "if FCC counsel will state he has no more records that is sufficient."

STUDIO LOCATIONS

FCC Announces New Rules

FINAL RULES on main studio locations of AM and FM stations—somewhat relaxed from earlier proposals—were announced by FCC last week to become effective Jan. 18. In substance the new rules:

- Require non-network stations to originate the majority of program time from studios in the city or area in which they are licensed.
- Require network stations to originate two thirds of their non-network programs or a majority of all their programs, whichever is smaller, from their main studio.
- Permit under certain conditions the location of the main studio at the transmitter site even though it may be outside the city which the station is licensed to serve.
- Permit stations to locate main studios in more than one city provided proper showing is made of necessity and that all such cities meet the requirements of FCC's rules and standards as to coverage etc.

The Commission also stated it would entertain petitions for temporary exemption from the requirements of the new rules where such petitions show that by reason of long continued operation compliance with the rules by Jan. 18 would be impossible or impose undue hardship. In any event, however, FCC said it would not grant exemptions for more than one year from Jan. 18.

The proposed rules were announced in late February 1948 and oral argument was held before the Commission in October of that year [BROADCASTING • TELECASTING, March 1, Oct. 21, 1948]. At the argument, WHOM Jersey City, which for years has successfully sought switch to New York, explained its unique situation. The foreign language outlet contended it had been acquired and granted power increases on promises of service to the entire metropolitan New York area and the rules would preclude living up to such representations unless waiver were granted.

FCC's final decision explained two objections had been made to the proposed rules on ground the would limit a licensee's freedom to select the point of program origination. It was argued, FCC said that such limitations are contrary to the Commission policy that "a station is expected to provide service to all of the people within its service area and not simply to a portion of those persons, and is a violation of Sec. 326 of the Communications Act . . . since to 'regulate a licensee as to where it must originate programs would have the same practical effect as to regulate the program content in advance of its actual broadcast.'"

The remaining comments, FCC related, had no objection to basic purposes of the proposal but called attention to certain hardships and inequities which might result.

The decision explained that under the terms of Sec. 307 (b) of the Act relating to equitable distribution of facilities large portions of the U. S. have "reception service which is reasonably satisfactory but there are many communities "some of considerable size," which still do not have adequate outlets for local self-expression, or rather have inadequate "transmission service."

"It is the location of the studio rather than the transmitter which

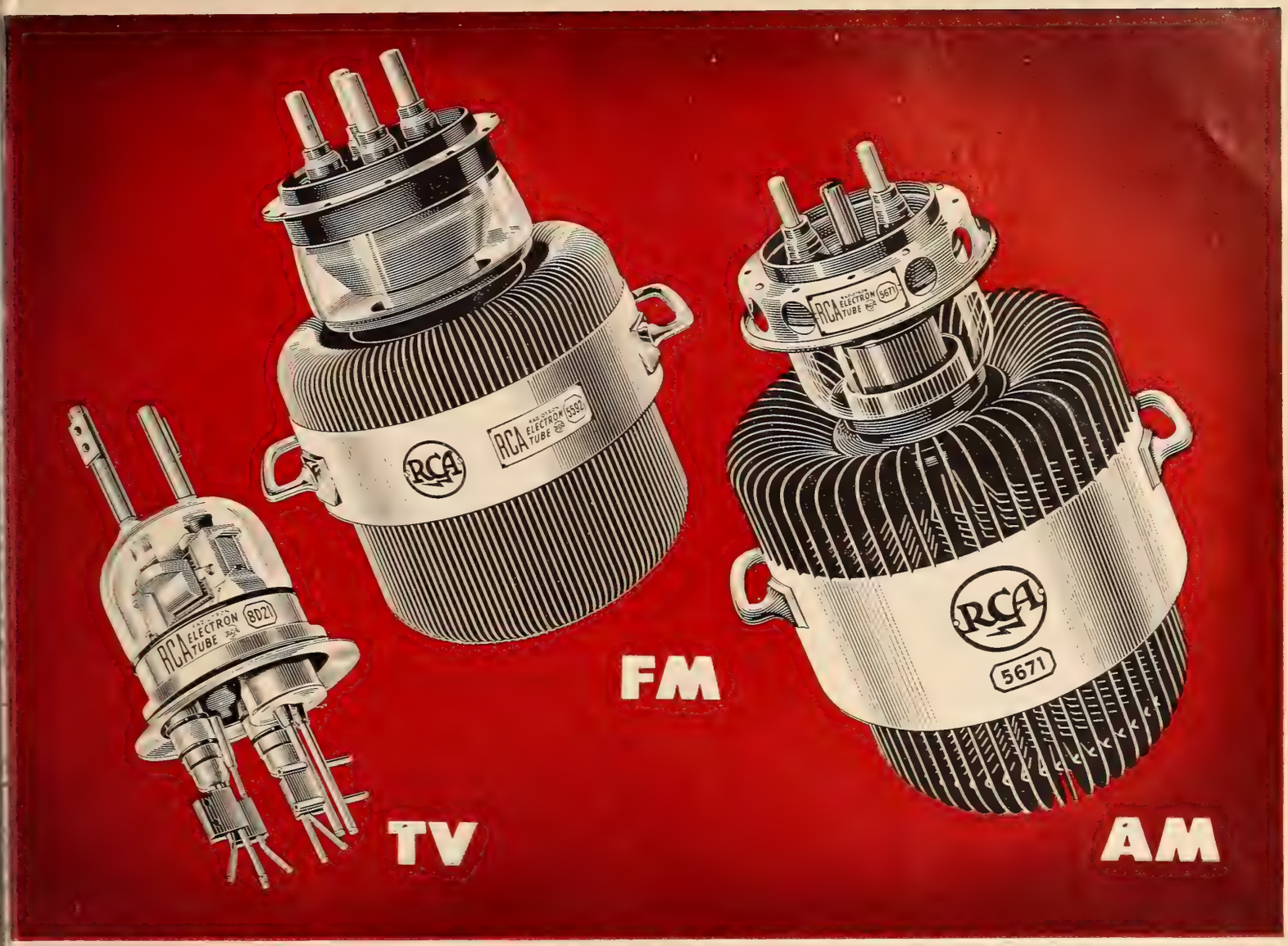
(Continued on page 97)

November Box Score

STATUS of broadcast station authorizations and applications at FCC as of November 30 follows:

	AM	FM	TV
Total authorized	2,340	708	109
Total on the air	2,226	677	107
Licensed (All on air)	2,188	519	52
Construction permits	114	157	55
Conditional grants		1*	
Total applications pending	924	150	450
Requests for new stations	279	7	370
Requests to change existing facilities	252	23	24
Deletion of licensed stations in November		1	
Deletion of construction permits	1	2	
Deletion of conditional grants			

* On the air



RCA-8D21, *used in 5-kw TV transmitters*

RCA-5592, *used in 50-kw FM transmitters*

RCA-5671, *has thoriated-tungsten filament, used in 50-kw AM transmitters*

Value Beyond Price

THE THREE TUBES illustrated are striking examples of RCA's pioneering in modern tube development . . . the kind of engineering leadership that adds *value beyond price* to the RCA tubes you buy.

The RCA-8D21 employs advanced principles of screening, cooling, and electron optics as revolutionary as television itself. The RCA-5592, with its "metal header" construction, requires no neutralization in grounded-grid circuits. The high-power tube RCA-5671 successfully employs a thoriated-tungsten filament that draws 60% *less filament power* than similar tungsten-filament types. This tube is establishing exceptional records of life performance.

RCA's unparalleled research facilities, engineering background, and manufacturing experience contribute to the quality, dependability, and operating economy of *every* RCA tube you buy. This unusual combination of research, engineering, and manufacturing leadership explains why RCA tubes are accepted as the Standard of Comparison in broadcasting.

The complete line of RCA tubes is available from your local RCA tube distributor, or direct from RCA.



The world's most modern tube plant . . .

RCA, LANCASTER, PA.

THE FOUNTAINHEAD OF MODERN TUBE DEVELOPMENT IS RCA

RADIO CORPORATION of AMERICA

ELECTRON TUBES **HARRISON, N.J.**

PBS is going places . . . a

"Our congratulations to PBS. We are pleased with our affiliation and your methods of operation. We're betting that PBS enjoys a long and prosperous life."

—WILLIAM A. LEE, Pres.
WCFL, CHICAGO, ILL.

"PBS looks great. Lots of local interest. Can't miss."

—LYMAN TREASTER
KKIN, VISALIA, CALIF.

"Let me express my happiness in being the PBS Key Station in New Orleans."

—LOUISE CARLSON
WJBW, NEW ORLEANS, LA.

"Congratulations to PBS. You delivered more than you promised. With PBS, we are carrying radio's greatest programs."

—HAROLD A. SPARKS, Pres.
KAPF, PETALUMA, CALIF.

"In the past 28 years of broadcasting I have participated in a number of "firsts" in various things in radio; among them, the opening of the Pacific Coast network of the National Broadcasting Company, the opening of the National network of the National Broadcasting Company, the opening of the old Gold network, and the inaugural programs of the Blue network and of the American Broadcasting Company. Also, the dedication of the various newly installed transmitters all the way from 50 watts to 50,000 watts.

"Yesterday I again participated in the first of the dedicatory program of Progressive Broadcasting System.

"I should like to add my congratulations to the many others that you must be receiving on the accomplishment of the Progressive Broadcasting System.

"Please accept my congratulations and good wishes and I again repeat that I am looking forward to a long and profitable association with PBS."

—LOUIS WASMER
KSPO, SPOKANE, WASHINGTON

"We are all very happy over the way PBS started out and we are working for big things."

—GEORGE BLUMENSTOCK
WSKB, McCOMB, MISS.

"We are looking for a happy and prosperous year with the Progressive Broadcasting System. Yours truly has no doubts that it will be just that."

—ROGER M. WAITE
WFCB, DUNKIRK, NEW YORK

"To say we are proud of PBS quality would be putting it mildly indeed. We think they are the best on the air today on the whole, and we confidently expect to be battling here in Memphis with CBS and NBC in a relatively short period for those all important Hooper points."

—HUGH MURPHY, Mgr.
KWEM, W. MEMPHIS, TENN.

"Proud to be part of PBS family. The quality of programs more than backed up our overall promotion campaign. We are off to a glorious future."

—FRED CHITTY, Gen. Mgr.
KVAN, PORTLAND, VANCOUVER

"Thank God and congratulations to PBS."

—R. H SMITH
WCYB, BRISTOL, VIRGINIA

"Entire staff here at KVSM most enthusiastic and all fe that PBS and all stations affiliated with PBS are due f a very great success story."

—HUGH H. SMITH
KVSM, SAN MATEO, CALI

"Congratulations, grand opening. Everything is wonde ful."

—F. A. HIGGINS, Gen'l Mgr.
WITX, HUNTINGBURG, INDIAN

"Congratulations on PBS, salute to Progressive tops. Loo ing forward to all PBS shows."

—JAMES C. BAILEY
LYLE B. LANDIS
WKAI, McCOMB, ILLINOIS

d we're going with them!!

HARRY GOODWIN, MGR., WNJR, NEWARK

"We made one pitch and sold 'This Is Mine' without much effort."

—WILLIS SEARFOSS
WSAL, LOGANSPORT, INDIANA

"We are proud to be the Los Angeles key outlet for PBS. With PBS we are now offering our listeners the greatest network programming in Los Angeles and we know we will make great progress with Progressive."

—THELMA KIRCHNER, Gen. Mgr.
KGFJ, LOS ANGELES, CALIF.

"Your Cleveland affiliate, WJMO, is proud to be a part of this great enterprise.

"Congratulations to you and your staff on the climax of many weeks of fruitful labor.

"May the words, 'PBS, the Progressive Broadcasting System' be the trademark for the best in programming and listener service, and a standard for excellence in our industry."

—DAVE BAYLOR
Vice Pres. & Gen'l Mgr.
WJMO, CLEVELAND, OHIO

"KTUR Turlock audiences more than happy with PBS programs. We are as proud as peacocks to be carrying them."

—H. A. McMILLEN, Mgr.
KTUR, TURLOCK, CALIF.

"I assure you that if all of your affiliates are as confident, as we are, that 'Easy Street' is not too far in the future for you and PBS."

—ROBERT M. HETHERINGTON, V. P.
WIL, ST. LOUIS, MO.

"There is no doubt in our minds regarding the success of PBS."

—MILDRED C. CARROLL
WDOV, DOVER, DELAWARE

"Programs are great—glad we're a part of the PBS family."

—J. LEONARD TAYLOR
WLIO
E. LIVERPOOL, OHIO

"Let me tell you how pleased we in South Carolina are with the wonderful programming that comes down our PBS line each day. Listener reaction has been much greater than ever anticipated. I think most of us who have been in the broadcasting business have forgotten just how much our listeners appreciate fine programing.

"In the few days that WESC has carried PBS programs, our Commercial Department has been able to capitalize on the good adjacencies and programs.

"Again, let me congratulate you and your staff on the stupendous job of establishing the fifth major network."

—GLENN P. WARNOCK, V. P.
WESC, ANDERSON, SO. CAROLINA

"I can only say thank you, Larry Finley, for such a fine contribution to radio. Your talent and shows speak for PBS. I am proud to be a part of this progressive field of entertainment, sincere wishes."

—FRANK BOLEN
WJEL, SPRINGFIELD, OHIO

PBS

PROGRESSIVE
BROADCASTING SYSTEM

ORE DRIVE • HOLLYWOOD: 8983 SUNSET BOULEVARD

PLEASE SEND BROADCASTING AND 1951 YEARBOOK AS MY GIFT TO—

1 for $7.00

☐ √ IF RENEWAL

Name .....
Firm .....
Address .....
City..... Zone..... State.....
Sign gift card: .....

2 for $13.00

☐ √ IF RENEWAL

Name .....
Firm .....
Address .....
City..... Zone..... State.....
Sign gift card: .....

3 for $19.00

☐ √ IF RENEWAL

Name .....
Firm .....
Address .....
City..... Zone..... State.....
Sign gift card: .....

4 for $25.00

☐ √ IF RENEWAL

Name .....
Firm .....
Address .....
City..... Zone..... State.....
Sign gift card: .....

5 for $30.00

☐ √ IF RENEWAL

Name .....
Firm .....
Address .....
City..... Zone..... State.....
Sign gift card: .....

6 for $35.00

☐ √ IF RENEWAL

Name .....
Firm .....
Address .....
City..... Zone..... State.....
Sign gift card: .....

7 for $40.00

☐ √ IF RENEWAL

Name .....
Firm .....
Address .....
City..... Zone..... State.....
Sign gift card: .....

8 for $45.00

☐ √ IF RENEWAL

Name .....
Firm .....
Address .....
City..... Zone..... State.....
Sign gift card: .....

Signed .....
Firm .....
Address .....

IMPORTANT—Mail today to:

BROADCASTING • TELECASTING
NATIONAL PRESS BLDG., WASHINGTON 4, D. C.

☐ $ _____ enclosed ☐ Bill me later

give to anyone in radio-tv



BROADCASTING

Merry Christmas

52 WEEKS A YEAR

. . . with **BROADCASTING • TELECASTING.** What better gift than that of business knowledge, of thought-provoking feature articles and lens-sharp reporting of all radio—AM, FM, TV—Monday every week. Profitable to give, BROADCASTING's practical and sensibly priced, too.

Wind up your Holiday gift-giving quickly and inexpensively by listing your clients, staff members, prospective advertisers, radio friends on handy-order form at right. Each gift announced with a full color Christmas card, hand-signed with your name. Subscriptions start with December 25 issue.

Remember, when you give **BROADCASTING • TELECASTING** you give the finest in radio for 52 weeks, plus the big 3½ lb. 1951 Yearbook.

at Special Christmas rates . . .

1 for $7 4 for $25 8 for $45

Note: Your own subscription may be renewed as part of this order. Simply list it first, as addressed, and we'll extend the subscription for one year from its present expiration. Special prices apply to both new and renewal subscriptions.

20 YEARS OF SERVICE TO RADIO-TV

BROADCASTING TELECASTING

On All Accounts

(Continued from page 12)

er. He continued his journal- on the Wabash paper, but his a-curricular duties mainly re- ed around his running the cam- food concession and handling ne of neckties and party favors. husky Tom would have much ferred to play football and ketball, but a broken leg during freshman year ended his athle- career.

fter three years at Wabash, re Tom was a member of Phi mma Delta and was "involved campus politics," he went to k for the Emerson B. Knight Indianapolis, making surveys newspapers. Later he was a sman for the Stafford Engrav- Co., same city, and production nager for Lynch & Wilson ncy, Kokomo. Excursions into dealer help and planograph ting fields preceded his inva- of broadcasting as manager of GM Albuquerque in 1929. Dur- the '30s he was sales manager WJDX Jackson, Miss., and the nesota Radio Network, Minne- lis, before gaining the "distinc- " of being the only radio direc- tor Montgomery Ward ever had. He "wrote, produced, transcribed, and shipped" Ward's *Neighbor Jim* program, which was carried on 85 stations across the country.

Tom's 10-year stretch with WNAX in Sioux City began Jan. 1, 1940. Before he resigned to start his own agency, he "didn't sleep well for three months worrying about opening my shop—then missed a lot of sleep for three more months after I got started, worrying over whether our work would be good enough to keep our clients—but we haven't lost any clients yet, so now I am beginning to sleep well," he says.

A '52-Weeks' Philosophy

Tom Lathrop believes in radio "by the year—52 weeks."

"Thirteen is an unlucky number and 26 is the name of a dice game," he says. "The station with a high turnover of clients has the situation reversed—it should build for clients a fast turnover of merchandise."

He has never sold "spot announcements" as such. He sees them as "adjacencies."

Tom says his great success with mail order radio at WNAX—"a great station, made great by Cowles procedure and methods—actually put him in the agency business.

He likes to tell about his wedding day, to the former Patricia Dalton, who was a John Powers model in New York when he pursued her:

"Patricia had breakfast in Chicago the morning of Oct. 22, 1938, we were married in Jackson, Miss., at 4 p.m., arrested in Hattiesburg at 6 p.m. on fictitious charges by a client (Chicago & Southern) because I wouldn't pay $64 overweight baggage charges not incurred by my bride on her way south, and we got sick on too much flounder in Biloxi at 9 p.m.—it was *quite* a day."

Tommy, Larry & Mike

The Lathrops have three sons, Tommy, 11; Larry, 8; and Mike, 4, the two youngest of whom "were named Elizabeth before they were born." Mrs. Lathrop is a Cub Scout den mother and feels that every time she has the Cubs at her home, on Country Club Boulevard in Sioux City, it is a "supreme test for the structural qualities of the house."

Tom is a 32d degree Mason, belongs to Abu-Bekr Shrine, the Sioux City Club, and the Sioux City Country Club.

ONOR KATZ
Named 'Man of the Year'

LTIMORE Advertising Club's c award committee has named eph Katz, head of the advertising agency bearing his name, "Man of the Year" for 1950. The selection of Mr. Katz marks the first time in 20 years that the award has honored an advertising man.



Mr. Katz

Basis for the selection of Mr. Katz often called e dean of Baltimore advertising ," is his distinguished career he advertising business and his tinued record for aiding "good ses," the awards committee ed. The committee of judges in- led Chairman Louis E. Shecter, Louis E. Shecter Advertising ncy, Baltimore; William E. eon, vice chairman, and former timore Mayor Howard W. xson.

s trainmaster of the agency he e labeled as a sort of "Union tion for projects of all kinds," Katz has been enlisted by city ers to aid civic projects such ark loan, recreation fund, slum rance drive, fight to obtain dogs medical research, cancer cam- gn, the celebrated "business is !" promotion, victory loans ing World War II, United ish Appeal and many others. the Advertising Council and asury Dept.'s Victory Loan es during the war, Mr. Katz duced transcribed radio pro- ms.

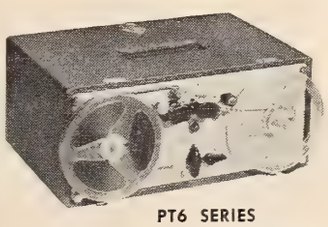
Wins Verdict

ROY LAPLANTE former Philadelphia radio announcer won a $15,000 verdict in U. S. District Court on the ground that he suffered humiliation and loss of dignity through the advertising methods of an Upper Darby women's clothing store. Mr. Laplante, now employed by ABC in New York, said the firm used his name without permission in sending potential customers credit slips to apply to purchases.

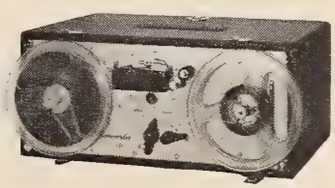
HE CHOSE Magnecorder



MAGNECORDER
For every purpose . . . every purse!



PT6 SERIES
Most widely used professional tape recorder in the world.



PT63 SERIES
Three heads to erase, record, and monitor from the tape.



PT7 SERIES
A complete console for only $950.00. Outstanding features and flexibility. Models for portable or rack mount also available.

THE FIRST CHOICE OF RADIO ENGINEERS

HIGH FIDELITY, LOW COST

Only Magnecord offers you such high fidelity at such low cost. Magnecorder frequency response: 50–15 kc ± 2 db. Signal-noise ratio: 50 db. Harmonic distortion less than 2%. Meets N. A. B. standards. More radio engineers use Magnecorders than all professional tape recorders combined!

GREATEST FLEXIBILITY

Mount a Magnecorder in a rack or console cabinet for delayed studio or network shows. Slip it into its really portable cases for remotes. Add to your Magnecord equipment as you need it—combine Magnecorders to suit every purpose.

MORE FEATURES

Your Magnecorder, new or old, now can have 3 heads (separate erase, record, and playback) to permit monitoring from tape. Three speeds (15"—7½"—3¾"—up to an hour on a 7" reel) available on both PT6 and PT63 equipment. Dual track heads also available if desired.

Write for NEW CATALOG

MAGNECORD, INC., Dept. B-12
360 North Michigan Avenue, Chicago 1, Ill.

Send me latest catalog of Magnecord Equipment.

Name.....

Company.....

Address.....

City.....Zone..... State.....

Folksy Footnote

SHOWING the hand of a New England culturist, "a proud mother" from Cambridge, Mass., has taken to task the WCOP Boston "management," the station reports. The irate writer disparages the use of the term "folks" by radio announcers to describe the radio audience. She's agin it because (1) the dictionary shows only "folk" —and even that indicates "people," stamping the word as a colloquialism; (2) during World War II "communistically inclined men" used the word to apply to "boys from the countryside to create a camaraderie..." Craig Lawrence, WCOP general manager, wonders "how Yankton, Shenandoah and Clay Center would answer this one."

RADIO VEHICLES

Defense Value Stressed

IMPORTANCE of radio-equipped vehicles in the civil defense effort was outlined last week in a special meeting attended by officials of KCMO-FM Kansas City, Mo., Transit Radio outlet, and the Kansas City Public Service Co. Station and company have a working arrangement.

Civil defense authorities, who would broadcast over KCMO's FM facilities, were shown how radio-equipped busses could be dispatched to any part of the city for vital transportation work. Approximately 300 vehicles of the Public Service Co. have been equipped with FM receivers and additional units are being installed each week, according to KCMO, which estimates that as many as 35,000 people could be reached with bulletins during any peak hour in the event of an emergency.

1897 John Wilson New 1950

FUNERAL services were held last Tuesday for John Wilson New, 53, general sales manager for WTAR-AM-TV Norfolk, Va., who died Dec. 3 following a two-months illness. Death was attributed to complications resulting from a heart condition.



Mr. New

Mr. New had served on the WTAR staff for 17 years and had lived in Norfolk for 32 years. He was past president of the Virginia Assn. of Broadcasters and was active in Norfolk in many civic efforts, including the Community Chest and American Red Cross.

Born in Portsmouth, Va., Sept. 30, 1897, Mr. New was t son of the late William L. a Bettie Borum New, of that c He married the former Doro Adams, who survives him alo with one daughter, Dorothy.

Mr. New was named presid of the Virginia Assn. of Bro casters in August 1948 and serv one term. Prior to his service WTAR, which began in 1933, was an employe of Dunn & Bra street, marketing statistics firm.

The WTAR executive also wa member of the board of stewa of the Ghent Methodist Church a a past president of the Lions C and the Advertising Club. He a belonged to the Virginia Yacht a Country Club and Norfolk Lod No. 38, BPOE, and for many ye served as interlocutor in the E Club minstrel shows.

NEW ORLEANS MARKET PICTURE

SHARE OF AUDIENCE

	8 a. m. to 12 noon	12 noon to 6 p. m.	Open ¼ Hr. Daytime Rates	Power Watts
WNOE	**21.1**	**23.7**	**50.00**	**50,000**
STATION A	20.8	15.7	84.00	50,000
STATION B	20.2	11.1	36.00	5,000
STATION C	12.4	16.2	36.00	5,000

WNOE Leads in New Orleans Morning and Afternoon — latest Conlan Survey —

Buy WNOE Now!

1 Minute Spots On 50,000 Watts WNOE
Only $13.00 Each (360 Time Rate)

For 5 State Coverage, Daily Mail Tells The Tale.

1060 On The Dial — Maximum Power — 50,000 Watts

Greatest Coverge, Lowest Cost

24 Hour Daily Operation — 5,000 Night

360 N. Michigan Ave., Chicago
Franklin 2-7979

NATIONAL RA-TEL REPRESENTATIVES

420 Lexington Ave., N. Y. C.
Murray Hill 4-2549

WNOE—THE JAMES A. NOE STATION—MBS

JOLSON MEDAL

Truman Awards to Wid

PRESIDENT TRUMAN l awarded the Medal of Merit to t late Al Jolson, famed radio-mot picture-stage entertainer, for se ices performed in Korea. The pr entation was made last Wedn day at the Pentagon in Washi ton, D. C., by Defense Secret George C. Marshall, to Mr. Jolso adopted son, Asa Jolson.

The Defense Dept. noted t Mr. Jolson "gave of his talent tiringly and unceasingly for t strenuous weeks to entertain tro in Korea and Japan" shortly fore his death. The trip, the partment said, was made at entertainer's personal expense was the case in similar journ during World War I and II.

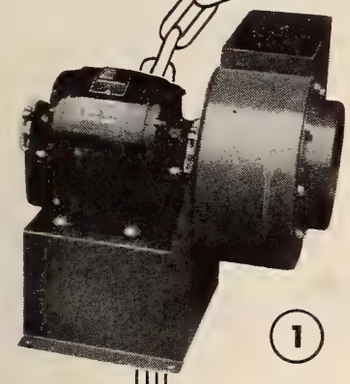
In Congress, Rep. Louis B. H ler (D-N.Y.) has introduced bill (HR 9766) which would per the President to award post mously the Congressional Medal Honor to the "Jazz Singer." singer died Oct. 23 in San Fr cisco from a heart attack upon turn from his battleground t [BROADCASTING • TELECASTI Oct. 30].

Lever Switch

LEVER Bros. will switch prod sponsorship of the *Arthur Godf Show*, 10-10:15 a.m. on CBS, fr Spry to Rinso. Effective Dec. the time of Lever segment of show will be changed when 11 n stations will be added. The n time will be the 10:15-30 a.m. p tion of the 1½-hour show ove total of 175 CBS stations. Ru rauff & Ryan, New York, is agency.

GATES

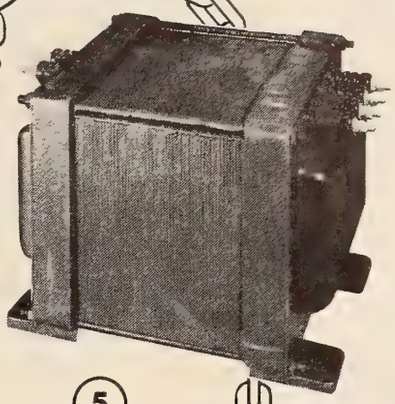
CHAIN REACTION IN QUALITY



1

Building better equipment through a chain of high quality over-size components is the reason why more broadcasters buy Gates. In the Gates BC-1F air-conditioned transmitter, look at this chain of quality: (1) huge blower changes cabinet air four times each minute; (2) thirteen meters; (3) and (5) fully cased transformers with lots of iron and copper; (4) tubes time proven for long life, and (6) triple relay protection. Gates is modern equipment—the standard of comparison—quality and price-wise. Buy Gates and you buy 1950 designs plus 1950 quality and it costs no more.

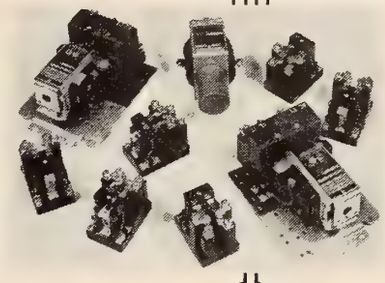
THE GATES RADIO COMPANY,
Quincy, Illinois, U.S.A.



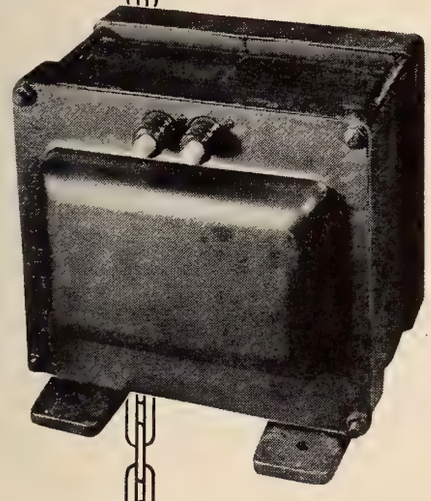
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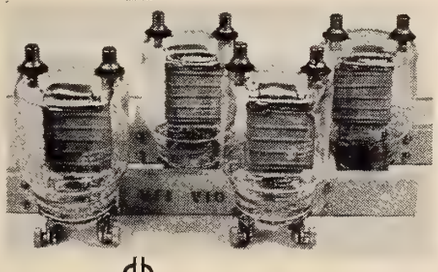
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6



3



4



BC1F AIR-CONDITIONED 1950 DESIGN 1 kw. A. M.

Tops in

Tops in Birmingham among all women's programs on all stations! That's what Hooper and Pulse* both reveal about "Moments with Mimi," WAPI's sparkling daily women's show starring Mimi Dennis.

town,

Town housewives, who listen to "Moments with Mimi" more than to any other women's show, have more to spend than ever before, too, because Birmingham is *booming* with business and industrial activity.

that's

That's a double-barreled reason — highest women's-program rating plus bustling market— why "Moments with Mimi" is Birmingham's most effective buy for advertisers who want to reach housewives.

"Mimi"

"Mimi"—Birmingham's authority for news of fashions, beauty care, cooking and homemaking —is available on a participating basis. For details and choice one-minute availabilities, just call us or Radio Sales.

*Hooper: May-Sept. 1950
Pulse: Sept.-Oct. 1950

WAPI

"The Voice of Alabama"
CBS in Birmingham
Represented by Radio Sales

YODER TO KNBC

Is General Manager, Replaces Elwood

ANNOUNCEMENT of Lloyd E. Yoder's transfer from general manager of KOA Denver to be general manager of KNBC San Francisco [CLOSED CIRCUIT, Dec. 4] was made by NBC last week.

Mr. Yoder, who has served NBC for 23 years, returns to the city where he started with the network. He joined NBC as manager of the Western Division press department in San Francisco in 1927, later was general manager of KPO and KGO San Francisco, when the network still owned the Red and Blue networks.

Mr. Yoder succeeds John W. Elwood, another NBC veteran, who retired as KNBC general manager effective last Oct. 15. His appointment is effective Jan. 1.

Mr. Yoder became general manager of KOA in 1939 after managing the two San Francisco properties for two years. He served in the Navy during World War II with the rank of lieutenant commander.

Fol'ows Kopf Transfer

The shift of Mr. Yoder to San Francisco is the second replacement for management of an NBC owned-and-operated station within a fortnight. Harry C. Kopf, a week before, was transferred from vice president in charge of radio network sales to be vice president in charge of the Central Division, a position including management of WMAQ Chicago, to succeed I. E. (Chic) Showerman [BROADCASTING • TELECASTING, Dec. 4]. Mr. Showerman left the network to join Free & Peters as chief of television.

A third station management appointment, created by Mr. Yoder's leaving KOA, now must be made. At week's end no KOA manager had been selected.



Mr. YODER

GRANGE ATTACK

Calls NARBA 'Injustice'

FIRST mention in Congress of the new NARBA pact signed in November was a blistering attack on the agreement by the National Grange. The resolution, adopted unanimously by the Grange at its annual meeting Nov. 17 in Minneapolis [BROADCASTING • TELECASTING, Nov. 20], was entered in the Dec. 1 *Congressional Record* by Sen. Irving Ives (R-N. Y.).

Labeling the treaty "a gross injustice to the rural families of the U. S.," the Grange resolution charged the treaty's clear-channel concessions to other countries would cause interference to U. S. clear-channel service to farm listeners.

The resolution, which instructs the Grange's Washington office to oppose Senate ratification of the treaty, pointed out that it would "preclude at least on a number of clear-channels the only means of improving rural radio coverage, namely through use of adequate power on clear-channel stations. . ."

The new five-year North American Regional Broadcasting Agreement must be ratified by the Senate before it can become part of the U. S. policy.

'AMOS 'N' ANDY'

Rexall Sets Sponsorship

NEGOTIATIONS were completed last Monday for the Rexall Drug Co. *Amos 'n' Andy* contract calling for sponsorship of the CBS comedy show by the drug company starting Jan. 7 for 23 weeks [BROADCASTING • TELECASTING. Nov. 13, 6]. Program will continue to be heard at present time, Sunday, 7:30-8 p.m. (EST). Last broadcast under the current sponsor, Lever Bros., is Dec. 31.

According to terms of the contract, Rexall has been given first refusal rights on the show for the fall season. No provisions are included for television rights to the comedy team, according to an executive of the Rexall agency, BBDO, Los Angeles.

The drug company wound up its sponsorship of NBC *Richard Diamond, Private Detective* Dec. 6. As yet it has no plans for a summer show to follow the last *Amos 'n' Andy* broadcast June 10.

Critics Awards

SECOND annual Author Meets the Critics Awards for the work of outstanding American writers, of the best work of fiction of the year and the best work on non-fiction, will be announced on *Author Meets the Critics*, Jan. 28 on ABC, Martin Stone, producer, has revealed. The awards consist of two national literary prizes to the authors. Approximately 126 critics throughout the country participated in the selection of the winning authors.

TAPE RECORDING EXPANDS

Survey Finds 95% of Stations Covered Have Equipment

TAPE RECORDING equipment is now owned by 95% of the stations responding to a BBDO questionnaire, and sound recording tape may eventually be used for commercials, open-end shows and transcription libraries. These facts were found in a survey of 1,125 station engineers, 56% of those contacted, and reported by Minnesota Mining & Mfg. Co.

Stations with tape equipment average 2½ units per outlet. Of those which do not have tape equipment, 86% reportedly plan to acquire such equipment. Open-end shows on tape reportedly could be handled by 90% of the stations—using two playback units and leader and timing tape. Commercials could be handled on the same equipment at 80% of the stations and 78% said they could use a music library on the same basis.

Recommended Speed

Speed of 7½ inches-per-second for a tape library service was recommended by 79% of the station engineers reporting. Direct tape-to-air broadcasts were the practice at 54% of the stations while 44% said they sometimes put tape recorded material on a disc before broadcasting.

Among the various uses reported for tape recording equipment were the following: Delayed broadcasts, 97%; remote pickup, 95%; show building, 55%; sound effects, 28%; auditions, 28%. Economies of tape recording were voiced by 88% of the engineers who replied.

Commenting on the increased use of tape recording equipment in the radio industry, R. J. Gavin, sales manager for Scotch brand sound recording tape at Minnesota Mining & Mfg. Co., said: "This doesn't mean that tomorrow the radio stations will all switch to tape for their commercials and open-end shows and transcription libraries. But it does indicate that more than three-fourths of the stations already have the equipment to do it and that most of the rest of them plan to get the equipment. That in itself is significant, we believe."

ELECT CONDON

Heads Okla. AP Radiomen

GLENN CONDON, KRMG Tulsa news editor, was elected president of the Oklahoma AP Broadcasters at the organization's November meeting at Oklahoma City's Biltmore Hotel, it has been announced.

Principal speaker at the meeting, Oliver Gramling, assistant general manager of the AP, discussed "History of AP Radio to Date." Stuart Harrell, head of Oklahoma U.'s school of journalism, announced the university is publishing a pronunciation glossary of Oklahoma state place-names at the suggestion of Mr. Condon. M. H. Bonebrake, KOCY Oklahoma City manager, presided.

HERE'S A SHOW WITH APPEAL . . .



Listeners demanded this show. Al Ross does such a splendid job on his morning show . . . that he's become a "must" on every time-buyers list. He has a unique way of selling with dubbed-in voices of famous radio personalities . . . that really "wows em". We get request after request for more and more of Al . . . So we planned the Al Ross Supper Club. Put Al to work for you . . . he'll do a great sales job.

RADIO BALTIMORE

WBAL

Maryland's Only 50,000 Watt Station

Nationally Represented by Edward Petry and Co.

CANADA REGIONAL

Form CCBA Ontario, Quebec

ONTARIO and English-language stations of Quebec formed the Central Canada Broadcasters Assn. at Toronto on Dec. 3 at a one-day meeting at the Royal York Hotel [BROADCASTING • TELECASTING, Dec. 4]. About 40 broadcasting station personnel attended the session.

Ralph Snelgrove, CKBB Barrie, was elected president; Lyman Potts, CKOC Hamilton, vice president, and Tom Quigley, CFCF Montreal, secretary-treasurer. Mr. Snelgrove is a past chairman of the board of the Canadian Assn. of Broadcasters. Both Messrs. Potts and Quigley are production men on their stations, reportedly the first time that men not owners or managers of stations have been elected to office of Canadian regional associations.

A report was given on the Canadian copyright situation by J. T. Allard, CAB general manager, and Harold Moon, assistant Canadian general manager of BMI Canada, Ltd., Toronto. Withdrawal by the French music society of its request for a separate copyright tariff, which had recently been requested of the Canadian Copyright Appeal Board, was reported. Mr. Moon urged Canadian stations to promote BMI Canadian tunes, which the stations, as owners of BMI Canada Ltd., own. Discussion on various aspects of the copyright situation was lengthy.

A report on CAB activities since the annual meeting last February at Niagara Falls was made by William Burgoyne, CKTB St. Catherines, a small stations directors of the CAB. He stated that CAB directors have under consideration a Canadian version of the sales film "Lightning That Talks." A report on the preparations and appearances before the Royal Commission on Arts, Letters and Sciences at Ottawa, was made, and stations were urged to keep the subject of their operations before the public and business groups in the interest of free enterprise in radio broadcasting.

Mr. Burgoyne stated that as a result of meetings with Quebec French-language stations, a sales office with French-speaking staff will be added to the CAB sales director's staff at Toronto. While only about half the 25 French-language stations now belong to the CAB, the move for a French sales staff at Toronto is expected to bring the remaining French-language station into the CAB.

Gillin Award Plans

The John J. Gillin Jr. Memorial award was reported on by both Mr. Burgoyne and Bill Cranston, CKOC Hamilton, chairman of the committee. The first award is to be made to a Canadian station for its public service activities in 1950 at the February CAB meeting at Quebec, with a plaque to be hung at the winning station for the year, and a clock-barometer to be presented to each winning station as a permanent award.

Also reported by Mr. Burgoyne were CAB participation at NARBA, CAB public relations, wired radio developments at Montreal, civil defense developments, and safety measures for transmitter engineers.

Afternoon session of the meeting included election of three directors from the newly formed CCBA to the 1951 CAB board. Those elected to represent the Ontario and Quebec English-language were Harry Sedgwick, CFRB Toronto; Murray Brown, CFPL London, and Mr. Burgoyne.

Most of afternoon session was devoted to a showing of the newly developed radio versus newspaper circulation figures of Pat Freeman, CAB sales director. With charts, he showed how Bureau of Broadcast Measurement's latest survey figures showed radio stations far ahead in circulation over daily newspapers, week-end papers and magazines, for which Audit Bureau of Circulation figures were used. Detailed charts were shown for each province and also for regional areas.

Rates Compared

The first of a new series of charts, a by-product of Mr. Freeman's circulation estimates, was one showing BBM figures and hourly rates for Canadian stations, in comparison with Broadcast Measurement Bureau figures and hourly rates of a few representative U. S. stations. American stations charged about 100% higher rates than Canadian stations in same "radio circulation" groups, it was reported.

From these charts, Mr. Freeman pointed out to the Central Canadian broadcasters that generally Canadian stations had an inferiority complex as far as rates for their services were concerned, comparing their circulation with newspapers in their areas. He urged gradual eliminating of bulk buying discounts, re-examination of time classifications, frequency discounts and then perhaps upping rates to compensate for present low rates in comparison to circulation.

He reported that the CBC board of governors at a recent informa showing of these same charts had been duly impressed at the low rates charged by stations.

Mr. Sedgwick wound up the discussion following Mr. Freeman's presentation by saying that if Canadian stations were to charge more they should also put more money into public service programs and activities.

A vote of thanks to Mr. Sedgwick for his many years of guidance and work for the Canadian broadcasting industry was given by members. Attending were:

Jim Allard, CAB Ottawa; Gordon Archibald, CHOV Pembroke; Jack Beardall, CFOC Chatham; S. Brownlee Toronto; Bill Bennett, All-Canada Radio Facilities, Toronto; Murray Brown CFPL London; Ruth Beattie, CAI Toronto; William Burgoyne, CKTB St Catherines; Keith Chase, CFPL London; Al Collins, CKLB Oshawa; William Cranston, CKOC Hamilton; Arthur Dupont, CJAD Montreal; Jack Davidson, CKGB Timmins; Pat Freeman CAB Toronto; Waldo Holden, CFRB Toronto; Foster Hewitt, CKFH Toronto A. M. Haig, CJBQ Belleville; Bob Lee CHUM Toronto; Bill Mitchell and Ross McCreath, All-Canada Radio Facilities Toronto.

L. Metcalf, CJOY Guelph; Ken Marsden, CFRB Toronto; James Montagnes BROADCASTING • TELECASTING Toronto; Harold Moon, BMI Canada Ltd., Toronto; Lyman Potts, CKOC Hamilton; Tom Quigley, CFCF Montreal; Ken Soble, CHML Hamilton; Lee Smith, CKFH Toronto; Horace Stovin H. Stovin & Co., Toronto; Bill Stovin CJBQ Belleville; Harry Sedgwick CFRB Toronto; Leigh Stubbs, CHUM Toronto; William Slatter, CJOY Guelph Ralph Snelgrove, CKBB Barrie; Jack Slatter, Radio Representatives Ltd. Toronto; Doug Trowles, CFPL London C. Wingrove, CKTB St. Catherines Bill Valentine, CFRB Toronto; and Lloyd Westmoreland, CKOC Hamilton

KSIL Lights Way

QUICK action by KSIL Silver City, N. M., was credited with averting an airplane crash there last week. Pilot Wesley Hammond of Claypool, Ariz., tried to turn on his lights while flying over Silver City and found them out or order. He buzzed the city and surrounding territory to attract attention. Jim Duncan, program director at KSIL, noticed the plane flying dangerously close to the KSIL tower and phoned the sheriff's office for information. The sheriff requested KSIL to send out appeals for private cars to proceed to the nearest airstrip at Hurley, N. M., more than 15 miles away, to provide emergency lighting for the landing. KSIL interrupted its CBS program three times with the appeal, and approximately 1,500 autos responded.

Something Every Sales Manager Should Know —

A Station Is Known by the Audience It KEEPS!

A long time ago KRNT, DES MOINES, got the audience. A close friendship was established that remains loyal and unbroken. The Hoopers show that, and they also show that KRNT continues to add to its immense family of listeners.

Any advertiser who insists upon a successful radio campaign in the rich, ripe and ready CENTRAL IOWA market MUST call on KRNT to get the job done.

To substantiate that fact, KRNT has scores of success stores or — take a look at the C. E. Hooper Audience Index, Des Moines, city zone, for May-thru-September, 1950. You'll see —

KRNT LEADS IN EVERY TIME PERIOD!

And... That's Something Every Sales Manager Should Know!

KRNT

DES MOINES — THE REGISTER AND TRIBUNE STATION
REPRESENTED BY THE KATZ AGENCY

The station with the fabulous personalities and the astronomical Hoopers

HONEST ANSWERS

to Akron's "fouled-up" listening survey:

In less than a year, WCUE—Akron's only independent station—has made the network outlets in the Rubber City sit up and take notice. Such notice, in fact, that even audience surveys have, apparently, to be "Hypoed" to keep the facts of radio listenership from being known.

With all due respect to audience surveys, we believe you are entitled to honest answers to the following questions before you can evaluate the current Akron Survey.

ARE ALL STATIONS IN AKRON SUBSCRIBING TO THE SURVEY?

No. WCUE has withdrawn its support because we do not believe the survey, under present conditions, can accurately measure the listening preferences of Akron area residents.

WHY DOESN'T THE SURVEY ACCURATELY MEASURE LISTENERSHIP?

We believe high pressure telephone promotions now being conducted by two of the network outlets in Akron, awarding prizes up to $1000.00, will make accurate measurement impossible. *Especially* since winning a prize is dependent on the listener referring to the station's call letters when called.

HOW DID THIS SURVEY GET STARTED?

Not long ago, WCUE and other Akron stations asked an audience survey firm to make an October-through-April survey in the area. As soon as arrangements were completed, these 2 network outlets started their high pressure telephone promotions. WCUE spotted the joker and immediately withdrew its support. But the network affiliates had the survey continued.

WHEN WILL ACCURATE AUDIENCE SURVEY FIGURES BE AVAILABLE?

WCUE hopes they will be available soon. After the hypodermic effect of the promotions wears off, WCUE will be happy to join in an area-wide survey, which, we believe, will accurately measure listenership.



WHY ARE SOME STATIONS AFRAID OF AN UNBIASED SURVEY?

We don't know. But the fact that they apparently are, is pretty good evidence that WCUE has become a major factor in the Akron market. . . . a factor they wish you didn't know. . .but a factor which everybody in Akron knows gets the most results for the most advertisers.

Akron Ohio's only Independent Station

Wcue

SEE YOUR FORJOE MAN FOR DETAILS

SERVICE ROLE

Stressed by Mickelson

A STRONG commercial television industry will be able to provide invaluable service in the troublesome days ahead just as radio developed commercially, Sig Mickelson, CBS public affairs director, told the Washington Ad Club Dec. 5. Industry, agencies and TV must cooperate in bringing information and interpretation to the nation, he said.

Commercialism is no index of TV's contribution to the public, he said, pointing to flaws in arguments of those who criticize advertising support. TV is a popular target, especially for people who don't own sets, he said.

Cites Costs, Restrictions

Costs are fantastic, Mr. Mickelson declared, with income to networks restricted by the number of one-station markets and programs really can't reach large hookups because of the lack of stations. No private industry ever had so heavy a burden of government regulation, he contended.

CBS will bring out a new public service show Jan. 7, titled *The Facts We Face*, he said. The program will interpret specific facts in the whole national crisis, informing the public on the need for sacrifice. Government leaders will explain what they are trying to do.

Mr. Mickelson prefaced his talk with a gloomy look at the nation's present state, quoting a Washington official who was said to have predicted the chances are 50-50 that within a few years America's youth will be enslaved. He is an ex-president of National Assn. of Radio News Directors.



CONGRATULATING the hostess of the *Ann Sterling Show* for her 4,000th consecutive broadcast on KJR Seattle are these station executives (l to r): Standing, Roland Bradley, program director; Maitland Jordan, national sales manager; J. Archie Morton, station manager; seated, Charles Herring, announcer; Miss Sterling, and Carl Person, writer of the show. Guests on the program recounted background of the show and outlined the manner in which it is put together.

PHILCO SALES

Defense Gets Bigger Part

PHILCO Corp. has $60 million in defense orders, and sales of all products for 1950 will reach $335 million "and might go to $345 million."

These predictions have been made by William Balderston, Philco president, who sees 1951 shaping up something like this: The first quarter will be "pretty satisfactory" for the company, the second quarter will be devoted mostly to conversion while the third and fourth quarters will receive the benefits of an increased rate of government billings.

Philco has declared a quarterly dividend of 80¢ per share on common stock and stockholders have approved a 2-1 split of company stock and also an ownership plan providing options and reservation of shares for key personnel [BROADCASTING • TELECASTING, Dec. 4].

Contented Cows

CONTENTED cows apparently are more than just an empty phrase in Cologne, Minn., and one reason may be the farm program aired by WCCO Minneapolis-St. Paul. Larry Haeg, WCCO farm director, received a letter from Clifford Johnson who complained his cows were restless and "reluctant" at milking time. He wrote: " . . . I didn't know what had come over them until . . . you came back on the air. The cows lifted their ears and started chewing their cud and the milk just drooled out. So as a farm program I think yours is tops."

TAPE DEBATE

NBC Phone Recording Pl

WITH the help of long dista telephone service and two tape corders, NBC broadcast a deb Saturday, Nov. 25, between E Considine, syndicated newspa columnist, and Frank Scully, aut of a controversial book on fly saucers.

Mr. Considine was in Chic attending the convention of N tional Assn. of Radio News Dir tors, and Mr. Scully was at home in Hollywood at the time recordings were made. The deb was particularly timely beca Mr. Considine had recently writ a series of articles based on int views with high Air Force offici who reportedly refuted the Scu views on flying saucers.

The two men held their deb by telephone while tape recor microphones at each end pic up the conversation. The tape corders were not hooked up to telephone circuit. After the deba both tapes were flown to New Y and dubbed together. NBC Ne and Special Events Manager Meyers said the scheme provi higher quality reproduction th the usual method of "telepho beeper recording." The idea using the tape recorders at b ends and dubbing the tapes gether for the broadcast was s gested by John Cooper, INS ra director, after the original plan having Mr. Scully fly to Chica for a face-to-face debate was vet by his doctors.

WLEX LABOR CASE

Examiner Sustains Uni

COMPLAINT by IBEW (AF Local 1224 that Central Kentuc Broadcasting Co. Inc., licensee WLEX Lexington, Ky., had gaged in certain "unfair la practices" was sustained in an termediate report released by National Labor Relations Bo examiner Dec. 2.

Lloyd Buchanan, NLRB tr examiner, recommended that station "cease and desist from terrogating employes" with resp to their union activities, and re state four technician-engineer staffmen who, he said, were d missed without good cause.

WLEX denied the allegations to "unfair labor practices," a asserted the men were discharg because they were incapable of p forming the prescribed duti Complaint was filed Aug. 28 a hearing was held in Lexington O 17-20. Station has 20 working da from date of order to reply to t recommended order.

WNYC New York and Seymour Siegel, director of station, have b cited by New York Tuberculosis a Health Assn. and New York Acade of Medicine, for 15 years of continu broadcasting of health information citizens of New York, through p gram, *Good Health To You*, W 10:30 a.m.

Promotionwise

There's ALWAYS Something Going On at WSYR

Without a penny of added cost to the advertiser, WSYR's radio shows get the full promotion treatment:

- 18,073 lines of newspaper advertising each month
- Full schedule of courtesy announcements
- Lots of direct mail
- Frequent contests and other publicity stunts
- Merchandising counsel and service

You want your program to be heard, don't you? So—you put it on WSYR

WSYR ACUSE

AM • FM • TV

The Only COMPLETE Broadcast Institution in Central New York

NBC Affiliate • Headley-Reed, National Representatives

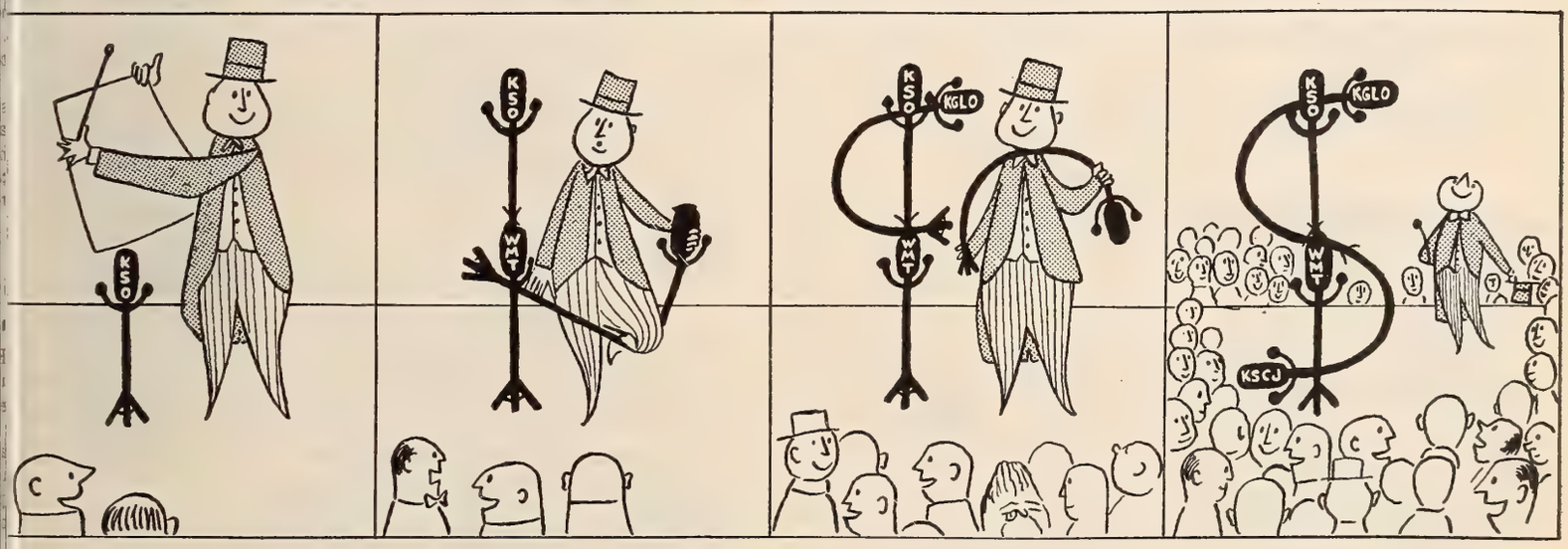
IN IOWA
You get far more with the CBS Four

And it'll cost you *less.*

If you're interested in economical coverage of four of Iowa's richest markets—you'll find it pays to put your sales story on the four CBS *hometown* stations in these cities . . . KSO Des Moines, WMT Cedar Rapids, KGLO Mason City and KSCJ Sioux City.

For within the home counties of these stations, their combined BMB weekly audience is 29% greater than the audience of any other single station. Yet their combined cost for spot announcements is less!

What's more, the CBS Four command an average "inside" share of audience of 46.2—250% greater than that of any other single station.



There are at least two reasons for this overwhelming preference: the intense loyalty which listeners have for their own *hometown* stations . . . and the solid schedule of CBS stars and favorite local personalities programmed by the *CBS Four* throughout the week. To sell your product in the important metropolitan centers of Iowa, get in touch with the four stations listed below, or their national representatives. You'll find you get more with the *CBS Four* . . .

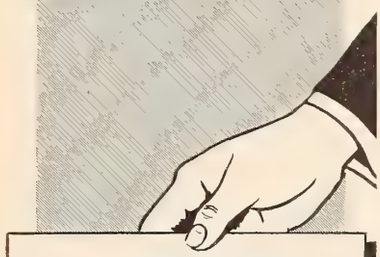
All sources on request

KSO
Des Moines
Represented by
Petry

WMT
Cedar Rapids
Represented by
Katz

KGLO
Mason City
Represented by
Weed

KSCJ
Sioux City
Represented by
Hollingbery

IN NORTH CAROLINA
WSJS
DELIVERS

A 15 COUNTY MARKET
With Over
12,521,000* DRUG SALES
*Sales Management 1950
Survey of Buying Power
MORE VALUE
FOR YOUR
ADVERTISING
DOLLAR
WSJS
The Journal Sentinel Station
AM-FM
WINSTON-SALEM
NBC Affiliate
Represented by:
HEADLEY-REED CO.

Sound Radio Alert

(Continued from page 19)

ant to Chairman Stuart Symington, picked out the newsmen. Here is his message.

Enormous responsibility falls upon the radio newsman in such a crisis as now confronts the United States. He is the main link between the government and the people. The degree of success of the government's efforts to make this nation secure depends upon the awareness of the people. Whether that support is forthcoming depends upon how well the public understands what is being done on its behalf.

The radio newsman should be especially esteemed in time of national danger. . . . The awareness and understandings he engenders in his listeners will enable them to take steps to ward off danger that threaten. . . .

How and what the governments—and this includes federal, state, county and municipal—are doing in this direction is the business of the people who are governed. Newsmen can fulfill no more important function than to convey to the public the truth about the need for action and about the progress of this gigantic effort."

Description of Network

Mr. Heslep described in some detail the operation of the New York-New Jersey emergency network, actually three networks linked as a unit to disseminate information. Stations will maintain monitors for specified transmitters, the assumption being that telephone lines will be out of commission. Test transmissions are planned.

Careful planning and programming of public service campaigns will be necessary, according to Mr. Heslep, who proposed some could be set up to invite institutional sponsors. He predicted acute shortages will bring drives to conserve scarce materials, recruit labor and otherwise aid the defense effort.

Then he warned: "If either the government or private industry decides that paid advertising is needed to put across a particular program, be sure radio gets its just allotment of funds." He said the Advertising Council has not yet had many government requests for help, but anticipates they may come in deluges.

Uses Example

As an example of a sponsored campaign he recalled a statement made to the Alabama Broadcasters Assn. by Stanley Field, chief, Radio Production Section, of the Radio-Television Branch, Dept. of Defense. Mr. Field had told the Alabama group:

Recognizing that radio is a major advertising medium especially adapted for recruiting service needs because of its flexibility, the Recruiting Service has—in addition to its public service material—engaged in paid time activities.

Between May 15 and Aug. 15 of this year, the Recruiting Service spent $300,000 with over 1,500 radio stations across the country in three different campaigns. This fall, the Recruiting Service again purchased the Saturday football broadcasts over ABC for the U. S. Air Force Procurement program.

Recently, when some discussion arose over allocation of Recruiting Service funds between the various media, the NAB and the Broadcast Advertising Bureau expressed official satisfaction with the radio advertising policies and said that radio was receiving its fair share.

The radio industry can be assured of getting a fair share of recruiting money. The majority of the funds expended in radio will be for the purchase of time. The six local Army headquarters have been advised to devote 50% of their funds for purchase of radio time.

As to censorship, Mr. Heslep said: "If war comes, some kind of censorship will be needed. With pardonable pride and prejudice perhaps, I urge broadcasters to insist on voluntary censorship of domestic broadcasting, supervised by a civilian agency reporting direct to the President and staffed with top men drawn right from the editorial rooms and wire services of the nation's press and from the network and station newsrooms of American radio and television."

Cites Book

He cited the book *Weapon of Silence* by Ted Koop, CBS Washington news and public affairs director and ex-Office of Censorship official, as one which finds skepticism and cynicism in some circles over the "magnificent job of voluntary censorship turned in by press and radio in the last war."

Suggesting the armed services didn't have manpower to set up a workable field censorship in th Korean war, Mr. Heslep contende that "on the broader plane th protection of freedom of expressio is perhaps your most vital role i the defense effort."

The whole defense problem ca be broken down into two broa categories, he declared—prepare ness and participation. Under pr paredness he listed station r sources, physical plant, newsroon manpower shortages, plant prote tion, security obligations and mu tual aid through good organiza tions. The salesman is one of th keys "to how good a job your sta tion is going to do in the servic of your country," he said, advoca ing "hard, aggressive selling t increase the gross revenue."

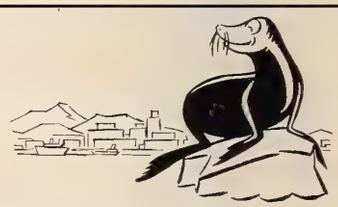
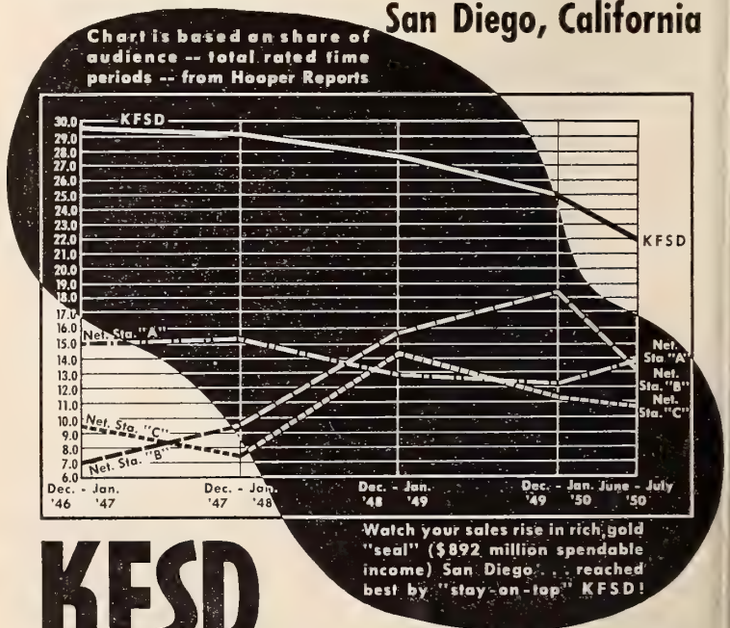
Urges Checking

Nobody will make a lot of mone running a TV or radio station i this emergency, he reminded in no ing that the tax bill now befor Congress "is only the first." Thu he added, "the time seller is o the front line in the defense effort.

Mr. Heslep referred to the recen storms as dramatizing the urgenc of checking up on towers, tube sup ply, secondary and auxiliar sources of power. "The storm em ergency was a good preview o things that might come," he said.

Provision likely will be made b National Production Authority fo production and distribution o maintenance parts, Mr. Heslep sai

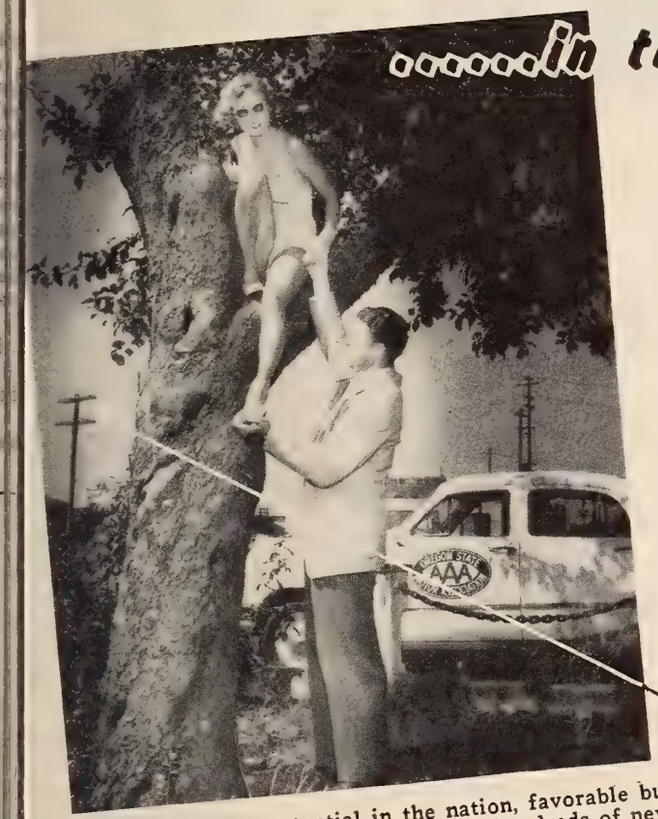
(Continued on page 46)

STAY
ON TOP
With KFSD

5000 Watts - More "Air" Power For More Sales Power Reaching More Buying Power in
San Diego, California
Chart is based on share of audience -- total rated time periods -- from Hooper Reports


Watch your sales rise in rich, gold "seal" ($892 million spendable income) San Diego . . . reached best by "stay-on-top" KFSD!
KFSD
NBC
The ONLY 5000 watt Day and Night Station in San Diego . . . Dial 600
Represented Nationally by PAUL H. RAYMER CO.
BOSTON • CHICAGO • DETROIT • LOS ANGELES • NEW YORK • SAN FRANCISCO

the TOUR-TEST proves

KGW THE ONLY STATION- WHICH GIVES THE ADVERTISER COMPREHENSIVE COVERAGE ..... in the OREGON MARKET



The greatest power potential in the nation, favorable building sites and a skilled labor supply have attracted hundreds of new industries to the KGW market area since the end of World War II. Typical of the steady growth of the great Northwest is Vancouver, Washington, effectively blanketed by KGW's COMPREHENSIVE COVERAGE through the greater efficiency of KGW's lower 620 frequency. This has been proven by an authentic Tour-Test, made in cooperation with the Oregon State Motor Association, and witnessed by A. R. Nieman, president of Vancouver's Chamber of Commerce. Above he gallantly assists "Miss KGW of 1950" from Vancouver's historic apple tree, first to be planted in the Northwest Territory. Depend for delivery of this rich area on the COMPREHENSIVE COVERAGE of KGW.

BROADCAST MEASUREMENT BUREAU SURVEYS PROVE KGW's LEADERSHIP

Actual engineering tests have proved that KGW's efficient 620 frequency provides a greater coverage area and reaches more radio families than any other Portland radio station *regardless of power.* BMB surveys bear out this fact. KGW is beamed to cover the population concentration of Oregon's Willamette Valley and Southwestern Washington.

TOTAL BMB FAMILIES
(From 1949 BMB Survey)



DAYTIME

KGW	350,030
Station B	337,330
Station C	295,470
Station D	192,630

NIGHTTIME

KGW	367,370
Station B	350,820
Station C	307,970
Station D	205,440

This chart, compiled from official, half-milivolt contour maps filed with the FCC in Washington, D.C., or from field intensity surveys, tells the story of KGW's COMPREHENSIVE COVERAGE of the fastest-growing market in the nation.

KGW

NBC AFFILIATE

PORTLAND, OREGON

ON THE EFFICIENT 620 FREQUENCY

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

for
SENSATIONAL RESULTS
"MARTHA'S CUPBOARD"



(featuring Martha Bohlsen)
with the
Hard-Selling, 4-Way
WOW
FEATURE FOODS
Merchandising Plan

Now Available To Advertisers Of Acceptable, Non-Competing Products Sold in

FOOD STORES

- Minimum Contract . . . 2 Participations Per Week For 13 weeks.
- Rate Per Participation: $46.75 (5% off for 4 or 5, 10% off for 6 Participations per week.)

DON'T DELAY
Get Full Information Now

RADIO
WOW
SALES

Insurance Bldg., Omaha
Telephone WEbster 3400
Frank P. Fogarty, Gen'l. Mgr.
Lyle DeMoss, Ass't. Gen'l. Mgr.
or
ANY JOHN BLAIR OFFICE

WAZL'S ORIENTATION

Joins With Advertiser in Two-Day Event



Speakers table includes (l to r) Mr. Evans of U. S. Steel; Mr. Diehm (standing); Mr. Clem of NBC; Mr. Luce of J. Walter Thompson; Chauncey Davis, executive secretary, and Allan Holman, president, Hazleton Chamber of Commerce.

* * *

THE THREE A's of good business, as fashioned by WAZL Hazleton, Pa.— anything, anytime and anywhere—were served to its advertisers, the proven and the potential, in between a round-robin of feast and festivities.

WAZL's message of what national advertisers do on radio to help the local sponsor was pointed up during a series of breakfasts and luncheons this fall. Particular emphasis was placed on the local effects of national shows. As an affiliate of both NBC and MBS, WAZL cited shows broadcast nationally by those networks.

In a tie-in, guests were given an insight into the radio public relations job successfully aired by national firms. Programs given attention included the *United States Steel Hour*, the *Bell Telephone Hour* and the *Railroad Hour*, all carried by WAZL.

Poster Display

Poster displays "on location" carried the theme along by thumbnailing all current national and local advertisers represented on the station's program schedule. Old sponsors, such as Bright's Department Store of Lansford, Pa., and Jere Woodring Hardware of Hazleton, were given extra space.

The two-day project got off to a start with a breakfast for Hazleton merchants at Genetti's Ballroom. Ham and eggs were followed by an "on the scene" broadcast of a local program, distribution of gifts to every guest, and showing of the industry's documentary film, "Lightning That Sells." Vic Diehm, WAZL general manager, rounded up radio's story and introduced visiting dignitaries.

Those attending included: Robert Evans, assistant director of public relations, U. S. Steel; Clyde Clem, NBC promotion; James Luce, J. Walter Thompson; Phil O'Neill and Bill Kelly, Crolly Advertising; Pauline Lacey, Pauline Lacey Advertising; R. H. Levy Jr., Kingston Cake Co.; Earl Wise Jr., secretary-treasurer, and Percy Wilson, advertising manager, Wise Potato Chip Co., and Edward Bachman, Lynn-Fieldhouse Advertising.

Cocktails and luncheon were served to advertising merchants of WLTR Bloomsburg, Pa., at the city's Magee Museum. Mr. Diehm has been acting as consulting adviser to the station, which was served with the WAZL triple A venture. WAZL executives report "Lightning" struck thrice there to spark new accounts for WLTR that afternoon.

Luncheon

At noon the next day, the WAZL traveling promotion group gathered at the Old Company's Club in Lansford for a luncheon for benefit of WAZL's Lansford, Coaldale, Tamaqua, Mauch Chunk and Leighton advertisers. The documentary film was shown once again, followed by a tour of Bright's store.

WAZL reports the food good, the film friends, old and new, were refreshing and the results satisfying in its two-day goodwill promotion.

Truman-Attlee

RECOGNIZING the great role of electronics and other production in mobilization, President Truman and Prime Minister Clement Attlee of Great Britain in a joint statement last Wednesday both called attention to the problem of raw material shortages in discussions on defense efforts. The two high officials agreed that "vigorous efforts should be made to increase production and to assure the most effective use of the limited supplies available." They referred to raw materials and finished goods for defense.

Sound Radio Alert

(Continued from page 44)

on basis of a statement by James D. Secrest, general manager of Radio-Television Mfrs. Assn.

Importance of capable staffing in the newsroom was emphasized by Mr. Heslep. He said a labor shortage may show up in the technical end of broadcasting, proposing use of "womanpower." He quoted Chairman Wayne Coy, of the FCC, as saying:

During World War II, when the shortage of qualified operators became acute, the Commission temporarily, and as emergency measure, relaxed its requirements concerning classes of operators for broadcasting stations. This relaxation was terminated about the middle of 1946.

In the present situation, the Commission is keeping itself informed with regard to the availability of qualified operators and will work in close cooperation with other federal agencies and defense authorities.

The FCC will, of course, take any steps that seem advisable to maintain American broadcasting as an efficient instrument in the preparedness program.

Robert K. Richards, NAB public affairs director, suggested to Mr. Heslep that management schedule a series of "know your station" clinics.

Munitions Board ideas on plant protection were recited by Mr. Heslep, who stressed the need for "security consciousness." He quoted an editorial from BROADCASTING • TELECASTING calling for vigilance, wisdom and caution on the part of radio and TV.

Such agencies as NAB, Television Broadcasters Assn., National Assn. of Radio News Editors, Assn. of Radio News Analysts and other professional groups, including state associations, should strengthen for mutual aid and protection, he said. He reminded that the Broadcasters Advisory Council, under NAB President Justin Miller, is ready for service and the Advertising Council is serving as a "peacetime OWI" in screening for agencies and network all requests for media assistance.

MONROE ELECTED

Heads Mo. AP Radiomen

JIM MONROE, news director of KCMO Kansas City, was elected chairman of the Missouri Assn. of Associated Press Broadcasters at the annual meeting in Jefferson City, Mo., Nov. 26. He succeeds Bruce Barrington, KXOK St. Louis. Sam Burk, director of KIRX Kirksville, was elected vice chairman.

Speakers at the meeting included Oliver Gramling, assistant general manager of Associated Press; J. R. Lloyd, head of Kansas City District forecast center of Weather Bureau; and Merrill Chilcote, managing editor of the *St. Joseph News-Press* and chairman of the Missouri Associated Press.

Committees of the association presented reports on general news service, regional news report, sports, markets and weather to the representatives of 14 AP member stations attending the meeting.

CLEVELAND'S *Chief* STATION • WJW • CLEVELAND'S *Strongest* SIGNAL • WJW • CLEVELAND'S *Chief* STATION



WJW

is pleased to announce

the appointment of

H-R Representatives, Inc.

as National Representatives

Effective January 1, 1951

BILL O'NEIL
PRESIDENT

CLEVELAND'S *Chief* STATION

WJW

5000 W.
WJW BUILDING

BASIC ABC
CLEVELAND 15, OHIO

CLEVELAND'S *Strongest* SIGNAL • WJW • CLEVELAND'S *Chief* STATION • WJW • CLEVELAND'S *Strongest* SIGNAL • WJW • CLEVELAND'S *Chief* STATION

editorial

Color-Blindness

LAST WEEK RCA demonstrated the improvements it has made in its compatible, all-electronic color television system during the past six months. They were, we think, significant.

Absent from the demonstrations was FCC, storm center of the whole current color controversy. RCA, understandably, did not formally invite the Commission because of the pendency of its litigation against adoption of the incompatible CBS system, but said it would do so when the litigation is over.

Without attempting to compare the merits of the RCA system as it now stands and the CBS system as approved by FCC, we would like to suggest, respectfully, that the Commission should see the advances which RCA has made. It should see them as soon as possible. Whether seeing them would in any way affect the decision which has already been made, we do not know.

The fact remains that a part of FCC's duty is to keep itself abreast of the arts it regulates. No technicality, in our mind, should deter the performance of that duty. We think the Commission itself will agree that any time it spends in looking at RCA's developments will be time spent constructively.

Fantasy in Wartime

IF BY SOME magic, Marconi or Conrad should return to this moral, bewildered world and behold what is transpiring in the arts they created, they might well wonder whether it was worth it all.

On Capitol Hill, they would see a lame duck Congressman, perhaps embittered because he lost his seat, plumping for a ban on newspaper ownership of stations—that is, future ownership. And they would find that this issue, settled nearly a decade ago by the Supreme Court, still retains support among many in public life, who apparently have forgotten the precepts and teachings of the Founding Fathers.

And at the FCC, they would find a lady Commissioner battling with Amazonian fury for the reservation of scarce TV facilities for a hastily organized group of educators who evidently wouldn't know what they would do with them if allocated.

These happen to be just a pair of the issues that long ago were settled by Congress and by the courts. On the one hand, Ohio Congressman Huber wants to make of newspaper owners second-class citizens by denying any new authorizations to anyone connected with the medium. It's the equivalent of saying that no men with blond hair henceforth shall be permitted to enter law or medicine, or drive an automobile.

And on the other hand, Comr. Hennock reaches emotional heights in protesting any one who will even question the right of the schools to preempt at least one VHF channel in each metropolitan area, one in each educational center (whatever that is) and 25% of the unallocated UHF spectrum. Instead of following established procedures whereby all comers compete on equal footing, she would make of all save the educators second-class citizens. She would hold facilities for perhaps 30 years to accommodate the anticipated desires of the pedagogical men who aren't there. It was just 30 years ago that radio was born.

Madam Commissioner, who has demonstrated in her two years on the FCC that she is an able lawyer, seems to us to have gone off the deep end in her zeal to do a job for the educators. It is her *cause celebre*. A reading of the record, and of her colloquies with FCC Counsel Harry M. Plotkin, displays unrestrained emotions reminiscent of the days when James Lawrence Fly ran the FCC. For the first time in the 11 years that Mr. Plotkin has been an FCC lawyer, we find ourselves (perhaps reluctantly) in agreement with him. He simply sought the right to interrogate witnesses for the organized educators. Miss Hennock repeatedly stopped him short, charging that questions were "loaded."

A war is on. It involves an all-encompassing battle of ideologies. Doesn't it seem futile to indulge in such nonsense as a ban on new newspaper ownership, or "reservation" of channels 30 years hence—years that may see a revolution in our world economy and perhaps several in our mass radio communications?

AFRA Sings High

ANYONE who pays the bills for transcribed library services or for transcribed programs and announcements is entitled to holler "ouch" when he hears the terms of the new AFRA-transcription contract negotiated a fortnight ago.

The contract boosts talent fees for AFRA singers on library records by about 100%.

It raises the fees for AFRA performers on transcribed programs and commercial spots by about the same amount. But the period over which any such program or commercial can be used, without additional payment of talent fees, is reduced from the former 26 weeks to 13. For every 13-weeks period beyond the original 13 weeks that such a program or commercial is used, the talent must be paid an amount equal to the original fee.

Suppose a sponsor wants to run a particular commercial for 26 weeks. He pays an original talent fee 100% bigger than he used to pay. At the end of the first 13 weeks he pays the fee again. Such a case represents a 400% increase over the former AFRA contract.

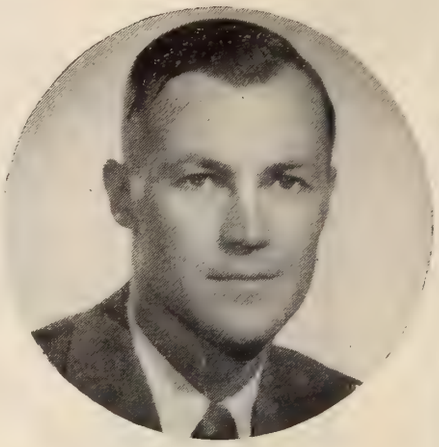
Plainly, the long-time use of any one transcribed commercial will virtually disappear. The new contract will force other economies. One will be a reduction in the number of performers per transcription. Another, which is all too possible, could be a reduction in the number of stations bought by a spot advertiser.

The new contract did not impose any limitation on the period in which library service productions can be used. But the 100% fee increase, by itself, may be enough to unsettle further what has been a somewhat unstable business recently.

Many library services have operated on thin profit margins. Any increase in their basic costs such as the AFRA pay raise is bound to complicate an already difficult situation.

Because AFRA had not had an increase in minimum transcription fees for more than four years, before the agreement of two weeks ago, it was inevitable that some raise would come about. An increase of 100%, however, is out of line with comparable rises in other labor prices in that period.

our respects to:



AUSTIN ALLEN HARRISON

AUSTIN ALLEN HARRISON'S castles in the air are no longer the nebulous dreams he once had, but have taken substance in the antenna and transmitter tower of KSWM Joplin, Mo. Now in his 31st year he has been president for five years of his own company, Air Time Inc.

Mr. Harrison got his start in radio as a transmitter technician in 1938-39. He worked as an engineer in a number of stations including KORN Fremont, KGNF North Platte and KFAB-KFOR Lincoln, Neb., and WMBD Peoria, Ill., and for NBC in Chicago. His ambition was to own his own radio station.

To realize his ambition, Austin Harrison saw that he needed a specialized education and more groundwork in his chosen field. A married man with children and holding a fulltime job, he nevertheless crammed every hour he could with further study. He studied at home

(Continued on page 58)

Static & Snow

By AWFREY QUINCY

NOW THE Voice of America says that the Russians are using Siberian wolf calls for jamming. Could it be that the Iron Curtain is penetrated by Faye Emerson on TV?

* * *

When Johnny Gillin was alive, he would send his many friends fine Nebraska corn-fed turkeys for Xmas. With the Navy influence now prevailing at WOW, we're speculating this year as to whether it's a sea-gull or an albatross, or, is there such a thing as an amphibious turkey?

* * *

The Bridgeport report indicates that UHF spelled backwards is merely a phonetic beginning of PHOOIE.

* * *

We get a chuckle out of the Canadian bureaucrat who regards our broadcasting as being so obnoxious. The planned economy lads show no remorse over a television-less Dominion which has so much appetite for television that all along its southern fringes thousands of American receivers are getting what service they can from American stations, sometimes hundreds of miles away.

"Would You Repeat That, Please?"



"I said, the Dallas-Fort Worth market shows a tremendous growth since 1940. To be exact, a 50.1* percent gain."

"In only ten years?"

"That's right. And your buying power is astounding. In relation to America's 19 major markets ranging from 500,000 to 1,000,000 in population, the Dallas-Fort Worth area is FIRST in retail sales, $1,464* per capita!"

"Thank you! ... Well, there it is. We have the facilities, the mass-media for reaching our booming market. You have the product. Put the two together and the result is SALES!"

*Standard Rate & Data—1950-51 Consumer Markets

wfaa-820 NBC, TQN—50,000 watts

wfaa-570 ABC, TQN—5,000 watts

wfaa-tv CHANNEL EIGHT—NBC, ABC and DuMONT

Martin B. Campbell, General Manager

Radio and Television Services of THE DALLAS MORNING NEWS

Edward Petry and Company Inc. **National Representatives**

Strictly Business

(Continued from page 16)

cleaner salesman. Subsequently he held several retail sales managerial jobs, including management of a Firestone Rubber Co. store in Toledo.

In 1935 the Allen Chemical Co. of Toledo decided upon a statewide campaign in Michigan over WXYZ Detroit and the Michigan network on behalf of its drug products. It employed Mr. Beeson to work with station officials on it. Following the campaign, WXYZ offered him a place in its merchandising department, where he set up wholesale and retail distribution for drugs, groceries, and hardware throughout the state.

He was restless, however, and anxious for wider experience in radio. So when WTOL Toledo went on the air early in 1937, he persuaded the manager, Mike Kent, to permit him to create, write and sell programs on a freelance basis.

In 1938 Mr. Kent resigned and Mr. Beeson was appointed to succeed him. Although the station continued to progress under Mr. Beeson's management, his restlessness returned. Finally in 1939 he moved to New York and the offices of Joseph Hershey McGillvra, a pioneer radio station representative operating in Chicago and New York. In 1941 Mr. Beeson joined Headley-Reed as a senior salesman.

Came the war, and from 1943 to 1945, he served with the infantry and combat military police in England and on the continent, returning to Headley-Reed in November 1945. Last February when the firm expanded, its owner, Frank Miller, appointed him vice president to head up the AM division.

Mrs. Beeson is the former Jacquelynn Wake of Toledo. They were married in June 1946, and have a two-year-old daughter, Lydia Anne.

Although one of the original members of the Radio Executives Club of New York, Mr. Beeson doesn't find much time for club life. His hobbies are golf and photography, the latter including operation of a completely equipped dark room in his home at Ardsley, Westchester County, New York.

Radio Faith

Looking ahead, he is convinced that television never will replace radio—not, he says, as long as people continue to enjoy exercising imagination. However, as TV grows up, the emphasis in radio will shift more to good music and news, he believes.

Except for a brief stint of semi-pro football in Toledo, and his Army experience, Mr. Beeson has lived advertising almost from the day he was born. It's in his blood, he feels. "Radio and sales haven't supplanted it," he says. "They've just diverted it." With his father in advertising, he wanted to prove to himself that he could make it on his own—and he did!

The stars of today and tomorrow are

Yours for more Sales

... with the *new era* in

Thesaurus



Swing and Sway with Sammy Kaye

The *new* Thesaurus brings you bigger and better programming packages with top sponsor-appeal . . . top name artists! You get *comprehensive* programming, promotion, publicity, tie-ins, cross-plugs, sound effects . . . a steady flow of *current* tunes and material . . . network-quality production. Wire or write today for full details!

RCA recorded program services

Radio Corporation of America
RCA Victor Division

120 East 23rd Street
New York 10, N. Y.
Chicago • Hollywood

front office



WARREN JENNINGS, Eastern sales manager Crosley Broadcasting Corp., N. Y., to Radio Spot Sales Div., ABC, as account executive. **BERNARD MUSNICK** succeeds him in Crosley post.



Mr. Lyke

ERVIN F. LYKE elected president and general manag WVET Rochester, N. Y. He has been serving as gene manager for past six months.

PARKMAN R. FEEZOR appointed station director a commercial manager KWHN Fort Smith, Ark. W with WCAV Norfolk.

WILLIAM J. BLACK appointed national sales servi representative WTOP Inc., Washington.

HOMER GRIFFITH, Western Division station relations manager, Pr gressive Broadcasting System, with headquarters in Hollywood, nam manager Spot Sales Western Division in addition to other position. Prior to joining new network he was commercial manager KAFY Bakersfield, Calif., and for several years before that head of own radio representative firm.



Mr. Griffith

MIKE WATSON, KLAC Hollywood sales staff, resigns to join State Department Information Division, Athens, Greece.

ROBERT L. BROCKMAN to local sales staff ABC Chicago after worki as salesman for William G. Rambeau, representative, same city. W sales manager and station director WIL St. Louis.

O. R. (Jim) BELLAMY to sales staff WKRC-TV Cincinnati. Was ge eral manager WWSO Springfield, Ohio, and WPGH Pittsburgh, and al account executive for Frederic W. Ziv Co.



Mr. Bellamy

JACK JENNINGS, ABC Hollywood audience promoti staff, to Don Lee Hollywood as account executive.

ALFRED N. GREENBERG, faculty member City C lege of New York, appointed director of sales promoti WSGN Birmingham, Ala.

Personals . . .

CRAIG LAWRENCE, executive vice president Cowles Broadcasti Corp. and general manager WCOP Boston, reappointed director f March of Dimes campaign this year . . . **BILL EBERLE,** sales repr sentive WHIZ Zanesville, Ohio, father of girl . . . **CLIFF WINGROV** manager CKTB St. Catherines, to president Advertising and Sales Cl of St. Catherines.

WALLY JORGENSON, local sales manager WBT-AM-FM and WB (TV) Charlotte, N. C., father of boy, Peter James. . . . **SENATOR** **RUPERT DAVIES,** president CKWS Kingston, Ont., and publish *Kingston Whig-Standard,* and Margaret McAdoo, his private secreta were married Nov. 30. . . . **FRED C. MALTZ,** account executive KF Twin Falls, Ida., father of girl. . . . **JUDITH WALLER,** director of pub affairs and education NBC, Chicago, attended White House Conferen on Children and Youth, Washington, Dec. 3-7.



Champagne or not, whooping it up with THESAURUS is everyday common sense for saleswise broadcasters, because THESAURUS productions put sponsors in the big time at affordable cost. Not only put 'em there, but hold 'em there—with the showmanship and big names that pile up the listening.

One year ago, THESAURUS promised something new and different in ready-to-air programs. Subscribers tell us the results are even *better* than promised!

The "new era" in *Thesaurus* ... A PROGRAMMING PLEDGE FULFILLED!



A broadcaster's best friend...





Look

at THESAURUS' record! 10 great new shows . . . 25 new top name artists—and all this in one action-packed year.

Yes, THESAURUS productions are complete commercial programming packages, designed with **you** and **your sponsors** in mind . . . written, produced and transcribed by people who know radio and its specific needs. THESAURUS shows are fully scripted. They have the themes, voice-tracks, tie-ins, cross-plugs—everything it takes to win sponsorship and build listenership.

THESAURUS provides you with plenty of selling ammunition too:

SPONSOR-SELLING BROCHURES AND MERCHANDISING PLANS
AUDIENCE-BUILDING PROMOTION KITS
SALES-CLINCHING AUDITION DISCS

Plus . . .

hit tunes before they're hits
inspiring mood music
special holiday programs
time & weather jingles
commercial jingles
many production "extras"

Thesaurus' "new era" **is one year old!**

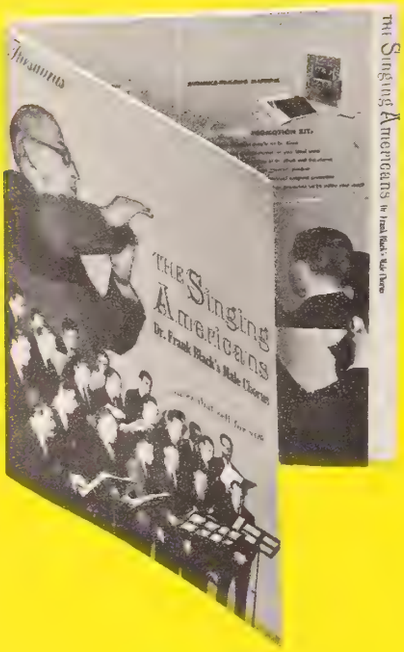
Spread one of these on a prospect's desk ...and you've got another sponsor!



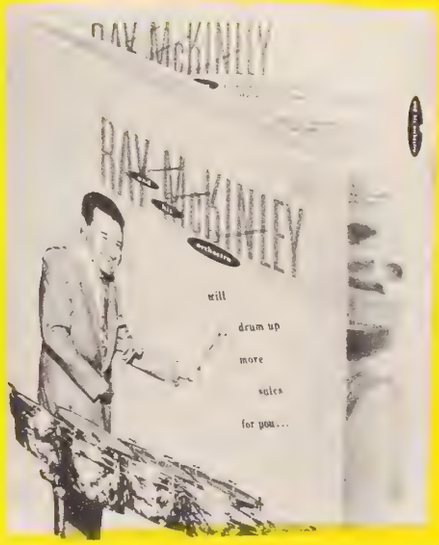


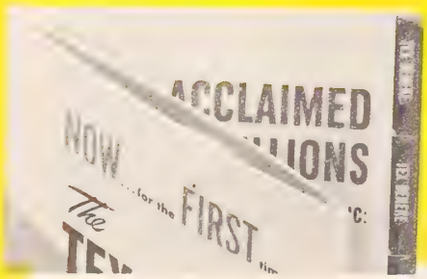












RCA

recorded program services

Radio Corporation of America
RCA Victor Division

120 East 23rd Street
New York 10, N. Y.

Chicago • Hollywood

A broadcaster's best friend... **the "new era" in** *Thesaurus*

Wind-Wrought

A NEW city job has been proposed in Passaic, N. J.—that of television antenna inspector. Commissioner Julius J. Cinamon said he thought an inspector of television antenna installations was needed to safeguard the public. He based his premise on the number of antennas which fell in the recent wind storm. The city commission has taken the proposal under advisement.

Feature of Week

(Continued from page 16)

some three years ago was initiated with Mr. Oberlin as the guiding force. He has only one radio show but it has become a breakfast tradition for Kentuckiana listeners. Labeled *Oberlin's Observations*, the 7:30 a.m. program is just that, with the WHAS news director editorializing on local issues. He writes and delivers the show.

Mr. French is the top special events man on the staff. With the station since 1943, he appears on two newscasts and conducts an afternoon man-on-the-street show.

Mr. Clark, newscaster who also doubles as chief announcer, has been in radio 16 years, the last six at WHAS.

Mr. Hackes, a recent addition to the staff, handles 6:30 a.m. and 8:30 a.m. news programs.

Just as WHAS was one of the few stations to have a direct line into Convention Hall, Philadelphia, during the Republican and Democratic conventions in 1948, so too did its TV affiliate score an enviable first with what it claims is the only local newsreel in Louisville.

News Coverage

Of the 10 members now on its combined news staff (seven radio, three TV), one scours local sources for news and another, a fulltime cameraman, covers a beat filming stories for the video newscasts. The AM reporter and cameraman coordinate their work, getting the benefit of each other's findings. A lab technician processes film for showing the same day it is taken. Several photographers on the *Courier Journal* and *Times* also serve as freelance cameramen. TV newscasts are coordinated by Jerry Gammon, formerly in the radio newsroom.

WHAS-TV covered a $60,000 blaze last August from atop the *Courier - Journal* building, with three cameramen at the scene taking film closeups. Another time a news cameraman got 50 feet of film of a "flying saucer." Telenews bought the film.

At the end of each week the best film stories are edited and correlated for a film roundup of local news. The 15-minute show, called *Story of the Week*, is telecast each Sunday at 10 p.m.

MANPOWER ISSUE

Senate Hearings This Week

BLUEPRINT for mobilization of the nation's manpower, with special emphasis on its relation to electronics and other key industries, last week was being studied by government authorities preparatory to an inquiry set by a Senate subcommittee.

Defense agencies have been asked to submit recommendations based on their various needs in the light of the worsening international situation. A Senate Armed Services mobilization subcommittee has slated hearings to start this week, with the goal of making best possible use of manpower for the armed services and to provide for "essential needs" of civilians.

NAB through its district meetings already has evinced concern over threatened manpower restrictions, claiming that the emergency has begun to take its toll of executive and staff personnel [BROADCASTING • TELECASTING, Sept. 25].

Radio - Television Mfrs. Assn., speaking for the manufacturing phase, has advised the National Production Authority that the current lag on issuance of defense orders, coupled with civilian cutbacks of goods, may seriously disrupt employment of technical personnel unless the slack is taken up soon.

Study of All Phases

The subcommittee, headed by Sen. Lyndon Johnson (D-Tex.), is expected to broach all facets of the manpower problem, including use of women in industry jobs. This possibility was mentioned by Charter Heslep, radio - TV director, Atomic Energy Commission, in a speech last week before the Tennessee Broadcasters Assn. (see separate story page 22).

Sen. Johnson has asked for recommendations from the Dept. of Defense, Federal Security Agency, Selective Service and Labor Dept., along with a tentative program "materially revised in the light of events the past 10 days."

Sen. Johnson asserted: "We are at war and we must mobilize militarily and economically as rapidly and efficiently as we can."

The Senate subcommittee, he added, also wants to probe the extent to which the Defense Dept. has progressed in converting funds into actual orders for electronics and other equipment (see separate story). Speedup of the procurement program is indicated, he added.

Whether the draft would be revised upward to strengthen the numerical force of the armed services was not indicated, though President Truman has urged its expansion.

At the same time, Labor Secretary Maurice Tobin last week met with various industry officials to discuss a possible defense-worker training program which would assure enough trained workers for defense production.



FOLLOWING talk at Southern Calif. Broadcasters Assn. luncheon, Carl Tester (l), v.p., gen. mgr., Philip J. Meany Co., Los Angeles agency, answers a few questions for (l to r) John Hansen, ABC Hollywood; Harry Engel, KVEN Ventura, and Peter Lombardo, KOCS Ontario, Calif.



INTRODUCING new Blue Bonnet De Luxe White Margarine with help of stations in State of Washington is Benson Inge of Ted Bates & Co., shown with local lovelies, Bernice Nadeau (l) and Karlyn Abele.



CHATTING before CBS broadcast on topic "Will There Be Enough Food?" are (l to r) Donald Lourie, pres., Quaker Oats Co.; Helen Sioussat, CBS dir. of talks, and Paul Willis, pres., Grocery Mfrs. of America.



WORKING on sales approach for *The Buddy Rogers Show* at WIP Philadelphia are (l to r) Lee Neal, Ben Gimbel Jr., WIP pres. and gen. mgr.; Clyde Spitzner, Buddy Rogers, Gordon Gray, WIP v.p. and dir. of sales; Nat Rudick of Gainsborough Assoc., producer of show; Perry Bascon, Dave Yanow and Jack Dash.

AT Dallas Advertising League luncheon promoting world premier of Warner Bros.' "Dallas" were (l to r) Francis Barr, Interstate Theatres; George Utley, WFAA Dallas; George Bannan, Warner Bros.; Miss Gerry Hill, Interstate; Ira DeJernett, head own Dallas agency; Col. E. L. Priesack, British vice consul; Tom McHale, Ad League pres.; Marshall Cloyd, Ad League second v. p.; Ernest Lovan, Tracy-Locke Co. and Ad League dir.; Harry Owens, Gandy-Owens Agency, Dallas.



air-casters



MARY MARGARET McBRIDE, ABC personality, voted outstanding woman of year by Associated Press poll and outstanding Scotswoman in America by Saint Andrews Society.

DANA CLARK, promotion manager Masterson, Reddy & Nelson Inc., Hollywood (radio-TV packager), to ABC Hollywood as manager of guest relations for both radio and TV. He replaces SYD STEVENS, resigned. Prior to joining package agency, Mr. Clark was assistant to manager at WPOR Portland, Me.

HARRY BABBITT, singer-m.c. KTLA (TV) Los Angeles *Bandstand Revue* and *Hollywood Opportunity*, signed to exclusive TV contract by KLAUS LANDSBERG, vice president, Paramount Television Productions and manager KTLA.

FRED GADETTE, freelancer, to KPIX (TV) San Francisco production staff.

DOROTHY HOOKER, KGO-TV San Francisco production staff, announces engagement to ALDEN (Bill) NYE, McCann-Erickson, S. F.

BILL HOLLENBECK, KGO-TV San Francisco producer-director in charge of remote telecasts, father of girl, Sherry.

PETE ALLEN, KSUB Cedar City, Utah, to WCKY Cincinnati as announcer-disc jockey. FRANK TAYLOR, WFTM Maysville, Ky., to handle WCKY early morning show. NORMA SCHRICHTE, continuity writer, and Gayle Shearer announce marriage.

CHARLEY BRIGHT, disc jockey WOL Washington, father of boy, Charles A. 3rd.

FRAYNE W. JOHNSON, WTSA Battleboro, Vt., to announcing staff WSPB Sarasota, Fla.

DICK TRUE, floor director and assistant producer KSTP-TV Minneapolis, to Army. TRACY LOUNSBURY, Twin City Television School, to KSTP-TV production staff.

ANN DUDLEY, secretary for press information and public service KCBS San Francisco, and CLINTON JONES, account executive KROW Oakland, announce marriage.

EUGENE H. KING, program manager WCOP Boston, elected president of Ohio State U. Alumni of New England.

PEGGY PATTERSON, continuity writer WNOR Norfolk, appointed traffic director. PHIL WILSON, announcer WDYK Cumberland, Md., to write and announce new WNOR show. ELSIE S. MOODY, continuity writer WRVA Richmond, to WNOR.

KAY WILKINS, women's program director KFAB Omaha, to Perfex Mfg. Co., Shenandoah, Iowa, assisting home service department director.

CLIFF ROBERTS, chief announcer WHA Madison, Wis., to WDSU New Orleans announcing staff.

KURT WEBSTER, disc jockey WBT Charlotte, N. C., father of boy, Larry Kyle Patrick.

VIRGIL STONE to announcing and sports staff KFTS Texarkana, replacing DAVE CHAPMAN, resigned. Was with KENT Shreveport and KCMC Texarkana.

PETER HANLEY, RCA Victor recording artist, becomes permanent member of *Whirligig Show* on WPTZ (TV) Philadelphia. He replaces CHARLIE DOBSON, who has gone into military service.

POLLY JENKINS, veteran entertainer, to WQAM Miami, Fla. Was with *WLS National Barn Dance*.

WALTER CONWAY, KCBS San Francisco director of sales promotion, resigns. No successor named.

NORMAN GINSBURG, promotion department MBS, to advertising and sales promotion department DuMont TV Network.

JAMES BROKAW, staff announcer WCOP Boston, and Lilian Lee Brown were married Dec. 2.

HILLARD EDELL, producer-announcer WNYC New York, father of boy, Lawrence Edward.

JAYNE BURNS, Ransohoffs, S. F. (importer of women's apparel), to KPIX (TV) San Francisco promotion department.

ILVA EDELEN, continuity editor WBBZ Ponca City, Okla., to KRMG Tulsa as continuity writer. BOB ANTHONY to announcing staff. He has been with various stations in Missouri and Illinois.

BOB COVINGTON, promotion manager WBT-AM-FM and WBTV (TV) Charlotte, N. C., and Patricia Cansler were married Dec. 1.

WILLIAM NESBIT, WERE Cleveland, to announcing staff KDKA Pittsburgh, replacing BOB WHITE, who takes announcing post at WWJ Detroit.

TOM CLARK, staff announcer WTNS Coshocton, Ohio, to WHIZ Zanesville, Ohio, in same capacity.

FRED OGINZ, WMAS Springfield, Mass., to WSVS-AM-FM Crewe, Va., in continuity department. GEORGE PHILLIPS, staff announcer, appointed musical director.

HAROLD JACKSON, disc jockey, to WOL Washington.

NAT LINDEN, radio-TV writer, to Progressive Broadcasting System as chief of production.

JOHN LESLIE, news director WDGY Minneapolis, appointed program director. GERALD S. COHEN appointed promotion manager.

ROBERT J. WADE, manager, NBC-TV staging services division, is author of article on "Television Backgrounds" that is only piece on TV included in *Theatre Artsanthology*, compilation of top articles published in theatre arts magazine during its 26 years. Mr. Wade wrote his essay in 1944.

VIC RUGH, KFBI Wichita, Kan., appointed sports director.

SAM SCOTT, student Columbia Institute, Phila., to announcing staff WDOV Dover, Del. Was with announcing staff WIBG Philadelphia.

ROLLO HUNTER, assistant program director ABC Hollywood, appointed broadcasting chairman Arthritis and Rheumatism Foundation starting December drive for funds in Southern California.

BILL BURCH, producer, CBS *Ge Autry Show* father of boy. Char William.

News . . .

JIM McGOWERN, news writer WDG Minneapolis, appointed news chief.

TUBBY WALTHALL, sports direct WSVS-AM-FM Crewe, Va., returns duties after two-week illness followi operation.

NAT ASCH, WMGM New York spor staff, father of boy, Mathias Barak.

BRIAN SWARBRICK and GORDO McCLAIN, news editors CBL Toront to Canadian Army United Natio force, Mr. Swarbrick as a sergean and Mr. McClain as captain sign master in Army communication cent at Toronto. Both are former Ca adian Press members.

FRENCH MUSIC
Tariff Request Withdraw

THE FEDERATION of Autho in Canada, representing the Fren music society, SACEM, has wit drawn its request for a separa tariff on its music played in Ca ada [BROADCASTING • TELECASTIN Nov. 27].

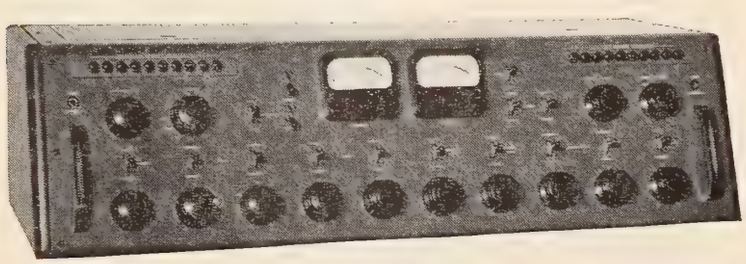
The federation had filed a tari with the Canadian Copyright A peal Board, Ottawa, for a separa tariff from that of the Composer Authors and Publishers Assn. Canada (CAPAC), the equivale in Canada of ASCAP, with whic the French society was affiliate The separate tariff asked for 40 of the CAPAC tariff, which r quested $304,824 for its mus broadcast rights in 1951.

Withdrawal of the request of t French group was by letter to t Canadian Copyright Appeal Boar While no official reasons are give various industry officials felt was in part due to the fact tha Canadian broadcasters, and esp cially the French-language broa casters, had intimated they migh try to do without the French cat logue if a separate fee wer charged. It is felt in the Canadia broadcasting industry that a tempts by other national music s cieties may be made in the futur

Poole Sells KSMA

PRICED at $27,500, KSMA Sant Maria, Calif., has been sold by Joh H. Poole to James Hagerman, mar aging editor, *Santa Maria Time* and John I. Groom, assistant sta tion manager. Sale is subject t FCC approval. KSMA, operatin with 250 w fulltime on 1240 kc, i a Liberty Broadcasting System af filiate. Mr. Poole also owns KAL Pasadena and operates KM2XA Long Beach, experimental TV sta tion on ultra high frequency.

WOMEN'S ADVERTISING Club o Canada recently conducted survey i Canada's Atlantic coast provinces t ask housewives what they dislike about radio. Over 1,000 women wer questioned, and singing commercial were listed as most disliked item o radio program fare.



Here's Maximum VERSATILITY!

This 212A speech input console is an operator's dream. Facilities are provided for auditioning or rehearsing or cueing, and broadcasting simultaneously from any combination of two studios, an announce booth, a control room microphone, two turntables, and any two of nine remote lines.

Two program amplifiers are included, making it possible to feed two independent programs at once or, by operating the line reversal switch, providing an emergency amplifier for normal use.

Write, wire or telephone your nearest Collins representative for complete information about the 212A or any other type of speech equipment in the broad Collins line.

COLLINS RADIO COMPANY
Cedar Rapids, Iowa

COLLINS

11 W. 42nd St. NEW YORK 18 | 2700 W. Olive Ave. BURBANK | 1330 N. Industrial Blvd. DALLAS 2 | Dogwood Road, Fountain City KNOXVILLE | 417 Rosalyn Ave. DAYTONA BEACH

RAILROADS AND THE DEFENSE OF THE NATION

THE FORWARD EDGE of American Defense is the combat force on land and sea, and in the air.

Back of that force are the organized military services which provide arms, munitions and supplies to the fighting men.

Back of these services stands the productive power of the most richly productive economy the world has ever seen.

Basic in that economy is the American railroad, standing ready to move anything, in any quantity, for anybody, in any season of the year, in any part of the continent — and to do it with unequalled economy in manpower, fuel and materials, and money.

ASSOCIATION OF AMERICAN RAILROADS
Washington, D. C.

Advertisement



From where I sit *by* Joe Marsh

Sure You Haven't A "Blind Spot"?

As I was driving down Main Street last Saturday afternoon, another car pulled out right in front of me. It turned out to be Buck Blake. He wasn't going fast. It was just that he had something or someone else on his mind at that particular moment.

Buck's really one of the nicest fellows I've ever known. But, sometimes he gets to day-dreaming on the road. He sort of gets a "blind spot" to what's going on about him!

Now, lots of normally considerate folks have their "blind spots." It could be anything from day-dreaming while driving a car to humming out loud at the movies.

From where I sit, it's mighty important to be on guard against your own "blind spots." The other fellow has a right to his "share of the road," too—whether it's having a taste for a temperate glass of sparkling beer or a desire to listen to some classical music if he wants to.

Joe Marsh

Copyright, 1950, United States Brewers Foundation

Respects

(Continued from page 48)

taking extension courses from various universities, later enrolling in the U. of Nebraska while working at radio stations in Lincoln.

Young Harrison did not obtain a degree, but he did earn recognition as a competent engineer. During the early part of World War II he taught as an instructor at the Illinois Institute of Technology, and later he assisted in specialized radar work for the armed services at the Radiation Lab of Massachusetts Institute of Technology.

With the cessation of hostilities and the lifting of the FCC freeze on applications, Austin Harrison and his wife liquidated everything they had, car, house equity, furniture—everything but the clothes on their backs and their dreams—and in October of 1945 filed their application for a new station at Joplin, Mo.

In February 1946 a construction permit was granted and building began immediately on the station. In July of 1946 KSWM took the air bringing competitive radio to the Joplin district for the first time. "I thought," said Mr. Harrison, "that I had experienced some pretty tough times; the next couple of years were really the toughest."

Cites Support

In spite of mistakes the station has flourished and "with the help of the great people of Joplin," Mr. Harrison says, "I have been able to provide a better and better service. We will never forget the wonderful few who encouraged us by placing advertising with us right from the start and stayed with us." And most particularly, he cites a Joplin baker who is always the first to jump to the support of a new endeavor and do many times his share.

One of the station's most successful campaigns was conducted a few month's ago, according to Mr. Harrison, when a local clothing manufacturer, who had built up quite a large national distribution for his product but was lacking in prestige in his own district, decided to advertise. An analysis of the problem brought forth the idea of selling the town first on what the manufacturer contributed to the welfare of his own community in number of people employed, etc.

The entire story was made up in small parts and then worked into several special production announcements, with sound effects of a very effective nature. The whole campaign was then worked out on a blanket spot announcement basis. In a few weeks everyone in the area was talking about the manufacturer, knew all about the product and was asking for it in the local stores. The job was a complete success and KSWM expects the firm to be a year-round advertiser, Mr. Harrison said.

Too much the idealist and not commercially minded enough at first, Austin Harrison says: "I have learned beyond a shadow of a doubt that as a radio station operat you can be appreciated and r spected for doing community se ice, etc., but you still must pro in dollars and cents that you c really help sell merchandise a be effective as a selling instrume in order to have the genuine respe and admiration of your fell townsmen."

The station which promotes a stimulates the sale of goods a services is contributing to t healthy life and well-being of t community, Mr. Harrison ave When a station is able to do th and also provide entertainme news and education, that is the "e result of my interest in radi he says.

A Civic Leader

Mr. Harrison has taken a leadi role in the civic affairs of Jopl He is president of the Joplin Lio Club, president of the Salvati Army Advisory Board and has be elected member of the six-memb Board of Education. He is al member of the board of trustees the Freeman Hospital. He is i terested in public affairs and speci service broadcasts and covers pu lic events all over Missouri a often in various other parts of t United States.

Austin Allen Harrison was bo in Carthage, Mo., Aug. 14, 191 and was reared and educated that town, which no doubt accoun for establishing his business that state. The Harrisons ha six children, ranging in age fro 2 years to 11. Home movies (I has plenty of subject material swimming and reading historic literature constitute Mr. Harrison hobbies.

CKCW AIDS FUND

Some 125 Orphans Benef

COMMERCIAL radio's sellin power was called upon by the Navi radio station at Moncton, N. B., put over a fund raising campaig for benefit of local orphanages, L M. O. Jones, RCN, commandin officers of the station, reports.

When CKCW Moncton was ap proached with a plea for publicit to help sell at least 1,000 apple pie at 40¢ each to raise funds to pro vide a Christmas party for loca orphaned children, Lt. Jones say the result was overwhelming.

"For two days preceding the sal the air was filled with 'plugs' an announcements regarding the sal . . . when the great day came fe people in Moncton were not awar of the occasion which the radi had 'dubbed' Apple Pie Day," L Jones reports. As a result of th promotion, two hours after the pie were on sale, every one baked—a total of 1,104—was sold, with th demand unrelenting during the res of the day. Result was the enrich ing of the fund by $400—enoug for 125 orphans to know a happie Christmas, the Canadian office notes.



THIS IS OUR TWENTIETH ANNIVERSARY.

This cake, symbolizing our twenty years of progress and service, results from a careful adherence to a time-tested recipe. In a like manner, our success as a radio station is the result of combining the proper ingredients in our operating philosophy.

We have always believed that in this democratic world, free speech is a most cherished right. We have always kept our mike a free-speech mike.

We believe that our programming must be in the public interest. And this has won for us many coveted awards. The significance of these awards reflects not only the merit of our programs, but our constant long-range planning in your interest.

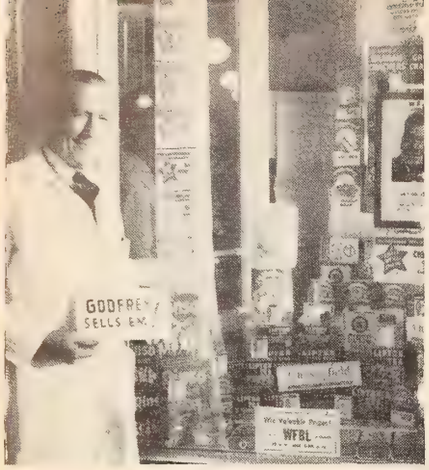
We believe that the years ahead are filled with opportunity. If we did not believe this, we would not believe in America . . . because, in America, there is no limit to accomplishment.

So . . . we're starting our twenty-first year . . . eager and confident . . . a part of America's greatest advertising medium . . . and still "In Service of Home and Nation".

Cleveland's Friendly Station **WGAR**

REPRESENTED NATIONALLY BY EDWARD PETRY & COMPANY

Stars Shine So Brightly . .



GROCERS like this one pitch in to put over WFBL's "star" project. Picture of Arthur Godfrey tops a display of various products the CBS radio personality advertises on his programs. Displays such as these appear in 55 different supermarkets in the city.

IN WFBL's PROMOTION DRIV
FOR THE SPONSORS' PRODUCT

THE STARS shine brightly in WFBL Syracuse, N. Y.'s celestial promotion that promises to put radio and its rated personalities up front in the station's coverage area.

WFBL's "star" project, developed and perfected by Robert G. Soule, the station's vice president, is built around the point-of-sale display which features a photograph of a WFBL-CBS radio personality. Attached is a promotion of a product with the legend, "We recommend WFBL advertised products." A star shines out with: "Today's WFBL special."

This three-way promotion, set up in local supermarket food store windows and rotated to permit each store to show every picture used, has the objectives of stimulating listener interest, catching attention of grocery store sales representatives and ultimately increasing direct sales of products advertised over the station.

A total of 65 pictures are used to service 55 supermarkets which are cooperating. The latter are selected for willingness to participate and for their location—to assure coverage of all parts of the city and suburbs. Total estimated annual sales volume of the markets is more than $20½ million, or 38% of total food sales in the area.

Listener interest is boosted by a series of 11 contests, one held each week. Starting Oct. 23, announcements, each mentioning one of the stores, were put on the air. They are broadcast Monday through Saturday at 7:15 a.m. and Monday through Friday at 5 p.m. Kicking off with a few bars of "East Side, West Side" the announcements tell listeners that "all around town" their favorite radio stars' pictures can be seen in 55 leading supermarkets.

First person to name the picture shown in any one of the five stores announced is awarded an assortment of WFBL advertised products. To put the edge on competition, each store is urged to present the best display, with a prize going to the store owner or manager including the most appealing tie-ins. Advance notice is given the local sales representative of the product in order that he may help out with the merchandising.

According to WFBL, the advertisers' sales forces have hopped enthusiastically into the project. Comments range from "something new and different" to "one of the most tangible pieces of advertising cooperation" and "outstanding and unusual merchandising." WFBL feels it has hit upon something in its star-studded promotion.

Dovetailing into this successful merchandising is another promotion and public service project develo by WFBL. Again the keynote the radio star. It is used to h organizations raise funds for

(Continued on page 66)

* * *

FORTUNE spinner is this WFBL-("Wheel of Stars." While promot products advertised on the stati the booth also is responsible for lection of funds for needy organizations in the community.





ONE of WFBL's merchandising exhibits is explained by Vice President Robert Soule (pointing) to (l to r): Richard Grahl, William Esty Co. advertising agency; C. O. Victor, Lever Brothers; John M. Murphy, C. F. Mueller Co.; Thomas W. McDermott, N. W. Ayer & Son, and Jones Scovern, Free Peters, station representative. WFBL displayed its exhibits for advertisers and agencies during a two-day showing last month at the Park Lane Hotel, New York.

* * *

Another Masterpiece of Truscon Engineering Skill

TRUSCON "G-W" UNIFORM CROSS-SECTION GUYED RADIO TOWER

HERE again is another example of Truscon leadership in antenna design—another example of skill gained by nearly a half-century of experience in the fabrication of structural steel products.

Truscon Type "G-W" Radio Towers are of particular interest to the buyer who is desirous of obtaining the utmost in antenna quality and strength at a cost representing only a nominal premium above the cost of secondary types of construction. These guyed towers are available in shop-welded unit lengths for tower heights up to 528 feet, and include these features:

TRIANGULAR—because this design resists distortion with greater efficiency than any other form and is so recognized by the engineering profession.

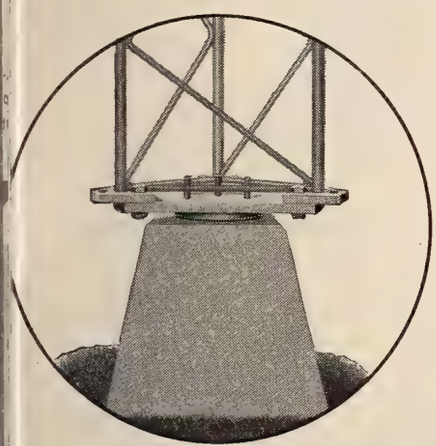
UNIFORM IN CROSS SECTION — because radio engineers proclaim this feature a distinct asset in broadcasting.

STRONG — because these towers and all component parts are designed to resist a minimum wind load of 30 pounds per square foot which is accepted as a design adequate for most geographical areas not subject to frequent cyclone visitation.

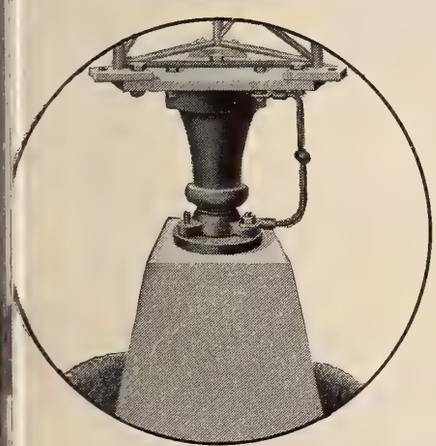
The Type "G-W" guyed tower can be adapted to a number of services. When base and guy insulated, it is an ideal antenna tower. It can also simultaneously support one or more cables or co-axial transmission lines having 3⅛" aggregate diameter and one or more whip-type UHF antennas or a side-mounted FM antenna, with some applications requiring nominal height reduction.

Although the Type "G-W" tower is rated to resist 30 pound per square foot minimum wind pressure, under certain conditions, such as an AM radiator not supporting superstructure for other services, it may be capable of safely resisting 40 or more pounds per square foot of wind pressure.

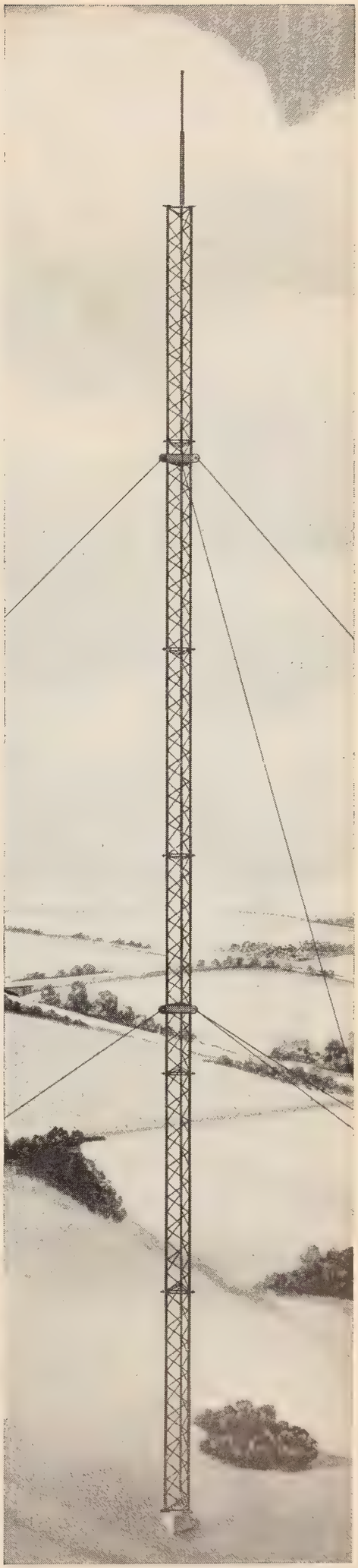
When non-insulated, the Type "G-W" tower is suitable for a number of services, such as an FM or UHF Antenna Support for Railroads; Public Utilities; Industry; Municipal, County, and State Police; and Communications Networks.



Typical central pier arrangement for non-insulated tower. Other arrangements are possible to meet specific conditions.



Base insulated central pier showing "Mast-Base" or "Pivot" type base insulator with Spark-Gap.



FREE CATALOG

Write for illustrated literature giving complete description, mechanical details, installation photos, and other important information on the new Truscon "G-W" Guyed Radio Towers.

TRUSCON
SELF-SUPPORTING AND UNIFORM CROSS SECTION GUYED **TOWERS**
TRUSCON COPPER MESH GROUND SCREEN

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation

allied arts



WILLIAM T. STUBBLEFIELD, transcription division Capitol Records Inc., appointed account executive in station relations department Associated Program Service, N. Y. Formerly was general manager KBKI Alice and KCLW Hamilton, Tex.

STERLING FILMS Inc., N. Y., and **Sterling Television Co. Inc.,** N. Y., appoint Gross-Evans Assoc. Inc., N. Y., as advertising, publicity and public relations agency.

BILL RICHMAN, independent radio-TV producer, to Music Corp. of America, N. Y., in charge of daytime television activities.

MILDRED FENTON, radio producer and head of Mildred Fenton Productions Inc., N. Y., and **William E. Goetze,** partner in Elliott, Goetze & Boone Adv., S. F., were to be married yesterday (Sunday).

PHILIP KORNBLUM, RKO Radio Pictures, appointed chief accountant Jerry Fairbanks Inc., N. Y.

SESAC Inc., N. Y., has prepared special Christmas programs and new Christmas records for its subscribers including a 15-minute production, *Star of Bethlehem;* children's program, *Mister Muggins Rabbit;* recordings by Calder Choir, Crusaders Quartet, Choir Girl Trio and Trinity Choir of St. Paul's Chapel, N. Y.

MARILYN T. COSTELLO, service supervisor RCA's Thesaurus, N. Y., and **HENRY A. GILLESPIE,** Southeastern sales representative for RCA Recorded Program Services, married Nov. 26.

ROBERT NELSON, KGO San Francisco, to KRON-TV San Francisco as transmitter engineer.

SAMUEL ELFERT, program director WLIB New York, appointed head of newly-formed radio and TV department Israel Office of Information, N. Y.

JON KLEMEK, independent TV producer and director, to JCK Television Productions, N. Y., as executive director of program department. **STAN TIEN,** JCK sales promotion manager, given added assignment of general press representative.

DAWSON & JACKSON, radio and TV program packager and consultant opens new offices in Suit E 517 at 612 N. Michigan Ave., Chicago, telephone Michigan 2-5231. Partners are **STUART V. DAWSON** and **LOWELL E. JACKSON.** Other personnel: Script supervisor, **HERBERT FUTRAN;** musical director, **WILLIAM WALKER;** set designer and construction chief, **KEN OLSON,** and head of staging and direction, **DAVID DURTSON.**

Technical . . .

GORDON LARSON appointed chief studio engineer for The Viking Network, Portland, Ore.

STAFFORD E. DAVIS appointed chief engineer KFTV Paris, Tex.

THOMAS McFADDIN appointed chief engineer KTFS Texarkana, Tex., replacing **ORVILLE JOHNSON,** resigned.

JACK BARKLEY, operator CBL Toronto, on active service with United Nations force of Canadian Army. He is veteran of World War II and has been with CBC since 1942.

GEORGE SIMPSON, KNBC San Francisco, to KRON-TV San Francisco as studio cameraman.

Equipment . . .

FRED A. LYMAN, assistant national sales manager, Allen B. DuMont Labs, appointed director of sales training for receiver sales division.

H. ALLEN WHITE, Geophysical Instrument Development Labs, Magnolia Petroleum Co., Dallas, appointed sales service engineer for Radio Tube Div., Sylvania Electric Products, N. Y.

WARREN FREUBEL, purchasing agent for Majestic Radio & Television, division of Wilcox-Gay Corp., Brooklyn, N. Y., appointed purchasing director of organization. **CALVIN L. FOX,** N. Y. publicist, appointed public relations consultant to Majestic Radio & Television Co.

POLARAD ELECTRONICS Corp., Brooklyn, N. Y., announces new regulated power supply model PT-112. Unit is designed to provide high current drain at precisely regulated voltages to meet need of TV industry.

HEWLETT-PACKARD Co., Palo Alto, Calif., announces new signal generator model 618-A for microwave or super high frequencies.

INDUSTRIAL DEVICES Inc., Edgewater, N. J. (electrical testing devices), announces new testing device No. 400-PT that allows voltage measurement to be made across load without usual "breaking in" on line.

TECHNICAL APPLIANCE Corp., Sherburn, N. Y. (AM-FM-TV antenna systems), announces guy anchor No. 867 that allows free rotation of mast after guy wires are attached. It is made of heavy guage steel and provides strength necessary for high installation.

ALTEC LANSING Corp., N. Y., awarded "Electrical Manufacturing" product design award for 1950 for new miniature condenser microphone.

RADCLIFFE L. ROMEYN, vice president of sales Philco International Corp., appointed vice president and executive assistant to president.

SIMPSON ELECTRIC Co., Chicago, issuing small illustrated folders on six of its instruments. Folders may be had by writing company at 5200 W. Kinzie St., Chicago 44, Ill. Attention, Mel Buehring, sales manager.

PAUL WICKMAN, accounting and sales sections, Electronic Dept. General Electric, appointed district representative GE's Tube Div., with headquarters in Boston.

CIVIL defense - conscious Seattleites may secure three-page list of instructions on what to do in event of atomic air attack, by writing *Housewives' Protective League,* KIRO Seattle.

RTS

RADIO TIME SALES

(QUEBEC) LIMITED

RADIO STATION REPRESENTATIVES

Take pleasure in announcing the opening of new offices at 1231 St. Catherine Street, West Montreal

Marquette 4864

Complete services for the radio advertiser and advertising agency

JAMES A. TAPP

President

Local and national representatives for CJAD, Montreal.

Open Mike

(Continued from page 14)

sented in each week's issue o BROADCASTING • TELECASTING . . help us to sell new accounts. W find these stories, when used on "Radio Is Ready to Build for Yo Too" pitch, very impressive. . . .

Lloyd D. Loers
Local Sales Manager
WTAD-AM-FM Quincy, Il

* * *

'An Old Friend'

EDITOR:

A bouquet of roses to you fo . . . sending me a duplicate cop of the BROADCASTING • TELECAST ING Yearbook.

To have been without one, eve for a matter of days, was much lik having been deprived of my arm and legs. The BROADCASTING • TEL ECASTING Yearbook is much like a old friend whose true value is ur appreciated until one is shorn o his presence. Again with apprecia tion.

Frank Wilbur
Station Manager
KAFY Bakersfield, Calif.

* * *

More on 'Shortage'

EDITOR:

In regard to statement in OPE MIKE of Nov. 6, concerning th shortage of operators with firs class tickets—May I say "n wonder."

In classified ads of Nov. 13, a one prospective employer wants a chief engineer who will take a announcing shift, and who mus necessarily have a car. All thi and if you break it down to a 4(hour week (which someone's tol me, is recognized as the standar work week in the U.S.A.) amounts to $1.13 per hour. R markable!!? . . .

D. W. Siegel
Stonington, Conn.

P.S. Yes, I have a first clas ticket and as they used to tell m in the Army, it's no crime to grip

---

WIBG Elections

ELECTIONS to determine the ba gaining representatives for certai employes at WIBG-AM-FM Phila delphia have been ordered by th National Labor Relations Boar Due to a typographical error ap pearing in the original order re leased by NLRB BROADCASTING TELECASTING Dec. 4 incorrectl identified the station as WBIG AM-FM, which is located i Greensboro, N. C. Latter statio not connected with the Philadelphi operation, reports no labor dis putes, noting a reference in th same story to WFMY-FM-T Greensboro, N. C., which also wa directed to hold elections.



Not actually, of course.. but the gains in official population registered by the 1950 Census in the BMB areas of Westinghouse stations *exceed* the present population of the city of Los Angeles!

Healthy increases were noted in *all* Westinghouse territories.. in New England, in the Middle Atlantic, in the Pittsburgh market-area, in the Midwest, and in the Pacific Northwest. Here's the score, station by station and territory by territory.

But it isn't numbers alone that make these stations such a good buy. It's listener-loyalty, nurtured by good local programming and augmented by popular network shows. If you're looking for consistent, dependable sales support in the areas listed here, put Westinghouse stations at the top of your list. Free & Peters has details.

	Population in BMB Counties		
	1940	1950	Increase
WBZ Boston (with WBZA Springfield)	5,717,110	6,254,693	537,583
KYW Philadelphia	5,776,572	6,295,308	518,736
KDKA Pittsburgh	7,145,584	7,442,223	296,639
WOWO Fort Wayne	1,723,055	1,918,324	195,269
KEX Portland	1,215,895	1,699,200	483,305
TOTAL	21,578,216	23,609,748	2,031,532

WESTINGHOUSE RADIO STATIONS Inc
KDKA • KYW • KEX • WBZ • WBZA • WOWO • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV, for WBZ-TV, NBC Spot Sales

DEVELOP ALLOYS

To Meet Shortage—Nisbet

AMERICAN industry will be better able to meet critical metal shortages in future emergencies than it was during World War II through development of certain alloys, a General Electric Corp. official told a joint meeting of the American Institute of Electrical Engineers and Berkshire Society of Metals last week.

James D. Nisbet, head of the Metallurgical Materials and Process Division of the General Electric Research Labs, Schenectady, N. Y., stated that "we should be able to alter the composition of alloys in such a way that strategic materials are, in a large degree, eliminated." Titanium alloys may replace steel in many applications because of certain advantages, Mr. Nisbet said. Though production of the metal is now limited, improved processes for obtaining it have recently been developed, he added.

KMNS Sale

JOHN R. RIDER and Morden R. Buck have purchased KMNS San Luis Obispo, Calif., from Marc H. Spinelli for $21,500 subject to FCC sanction. Deal also includes accounts receivable and cash on hand. KMNS operates with 250 w fulltime on 1340 kc. Sale was negotiated by Blackburn-Hamilton Co., radio station and newspaper brokers.

Time Buyers, NOTE!

NO TV

Stations within

60 miles of

YOUNGSTOWN, O.

Ohio's 3rd

Largest Trade Area

Buy

WFMJ

The Only ABC

Station Serving

This Market

5000

All programs duplicated on

WFMJ-FM

50,000 Watts on 105.1 Meg.

WATTS

CALL

Headley-Reed Co.,

National Representatives

Milestones



A DECADE in radio was observed last Friday by Anne D. Minahan, "Lady of Fantasy" for WLAW Lawrence, Mass. Surrounded by 13 boys and girls, she conducts *Story Telling Time*, produced in cooperation with the Lawrence public library and originating in that institution each Saturday morning.

► Ralph Mathewson, engineer; Frances McLaughlin, secretary, and E. B. Rideout, announcer, recently celebrated their 25th year with WEEI Boston. Mr. Mathewson threw the switch that put WEEI on the air in 1924.

► WSAZ Huntington, W. Va., celebrated its 27th anniversary of broadcasting recently.

► Mary Lee Taylor, NBC personality, celebrated her 17th anniversary on the air Nov. 4.

► CKVL Verdun, Que., marked its fourth year of broadcasting Nov. 10.

► Bishop Duane G. Hunt has begun his 24th year on KSL Salt Lake City, on *The Catholic Point of View*, a new series.

► Don Wattrick, WXYZ Detroit, sports director, was presented a new car by Chevrolet dealers of Detroit commemorating his second year of covering sports events for them.

► Lyn Murray, musical director CBS *Hallmark Playhouse*, celebrated his 25th year in radio.

► WSTV-AM-FM Steubenville, Ohio, celebrated 10th year of broadcasting Nov. 4.

► Weekly audience participation show *Coffey Call* on WHAS Louisville celebrated its second anniversary Nov. 3.

► Tom Chase, announcer WOW Omaha starting his 21st year of broadcasting for the station.

► Powers Gouraud, WCAU Philadelphia *Old Night Owl*, celebrated 20th year with the station.

► Barbara Steiner, WBUD Trenton, N. J., celebrated her 20th year in radio.

► *Ten O'Clock News*, weekly news show sponsored by Meyer's Bakery, Little Rock, Ark., and heard over KARK, is starting its 11th year under the same sponsor.

► Marion Sheppard, head of music clearance at CBS-WBBM Chicago, begins her 19th year with the station. She is the senior woman employe.

► Jerry Ellis, manager of Chicago office of Columbia Transcriptions, began his 24th year in radio Nov. 11.

►KLAC-TV Hollywood's *Cliffie Stone's Home Town Jamboree* this month celebrates its first year on the air. Gold's Department Store, Los Angeles, sponsors the program.

►Jean Yarborough, director of the ABC-TV *Beulah* series, last month celebrated 24 years in show business.

PHILADELPHIA Club of Advertising Women will sponsor free introductory course for young women considering careers in field of advertising, in 17-week lecture course to begin Jan. 8. Will be open to high school graduates.

NAME HULLINGER

To New ABC West Coast Post

NED HULLINGER, director of publicity, ABC Western Division last week was named manager of station relations for the network's Western Division, effective immediately. He replaces Francis Conrad, who was recently named director of ABC Western Division and manager of the network's Los Angeles affiliate, KECA.

With ABC for the past five years Mr. Hullinger started as publicity writer from where he advanced successively to assistant promotion manager, and publicity and audience promotion manager before reaching his most recent post.

IRVIN WAGNER

Advertising Consultant Dies

FUNERAL services were conducted Thursday in Chicago for Irvin J. Wagner, 51, advertising consultant and former vice president of Olian Advertising Co. same city. Mr Wagner died Dec 3 as the result of a heart attack suffered in Los Angeles while on a business trip He had been ill several years.



Mr. Wagner

For the past year, Mr. Wagner operated his own business as an advertising consultant in Chicago specializing in radio and television. From 1944 until 1949 he was an Olian vice president, working mainly in radio although he had general executive duties. He also established himself as a successful commercial copywriter, authoring many jingles. His most recent jingle was for Pabst Blue Ribbon beer, one of the main accounts on which he worked as consultant. Friends in the industry are sending checks to the Chicago Radio Management Club, in care of President Arthur Harre, manager of WJJD Chicago, for the establishment of a memorial fund.

Surviving are his widow, Belle, and a son, Kurt.

The $$$ points to Broken Bow

5th in Nation in Corn Acreage — 12th in Nation in Cattle

"KITCHEN KATE" speaks the language of Central Nebraska's housewives. Her solid market can be

YOUR MARKET

from

9:00 A.M.—9:30 A.M.—Monday through Saturday

KITCHEN KATE listeners are from the fabulous Farm and Ranch area, served *only* by

250 Watts—KCNI Broken Bow, Nebraska—1490 Kilocycles

KEEPING CENTRAL NEBRASKA INFORMED

NEWS AND VIEWS OF COAL



A MONTHLY REPORT TO EDITORS

PUBLIC UTILITIES TAKING MORE COAL.

The latest official figures from Government sources reveal a marked increase in recent months in the consumption of bituminous coal by the electric power companies. This upward curve in coal is not matched by either natural gas or oil. It is clear that coal is getting a bigger share of the utilities' total fuel purchases. In September, 1950, the last month for which figures are available, the utilities' use of coal was 7,456,000 tons. This was a 17.6% increase over September, 1949.

UTILIZING COAL'S ENERGY—WITHOUT MINING.

A United States Bureau of Mines official has announced that the ability to put unmined coal to work has been effectively demonstrated. In Gorgas, Alabama, coal has been gasified by controlled burning underground. The gases produced were piped to the surface at 1200° F., with enough power to operate an electricity-producing gas turbine. Someday, coal that's impractical to mine may become an important source of power.

ANOTHER HISTORY-MAKING SAFETY RECORD!

The latest figures from the Bureau of Mines reveal further marked progress in the drive of the bituminous coal industry to reduce accidents. Fatal accidents are down 13%, and the over-all safety record for the first nine months of the year tops last year's record by 3%, a record which was the best in history.

COMPETITION—KEY TO PROGRESS!

The Keystone Coal Mine Directory shows that approximately 8,000 independent producers mine the coal used in this country. Thousands of these are small producers, and competition within the industry has never been keener. Free competition has helped to make the coal industry ready and able to meet any demands of either peace or war.

BITUMINOUS COAL INSTITUTE
A Department of National Coal Association
Southern Building, Washington, D. C.

Stars Shine

(Continued from page 60)

pleted coffers or for the benefit of some civic endeavor.

The idea is an adaptation of the wheel of fortune that is the mark of every carnival and fair. Known as the WFBL Wheel of Stars, photographs of 30 radio people heard regularly are used in place of numbers. Matching each picture on the wheel are 30 paddles with a corresponding picture of each star. Under each photograph is the program's name, sponsor's name and time broadcast. The entire display is in booth form and can be set up in 15 minutes.

When an outside group calls upon station aid for funds, the Wheel of Stars begins spinning. Proceeds go to the organization or fund. Prizes awarded consist of products advertised.

Townshend Named

FRANK W. TOWNSHEND, former vice president of McCann-Erickson, Detroit, has been appointed vice president of Campbell-Ewald Co., Detroit. Mr. Townshend will assist H. G. Little, executive vice president, and E. E. Richman, general manager, in account supervision activities, including Chevrolet. He is vice chairman of the Michigan Council of the American Assn. of Advertising Agencies.

FOR SOME INTERESTING INFORMATION ON RADIO IN IOWA, PLEASE SEE PAGE 27 OF THIS ISSUE

WBOK STOCK

Ray Buys Half Interest

ACQUISITION of half interest in WBOK Inc., permittee for New Orleans' newest station, by Stanley W. Ray Jr., co-manager and minority stockholder of WJMR-WRCM (FM) New Orleans, was reported to FCC last week for its approval.



Mr. Ray

At the same time a voting trust agreement giving WJMR's George A. Mayoral — new manager, formerly co-manager with Mr. Ray—the right to vote 50% of that station's stock for a period of five years also was reported to the Commission. This followed Mr. Ray's disposition of his 12% interest in WJMR and his resignation as co-manager and board member, in accordance with FCC's duopoly rules.

Mr. Ray purchased 50% interest in WBOK, 1-kw daytimer which is slated to go on the air early next year, from sole owner Jules J. Paglin, New Orleans businessman and civic leader. Purchase price is to be one-half of Mr. Paglin's investment in the station to date, which is estimated unofficially at about $45,000 or $50,000 and would make Mr. Ray's outlay about $25,000.

Mr. Ray's 12% interest in WJMR was sold to the licensee company, Supreme Broadcasting Co., as treasury stock and then resold to Mr. Mayoral. This brought Mr. Mayoral's WJMR stock interest up to 24%. In addition, majority owners William and Ramon Cortada propose to transfer voting rights to 26% of their stock to Mr. Mayoral for a period of five years.

At WBOK, whose studios and transmitter building are now under construction, Mr. Ray will be vice president and have charge of the station, its personnel and policies.

Messrs. Ray and Mayoral joined in the development of WRCM, which was established in 1946, and later, following the issuance of an AM license in 1947, in the development of WJMR.

WJMR is a daytimer operating on 990 kc with 250 w. WBOK is authorized to operate daytime on 800 kc with 1 kw.

The FCC applications were filed by Washington Attorneys Robert M. Booth Jr. on behalf of WJMR and D. F. Prince on behalf of WBOK.



FIGURING prominently in KSL-AM-TV Salt Lake City's sales expansion program are these executives: Eugene Halliday (l), newly appointed sales manager of the TV operation, and Frank McLatchy, general sales manager of both radio and TV, who emphasizes a point in the station's new sales lineup. Appointment of Mr. Halliday by General Manager C. Richard Evans was announced in conjunction with a planned stress on TV sales. Mr. Halliday formerly was assistant sales manager for AM and TV.

RADIO'S PLACE

Need in TV Home Shown

THE POSITIVE place of radio in the home becomes more pronounced as the length of television ownership increases. Finding times and programs which are more favorable to radio listening has made TV owners more aware that there is a definite need in the home for a radio.

These are among the findings reported by Advertest Research following a comparative study of video set owners in the New York-New Jersey TV area. First survey was made in May 1949 and 95.3% of the original sample was recontacted in November 1950.

Once the amount of listening-viewing time was set, little appreciable change was found over the 18-month period. The pattern changed slightly, however, with a trend found toward earlier radio hours and later television hours.

Children reportedly have decreased both listening and televiewing, with the latter a sharp decrease. In the age groups between 15 and 44 both listening and viewing have increased, Advertest found.

JUSTICE SHIFT

Nominate Baldridge to Clain

HOLMES BALDRIDGE, chief the General Litigation Section the Justice Dept.'s Anti-trust Di sion and formerly an FCC att ney, has been nominated by Pre ident Truman to be Assista Attorney General in charge of t Claims Division.

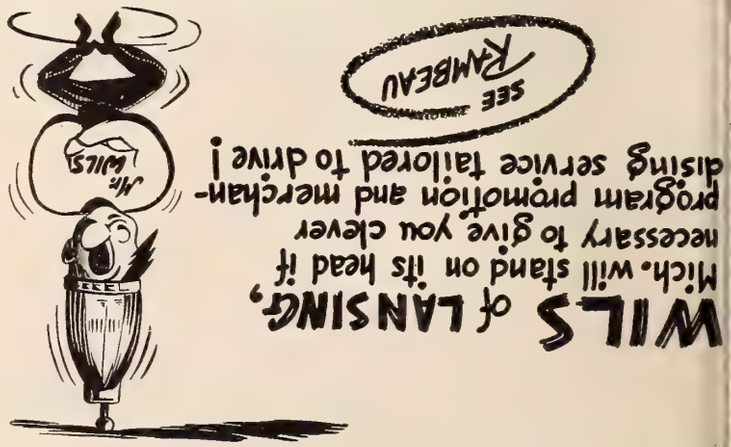
The nomination, subject to a proval by the Senate and n awaiting action by the Sena Judiciary Committee, was ma simultaneously with announceme that Assistant Attorney Gener H. Graham Morison was bei shifted from head of the Clair Division to head of the Anti-tru Division, a post which had be vacant since the resignation Herbert A. Bergson on Sept. 30.

Mr. Baldridge was a princip attorney with FCC from Nov. 1935, to Dec. 1, 1937, and join the Justice Dept. in 1948. He h been one of the Anti-trust Di sion's top trial attorneys since th time. Attorney General J. Howa McGrath called his record "ou standing." He is 48, and a nati of Connersville, Okla.

Three Cakes, One Party

WDRC Hartford, Conn., and Founder President Franklin M. Doolittle were congratulated last week for three special anniversaries. Dec. 5 marked WDRC's 20th year in Hartford and its 20th year with CBS, while Dec. 10 was the station's 28th birthday anniversary. CBS President Frank Stanton, Chairman of the Board William S. Paley, and Vice President Herbert V. Akerberg sent congratulatory telegrams to the station, recalling the happiness of the network's association with WDRC and praising the station for its public service efforts. WDRC moved from New Haven to Hartford in 1930.

CKSM, new 1 kw station on 1220 at Shawinigan Falls, Que., is now u der construction, and CKDM, new 2 w station on 1230 kc at Dauphin, Ma is soon to go on air.



ANNOUNCING THE NEW *Continental*

5/10 KW AM TRANSMITTER

ontinental Electronics Manufacturing ompany of Dallas, Texas, well-known anufacturer of high-power and high-equency broadcast transmitters for for-gn and overseas service, now offers the omestic broadcasting field an outstand-g new 5/10 kw transmitter. Distrib-ted by Graybar Electric Company, this ew equipment incorporates many fea-res *never before available* in AM trans-itters.

EW! . . . Improved high-efficiency am-ifier in output stage. For the first time any commercial transmitter, this amplifier incorporates equipment for matching the transmitter output to sharply tuned loads encountered in directional arrays.

NEW! . . . Completely self-contained (exclusive of the automatic voltage regulator). No external transformers, chokes, or blowers are required. Installation is greatly simplified.

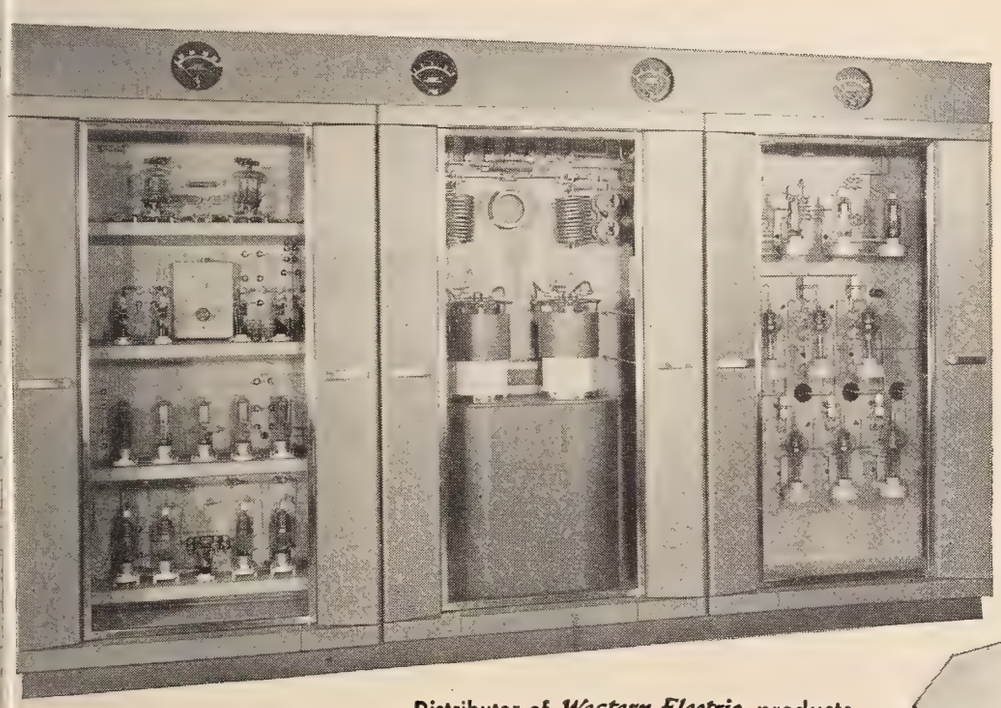
NEW! . . . "Transview" cabinet design and vertical chassis construction enhance this transmitter's appearance and provide an unobstructed view of the functional equipment.

There are other features you'll like, too. Features such as: forced-air ventilation of all components; use of vacuum-type capacitors in output stage to provide maximum stability of tuning; use of DC-operated relays to give a hum-free operation of control system; easy conversion from 5 to 10 kw operation by simple output tube change.

Your near-by Graybar Broadcast Equipment Representative will be glad to give you all the facts about Continental transmitters. Or, if you prefer, send for a completely descriptive bulletin on this new Graybar-distributed equipment.

Graybar has everything you need in broadcast equipment . . . PLUS everything for wiring, ventilating, signaling, and lighting for your entire station and grounds! Whatever your requirements — to get the most suitable items conveniently, call your nearest Graybar Broadcast Equipment Representative. *Graybar Electric Company, Inc., Executive offices: Graybar Building, New York 17, New York.*

502



Distributor of *Western Electric* products

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EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR

aybar Brings You Broadcasting's Best . . .

- plifiers (1,22)
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- binets (15)
- nsoles (22)
- udspeakers and Accessories (1,22,24)
- crophones, Stands and Accessories (1,13,14,16,22,24)
- nitors (12)
- corders and Accessories (2,9,19,21)
- eech Input Equipment (22)
- st Equipment (1,8,12,23)
- wers (Vertical Radiators) (3)
- wer Lighting Equipment (7,11)
- nsmission Line and Accessories (5)
- nsmitters, AM and FM (6,22)
- bes (11,16,22)
- rntables, Reproducers, and Accessories (9,19,22)
- iring Supplies and Devices (4,10,11,13,18,20,24)

Manufactured By . . .

(1) Altec Lansing
(2) Ampex
(3) Blaw-Knox
(4) Bryant
(5) Communication Products
(6) Continental Electronics
(7) Crouse-Hinds
(8) Daven
(9) Fairchild
(10) General Cable
(11) General Electric
(12) General Radio
(13) Hubbell
(14) Hugh Lyons
(15) Karp Metal
(16) Machlett
(17) Meletron
(18) National Electric Products
(19) Presto
(20) Triangle
(21) Webster Electric
(22) Western Electric
(23) Weston
(24) Whitney Blake

There are Graybar offices in over 100 principal cities. *These are the District Graybar Broadcast Equipment Representatives in 19 Key Cities.*

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W. H. Hansher, Main 0600

CLEVELAND
W. S. Rockwell, Cherry 1-1360

DALLAS
C. C. Ross, Randolph 6454

DETROIT
P. L. Gundy, Temple 1-5500

HOUSTON
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JACKSONVILLE
W. C. Winfree, Jacksonville 6-7611

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R. B. Thompson, Angelus 3-7283

MINNEAPOLIS
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F. C. Sweeney, Watkins 4-3000

PHILADELPHIA
G. I. Jones, Walnut 2-5405

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E. C. Toms, Richmond 7-3491

SAN FRANCISCO
K. G. Morrison, Market 1-5131

SEATTLE
D. I. Craig, Mutual 0123

ST. LOUIS
J. P. Lenkerd, Newstead 4700

ACTION ON CLEARS

FAB Petitions FCC

PROMPT ACTION by the FCC in the clear channel case, before the the Senate ratifies the NARBA treaty, was urged by the Florida Assn. of Broadcasters in a resolution adopted at its convention in Jacksonville, Dec. 1-2. The resolution called for the action so that the "advancement in broadcasting service to the people of Florida" will not be "unnecessarily delayed."

The association, meeting at the Mayflower Hotel, heard a report by Dorsey Owings of Broadcast Music Inc. concerning the successful operation of clinics for program directors and managers which enabled them "to improve their programming and render better listening service." A resolution was passed expressing the association's desire to sponsor similar clinics in Florida with the help of training film and supplementary speakers from BMI. Universities in Florida will be asked to join with FAB in supplying facilities for such clinics with the understanding that students of their radio classes will be invited to participate.

Gramling Speaks

Oliver Gramling, head of the AP radio division in New York and at one time a resident of Tallahassee, spoke to the FAB on the freedom of radio and press, stressing the great difference between Russian and American ideals of such freedom.

"The right to broadcast is the fulfillment of the right to speak," he said. "The right to print is the fulfillment of the right to have a free press. The two freedoms are interdependent. Our two freedoms should remain secure so long as radio and press unite in their efforts to keep the people fully and accurately informed."

Dr. J. Hillis Miller, president of the U. of Florida, described Florida as "the great American home," because "so many people move here from other parts of the country." Radio had been important in speeding the state's progress, Dr. Miller said. "Radio plays a large part in building up the state—an important and tremendously responsible part —in shaping the fast-developing, broad economy and well being of Florida." He continued: "The university has excellent clinical facilities for training people important to the radio field and we need you to tell us what you need."

Maj. Garland Powell, president of WRUF Gainesville, called on the industry to "rid itself of any pink-tinted person connected with it." He asked FAB to take the lead in ousting Communists or fellow travelers "wherever they may be found." Major Powell added that he knew of no station in Florida which "harbors any Communist or anyone of pinkish tendencies."

State Dept. Thanks

The association also adopted a resolution expressing its gratitude to the State Dept. for sending Captain John S. Cross of that department to the meeting for a discussion of the pending NARBA treaty. Another resolution requested FCC to modify its requirement that a thermocouple type ammeter be installed in the antenna circuit as per its Setcion 1.702, Section 13 B (3) (b). Frequent electrical storms have often destroyed the ammeters, causing unnecessary expense to the stations involved, the resolution said. The effect of the modification suggested would be to permit the stations to use a "portable or plug-in thermocouple antenna ammeter which would result in no irreparable injury and would be in the public interest, convenience and necessity."

In adjourning, the meeting expressed its thanks to the city of Jacksonville and the radio stations of Jacksonville and Jacksonville Beach which acted as hosts to the convention.

WIP Philadelphia has arranged to supply Weather Bureau in Philadelphia area with regular morning temperature readings from station's transmitter located in Bellmawr, New Jersey. Readings will be taken between 7:15 and 7:30 a.m. Monday-Saturday, and will be incorporated in weather analysis broadcast direct from Weather Bureau on WIP's *Start the Day Right* program.



GROUNDWORK for a proposed Canadian branch of the National Assn. Radio Station Representatives was laid at a recent meeting in Toronto, t tended by Russell Woodward, Free & Peters, New York, executive vice pr ident of NARSR. Discussing plans at a luncheon session are (l to r): Seat Stu McKay, assistant general manager, All-Canada Radio Facilities Lt Norm Brown, manager, Radio Sales Ltd.; Mr. Woodward; William Wright a James L. Alexander, who head firms bearing their respective names; (stan ing) Horace N. Stovin and Andy McDermott, Horace N. Stovin & Co.; a John Tegale, time sales division, All-Canada Radio Facilities.

IS GREAT POLSKIE RADIO!

Bulletin Outlines Polish Radio Fea

MORE and more fisher clubs and homes are being provided with radio sets that enable the fishers to listen regularly to daily fisher communications and inform them in what place successful fishing took place in the last hours, what kind of fishes were fished, from where approach fish-banks. Fishers must not look for fish banks but are able to swim directly to places foreknown in advance because of radio in Szczecin which operates independently of meteorological news.

And that ain't all—

Five years ago took place the first broadcast of chamber music second violin quartet of Borodin, Russian composer, executed by the ensemble of Polskie Radio.

What's more—

The State Enterprise of Radiophication of the country is organizing new radio junction stations, repair workshops, installs local receiving arrangements, and magnetophones during solemnities. And great changes are foreseen in operation of networks that are to give the listeners a clear receive.

And then, too—

On 22 July the broadcasting station in Cracow was solemnly put on the air, built according to the projects of Polish specialists based on the newest experiences of the Soviet radiotechnics. On 23 July—day of Poland's liberation—the new shortwave station in Warsaw was solemnly put on air and as the aim of the new transmitter of great power is to serve foreign listeners in foreign languages the new station has been called "Broadcasting Station of Peace."

Is great attainment of Polskie Radio, according to monthly bulletin of Publication Office of Polskie Radio, in field of countryside broa casts and radiophication of t country.

Da!

MOBILIZE MEDIA

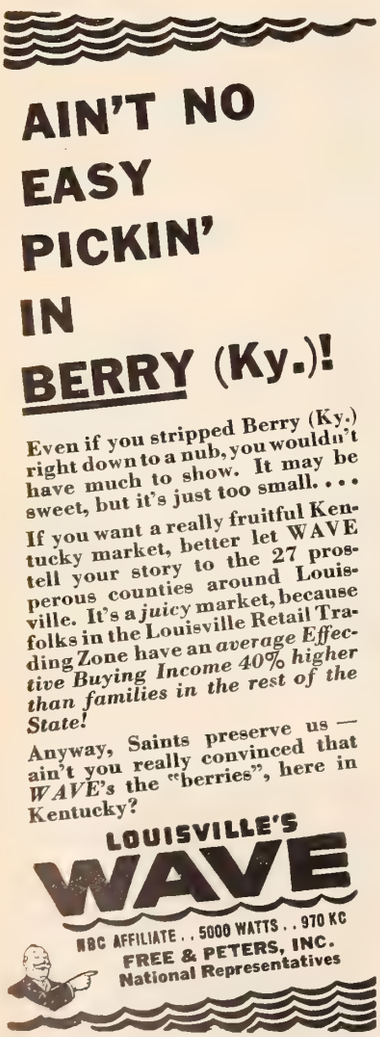
Golden Urges Propaganda U

A PLEA for mobilization of rad television and all other informati media into a "propaganda agen of power and effectiveness nev before seen in this world" was ma on Capitol Hill last Wednesday Rep. James S. Golden (R-Ky.).

Asserting that the U. S. shou devote its "entire national ecc omy" for all-out preparation f total war, Rep. Golden said in statement inserted in the Dec. *Congressional Record* that " should enlist the best talent America from all walks of life a from both major parties" to spre truth throughout the world. He a mentioned the Voice of America an instrument of propaganda.

SALES of Scott Radio Labs, Chica were 14 times greater in October th during same month last year, Pre dent John S. Mack has announc Net profit of $44,050.11 this Octo compared with $15,026.01 in Octo 1949.





441 NORTH MICHIGAN AVENUE - CHICAGO 11 - ILLINOIS - TELEPHONE SUPERIOR 7-0100

WGN INC.

December 11, 1950

Did you ever hear a fussy gent in a restaurant tell the waiter what brands of gin and vermouth to use, their exact proportions to a cubic centimeter, the number of revolutions per minute on the stirring process and the Fahrenheit temperature of the glass to serve the masterpiece in? What does he get? "One martini, Joe."

The same thing goes for radio ratings - How silly can you get? Hooper, Pulse, Nielsen, Condon, Trendex, Videodex - who's right?

If baseball were run by radio people, you'd never get a winner. Some would claim victory because they got more runs, some because they made more hits, some because they had more runners on base, more strikeouts or more something else.

Don't think we're not confused. Each week some agency or advertiser asks for each one of the known radio surveys. We can't buy them all so we have been using Nielsen. Why? Because Nielsen is an area study and does not overweight the competition of TV as a strictly city study will do. Is that a good reason? Who knows?

But there's one thing you can't kiss off. WGN has for years carried more spot advertising than any other major Chicago station. We still do. And we've had some mighty fine customers for a long time; people like Colgate, P & G, Lever Brothers, General Foods, Standard Brands, Ward Baking, Borden, Sinclair, and a long list of other companies whose annual profit and loss statement doesn't look like they've been throwing that green stuff out the window.

Then, too, we've got a bunch of retailers with us -- cold-blooded guys who keep one eye on the old cash register. They keep coming back for more so I guess WGN pays off.

After all, WGN has been in business for 26 years - that's longer than any rating service. And all through those 26 years we've been selling the same thing -- effective radio advertising.

It's a funny thing. As advertisers or agencies, you are selling brand name merchandise. So are we - a brand name radio station in business a long time and still doing OK by advertisers and listeners alike.

But what's our rating?

"Another martini, waiter, and this time not so much vermouth."

Sincerely,

WGN, Inc.

CBC DEFICIT

Largest in History

A DEFICIT of $243,747 was reported in 14th annual report of Canadian Broadcasting Corp., for fiscal year ending March 31, 1950, in a report released at Ottawa on Dec. 2. This includes an allowance for obsolescence and depreciation of $211,149. CBC reported increased revenues in the fiscal year, but increased costs due to high price levels, addition of Newfoundland to the system and preliminary television expenses were given as reasons for the largest deficit in its history.

Income from annual listener license fees and from transmitter license fees of privately-owned broadcasting stations amounted to $5,481,488, from commercial broadcasting $2,366,400, and from miscellaneous sources $149,726 for a total of $7,997,616. Major expenditures were: For programs $4,261,152, for engineering $1,678,660, for wire lines $1.094,540, for administration $417,512, for press and information $227,734, for the commercial department $200,241, for television promotional work $55,571, and interest on loans $94,802, for a total of $8,030,214.

64 Page Report

The report, contained in a 64-page booklet, dealt in detail with CBC programs, with all commercially sponsored programs marked. Of all network programs carried, 81.4% were non-commercial, 18.6% were commercial. Of all network shows 82.9% were shown as being originated by CBC, 15% from U. S. and BBC, and 2.1% from privately-owned stations. CBC network programs were about evenly divided between musical and spoken programs.

The report states there was an increase of about 7% in commercial revenue in the year, due to addition of Newfoundland stations to CBC system. About 65% of commercial network programs originated in Canada, the remainder were piped in from the United States.

In the foreword to the report, A. D. Dunton, chairman of CBC board of governors, pointed to the investigation of broadcasting by the Royal Commission on National Development in the Arts, Letters and Sciences, headed by Hon. Vincent Massey. As a result of this study, the CBC "has not embarked on many badly needed improvements and extensions of its services," Mr. Dunton states. "On the other hand, it has not thought, pending decision on its future revenue position, it should reduce staff and services which would be difficult and costly to bring back later. It has thought that in the public interest it should maintain existing services and standards and carry out commitments made."

More than half the report is devoted to a detailed analysis of the programming of the year. In connection with technical developments, the report states that CBR Vancouver, will be operating on 10 kw power this year, that CBM Montreal will increase power to 50 kw (station is now on air with this increased power), that CBE Windsor will be ready this year with 10 kw (now operating). Some technical development details regarding CBC shortwave international service for the Canadian government's Dept. of External Affairs was also reported, as were details on the various language programs now being aired from the Sackville, N. B., transmitters daily.

Regarding television, the report dealt with plans of the Toronto and Montreal stations and studios and development of staff and programs for operation in fall of 1951.

A RADIO PRAYER TIME

Girl's Suggestion Starts Wide Reaction

This is the story of the little 13-year-old Hyattsville, Md., girl who decided to drop President Truman a postcard suggesting that radio stations take time each day to offer up a prayer for the boys in Korea.

It sounds like a fairy tale right out of Grimm, but it really happened.

Linda Keller made the suggestion early last September and had almost forgotten about it. She was surprised recently, however, with a letter from Rear Admiral S. W. Salisbury, chaplain's board, U. S. Navy, informing her the Chief Executive had approved the idea and suggested it be circulated among radio stations.

Ernie Tannen, enterprising program director of WGAY Silver Spring, Md., arranged to have little Linda appear on his Hecht Co. *Community Reporter* Nov. 18. At his suggestion Linda penned a short prayer, which the station recorded. Mr. Tannen then passed the story on to the *Washington Post* and *Evening Star*, who gave it the Sunday feature treatment.

Story Spreads

AP picked up the piece Nov. 20 and fed it to newspapers throughout the country, and the *New York Daily Mirror* also gave it a good play.

Shortly afterward, Linda was asked to appear on NBC's *We, the People* (radio Thursday, television Friday). The Armed Forces Radio Network contacted Mr. Tannen for the 20-second recordings for use on Radio Tokyo and Radio Pusan. And other organizations, including National Prayers for Peace, also called Mr. Tannen.

Putting the plan into action, WRC and WWDC Washington reported to BROADCASTING • TELECASTING that a period at 12 noon each day has been set aside for the prayer.

Voice of America also asked for the recorded interview, hoping to reap a propaganda harvest. They felt that Linda's suggestion and subsequent chain of events illustrate, possibly better than anything else would, the meaning of democracy in action in the United States.



Little Linda lends hope and solace to American fighting men overseas on Mr. Tannen's program over WGAY Silver Spring, Md.

AMA CAMPAIGN

Report 35,362 Support Spots

SUPPORTING spot announcements in the recent American Medical Assn. saturation campaign totaled 35,362, Leone Baxter, general manager of the national education campaign of the AMA, announced at a joint session of the AMA House of Delegates and the third annual conference of the campaign in Cleveland Thursday. This total, she added, represents about 1,400 of 1,600 stations participating, with 200 still to report.

Of the total advertising budget of $1,110,000 for the campaign, $300,000 was spent on radio through Russel M. Seeds Agency, Chicago. Supporting advertisers in radio, television, magazines, direct mail, posters and billboards spent $487,624, Miss Baxter said. She and Clem Whitaker, comprising the Chicago firm of Whitaker & Baxter, handled the campaign and directed its publicity.

WEOK SALE

Barry Buys Cassill's Control

SALE of Harold W. (Dutch) Cassill's controlling interest in WEOK Poughkeepsie, N. Y., to Vice President Arthur J. Barry Jr. for $40,000 has been announced, subject to the customary FCC approval.

The transfer involves approximately 51% stock interest, which will increase Mr. Barry's total holdings to about 60%. Mr. Cassill retains less than 1% and will remain on the board of directors.

Mr. Barry, a former vice president of Free & Peters, joined WEOK (1390 kc, 1 kw, day) last June 15 as vice president and station manager. Upon FCC approval of the transfer, he will become president and general manager. He said no changes in program policies or personnel are planned. WEOK was founded by Mr. Cassill and associates in 1949.

PACIFIC REGIONAL Network is airing frost warnings three times nightly, seven days a week.

PROFITS TAX

Dr. DuMont on NBC Forum

DR. ALLEN B. DuMONT, president of Allen B. DuMont Labs, and Sen. Joseph C. O'Mahoney (D-Wyo.), were scheduled to discuss the issue of excess profits taxes on Theodore Granik's radio-TV *American Forum of the Air* yesterday on NBC (also see excess profits hearing this issue).

Program was scheduled for telecast 2:30 p.m. and rebroadcast over radio at 10:30 p.m. Sen. O'Mahoney is chairman of the Congressional Joint Economic Committee and a sponsor of the excess profits tax proposal in the Senate. Dr. DuMont has appeared before both House and Senate committees as chairman of the National Conference of Growth Companies, which opposes the profits measure.

IN SPOKANE, Wash., by order of Superintendent of Schools John Shaw, radios are to be kept on constantly in school principals' offices, so that officials may be warned immediately in case of enemy attack. Plan is for police to notify radio stations in event of attack.

KSWM
JOPLIN, MO.

REACHES 446,600* PERSONS WHO SPEND... $285,550,000 ANNUALLY IN TOTAL RETAIL SALES!



* This map shows airline miles to nearest metropolitan centers, asuring unduplicated CBS service to the KSWM audience.

Now in its *fifth year* of service, KSWM is an integral part of all community affairs and activities.

KSWM
Austin A. Harrison, President
CBS in JOPLIN, MO.
Nationally Represented by WILLIAM G. RAMBEAU CO.

DECEMBER 11, 1950

TELECASTING

A Service of BROADCASTING Newsweekly

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Get Into Daytime Advises BBDO
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Latest Set Count By Markets
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The Johns Hopkins Science Review

"A thoroughly worthwhile and encouraging example of educational television, about which so much has been heard and so little done. . . . In thirty minutes it bridges with a great deal of effectiveness the gap that separates the layman from the researchers and scientists in the laboratory. . . . 'Science in Review' last night had the most needed attraction of good education: It was interesting."

—JACK GOULD, New York Times

". . . I have found myself engrossed by a program over DuMont, on Tuesdays from eight-thirty to nine, called 'The Johns Hopkins Science Review.' Each week, one or more eminent scientists from the faculty of Johns Hopkins demonstrate some phase of scientific inquiry and, in doing so, impart a whale of a lot of information and prove that, in the right hands, television is a tremendously impressive educational medium."

—PHILIP HAMBURGER
The New Yorker

"The Johns Hopkins show isn't new—this is, in fact, its fourth season on the air—but it is new as a DuMont network feature . . . every Tuesday night at 8:30. . . . DuMont has something here which makes television look good.

"The program was conceived by Lynn Poole, public relations director of Johns Hopkins University. . . . He saw the potentialities of television early, however, and nothing stopped him until he made a reality of his program designed to give laymen an understandable view of all phases of modern science. . . . Among the things he has shown his . . . audiences are, taken at random, the sight of a human heart beating, seen through a flouroscope; a view of the earth as it looks from 70 miles in the air, and a microscopic look at the organisms living in impure water.

"These and the other things about life today which Mr. Poole and the Baltimore scientists have demonstrated have made this program something in which Johns Hopkins, and now DuMont, can take a great deal of pride."



—HARRY MacARTHUR
The Sunday Star,
Washington, D. C.

"Poole and Hopkins scientists are tailoring their show strictly for people who don't mind missing mugging Miltie. 'There is a strong feeling among our faculty,' says Poole, 'that scientific advances have been so rapid in the past 20 years that people are confused. They don't know how these advances apply to them, or what they mean.' To show what they mean, Poole uses a bag of tricks and props, from jars of Puffed Wheat (to demonstrate how electrons act), to a line of cocked mousetraps (to demonstrate a chain reaction). . . . By last week, they were receiving fan letters at the rate of 875 a week . . . enough to suggest that there is a TV audience for something besides comics."

—TIME MAGAZINE

Another example of outstanding public service programming from...

TELEVISION DUMONT NETWORK

62 STATIONS
THE NATION'S WINDOW ON THE WORLD

515 Madison Avenue, New York 22, N. Y.
Phone: MUrray Hill 8-2600
Copyright 1950, Allen B. DuMont Laboratories, Inc.

A Service of Broadcasting Newsweekly

TELECASTING

National Press Bldg.
Washington 4, D. C.

DECEMBER 11, 1950

BROADCASTING, Telecasting
$7 annually, 25c weekly

VIDEO'S GROWING PAINS

Highlight TBA Clin

TELEVISION'S most pressing problems, from sales to color, education, research, ASCAP, films and excess profits taxes were analyzed, discussed and debated Friday before an audience of several hundred telecasters gathered in the Starlight Ballroom of New York's Waldorf-Astoria, for the annual Television Clinic of Television Broadcasters Assn.

With Eugene S. Thomas, manager of TV operations, WOR-TV New York, presiding as clinic chairman, the morning session covered programming and research. Sales, education, ASCAP negotiations, the excess profits tax, films and color made up the afternoon agenda.

At the intervening luncheon, with TBA President J. R. Poppele as toastmaster, Ed Wynn reported on television as viewed by the performer, with old timers recalling that he had also addressed the TBA luncheon session six years ago.

Dwight W. Martin, vice president, WLWT(TV) Cincinnati, and chairman of the TV Per-Program Licenses Committee, recalled that a meeting of all telecasters held in Washington in September 1949, approved the terms of the proposed ASCAP blanket fee but rejected the per-program proposal and appointed the per-program committee to continue discussions with ASCAP. He reported that despite earnest efforts on both sides "we have been unable as yet to reach a satisfactory formula for an agreement."

Explains ASCAP Rates

Rates of payment for ASCAP music, Mr. Martin explained, are computed as a percentage of some base figure—in blanket licenses, the gross revenue derived from local time sales, after certain deductions, derived from programs on which ASCAP music is used. Main stumbling block in the TV negotiations, he stated, has been ASCAP's insistence that spot announcements close to programs containing ASCAP music receive an audience solely by virtue of these adjacent programs and accordingly, "the revenue derived from such anouncements should be included in the base."

The television committee, Mr. Martin declared, has rejected all such proposals by ASCAP and "has consistently adhered to the position that under the per-program license no payments shall be made to ASCAP out of revenue derived from non-ASCAP programs, no matter how short the duration of the program. This position is based on the conviction that once the door is opened to taxing non-ASCAP revenue, even though presently limited to that derived from adjacent spots, it will be only a matter of time till per-program licensing as we know it will disappear and the gains derived from the struggle in 1940 will be in large measure lost to the broadcasting and telecasting industry."

Lack of agreement on a base has made it impossible to agree on rates, Mr. Martin said, adding that there is also a "fundamental clash over the philosophy that should govern the setting of rates. ASCAP is of the opinion that music is relatively more valuable on television than on radio. Your committee's feeling is the exact opposite. . . ."

Optimistic Note

Noting that the alternative to reaching a satisfactory agreement by negotiations is a court action, which neither ASCAP nor the TV committee desires, Mr. Martin concluded on a note of optimism over the chances of the two committees resolving their differences. "That we can agree," he said, "is evidenced by the fact that we did agree upon an interim license which I believe is eminently fair and equitable both to ASCAP and the telecasters for this period pendi the conclusion of our negotiation

Five "basic principles of comm sense business practices" wh have enabled Fort Industry Co. operate its three TV stations pr itably were reported by Lee Wailes, Fort Industry vice pre dent in charge of operations, his talk on "Keeping Sales Volu Ahead of Expenses" which oper the afternoon TBA clinic sessio

The first rule, he said, is to " sist the temptation to overexte with regard to original investme in physical facilities, such as s dios, offices and technical equ ment." Plans for a "gorgeous n home" for WSPD-TV Toledo w regretfully scrapped in favor

(Continued on page 82)

SUPPORT FOR TBA

Called for by Poppe

J. R. POPPELE, completing his sixth term as president of Television Broadcasters Assn., made a plea for stronger industry support for TBA in his annual address, delivered at the membership meeting preceding last Friday's Television Clinic in New York (see story this page).

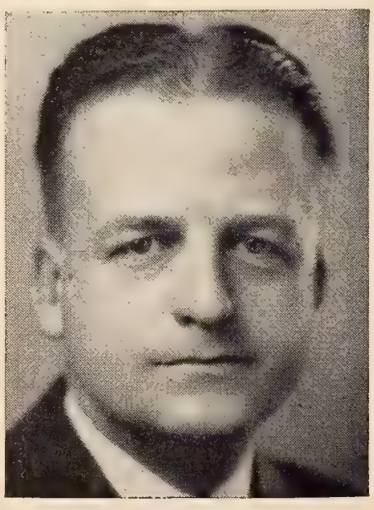
"TBA's fine record of accomplishments since it was founded in 1944 should commend itself to all broadcasters who are not now affiliated with the association," he stated. "TBA's greatest asset has been its ability to speak without qualification for television broadcasters only. Since it has been so vocal—and has done its job so well, despite financial limitations—it deserves the unqualified support of the industry."

Reviews Activities

Reviewing TBA activities since its last meeting, Mr. Poppele cited its opposition to limitations placed by common carrier services on interconnection of TV relays by private companies, a stand upheld by the FCC; TBA opposition to the FCC rule prohibiting accompanying test patterns with music; its opposition to the 10% excise tax on receivers; the formation of a committee for public service programming; opposition to bills introduced in the Massachusetts Legislature to bar the use of women in beverage commercials and to penalize dealers if TV sets failed to function satisfactorily (neither bill passed).

Also, TBA cooperation with the Better Business Bureau to end servicing abuses; recommendations of the TBA Engineering Committee on proposed FCC rules for the construction, marking and lighting of antennas; TBA's leadership in appearances before the Commission at the VHF-UHF allocation hearings; its formation of a committee on excess profits taxes which appeared before the House committee to make a plea for special consideration of TV broadcasters;

* * *



Mr. POPPELE

and such other activities as TB close cooperation with UN on matters, its preparation of a sa ple rate card for TV stations, a the like.

He reviewed TV's growth duri his tenure as president, from so 8,500 sets and a handful of s tions, to today's close to 10 mill receivers (for which the public h spent some $3 billion), 107 stati in 63 markets (representing an vestment of nearly $57 millio and network cables and rel stretching for more than 2,(miles. Mr. Poppele emphasized t this growth has all occurred in o six years.

Amazing Growth

"Probably the most amazing f ture of this amazing growth," said, "is the fact that TV grown and begun to prosper spite of various pitfalls, road blo and other impediments that h stood in the way of its full m turity." Commenting that the wo of these obstacles, the freeze new station construction, may this year, Mr. Poppele noted t "we have now moved from one rious situation to another—I re to the present turmoil that has gulfed the world.

"We can be thankful that te vision is now a national servic he concluded, "since this gr means of communication can much to assist the government its mobilization of manpower meet any crisis that might aris

COLOR FIREWORKS

'News' Editorial Draws Fire From Coy

RUNNING BATTLE broke out an aftermath to RCA's color demonstration last week (story s page), with FCC Chairman ayne Coy firing from one side d RCA and the *Washington ily News* from the other.

The *Daily News*—whose owner- p (Scripps-Howard) like RCA identified with multiple-station C licensees—touched off the fire- rks Wednesday with an editorial led "Gorgeous Telecolor." The torial said RCA's demonstration de FCC's position on incompat- e CBS color "either dishonest silly," and charged that FCC used an RCA invitation to look its improvements "several nths ago."

Chairman Coy came back with statement the same day claim- g the *Daily News* sought to "im- dishonesty on the part of the mmission," and asserting that they had any evidence to sup- rt such a charge or inference, it up to them to come forth with or to forever hold their own honest tongues in making such erences."

He said RCA never requested C to reopen the color TV hear- g record to consider improve- nts in the RCA system, and also ed an Aug. 2 letter from Brig. n. David Sarnoff, RCA board airman, asserting that RCA and BC "have not and do not favor y delay in the establishment, by e FCC, of commercial standards color television."

Coy's Comment

"It is perfectly clear that they CA] want a decision on the ord of the case which closed on ay 26, 1950, if they could win e decision," Chairman Coy said. ut when they saw that they d not win the decision, they sud- nly reversed themselves and set a public clamor that the Com- ssion had refused to look at the provements in their system ich they reported on July 31, 50."

He said "the efforts of the RCA make the public believe that the mmission refused to consider provements in its system before aching a decision in the color evision case is an untruth—an truth which is known to the icers of the RCA as is evidenced the progress report of July 31, 50 and Gen. Sarnoff's letter of g. 2, 1950."

"I make this statement," he said, ecause this lie about the Com- ssion refusing to look at im- ovements in the RCA system is out to become big enough to be lieved."

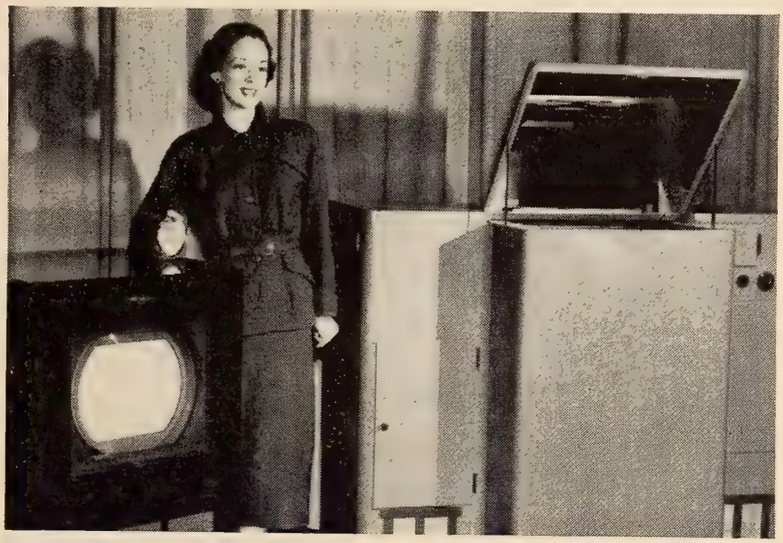
He said the Commission "can- t and will not close its eyes to y new developments in the radio ld," and cited procedures set up FCC's Oct. 10 report adopting e CBS system, under which the mmission said it would consider new developments and improvements. "You may be sure that the Commission will follow the procedures outlined there in connection with the improvements in the RCA system or in any other system or in any new color television system which is developed," he said.

Gen. Sarnoff on Wednesday night issued a statement declaring that in submitting its July 31 progress report RCA had told the Commission:

If members of the Commission or its staff are interested in obtaining further information on the work referred to in this Progress Report I will be glad to furnish it or arrange visits for them to see the work and discuss the results with RCA engineers. . . .

Gen. Sarnoff said he thought "this quotation suffices to show that the Commission was requested in advance of its first report of Sept. 1st to view the progress which had been made by RCA and which was reported to the Commission on July 31." RCA received no reply from the July 31 letter, he noted.

He said that "Mr. Coy cannot fairly use my letter [of Aug. 2] as an excuse for the Commission's failure to comply with the request contained in our letter of July 31, 1950, to the Commission enclosing copies of our progress report."



THE NEW and the old of RCA color television sets are shown in this picture. The latest model receiver is shown at left; an early model, of the type demonstrated to FCC in October 1949, is pictured at right. The new model, demonstrated publicly last week, employs the new RCA tri-color picture tube with some 600,000 phosphor dots on its picture screen. Where the old color set used more than 100 tubes and three kinescopes, the latest version uses 43 including the tri-color kinescope.

His Aug. 2 letter, he pointed out, "was written for the purpose of denying items which had appeared in the trade press that manufacturers, including the RCA, were in favor of delay in the adoption of commercial standards for color television. We were not then nor are we now in favor of such delay," he said.

Gen. Sarnoff said his reference to "commercial standards" was defined in his testimony during the hearings, when he specified "three basic requirements for standards": (1) That color TV operate within a 6-mc channel; (2) that color pictures, regardless of the system employed, should not be inferior to present black-and-white; (3) compatibility.

'Requirements Ignored'

"In thereafter adopting standards for an incompatible degraded system of color television," he continued, "it is obvious that the Commission totally ignored the basic requirements 2 and 3 of my recommendations for commercial standards."

The *Daily News* answered Chairman Coy's Wednesday statement the next day with another editorial, entitled "The Tube Blew," reiterating that "FCC's position, in the light of RCA's demonstartion, was either dishonest or silly."

"If Mr. Coy wants to take up the softer impeachment," the editorial continued, "we'll report his remarks as accurately as we can, and discuss them, we hope, with at least as much relaxed and balanced objectivity and graceful good humor as characteristically adorns his public utterances in this shindy."

To Mr. Coy's denial that FCC

(Continued on page 79)

RCA IMPROVES COLOR

In Latest Showing

NOTABLE improvement in performance of the RCA color television system was acclaimed by most observers witnessing the latest demonstrations of the compatible, dot-sequential technique, which opened in Washington last week.

Brig. Gen. David Sarnoff, RCA board chairman, pointed out at a kickoff showing for newsmen on Tuesday that the performance factors with which FCC's color decision found fault —flicker, color fidelity, picture quality, misregistration, adjustment difficulties —have been corrected.



Gen. Sarnoff

"We're still hoping that reason and justice will triumph," Gen. Sarnoff declared, asserting that FCC will be invited to a demonstration when RCA's current court test of FCC approval of the CBS system is completed.

He said the Commission would be invited to one of the current demonstrations, which may last about two weeks, if the Chicago federal court considering the color suit should hand down its decision in the meantime—regardless of the nature of the decision. While the suit is pending, he explained, RCA had not thought it proper to invite the Commission formally but would welcome its attendance.

'No Personal Feud'

Gen. Sarnoff emphasized that there is "no personal feud" between RCA and FCC.

Regardless of the outcome of the court case, he said, RCA hopes FCC after seeing the latest developments will at least approve the RCA system along with Columbia's so that the public may decide which it prefers. He felt the RCA system's advantages of compatibility and unlimited picture size justify this course even if FCC does not feel the RCA system is superior in performance—and he refused to concede RCA's is not better.

Asked whether it would be feasible to have two systems, he answered affirmatively, noting that there are two aural systems—AM and FM.

To the observation that the world situation and civilian materials shortages make the color question seem "academic," Gen. Sarnoff replied that many things seem academic but it is necessary to "go on in our daily jobs." Cutbacks in black-and-white production, he said, seem "inevitable."

The demonstration equipment in-

(Continued on page 76)

DAYTIME TV

Enter Now, BBDO Urges Advertisers

"TO ALL intents and purposes, the opportunity to purchase good nighttime periods on TV is almost a thing of the past and the advertiser hoping to enter television now, or who has products of interest to the woman and housewife audience, had better start looking at Daytime TV while it is still here to look at."

That statement is quoted from *Daytime Television, A BBDO TV Report as of Fall 1950*, 64-page booklet published by the agency which embellished the factual analysis of daytime television with numerous charts, graphs and tables.

Starting with a definition that limits daytime TV to the hours before 5 p.m. when the "children's hour" begins, BBDO reports that from spring to fall the number of stations doing some daytime telecasting increased from 75 to 89. Thirty now start video program service in the morning, compared to 17 that had morning programs on the air in the spring. There are 59 TV stations which begin their operating day in the afternoon, compared to 58 as of spring. In May, 9 a.m. was the earliest time any station began telecasting; in October, BBDO found one station on the air before 7 a.m.

Progress Report

Total station hours of daytime video programming, the agency reports, rose from 2,269 in the spring to 3,114 this fall, an increase of 37.2%. Network TV daytime programming is also on the upgrade, with three video networks expanding daytime operations and only ABC remaining out of this field.

As daytime TV programming increases, so does the TV share of total U.S. daytime broadcast audience, BBDO states, citing afternoon audience figures compiled by A. C. Nielsen Co. which show the TV share of total broadcast audience between 2 and 5 p.m. rising from 6.4% in January to 11.1% in July.

Women comprise the larger part (67%) of the Monday-Friday afternoon TV audience (noon-5 p.m.) when programs are designed predominantly for them, according to an analysis of the New York daytime TV audience made in August by American Research Bureau and quoted by BBDO. Saturday afternoon baseball telecasts brought men into the majority position among viewers (52% to women's 27%). Children take over in the 5-6 p.m. period on weekdays (72%) and on Sunday morning (50%) when programming is aimed at them. Men predominate again during the Sunday afternoon ballgame time (56%) and in the late Sunday afternoon (5-6:30 p.m.) the audience is divided just about evenly (32% men, 29% women and 39% children).

Economically, TV homes are becoming increasingly representative of the general population as TV becomes more and more of a mass medium. Studies made by Psychological Corp. in May 1949 and again in May 1950 show the following distribution:

	May 1949	May 1950
A (top 10% of urban households)	21.5%	11.5%
B (next 30%)	33.8%	34.4%
C (next 40%)	34.4%	39.3%
D (lowest 20%)	10.3%	14.8%

As to viewing habits of daytime TV watchers, BBDO cites a survey made last June in the New York-New Jersey area by Advertest Research, showing that of the daytime viewers 4.3% first turned their sets on before 10 a.m., 14.9% between 10 a.m. and noon, 31.9% between noon and 3 p.m. and 48.9% after 3 p.m. This study also showed that 85.1% of the sets were turned on for specific programs and only 14.9% to view whatever might be available and that 87.2% of the viewers had not rearranged their household schedules for TV, while 12.8% had realigned their chores to accommodate daytime viewing.

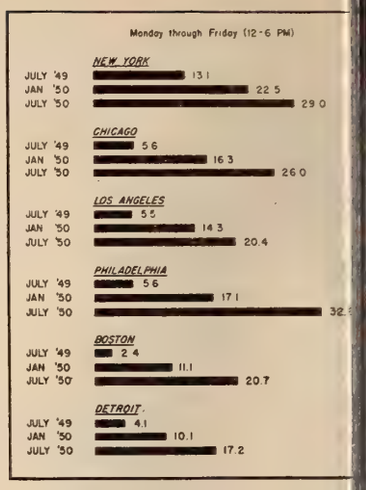
Women's Shows

Women's service shows occupy the largest segment of daytime telecasting, BBDO found by breaking down the New York telecasts for the first week of August (93¼ hours), with these results:

Type Program	% of time
Women's Service	28.4%
Public Service *	19.3
Film	15.3
Variety	13.7
Sports	7.2
Interview	6.4
News	5.4
Quiz	2.2
Miscellaneous	2.1

* UN Security Council Telecasts

Commercials can be handled more flexibly in the daytime than at night on TV, BBDO points out, noting that the advertiser is allowed twice as much time for commercials for the same length program as he is at night. There are more opportunities for live commercials and more chance to integrate these into the program content, often with the show's personality delivering the commercials as part of the program.



Overall audience changes in daytime televiewing are charted for six cities.

EDUCATION'S BID

FCC Hears Endorsement

FCC's educational television hearing settled down last week to what was considered a quiet passing parade of spokesmen from many fields, all of whom endorsed the bid of the Joint Committee on Educational Television for reservation of both VHF and UHF channels.

JCET's request had been introduced a fortnight ago at initial sessions considered not so quiet as Comr. Frieda B. Hennock expressed intense concern over education's plight and admittedly "flew off the handle" [BROADCASTING • TELECASTING, Dec. 4].

The majority of the educational phase of the Commission's general allocation proceeding was expected to be completed last Friday. FCC has designated Jan. 15 for commencement of "two or three" additional days in which JCET is to conclude its elaborate presentation with further direct evidence showing how education plans to make effective use of TV channels if they are reserved as well as how such stations would be financed. Several details remaining from other phases of the general allocation proceeding also would be concluded at that time.

JCET Report

JCET specifically has asked for reservation of one VHF channel in each metropolitan area and in each major educational center; sharing of facilities in those areas where all VHF channels already are assigned or only one VHF channel has been allocated, and reservati of about 20% of all UHF chann to be allocated.

In general the sessions last we held Tuesday through Friday fore Acting Chairman Paul Walker and Comrs. Hennock, Ro H. Hyde, E. M. Webster a George E. Sterling, heard conte tions that:

● Educators in certain are could use a fulltime facility fectively now and could finance Others would soon follow suit.

● Once channels are stak out—a definite "goal" establish —it will be easy to get financ support, especially of an endo ment nature from large fortu sources.

● Certain vital educatio functions in TV, which requi long-term fixed programming in time periods, cannot be handled commercial stations because of n ural conflict with commercial i terests as proven in AM histo Educators, however, acknowled and consider legitimate such co mercial needs, with some spok men criticizing "excesses."

● Even though fulltime educ tional TV stations should be a thorized, commercial statio would continue to have the sa obligations as now to present b anced programming "in the pub interest."

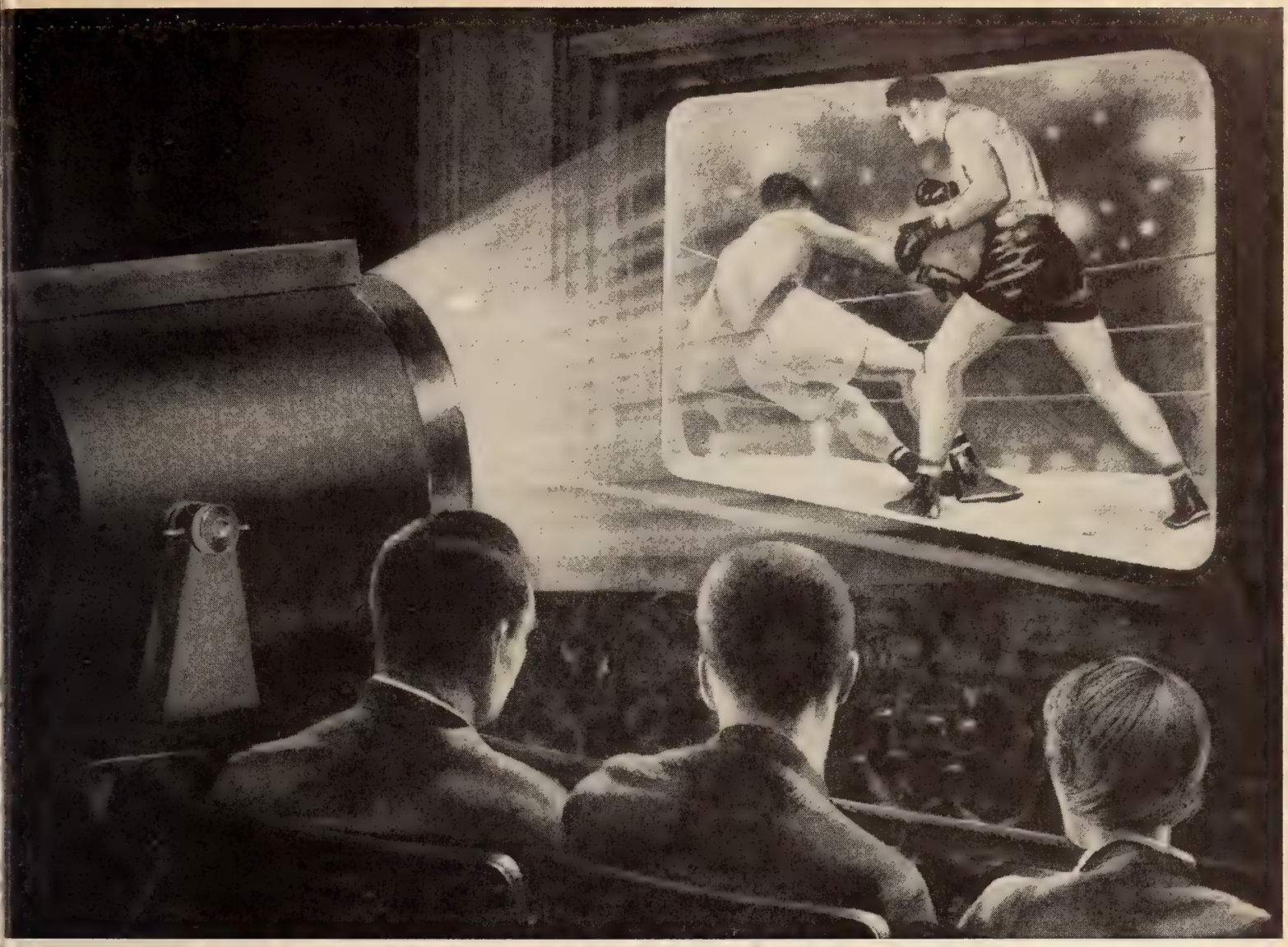
● TV can, and must be, t "strong right arm" of education a threatening global trial of dem cratic philosophy—a test of ide ogies in which "human fissio becomes of greater importance the survival of our culture th atomic fission.

The educational TV cause

(Continued on page 100)



AMERICAN Television Productions Inc., Chicago, opened new offices and television studios at a cocktail party for agency radio and television personnel. Among those attending (l to r): Phil Stewart, radio and television director, Roche, Williams & Cleary; Harold Stokes, executive director, ATP; Clair Callihan, television executive, Leo Burnett; U. S. Sanabria, president of American Television Inc., and Owen Smith, account executive, Leo Burnett. Mr. Sanabria is autographing a recent Dick Jurgens' recording of two Sanabria songs.



New RCA Theatre Television System projects 15x20 foot pictures of television programs.

Giant size Television— "shot from a Barrel!"

● You've seen television. Now you'll see it in its finest form—giant projection of special events, transmitted *only* to theatres on private wires or radio beams to make movie-going *better than ever!*

Success of the system comes from a remarkable RCA kinescope, and something new in projection lenses. The kinescope, developed at RCA Laboratories, is in principle the same as the one on which you see regular telecasts. But it is *small*—only a few inches in diameter—and produces images of high brilliance. These are magnified to 15x20 feet by a "Schmidt-type" lens system like those used in the finest astronomical telescopes.

Because of its size and shape, the new projector is referred to by engineers as the "barrel." It's already going into theatres, where you'll be seeing giant television —shot from a barrel.

* * *

See the latest wonders of radio, television, and electronics at RCA Exhibition Hall, 36 West 49th St., N. Y. Admission is free. Radio Corporation of America, Radio City, New York.

Radio Corporation of America
WORLD LEADER IN RADIO—FIRST IN TELEVISION

RCA Improves Color

(Continued from page 73)

cluded color sets, a converter, and a "slave set" powered by a regular black-and-white receiver. To show the system's compatibility, color and monochrome receivers were set up side by side.

Utilizing the improved RCA tri-color tube, which now employs 600,000 phosphor dots as compared to 351,000 in last April's demonstration, the tests revealed none of the "changing" of colors which was apparent at the earlier showing.

Flesh tones were greatly improved, though witnesses sometimes observed a reddish cast. Particularly bright colored objects —especially reds—sometimes had a tendency to "bloom," reflecting their color on the contiguous edges of less brightly hued objects.

Baskets of fruits and vegetables, on the other hand, seemed to most observers to appear in natural color without these effects, which generally were more apparent in distance shots than in closeups.

Merchandise Displays

Soap boxes, coffee cans, and other displays of merchandise also showed up particularly well, in the opinion of most observers.

RCA officials said the reddish cast (sometimes greenish) which was seen occasionally could be solved by work on "tube balance," and pointed out that the "blooming" effect also occurs in nature. Halo effects which at times were discerned around images were attributed to faulty camera registration.

Brightness was measured by an independent engineer at the opening showing as 10 to 15 footlamberts on the point of a performer's white collar. Brightness in the range of 20 to 25 footlamberts was reported at a later showing.

As at the April demonstrations, observers were also impressed by the quality of the black-and-white picture which the colorcasts produced on standard black-and-white sets.

New Phosphors Used

Improvements in color quality were attributed in large measure to the development and use of new red and blue phosphors and the elimination of an optical filter which was employed before the new red phosphor was developed.

Officials said RCA also has made use of developments of the Hazeltine Corp., of which RCA is a licensee.

Manufacturers attending a Tuesday afternoon showing—the demonstrations are largely for RCA licensees—appeared highly enthusiastic about what they had seen.

"You can sell that," one declared. "That's the way to do it."

Others praised the "commercial" quality of performance.

Gen. Sarnoff refused to be drawn out, however, by an observer who wanted to know, "What do we manufacturers do?"

The board chairman made clear that RCA intends to continue work on its system and is willing to produce competitively with any other system.

By comparison with the more than 100-tube, three-kinescope model which RCA demonstrated in October 1949, the current color set contains 43 tubes including the single three-color picture tube. The picture tubes were 13½ inches, and officials pointed out that larger sizes are even easier to produce. They said the total number of tubes may also be reduced.

Washington Facilities

All of the programs originated at RCA-NBC's WNBW Washington studios 2¼ miles away from the demonstration scene in the WRC - NBC studios. The morning program was telecast by RCA's experimental KG2XDE on WNBW's Channel 4, while the afternoon showing was sent to the WRC control room by cable and broadcast experimentally on Channel 3.

"We do not pretend that RCA color is perfect, any more than black-and-white television has attained perfection," said Dr. C. B. Jolliffe, executive vice president in charge of RCA Labs, "but scientific research will continue to effect improvements in both color transmission and reception.

"The great virtue of this all-electronic system is that it offers opportunity for continuing improvements. It does not have the limitations inherent in incompatible systems."

Asked by newsmen whether the RCA system is ready for commercial use, Dr. Jolliffe said he didn't think any system is—but that RCA's is more ready than the CBS system.

Gen. Sarnoff amplified the statement by pointing out that it would take one to two years to get into quantity production for any system —even assuming optimum production conditions—so that no system is ready in the sense that commercial color broadcasts will be available tomorrow or next week.

From the standpoint of establishing commercial standards, he emphasized, the RCA system is ready.

Pictures received on the color converter and "slave set" were generally considered somewhat inferior to those produced by the regular color sets, though the difference was not regarded as substantial.

Converter Problem

Both Gen. Sarnoff and Dr. Jolliffe observed that in the present state of the art no converter's performance can be expected to exceed 75% of the quality of a receiver especially built for color and that this degree can be attained only in a compatible system. Dr. Jolliffe said he felt RCA's converter was "at least" that good.

Dr. Jolliffe declined to estimate the future cost of "anything," but the present world conditions, he said he thought the RCA set in quantity production could be made to sell as cheaply as a CBS type receiver.

Eight improvements in the RCA system were noted: Improved color fidelity, improved picture texture, simpler circuits in receivers, increased picture brightness, increase in color dots on tri-color tube from 351,000 to 600,000, higher definition of color pictures, new red and blue phosphors, and improved color operations in the studio arising out of refined circuitry.

Dr. Jolliffe said he was confident that further improvements would be made, with better as well as larger pictures resulting.

Dr. E. W. Engstrom, vice president in charge of research, RCA Labs, opened the demonstration by appearing on the colorcast as master of ceremonies—by emphasizing that the showing was designed primarily to demonstrate the capabilities of the system rather than to entertain.

Termed 'Evolution'

Gen. Sarnoff noted that the demonstration was not a "revolution" but an "evolution" in fulfillment of RCA's promises and statements.

One newsman said he felt the court considering the color case "ought to see this." The RCA board chairman, obviously pleased, observed: "You think so? Well, you might tell the court."

Another newsman asked whether RCA intended to use the demonstration in any way in connection with the court case. Gen. Sarnoff said there were no plans to do so "in any shape, manner, or form."

NBC officials on hand to witness the opening demonstrations included Board Chairman Niles Trammell, President Joseph H. McConnell, and Executive Vice President Charles R. Denny.

SARNOFF MEDAL

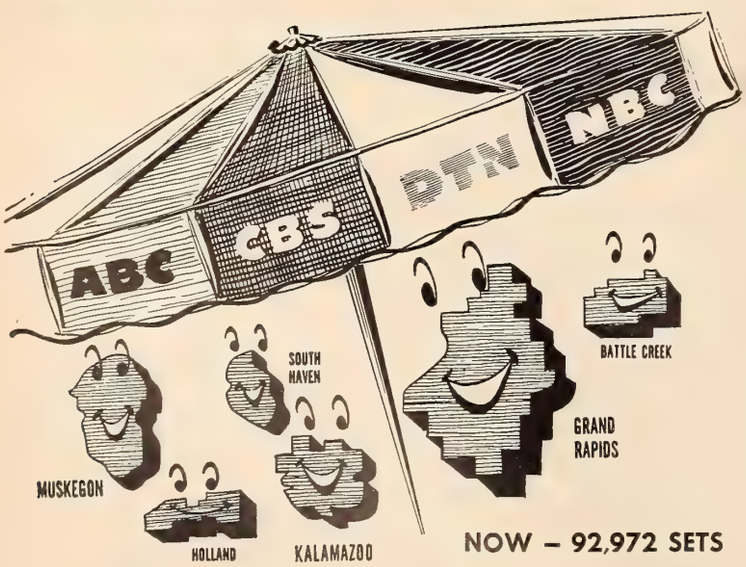
SMPTE Creates New Award

SOCIETY of Motion Picture and Television Engineers last week announced the establishment of the David Sarnoff Gold Medal, to be awarded annually for an outstanding contribution to television engineering.

Frank M. Folsom, president of RCA, proposed the award for the corporation, to be named for Brig. Gen. Sarnoff, chairman of the board of RCA. In addition to the medal, a bronze replica and citation will be included in the award, recipient of which will be chosen by a special committee composed of a chairman and four members who are fellows or honorary members of the Society.

Purpose of the award is "to recognize recent technical contributions to the art of television and to encourage the development of new techniques, new methods and new equipment which hold promise for the continued improvement of television."

nothing but smiles under our umbrella!



NOW – 92,972 SETS



WLAV-TV

CHANNEL 7 – GRAND RAPIDS

LIVE – INTERCONNECTED

Represented by John Pearson

OURIST ADS

Canada May Place in U.S.

IERICAN TV station operators look to the Canadian governnt for a slice of the Canadian rist advertising in 1951, accordto Leo Dolan, director of the nadian Government Travel Bu-u.

At an Ottawa three-day annual eting in late November of fedl and provincial tourist bureau cials, Mr. Dolan stated he was sidering use of paid advertising U. S. TV stations to attract erican tourists to Canada. Adtising would be largely in the ure of films, a number of which now carried free by TV stans.

Mr. Dolan urged provincial ernments to also look into using in the U. S. to attract tourists, lowing the successful use of the dium by the State of New York that purpose. In 1950 Canan tourist bureaus and Transnada Airlines spent $2.1 million advertising for tourist business, stly in publications in the U. S.

OVIE LOSSES

Skouras Blames Video

LEVISION is to blame for the s of 10 to 15% of the movie endance in television areas, arles Skouras, president, Nanal Theatre chain, told members the Hollywood Foreign Correndents Assn. at a meeting early s month.

Expressing surprising frankness a subject most theatre owners loath to discuss, Mr. Skouras, ose chain represents 500 the-es, stated "our business has been rt badly in areas of television eption. Our New York business s been very bad; our Chicago siness has been very bad, and our siness in Southern California has en very bad." In these and other areas business has been off 10 15%, he said, whereas in non-areas it is off only 2 to 4%. nce "we know where to put the me," he concluded.

"Television is here to stay," Mr. ouras declared. "We may as ll realize it." On this note he id that he hoped motion picture oducers would "wake up to the ct" that television could be used publicize pictures in the same y that radio, also at first feared motion picture producers as mpetition, helped sell stars and ms.

upcoming



n. 19: NAB TV Convention, Hotel Stevens, Chicago.

n. 23: Academy of Television Arts nd Sciences annual dinner, Ambassador Hotel, Los Angeles.

ril 11: Brand Names Day 1951, Hotel Commodore, New York.

ril 15-19: NAB Convention, Hotel Stevens, Chicago.

ril 20-21: Southwestern IRE Conference, Southern Methodist U., Dallas.

EDUCATION PLAN

Weaver Describes Project

A PLAN to preempt an hour of evening time per week from advertisers for presentation of educational and public service programs was described last week by Sylvester L. (Pat) Weaver, NBC vice president in charge of television.

Mr. Weaver, who hopes to have his ambitious educational-cultural project going full steam by the fall of 1951, spoke at a session of the Public Relations Society of America Dec. 3 at NBC's Center Theatre.

As currently conceived, the plan would entail presentation of such programs as operas sung in English, the NBC symphony and other serious music, classical dramas and specially produced reports and commentaries.

Mr. Weaver hopes that advertisers whose periods are preempted for the educational-cultural purposes will sponsor the public service substitutes for their commercial shows, but if such cooperation is not forthcoming, the network will try to get other organizations to underwrite the time costs with NBC-TV paying program costs.

"We want to present the issues of our times . . . with enough showmanship so that most of the people will watch the shows," Mr. Weaver said. "We in advertising know how to get visibility for ideas and acceptance for ideas. We can and will get acceptance of the idea that important issues and people of our time should be watched on television."

Mr. Weaver has named his project "Operation Frontal Lobes."

Other NBC executives who addressed the Dec. 3 session of the public relations group were:

Edward D. Madden, vice president in charge of television sales and operations; William F. Brooks, vice president in charge of public relations; Francis C. McCall, director of television news and special events; Ernest Walling, program manager for television; Richard Smith, makeup supervisor.

WAGE BOOST

TV Stagehands Get 8½%

AN 8½ percent wage boost for regular weekly stagehands at ABC-TV, CBS-TV, NBC-TV, DuMont Television Network, WOR-TV New York and WPIX (TV) New York, along with other wage and working condition adjustments were agreed upon by representatives of the companies and the Theatrical Protective Union, Local 1, of the International Alliance of Theatrical Stage Employes in New York last week.

Other provisions of the two-year contract, retroactive to last Sept. 1, included the creation of a new wage category of shop "head" to receive $5 per week in addition to the general increase, and provision for a 3% increase for extra daily stagehands.

Completes 300 TV sets— meets daily quota (at a cost of $4.70)



Delicate coils were needed by Midwest manufacturer to complete 300 TV sets . . . and Massachusetts supplier was 920 miles distant! Air Express assured delivery by 8 o'clock next morning, so manufacturer ordered 500 men to report for work. Shipment arrived 7:20 A.M. —production rolled! Shipping cost for 17-lb. carton only $4.70! Manufacturer uses Air Express regularly to keep business in high gear.





$4.70—and special pick-up and delivery included! Low Air Express rates cover door-to-door service. More convenient—easy to use. Just phone for pick-up! (Many low commodity rates. Investigate.)

Air Express goes on all flights of Scheduled Airlines. Shipments *move* —speeds up to 5 miles a minute! *Experienced* handling. Phone Air Express Division, Railway Express Agency, for *action*.

Air Express gives you all these advantages:

World's fastest transportation method.
Special door-to-door service at no extra cost.
One-carrier responsibility all the way.
1150 cities served direct by air; air-rail to 22,000 off-airline points.
Experienced Air Express has handled over 25 million shipments.

AIR EXPRESS GETS THERE FIRST

Rates include pick-up and delivery door to door in all principal towns and cities

A service of Railway Express Agency and the SCHEDULED AIRLINES of the U.S.



It's like a four-ring circus—having the best shows from all four TV networks—and even more fun for 240,000 viewers.

No wonder Toledoans are climbing aboard at a lively clip. Sets sales now stand at . . .



And—as an added attraction, remember WSPD-TV bonus coverage in Northwestern Ohio and Southern Michigan.

There's still a spot for you. Why not climb on, too? Katz has the story. Get it today.

WSPD
TOLEDO, OHIO
A FORT INDUSTRY STATION
5000 WATTS ● NBC
Represented by
THE KATZ AGENCY, INC.
WSPD-TV
CHANNEL 13
Nat. Sales Hq. 488 Madison Avenue, New York 22, ELdorado 5-2455

telestatus



Weed Report On Daytime T

(Report 141)

OVER 235 hours a week are being devoted regularly to daytime television in the New York City area, according to an analysis of New York program logs by the television department of Weed & Co., New York, national radio and TV representative firm.

The report excludes special events such as football games and UN telecasts, and points out that the format of the shows are in the majority, simple and require a small amount of rehearsal.

The analysis shows that the half-hour period is the most popular with 205 programs of the 435 regularly scheduled shows in that time period. The quarter-hour segment is next with 114, followed by the full-hour with 59; five-minute news shows with 28; 75-90 minutes with 12; 45-minute with 11; and 3-hour show on six days a week.

Film offerings lead all other programs with 80 featured throughout the week; children's programs are presented 60 times weekly. News programs total 58; disc jockey programs, 36; cooking shows, 33; quiz and audience participation, 31; variety, 30; shopping programs, 28; interviews and forums, 26; homemaking shows, 23; educational programs, 12; sports, 8; religious, 6; and fashion and beauty hints, 4 times weekly.

More than 75% of the programs are scheduled Monday through Friday, weekly.

Tele-Que Reports On November Programs

MOST popular TV show in Los Angeles during November was *Hopalong Cassidy*, according to the latest Tele-Que ratings released by Coffin, Cooper & Clay, Los Angeles. The next four shows were reported as: *Spade Cooley Time*, Sunday movies, *Triple Theatre* and *Harry Owens*. Ratings cover the week Nov. 1-7 and are based on 791 viewing diaries.

* * *

Videodex Survey Released for November

JAY & GRAHAM Organization, Chicago, released last week the Videodex national report, covering 62 markets, showing the top 10 shows in the percentage and number of television homes. Period covered is Nov. 1-7.

Program	No. Cities	% TV Homes
1. Texaco Star Theatre	(60)	54.4
2. President Truman	(44)	46.1
3. Philco TV Playhouse	(57)	39.5
4. Talent Scouts	(20)	37.9
5. Toast of Town	(40)	36.0
6. Comedy Hour	(58)	35.9
7. Show of Shows	(56)	35.9
8. Robert Montgomery	(30)	35.8
9. Fireside Theatre	(29)	35.7
10. Kraft TV Theatre	(41)	34.5

Program	No. Cities	No. TV Homes (000)
1. Texaco Star Theatre	(60)	4,458
2. President Truman	(44)	3,109
3. Philco TV Playhouse	(57)	3,074
4. Comedy Hour	(58)	2,856
5. Show of Shows	(56)	2,795
6. Toast of Town	(40)	2,671
7. Kraft TV Theatre	(41)	2,56
8. Four Star Revue	(46)	2,51
9. Fireside Theatre	(29)	2,45
10. Original Amat. Hour	(55)	2,23

* * *

Canadian Set Total Nears 30,000

SALES OF television receivers Canada in October totalled 4,26 according to a report of the Rad Mfrs. Assn. of Canada. The Oct ber sales are valued at $1,798,62 including taxes. This brings to total of 27,680 television receive sold in Canada with a combin value of $11,380,958. About ha the sets sold are in the Winds area, opposite Detroit, and about third are in the Toronto-Hamilt area, within range of WBEN-T Buffalo.

* * *

'Star Theatre' Heads Latest Nielsen Report

NATIONAL Nielsen television ra ings released last week show *Texaco Star Theatre* as the top pr gram for the two weeks ended Oc 21. In terms of the number homes reached and the percent TV homes reached the top pr grams were reported as follows:

HOMES REACHED IN TOTAL U. S.

Rank	Program	Hom (00
1	Texaco Star Theatre	4,9
2	Colgate Comedy Hour	3,2
3	Philco TV Playhouse	3,1
4	Martin Kane, Private Eye	3,0

Weekly Television Summary—December 11, 1950, TELECASTING Survey

City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	5,700
Ames	WOI-TV	26,258
Atlanta	WAGA-TV, WSB-TV	67,800
Baltimore	WAAM, WBAL-TV, WMAR-TV	240,476
Binghamton	WNBF-TV	27,154
Birmingham	WAFM-TV, WBRC-TV	27,500
Bloomington	WTTV	11,340
Boston	WBZ-TV, WNAC-TV	580,245
Buffalo	WBEN-TV	149,331
Charlotte	WBTV	43,504
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	679,417
Cincinnati	WCPO-TV, WKRC-TV, WLWT	209,000
Cleveland	WEWS, WNBK, WXEL	349,319
Columbus	WBNS-TV, WLWC, WTVN	114,000
Dallas, Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	82,544
Davenport	WOC-TV	32,199
Quad Cities	Include Davenport, Moline, Rock Isc., E. Moline	
Dayton	WHIO-TV, WLWD	140,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	355,504
Erie	WICU	42,576
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	82,544
Grand Rapids	WLAV-TV	82,972
Greensboro	WFMY-TV	35,901
Houston	KPRC-TV	52,828
Huntington-Charleston	WSAZ-TV	30,000
Indianapolis	WFBM-TV	102,000
Jacksonville	WMBR-TV	22,000
Johnstown	WJAC-TV	45,025
Kalamazoo-Battle Creek	WKZO-TV	53,589
Kansas City	WDAF-TV	73,565
Lancaster	WGAL-TV	68,474
Lansing	WJIM-TV	32,500
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH KTLA, KTSL, KTTV	796,865
Louisville	WAVE-TV, WHAS-TV	60,2
Memphis	WMCT	64,4
Miami	WTVJ	45,0
Milwaukee	WTMJ-TV	176,9
Minn.-St. Paul	KSTP-TV, WTCN-TV	188,1
Nashville	WSM-TV	12,6
New Haven	WNHC-TV	109,7
New Orleans	WDSU-TV	41,0
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	1,720,0
Newark	WATV	Inc. in N. Y. Estimc
Norfolk	WTAR-TV	44,5
Oklahoma City	WKY-TV	54,6
Omaha	KMTV, WOW-TV	49,9
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	695,0
Phoenix	KPHO-TV	17,4
Pittsburgh	WDTV	180,0
Providence	WJAR-TV	95,5
Richmond	WTVR	47,3
Rochester	WHAM-TV	61,1
Rock Island Quad Cities	WHBF-TV Include Davenport, Moline, Rock Isc., E. Moline	32,1
Salt Lake City	KDYL-TV, KSL-TV	33,9
San Antonio	KEYL, WOAI-TV	34,1
San Diego	KFMB-TV	67,0
San Francisco	KGO-TV, KPIX, KRON-TV	114,6
Schenectady Albany-Troy	WRGB	116,1
Seattle	KING-TV	50,1
St. Louis	KSD-TV	206,5
Syracuse	WHEN, WSYR-TV	80,9
Toledo	WSPD-TV	60,0
Tulsa	KOTV	48,1
Utica-Rome	WKTV	30,2
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	205,8
Wilmington	WDEL-TV	50,8

Total Markets on Air 63 — Stations on Air 107 — Estimated Total Sets in Use 9,239,0

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV Circulation committees, electric companies a manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessari approximate.

Telestatus

(Continued from page 78)

Program	Homes (000)
Stop Music (Lorillard)	2,952
Arthur Godfrey	2,930
Toast of the Town	2,832
Fireside Theatre	2,772
Show of Shows (Participating)	2,732
Show of Shows (Snowcrop)	2,706

% TV HOMES REACHED IN PROGRAM STATION AREAS

Program	Homes (%)
Texaco Star Theatre	63.6
Fireside Theatre	47.5
Colgate Comedy Hour	44.5
Lights Out	42.3
Philco TV Playhouse	41.3
Lucky Strike Theatre	41.1
Show of Shows (Participating)	41.0
Mama	40.9
Lone Ranger (General Mills)	40.8
Man Against Crime	40.1

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Color Fireworks

(Continued from page 73)

fused" to look at RCA improvements, the newspaper cited RCA's 31 letter and Progress Report quoted from RCA's Sept. 28 ition, which said refusal to con- er the findings of the Condon mmittee and the Progress Report as to turn its back on evidence en the Commission had an obli- ion to look."

Answering Mr. Coy's reference "this lie about the Commission using to look at improvements the RCA system," the *Daily ws* said:

e can't poll all of our readers ut Mr. Coy's three-lettered word, we certainly agree with Mr. Coy t in view of the unrefuted docu- its we have just quoted from, ements that FCC doesn't want to at improvements in the RCA em certainly are likely to be be- ed.

inally, the whole world, including Coy, knows that dishonesty does mean specifically getting gold out little black bag in a little green se on K St., in Harding Adminis- ion style.

here is intellectual honesty, and llectual dishonesty, too.

Washington 'Helpers'

ashington is full of well-to-do s who know legally how to help a nd. There are lads who, as Gov- nent officials, accept compromises later turn up in law firms of out- which got the settlement. There lads who, as officials, approve ernment loans and then turn up ell-paid executives of the enter- es which get the money. There are ing New Deal crusaders now rivate practice, selling their en- to bureaucracy's private offices. re is the official interpretation, h, ethical as all hell, hides be- l the letter of the law to help a nd.

hether or not Mr. Coy and the or of this newspaper indulge in oring "you're another" campaign not add or subtract from cynical ulation if FCC refuses to con- r this latest television devolpment ts merits, and instead persists in ing to a decison which, except for war crisis that keeps color sets being produced in mass quanti- would cost television owners and ers literally hundreds of millions ollars.

yway, as Fred Othman said in column yesterday, "Commission-ers, I'd suggest you pull your hats down over your eyes and sneak in for a look."



Mr. Terry (l) queries Sen. Johnson during KLZ broadcast

Chairman Coy came back promptly with a letter to Daily News Editor John T. O'Rourke.

On the suggestion of "sneaking in for a look," Mr. Coy replied that "it is not necessary for us to do that. On Oct. 10, as I have stated before, the Commission prescribed the way in which we would take a look at any improvements or any new color television system. It will be done openly and above board and pursuant to the requirements of law."

He denied again that RCA had requested a reopening of the color record before the issuance of FCC's Sept. 1 First Report on color. As to the July 31 letter accompanying the RCA Progress Report, he said:

. . . the point has not been emphasized that the Commission and its staff could not take a look at the improvements and in any way consider what they saw in connection with the color television decision because what they would see when they looked would not be a part of the record in the proceedings which had been closed on May 26, 1950. The requirements of the law are that evidence to be considered must be submitted on the record and those testifying are subject to cross-examination.

In the instance we are discussing (the RCA letter of July 31, 1950) there was no request for the reopening of the record and it is clear that unless the record was reopened for the purpose the "look" which the Commission and its staff were invited to have would have been outside the record and intended only for the purpose of influencing a decision with evidence outside the record. And more than that, to repeat, we were urged by Gen. Sarnoff himself to have no delay in reaching a decision in the case.

. . . The Commission had to decide the case on the basis of the record, but in making its decision on the record evidence before it, it provided a proper procedure for taking a "look" at the improvements in any system, including RCA's, and any improvements in any other color television systems or any newly proposed color television systems. . . .

Meanwhile Mr. Coy released a copy of another letter—this one to W. F. Kennedy, president of the Ott-Heiskell Co. of Wheeling, W. Va., who had inquired whether it was true FCC asked RCA to turn over models of its tri-color tube to CBS. If true, Mr. Kennedy wrote, the procedure is "unthinkable" and "very unfair, not to say unethical."

In reply Mr. Coy cited RCA witnesses' testimony that the tri-color tube could be used on the CBS system, and quoted Gen. Sarnoff as testifying that, if the CBS system were adopted, RCA "would make and sell tubes, including our tri-color kinescopes, and parts, to anyone," and that FCC "is fully entitled to whatever information we have on this tube, to whatever demonstrations we can make, and that we are only happy to do so."

The letter also pointed out that RCA, with its Progress Report of July 31, said "it is hoped that the supply of tubes will be such that samples can be made available to the industry in the fall for their own study and development work."

Mr. Coy said he felt that "in light of these representations proffered by RCA's top officials" the Commission "had a sound basis for its desire to view a demonstration of the tri-color tube on the CBS system, and for its expectation that RCA was prepared to cooperate in effecting such a test.

"In fact," he said, "on Oct. 13, 1949, Dr. Charles W. Geer, holder of a patent on a tri-color tube, testified that he had received a letter from Dr. Jolliffe [C. B. Jolliffe, executive vice president in charge of RCA Labs] asking if Dr. Geer had available a tri-color tube which could be used in connection with the RCA color system."

The FCC request to RCA to turn over to CBS models of its tri-color tube has been refused by RCA "until we have completed our research work" [BROADCASTING • TELECASTING, Nov. 6, 13].

JOHNSON

Looks at Freeze, Color TV

VIEWS on the freeze and color TV were given by Sen. Ed C. Johnson (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee, in a radio interview with Hugh B. Terry, general manager of KLZ Denver, Dec. 2.

On KLZ's *Let's Talk It Over* program, Sen. Johnson said he had hopes that the FCC freeze on TV applications will end by April of 1951 "or no later than July 1" that year. He estimated that the end of March 1952 was the earliest Denver could be expected to have television.

In regard to color television, Sen. Johnson told the radio audience that "CBS has a system which is farther advanced than any other system." He praised color for "dimension, depth and shading," and praised KLZ for amending its TV application to include color plans [BROADCASTING • TELECASTING, Oct. 30]. Asked whether the color issue could be prolonged indefinitely in the courts, Sen. Johnson replied in the negative, saying he didn't think "the courts would block the development of science and deny the best television to the people on any kind of injunction."

The One and Only...

the only TV station that can sell your products to this prosperous TV audience

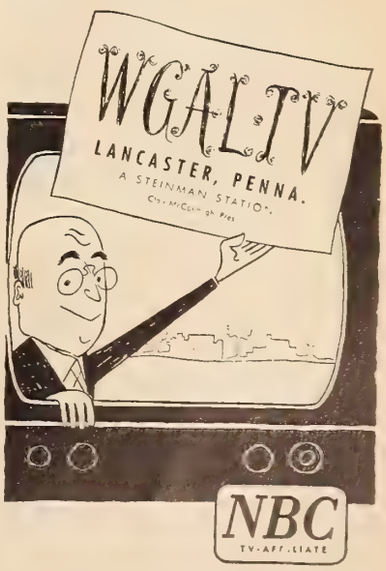
the only tv station located in this large thriving Pennsylvania market — **Lancaster, York, Lebanon, Reading, Harrisburg** and adjacent areas. In addition to its ability to do a profitable selling job for you, WGAL-TV is ideal for market tests . . . the area is compact, its industry diversified, economy stabilized, rates are reasonable. With top shows from four networks; NBC, ABC, CBS and DuMont and good local programming, WGAL-TV assures you a consistently high and growing audience. It's important to investigate.

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CD Communications

(Continued from page 26)

week when the American Municipal Assn., meeting in Washington, proposed to Congress that a civil defense department be set up within the defense establishment. The association, which has been sharply critical of civil planning on the government level, reasoned that a civil defense secretary within the Dept. of Defense thus would have equal status with officials of the three major armed services.

The civil defense administrator could become "an absolute dictator" with great confiscatory powers, under the measure as it now stands, Rep. Carl Vinson (D-Ga.), chairman of the House Armed Service Committee, declared last Thursday. Sen. Eugene Millikin (R-Col.) termed the legislation as "too controversial."

Mr. Wadsworth, upon questioning by the House subcommittee, agreed that the bill could be clarified, attaching strings to certain of the administrator's powers of authority.

Current legislation on Capitol Hill authorized the administrator to:

- Prepare comprehensive national plans and programs for civil defense, including plant protection not provided by other agencies.
- Request reports on state plans and operations.
- Review civil defense activities of other government departments and agencies, including the Dept. of Defense.
- Make apropriate provision for "necessary" civil defense communications and warning systems.
- Study measures designed to develop equipment or facilities to meet or prepare for enemy attacks.
- Disseminate civil defense information by all means and exchange such data with other countries.
- Assist and encourage the states to negotiate interstate civil defense pacts.
- Arrange for training programs for instruction of local defense officials.
- Procure, maintain, construct or lease in "real and personal property," including communications equipment and buildings to meet enemy attacks with right of taking over "immediate possession."
- Make financial contributions to the states for civil defense purposes, including—but not limited to—procurement and construction of equipment and facilities.

Other provisions: (1) Congress would give its consent to interstate pacts for civil defense providing for interchange of equipment. (2) The Secretary of State, after consultation with the administrator, could enter into agreements with foreign countries. (3) States would organize defense corps from volunteers.

Most of the provisions of the Atomic Age Civil Defense bills also were contained in the President's executive order removing civil defense from NSRB and operating it as an agency while Congress debates the bills. Heading communications is Robert Burton, formerly of the State Dept. He plans to add additional personnel to his staff in the months ahead.

MUSIC 'LEAK'

Union Bills N. Y. Outlets

ALLEGING "leakage of music" over WABD(TV) New York and WPIX(TV) New York during recent telecasts of a rodeo and horse show in Madison Square Garden at which a live band played, Local 802 of the American Federation of Musicians last week billed the stations for $20,000 in musicians' fees.

Neither of the stations would comment on the matter. But they are understood to have put $20,000 in escrow with Local 802, pending an appeal to the AFM executive board.

GATE GUARANTEE

Admiral to Pay Rams $180,0

ADMIRAL Corp. and Southe California distributor Herbert Horn Inc. Los Angeles, will p $180,000 on its guaranteed gate tendance to telecast eight Los A geles Rams pro football games ov KNBH (TV) Hollywood this pa season. NBC loss will be abo $60,000 being written off as s tion exploitation and promotion. charges were made for time, pi ups and production crews, NI loss would have been $125,000.

NBC-KNBH (TV) was giv first refusal on possible play game for title in Los Angeles Co seum Dec. 17, but wasn't interest in paying $75,000 flat fee or $16 000 gate guarantee.

Ziv Sales

ZIV TELEVISION Programs h announced five additional sales i its *Cisco Kid* film production Mission Macaroni, over KING-T Seattle; Huber Baking Co., ov WDEL-TV Wilmington, De Stroehman Brothers Baking C over WNBF-TV Binghamton, Y.; General Ice Cream Co. a Gioia Macaroni, over WHEN (T Syracuse, N. Y., and WBNS- Columbus, Ohio.



TV 'ADVERSE' EFFECT

Cited by Big Te

LIVE or simultaneous telecasting of college football games has an "adverse" effect on attendance, the television committee of the Big Ten conference reported Thursday in Chicago. The three-man committee was careful, however, to qualify it, adding that the conclusion was based on "evidence" submitted to them and that the effect was "adverse in varying degrees."

The lengthy report was presented to athletic directors of Western Conference schools Thursday, the second of a five-day meeting at the LaSalle Hotel. The TV committee includes Douglas R. Mills, H. O. Crisler and Ted Payseur, athletic directors of the U. of Illinois, U. of Michigan and Northwestern U., respectively.

Their report, described as "voluminous," was slated for discussion at a joint meeting of athletic directors and faculty representatives Friday. It was divided into four classifications:

(1) A review of the Big Ten's existing TV policy (permitting only delayed telecasts) and the reasons for its adoption, (2) a review of the effects of live or simultaneous TV on sports attendance, with "particular" reference to football in recent months, (3) consideration of the present TV policy relative to the second point, and (4) consideration of possible TV policy for 1951, with emphasis again on football.

Conference attendance in 1950 dropped about 3% from the all-time high of 1949, the report shows. The decline was attributed primarily to the loss when a Big Ten team played against a school outside the conference area which permitted live telecasts. Secondary reason was the telecasting of non Big Ten games in Big Ten areas, when "undesirable" end-zone seats remained unsold.

The committee pointed out, for example, that the Iowa-Southern California game at California drew a crowd of 45,167. The "only comparable figure" to contrast with this was the 90,910 paid admissions to the Iowa-UCLA game in 1947, which was not telecast, the committee said. Data which it considered was reported by other conferences, independent schools, professional football and baseball associations and other sports enterprises. Although the Big Ten group or committee will make no specific recommendations, it is expected they will also get the thinking of the college presidents.

Follow NCAA Policy

In any event, a Big Ten spokesman said the group will abide by any video policies set by the National Collegiate Athletic Assn. when it meets in Dallas in January.

Problems still confronting the conference on TV centered Friday on whether the ban against live television should be continued and, if so, what effects live telecasting of other conference games would have in the Big Ten area; the results if an OK to theatre television and a negation of live were given; what would be done to "make the slack" financially if live is okayed and attendance dro Regarding the last point, possi answers could be a levying of pensive sports rights charges sponsors to pay, subsidy by state legislature or a readjustme of the school budget.

The problem was described "one of exploration pending NCAA convention." The Big T would probably call a special J uary meeting after decisions TV policy at the convention.

The full report of the televis committee was not and is not pected to be released.

Robert H. O'Brien, secreta treasurer of United Paramo Theatres, reported to the gro on the progress of Big Ten footb telecasts in three movie theat this fall, the Tivoli and State L in Chicago and the Michigan Detroit.

In Chicago, where admission $1.20 at both theatres, the St Lake attracted 11,708 paid adn sions on the six Saturdays gar were telecast. The total attenda for the same Saturdays last y was 7,272. The Tivoli sold se to 7,952 this year, while a y ago the total was only 1,709. Detroit, U. of Michigan gar brought 7,359 persons into the t atre. There were only 3,694 year.

Mr. O'Brien described the exp iment with the Big Ten as an "o standing success," and said res "fulfilled every expectation."

D COUNCIL PROJECT

Allocation Set Dec. 17

E ADVERTISING Council's television allocation plan, h goes into effect Dec. 17, al- y has been accepted by 23 rtisers as well as the four TV orks, Lee H. Bristol, presi- Bristol-Myers Co., and vice rman of the council's board, Monday. He added that he cts the total of participating rtisers to reach at least 75 in next few weeks as the plan underway.

he TV plan is modeled on the o allocation plan which has ated so successfully for more eight years through the adfast support and cooperation most of the nation's national o advertisers, the radio net- s and a number of regional rtisers," Mr. Bristol ex- ed. The plan is extremely d in scope, he noted, pointing that during this year alone o advertisers, agencies and orks shared time with more 60 private and government cies, scheduled radio support 9 top-priority public service paigns and gave additional to 34 other causes.

Scheduling Procedure

echanics of the plan are sim- A schedule of programs par- ating in the plan is kept at council and sponsors are noti- three or four weeks in ad- e that on a certain date a age for a particular cam- n should be included in the ram's telecast. No "canned" ages are used; instead the cil sends fact sheets regard- he campaign to the advertiser basis for his message, but the ng and the decision as to form it should take on the are left entirely up to him. n radio, weekly TV programs be asked to carry a public ce message once every six s; five-a-week programs once three weeks.

A campaign to reduce holiday traffic accidents by urging drivers to be particularly careful is the first council TV project, Mr. Bristol said, commenting that this peacetime project was scheduled before the Chinese Reds invaded Korea. However, he added, "television is a flexible medium of mass communication and the cooperating advertisers and networks stand ready to take on any emergency campaign which our national leaders deem necessary for defense. In other words, this schedule is subject to change on short notice. This new weapon is now ready and we will respond quickly and spiritedly to marching orders."

Networks Approve

Niles Trammell, board chairman of NBC, and Mark Woods, vice chairman of the ABC board, members of the council board's radio and TV committee, attended the news meeting at which the TV allocation plan was announced and added their endorsement of the plan to that of Mr. Bristol, pledging the full cooperation of their networks. Mr. Bristol read messages from Frank Stanton, CBS president, and Chris Witting, manager of the DuMont TV Network, assuring the council of complete cooperation from these networks as well.

TV sponsors already agreeing to participate in the TV allocation plan include: American Tobacco Co., Borden Co., Bristol-Myers Co., Electric Auto-Lite Co., Esso Standard Oil Co., Firestone Tire & Rubber Co., Ford Motor Co., General Electric Co., General Foods Corp., General Mills, Gillette Safety Razor Co., Household Finance Corp., S. C. Johnson & Son, Kraft Foods Co., Liggett & Myers Tobacco Co., Thomas J. Lipton Inc., Miles Labs Inc., Philip Morris & Co., Procter & Gamble Co., R. J. Reynolds Tobacco Co., Joseph E. Schlitz Brewing Corp., Standard Oil Co. of Indiana, and Texas Co.

In addition, the council's public service messages will be telecast on such sustaining TV shows as *Ransom Sherman Show, Who Said That? Garry Moore Show, Big Top, Club Seven,* etc.

CUBAN TV PLANS

New Station at Santa Clara

UNION Radio Television S. A. Havana, operator of Cuba's only TV station, CMUR-TV Havana, which made its debut Oct. 24, is planning a second TV station at Santa Clara, to be programmed from Havana via a radio relay circuit spanning the 200 miles between the two Cuban cities, Irving Later, New York representative of the company, told BROADCASTING • TELECASTING last week. His organization hopes to have its second video station in operation early in 1951 and now is negotiating with RCA, which built CMUR-TV, to erect the relay connections as well as the new station.

CMUR-TV, Mr. Later reported, has just signed Procter & Gamble Co. to sponsor *Musical Circus,* 5-6 p.m., Mon.-Fri., and Crosley Div. of Avco to sponsor a half-hour morning domestic science video program, also across-the-board. Both contracts were placed through the Havana branches of the companies, he said.

Union Radio S. A., AM affiliate of Union Radio Television, operator of a 14-station Cuban network, will increase its scope to 16 stations in January by erecting new 250 w stations at Matanzas City and Pinar Del Rio City, Mr. Later said. Three other stations of the network have been granted power increases: Santa Clara from 1 kw to 5 kw, Sagua La Grande from 250 w to 1 kw and Cienfuegos from 250 w to 1 kw.

T&T HEARING DELAYED

Set for Dec. 18

RT of FCC's investigation of T&T allocation of TV coaxial and radio relay time among our networks was postponed sday until Dec. 18, to permit er network-telephone com- conferences looking to a pos- settlement [CLOSED CIRCUIT, 4].

e week's delay in the hearing, n had been slated to start to- (Dec. 11), was authorized gh the granting of a petition by the chief of FCC's Com- Carrier Bureau on behalf of TV networks — NBC, CBS, and DuMont—and the AT&T. the networks reach a satis- y voluntary agreement on the allocation of usage of the intercity TV facilities, the hearing would be called off. If not, it would open next Monday as scheduled. A partial agreement would limit the scope of the investigation by that much and might also delay the start of the hearing.

Want Quiet Settlement

Commission authorities obviously prefer to have the question settled amicably by the networks themselves. The investigation was ordered after the networks' failure to agree on a time allocation for the current quarter forced AT&T to make an arbitrary apportionment, whose terms brought protests from both DuMont and ABC [BROADCASTING • TELECASTING, Oct. 23].

Last week's round of network-AT&T conferences got under way Monday afternoon immediately following a pre-trial meeting to discuss hearing procedures.

FCC Examiner Hugh B. Hutchison, assigned to preside over the hearing, and Stratford Smith, FCC counsel, made clear in the pre-trial conference that FCC would encourage further negotiations looking toward a "constructive solution" and would lend the facilities of its staff in such negotiations if desired.

The petition for a one-week delay

(Continued on page 101)



Sandy Spillman, KPIX program director and special events chief, headed the camera crew in bringing viewers on-the-spot coverage of Northern California's recent flood areas.

In a KPIX Navion, Spillman and his men covered the flood disasters from the air and ground, wading through rising waters to interview flood victims.

KPIX's flood coverage marked another exclusive for the pioneer station, which earlier this year brought viewers a first hand report from the war front, when Spillman covered the Korean combat area for KPIX viewers.

SPORTS AIRINGS

Basketball season is now underway in the San Francisco Bay Area, with KSFO airing twenty-five of the inter-collegiate games for Tidewater Associated Oil. Sportscaster Jack Shaw handles the mike.

Also on the sports lineup for KSFO airing, are the S.F. Seals' Baseball Games sponsored by Regal Amber Brewing Co., for the third consecutive year. Don Klein will bring the play-by-play account to baseball fans throughout the 1951 Pacific Coast League season.

SCREENINGS: Via micro relay from Los Angeles, KPIX will transmit the Rose Bowl Game—gridiron classic of the West—on New Year's Day. . . .the game will follow a colorful three hour telecast of the Tournament of Roses Parade.... a new series on Channel 5 is Saturday's "Kiddies' Matinee", which includes two hours of programming especially designed for the "little people"....a special film presentation, highlighting top news events of the year, will also be featured on KPIX, Jan. 1.

KPIX CHANNEL 5
Represented by The Katz Agency, Inc.
560 KC KSFO
Represented by Wm. G. Rambeau Co.
SAN FRANCISCO

Video's Growing Pains

(Continued from page 72)

revamping the studios and offices of WSPD-AM, he said, reporting that the "resulting elimination of burdensome overhead charges has materially contributed to our financial health."

"Keep the staff of your station low in numbers but high in quality," was Mr. Wailes' rule number two. He noted that executives, announcers and many other station employes can effectively combine TV with AM duties and reported that his company has found it "very advantageous to handle both AM and TV with one sales staff." A number of advertisers, he said, have gone into TV while retaining their AM schedules, which "would not have been true in many cases had we used separate sales staffs."

"Constantly study the costs of your programming and make substitutions where savings can be made without sacrificing quality," he urged. He said his company, by using staff talent almost exclusively and by wise film buying, has made its local programming produce profits instead of losses.

His fourth rule, "pursue a fair but aggressive policy with respect to your rate card," he explained by noting that, compared to radio stations, TV stations are costly to buy and to operate, and that television as an advertising medium "is effective to a degree never before even approached." "These two facts make an aggressive rate policy not only imperative but thoroughly justifiable," he stated.

Finally, Mr. Wailes warned TV station operators to "avoid impulsive or ill-considered expansion of your daily hours of operation. Expand only as you are able to afford it."

Film Problems

Telecasters were asked point blank whether they want films made specially for TV and if so on what basis, by Ralph M. Cohn, manager of Screen Gems Television Dept. of Columbia Pictures Corp. Early this year, Mr. Cohn reported, his company made some sample TV films and showed them to 25 stations from Boston to San Diego, getting from 22 stations an enthusiastic response both as to film content and price. But when Columbia tried to get written commitments, the TV broadcasters all shied away, he said.

To guide film producers in their video thinking, Mr. Cohn asked the TV broadcasters for answers to five specific questions:

"First, do you want film programs produced especially for TV? Second, if you do, will you commit yourself to buy a program you like on the basis of a sample? Third, will you sign a conditional contract, knowing that a producer must have a certain minimum number before he can go into production? Fourth, should we ignore you completely and go directly to the local advertiser or his agency? Fifth, when we ask you for advice as to the value of the program and its desirability, can we depend on what you tell us?

"If you want this solved so that you won't be dependent on the networks for your programming, where you sell time at a fraction of your card rate, or on the necessarily low-cost locally-produced live show, then help us to help you," Mr. Cohn urged. "If you don't, then we must follow one of two courses—either make films for national advertisers where we have but one sale to make and one customer to please, or abandon the field altogether.

Need Decision

"Possibly I am premature in assuming that the time is ripe for producing TV film to be sold directly at the local level," he concluded. "Possibly we need to wait until the freeze is lifted and this becomes a country with 400 TV stations and 25 million sets. If so, then tell us this and we'll wait. Just don't be apathetic and uncommunicative. We can't take that."

Discussing the role of film in TV network programming, George T. Shupert, vice president, Paramount Television Productions, reported that some 6,500 hours of programming will be film-recorded by the four TV networks this year, mostly off the tube—850 hours for DuMont, 1,750 for CBS, 1,900 hours for ABC and 2,000 hours for NBC. A large percentage of these recorded programs are not produced solely for non-interconnected stations, he noted, with CBS, for example, reporting approximately 75% of its film goes to cable-connected stations unable to clear time to carry the shows live.

In addition to these kinescope recordings, the networks carry "a fair number of programs filmed expressly for television," Mr. Shupert said, noting that General Mills spends $13,000 per film for the *Betty Crocker Show*, $15,000 for *The Irwins* and another $15,000 for the *Lone Ranger;* Procter & Gamble's *Fireside Theatre* costs that company $14,500 per film, and other films range from $3,000 for *Party Time in Club Roma* to $22,500 for *Magnavox Theatre.*

Asked a year ago by several TV stations for film transcriptions of top-rated programs on the Paramount station, KTLA (TV) Los Angeles, Paramount is now supplying filmed programs to 42 stations in 40 markets on a network basis, Mr. Shupert said.

"I see no reason why television must follow the network pattern established by radio," Mr. Shupert concluded. "Certainly radio and television have much in common, but just as certainly all factors are not parallel. The initial costs of equipment, installation and operation are far greater in TV. Local stations are finding it difficult to operate on the small return they receive from the networks. The problem of inadequate cable facilities to serve all the networks may continue with us for some time under wartime materials restrictions. Multi-network affiliations and time zone differences really complicate the TV picture. Perhaps I am prejudiced, but film appears to me to supply nine-tenths of the answers to our TV programming troubles."

Speaking on the topic "Steps Toward Reducing Expenses," G. Bennett Larson, vice president and general manager, WPIX (TV) New York, pointed out that as an independent TV station in the highly competitive New York market. WPIX has from the outset had to "learn to cut corners in production costs so that even the most modest-budget advertiser can afford to get into television advertising." Describing some of WPIX's most successful efforts, he said:

"Our policy is to adopt across-the-board features that run for an extended period of time. This technique has eliminated expensive investments in space, scenery, stage hands and money that we can't afford to spend for a lot of miscellaneous talent. We take what we have to spend and do as good a job as we can by stretching it. We can't afford to put on extravaganzas like the 2½-hour *Show of Shows* but we are very much in favor of 'block' programming, filling large periods of time and holding the audience.

Economies Necessary

"We never provide more than two cameras for a show unless the client is willing to absorb the extra cost. We seldom can afford to buy a first-run movie. We simply tell the customer that if a person hasn't seen the picture it's still first-run to him. There are a lot of people who haven't seen many first - run movies from the 1930s and 1940s and with a couple of million sets in the New York area we still have a large potential audience."

Noting that TV stations are "licked" unless they operate with minimum expenses and personnel, Mr. Larson declared: "We've got to think about buying wholesale—films, talent and so forth—and at the same time insure the security of our employes and our investors. In the past we've been in long-term planning; there have been too many 'todays' and not enough 'tomorrows.' Extra rehearsals, extra cameras and extra personnel are all items that bulge the budget. And here's a tip you need if you need to hire somebody on Monday, don't hire him until two weeks from Monday—until you're certain you need him!"

"In a one-station market, any move you make you're damned if you do and damned if you don't—you can't win," Donald A. Stewart, general manager, WDTV (TV) Pittsburgh, told the TBA crowd. "Three thousand people blasted WDTV for carrying the opening of the Metropolitan Opera; others loved it. Thousands pleaded with us to carry *Studio One* on Monday nights; yet newspapers, telephone and letters pleaded with us to continue wrestling. We try to please most of the people most of the time and what more can you do?"

Although WDTV is owned by Allen B. DuMont Labs it does not confine its network programming to those of the DuMont TV Network, Mr. Stewart said, but maintains an almost perfect division of time of total network time to each network. The same policy of giving everyone an equal break is followed locally, which means "walking the tight rope" in a city like Pittsburgh, where business is good and competition high, he said.

WDTV Experience

In less than two years of operation, WDTV has, in addition to network programs, had 574 different advertisers on the station, over 90 script programs, Mr. Stewart said, adding that another record was set when the WDTV studios were opened with 1,000 hours of live studio programming under contract. He recalled that the big joke of the last TBA meeting was that the Pittsburgh station didn't even have a camera and reported that it now has five, "ready for in what we think may be the golden rilege in TV where everyone else boasts of big losses—out of pocket

WPIX OFFERS

Facilities to Education Bo

WPIX(TV) New York, which spring made its facilities avail to the mayor of that city fo weekly TV report to the pe has now offered its facilities to New York City Board of Ed tion.

Offer was announced Friday G. Bennett Larson, vice presi and general manager of the *York News* TV station, at the clusion of a talk at the TBA T vision Clinic at New York's W dorf-Astoria (see story page 72).

Mr. Larson pointed out that already heavy expenses of mu pal government would make it tually impossible for New Yor operate its own TV station.

"Because of our concern, we going to take this opportunity publicly announce that WPIX anxious to further this educati program and as of now mak time and facilities available to New York City Board of Ed tion for the development of a ular educational program sc ule," he said. "I hope they ac this offer and in working with t we hope they'll be able to r enough use of our time and fa ties to accomplish their aims.



n we think is sensible and
t even come under the heading
od business."

exander G. Ruthven, president
f Michigan, reviewed the uni-
ty's weekly hour on WWJ-TV
it, launched this fall as a co-
tive venture of school and sta-
and reported that "registra-
n the two courses in the pro-
passed 600 in the first month,
many thousands viewing and
ing to the programs who do
egister.

o professional people in tele-
n and radio, 600 may not
a large number, but to those
in education it is gratifying,"
aid, noting that half of the
n's colleges have fewer than
tudents; that the TV program
ly getting started and, "per-
more significant still, that
le pay a few dollars and keep
uch weekly with the univer-

e anticipate that the number
grow rapidly," Dr. Ruthven
"Our telecourse in photo-
hy, to be started in January,
dy has an advance registration
xcess of 100—a measure of
s to come." Noting that the
ersities have much to offer
ision, he urged the commercial
tation operators to "be just as
to seek programs in our col-
and universities as on Broad-
or in Hollywood."

Warning on Research

arning telecasters not to sell
selves short in research, as
broadcasters have, E. L.
inger, research director, Biow
and president, Radio-Televi-
Research Council, declared
the lesson history teaches
t radio measurements is that
did not go far enough to
radio fully and thus to save
, now that radio needs all in-
ve measurements most."

taking the family as the
ing unit, radio unwisely
ed out-of-home listening, lis-
g on second and third sets and
ike, he said, noting that such
ing might well take up "quite
rt of the gap which TV is
wing into the measured radio
ence. Wouldn't that be a
rful weapon for your radio
man to have in his hand while
competing with your TV sales-
(or someone else's TV sales-
)?" he asked.

TV research, "let's get the
e audience," Mr. Deckinger
d. "Command us, the re-
hers, to develop a best way to
ure individual listening with
h researchers in general will
tisfied. Don't let anybody tell
it's impossible. Tell them
e learned a lesson from the
rience of radio. You demand
the TV audience measurement
le set out to find the ways that
give you your money's worth."

E. Hooper, president, C. E.
er Inc., final speaker at the
ing session, described his new
per Brand Ratings" service,
effectiveness of advertising
urement which not only tells
the advertiser where he stands in each market in relation to each competitor but also reports separately on the use of merchandise in TV homes versus non-TV homes.

This continuous survey was launched experimentally in May, Mr. Hooper said, and results are now being reported quarterly for nine cities which possess varying characteristics of TV and radio service. The service can be expanded to the 100 largest U. S. cities and applied to each of the 20 to 25 categories of merchandise which currently account for most national and sectional advertising, he said.

He stressed the speed of reporting, with fall records, for example, collected in October and November, to be reported to subscribers before the end of the year.

Programming Speakers

M. C. Watters, vice president, WCPO-TV Cincinnati, spoke on daytime programming; Sylvester L. (Pat) Weaver, NBC vice president, discussed network program problems; Donald Thornburgh, president, WCAU-TV Philadelphia, spoke on programming in multi-station cities, and John M. Outler Jr., general manager, WSB-TV Atlanta, reported on catering to the local audience, during the program session.

Russell Glidden Partridge of United Fruit Co. told how and why his company got into television. Irving R. Rosenhaus, president, WATV (TV) Newark, reported on his station's use of films as program material. John A. Kennedy, WSAZ-TV Huntington W. Va., chairman of the Television Tax Committee, reported on the explorations of the committee into the probable effects of the proposed excess profits tax on TV broadcasters and what the committee has done about them.

The one-day clinic concluded with a panel discussion of the impact of color TV—on the broadcasters, represented by E. K. Jett, vice president, WMAR-TV Baltimore; on the program producers, represented by Jack Barry; on the entertainers, represented by Faye Emerson, and on the public, represented by Jimmy Jemail, inquiring reporter of the *New York News*.

GUNZENDORFER

Named by Film Producer

WILTON GUNZENDORFER, for the past year commercial manager of KYA San Francisco, has been appointed to head the television production division of General Service Studios, Hollywood, independent film producer.

Before he joined KYA, Mr. Gunzendorfer managed KROW Oakland for five years. He also has been manager of KSFO San Francisco and general manager of KSRO Santa Rosa, Calif. Before entering the station field, he was an executive in the Thomas S. Lee Artists Bureau, San Francisco and Hollywood.



film report

TELEVISION trailer packages for five new films ready for release have been completed by **Paramount Pictures.** Each package includes four commercials, two one-minute and two 20-second spots. Spots differ from theatre trailers in that they combine "proved elements" of radio spot announcements with visual presentation. Pictures being promoted include "Union Station," "Tripoli," "Let's Dance," "The Goldbergs," and "Mr. Music."

Sarra Inc., Chicago, completing series of six one-minute spots for **Wilson Sporting Goods Co.,** to be used on telecast of National Professional League championship grid game this month. Series show such stars as **Babe Didrickson** and **Johnny Lujack** in major sports events. Agency: **Ewell & Thurber,** Chicago. **Harry W. Lange,** production manager of Sarra, has been reappointed to executive committee of Woods Products Section of National Safety Council. Mr. Lange has just completed Sarra's 70th film for National Safety Council.

* * *

Series of 13 quarter-hour signoff programs, *Victoria,* completed by **Wilkins-Gooden Productions,** Hollywood. Programs feature Victoria Faust, singer and own accompanist. . . . **Williams Productions,** Los Angeles, set up for national distribution of films for television. Principals are **Rene Williams,** motion picture producer, president, and **Walter A. Klinger,** national sales distribution manager. Officials are at 9169 Sunset Blvd. Phone Crestview 1-5165. Firm has on hand 26 feature length English films obtained from various British producers.

* * *

KTTV(TV) Los Angeles has purchased exclusive rights to nine feature motion pictures and taken option on four additional ones in recent deal with **Atlantic Television Corp.,** New York.

EDUCATIONAL TV

Galvin Urges Channels

MOTOROLA President Paul V. Galvin spoke out in favor of FCC assignment of video channels for educational use last week. Noting that TV has been used "successfully" in Philadelphia, Baltimore and at Iowa State College, Mr. Galvin said "television can be the greatest teacher of all time and effective in every educational field."

The issue now "is to establish the principle of the right of education to a place in the future expansion of television as the country's prime medium of communication. The radio-television spectrum provides mankind with untold possibilities for its own advancement. For the sake of the national welfare and for future generations, an equitable share of this spectrum should go to education."

President Galvin described TV as necessary to education. "Our schools are overcrowded, our methods largely old-fashioned, and, for both children and adults, TV may prove to be the cheapest and most effective way to educate the most people."

Because full-scale use of video in education is "many years away," the Motorola president emphasized that this should be the stage of planning and establishing of principles. Inasmuch as $7 billion yearly in public and private funds is being spent on education, "it is conceivable that a portion of this money be spent on teaching by television," Mr. Galvin said.

"Since the public interest is so deeply involved in the educational potentialities of television, I feel confident that ways and means can be worked out to serve the educational needs of our country on both VHF and potential UHF channels without unduly limiting the commercial broadcasters," he concluded.

MOBIL TV UNIT



For Sale; Reasonable

Attention TV Stations: Here's your chance to buy an ACF-Brill bus, completely equipped for use as a mobil TV unit, at a reasonable price. Unit adapted from 1946 32-passenger, air-conditioned, cross-country bus. Roof platform reached by trap door. Excellent tires and mechanical condition. Driven less than 25,000 miles since completed in April, 1948, by WLW-Television. Have two other mobil units so this one is no longer needed. No technical equipment included. Call or write J. R. McDonald, WLW, Cincinnati 2, Ohio. Phone CHerry 1822.



Telefile: WOAI-TV Lights Its First-Year Cand For Service to San Antonio

VIEWERS in WOAI-TV San Antonio's coverage area are getting cake with their television today (Monday). A lone candle adorning the cake, which is superimposed on the facade of the Alamo—the background picture used with the station's identifying call letters—tells the story of WOAI-TV's first anniversary on the air.

That story burns brightly in the land where the Alamo lingers as the symbol of the individual in his fight for freedom.

Exactly one year ago, the citizens of San Antonio and the larger area served by the station, greeted the new medium with typical enthusiasm. It was reflected in set sales, which up to then had totaled 1,539. Periodic surveys made by WOAI-TV with local dealers show sales have jumped an average of 647 per week. It's estimated that today the number of sets sold approximates 35,000.

Growth in the 12-month period that the station has been bringing the outside world into the viewer's living room can be traced in the changing rate card. WOAI-TV's first rate card was based on a $200 hourly charge. By July 15, 1950, rates were increased 25%. By Rate Card No. 4, effective Jan. 1, 1951, rates will be upped 50% over the initial time charge, the hourly rate for Class A becoming $300, Class B $225 and Class C $150. WOAI-TV looks to operation in the black beginning with this change in rates.

Halff Plots Service For 730,694-Person Market

With a total population in the station's service area of 730,694, the launching of the new TV center was plotted carefully by Hugh A. L. Halff, president and general manager, and his key personnel. Introduction of TV in the area was set off by a concerted drive to educate the public on the subject and to assist distributors and dealers in meeting public demands.

A pre-debut meeting was held June 21, 1949, with Mr. Halff presenting the plans to the distributors and dealers. Emphasis was placed on the dual responsibility of the station and set salesmen in successfully introducing the medium.

At the same time, J. R. Duncan, the station's program director who has a wide TV background, started a series of weekly broadcasts over the AM sister, WOAI. Named *Television and You*, the series got underway Sept. 11 and continued until T-day. Later, the show transferred to television and was retitled *Report on Television*. An informal feature which discussed ways and means of getting best set performance and which gave TV program prevues, the show proved its interest among viewers. A flurry of mail protested its discontinuance when it temporarily went off the air to make way for a congested schedule.

That schedule has been continually stepped up. During the first week of regularly scheduled programming, WOAI-TV was on the air about 18 hours, Monday-Friday. The following week Sunday programming was added, raising the whose pledge was expressed in these words delivered to viewers Hugh Halff when the sta opened:

". . . We assure you that we do our utmost, not only to mak prove so to you people who h already purchased your recei but to make it a must for thousa and thousands of others."

The "utmost" is what every s member from top level down been called upon to deliver. brief, the pledge has come to m insistence on a high quality of p gramming whether it is live kinescope.

Experienced Staff Guides Operations

In addition to Messrs. Ha Pangborn and Duncan, the aggr sive directors of WOAI-TV ope tions are: Technical Direc Charles L. Jeffers; Commer Manager Jack Keasler; Dick Pe head of production; Dallas Wya promotion manager, and H Youngblood, film manager.

An essential part of its ope


Mr. HALFF


Mr. PANGBORN


Mr. KEASLER


Mr. DUNCAN


Mr. JEFFERS


Mr. WYANT

is the station's desire to pro-
e local talent and programming.
h Mr. Duncan and Mr. Perry
k long hours interviewing and
itioning home-town aspirants.
early as the first week's sched-
six live studio shows were
inated. Five of them have
ed on as popular favorites.
y are *The Tree House*, for chil-
n and featuring a ventriloquist;
ce Time, a musical show; *Win-
Wonderland*, starring a pian-
Telenews, headlining News-
er Austin Williams; *TV Dude
ch*, lending a Western twang to
ical variety. The news pro-
m is sponsored by Joske's of
as; the pianist show by Wolff
Marx Co. Other shows have had
s available for purchase.

ive programs added later and
iving audience plaudits are
hions in Your Living Room,
nsored by Wolff & Marx; *Hoff-
Hayride*, musical variety,
fman Radio Corp., the sponsor;
the Scales, courtroom-set quiz
w by South Texas Appliance
p. for Admiral; *Armchair Holi-*
, travelogue with narration for
askum Utensil Co.; *Vespers*
d Sunday; *Serenade*, scoring a
list team; *The Question Mark*,
g a drawing board for quiz,
Trophy Room, sparked by Ed
nan, WOAI-TV sports director.

estling Matches
Weekly Feature

Wrestling matches are shown
y week in an hour-long tele-
sponsored by Grant's Home &
dware Store. Featured in-
iews by Mr. Hyman between
ches are sponsored by Mrs.
net's bread.

h its first week of programming,
network shows were delivered
he screens via kinescope re-
ling. Now, viewers have a
of 44 network shows. WOAI-
is affiliated with ABC, CBS and
C.

the field of public service and
ial events, WOAI-TV has hit
stride in giving impetus to the
essed desire of its late owner.
t outstanding of its public in-
st shows, according to the sta-
, was *Cancer Show*, which ran
inuous for five hours on May
and climaxed a fund-raising
paign for the Bexar County
sion of the American Cancer
ety. It was estimated 35% of
ributions received resulted di-
ly from this telecast.

ecial events included the first
hwest International Trade
held in San Antonio last
th; first annual Armed Forces
ground show at Randolph Air
e Base last May; champion-
rodeo at first annual San
nio Livestock Exposition and
ast of Texas Open Golf
rnament (a simulcast) last
uary; Battle of Flowers Pa-
, baseball and boxing.

r. Youngblood has obtained
s made by Air Force photog-
ers of major news events oc-
ing in the area for showing
the station. Arrangements
made through the Public In-
formation Office at nearby Kelly Air Force Base.

Key idea-makers at the station—such as Dallas Wyant—have contributed to WOAI-TV's pace setting. An example is *TV Dude Ranch*, a show which claims to have the only duly registered branding iron of its own, depicting a twined T and V that is the program's prized prop. Also created by Mr. Wyant is the script for *The San Antonio Story*, a 16mm film presenting excerpts from the station's productions which are available for sale. Prints have been sent to offices of Edward Petry & Co. Inc., national representative, for showing to national advertisers.

While observing its first birthday, WOAI-TV is distributing a special anniversary program schedule in a four-page leaflet illustrated profusely in two colors. And announcements telecast since Nov. 28 to the effect that viewers could send in a request on a penny postcard drew a heavy volume of mail, the demonstrative proof which station and advertiser recognize.

SHOWING BANK SERVICES Barry Lauds TV

BANK advertisers can "do something in television never before possible in any medium"—they can illustrate and demonstrate banking services and advantages—because of the "unique and revolutionary power of the medium and its depth of penetration."

And while "radio as we have known it will supplement television under certain conditions, in the majority of instances, television will supplant radio."

These convictions were held by John J. Barry, vice president of the National Shawmut Bank of Boston, at the fall meeting of California Bankers Assn. in Los Angeles, which was slated to be held last Saturday.

Mr. Barry urged bankers not to be misled as local advertisers by the thesis that radio is "not dying," and cited the case of the Shawmut Bank which has used radio heavily for 10 years and had to face up to the challenge of television in Boston.

"Eighty-five million standard radio sets as opposed to nine million television sets in America is a potent argument to present to the network advertiser with national distribution," Mr. Barry conceded. "But when 600,000 of those television sets are in my backyard and the total number of radio families or homes in my neighborhood is 840,000, that ratio of roughly ten-to-one in favor of standard radio becomes a ratio of roughly four-to-one...Up to 75% of the radio audience...can be assumed to be viewing television every evening."

Contending that Shawmut "practically lost" its nighttime radio audience over 2½ years and that the Boston story will be repeated ultimately on a national scale, the bank executive cited the effects of the "revolution taking place in the parlors of America." He mentioned newspaper reading, automobile riding, movies, dining out, books and other recreations.

Shawmut in TV

Pointing out that Shawmut envisioned its large investment in radio threatened with liquidation in lieu of the video challenge, Mr. Barry noted that the bank made its TV debut in Boston in June 1948 at a time when only 2,500 TV sets were in homes. Today, he observed, there are an estimated 600,000 receivers in the Boston area.

Mr. Barry said he felt that because of the fascination of television he could get "more audience from a $175 talent charge in Boston" than a radio network could with a $60,000 talent budget.

"On the basis of present participation by banks in television, it is apparent that a great many banks are not going to wait as they did in radio. In pretty nearly every market where television is in operation banks are either in or heading in," Mr. Barry observed, adding that those with radio experience are taking the lead.

The Shawmut executive said his bank has concluded that radio would suffer a program collapse "when national sponsors reach the conclusion that TV circulation is large enough to warrant their major or total investment...that day has not come yet."

Referring to high budget radio shows only, Mr. Barry said less expensive programs will be developed, with emphasis on local origination and cooperatives and participating features. Meanwhile Shawmut, he added, has decided to cut back on radio "at some future date," now making use of standard radio time periods during the daytime hours "against the day listening habits radically changed."

Stressing radio's strength in certain time segments as in types of news and other programs, Mr. Barry advised bank advertisers to re-examine their radio schedules now as "a matter of self-preservation" and if they enter television, to obtain good time franchises now.

Mr. Barry noted that use of radio and television has resulted in an increase in use of Shawmut services since June 1948, and pointed out that the firm has not used a newspaper advertisement in 2½ years. A large volume of business —"running into millions of dollars" and stemming from financing of over 10% of TV sets bought on time in the Boston area—can be attributed "in large part" to use of television alone, he asserted.

FILM CENSOR

Pa. Case Appealed to SCOTUS

QUESTION of state censorship of motion picture film used on television, twice ruled invalid in separate court actions, has been appealed to the U. S. Supreme Court [BROADCASTING • TELECASTING, March 20].

A *writ of certiorari* has been filed by the Pennsylvania State Board of Censors, which had its censorship order contested in the courts by a group of five TV stations — WDTV Pittsburgh (DuMont), WPTZ Philadelphia (Philco), WFIL-TV Philadelphia, WCAU-TV Philadelphia, and WGAL-TV Lancaster.

The high court must now pass judgment on the case. If it grants the writ, oral argument will be scheduled. If it refuses to consider the question, the case will be stricken from the docket.

Involved is the right of the Pennsylvania board to regulate motion picture film used on TV. The Third U. S. Circuit Court of Appeals, Philadelphia, unanimously upheld the telecasters' assertion that the censorship regulation was unlawful because of Congress' power gained by enacting the Communications Act and establishing the FCC, and thus regulating interstate communications.

The appeals ruling had supported a Federal District Court decision by Judge William H. Kirkpatrick more than a year ago that the regulation of the Pennsylvania censorship board, requiring all TV stations in the state to submit films for clearnace before airing, was invalid. In the appeals court, a panel of three judges placed television in the same category as radio, noting that Congress intended that the FCC have sole jurisdiction over the field.

Norge Adds Revue

NORGE division of Borg-Warner Corp., Chicago, will sponsor every third program of *Four Star Revue*, Wednesdays, 9-10 p.m. over NBC-TV from Dec. 27 through July 11. Agency is J. Walter Thompson Co., Chicago. Pet Milk Sales Corp., and Motorola are the other sponsors.

ATLAS FILM CORPORATION

ESTABLISHED 1913

CREATORS and PRODUCERS
of
TELEVISION COMMERCIALS

1111 SOUTH BOULEVARD
Oak Park, Illinois

CHICAGO: AUSTIN 7-8620

and now--
the magic link
for closed circuit tv



Camera Signal *The Dumitter* *Standard TV Receiver*

the dumitter

Actually a miniature closed-circuit television transmitter. Takes signal directly from any standard camera chain, modulates a carrier frequency of either Channel 2 or 3, and feeds via cable directly through the antenna posts of standard TV receivers. Receivers operate exactly as though tuned to a telecast on that Channel.

Performance superior to other forms of transmission. Audio and video reception absolutely free from outside interference. Truly, the MAGIC LINK for closed-circuit television.

Ideal for use in industrial television applications, for field demonstrations of TV receivers, for studio use, for sales meetings, and countless other uses. Does away with expensive, bulky equipment and circuitry modification of receivers.

- Feeds up to 125 standard TV receivers.
- Distributes signals on standard TV Channel 2 or 3 via cable through regular antenna posts of receivers. No modification of receivers necessary. Receivers may be switched to regular telecast reception at any time.
- Feeds receivers both video and audio through single coaxial cable up to several thousand feet.
- No terminal equalization necessary as attenuation is only at carrier frequency.
- Uses signal from any standard camera chain without interim equipment.
- Completely stable — requires no operator.
- Light, compact, completely stable.
- No license required.

DUMONT

First with the Finest in Television

ALLEN B. DU MONT LABORATORIES, INC.
Television Transmitter Division, Clifton, N.J.

...ember 29 Decisions . . .

BY COMMISSION EN BANC

Renewals Granted

...llowing FM stations granted re...al of licenses of period ending ...1. 1951: WABB-FM Mobile, Ala.; ...L-FM Richmond, Va.; WVCV ...ry Valley, N. Y.; WWPB-FM ...mi, Fla.; KGLO-FM Mason City, ...; KMUS-FM Muskogee, Okla.; ...C Anderson, S. C.; WGBI-FM ...nton, Pa.; WLWA Cincinnati, Ohio. ...llowing FM stations granted re...als for period ending Dec. 1. WVCN Deruyter, N. Y.; KIXL-Dallas; WFBG-FM Altoona; WFMU ...fordsville, Ind.; WITH-FM Balti...e. WMSA-FM Watertown, N. Y.; ...T-FM Paterson, N. J.; WTAX-FM ...gfield, Ill.; WRUF-FM Gaines...Fla.

...llowing granted renewal of licenses ...period ending Dec. 1, 1953: ...F Wetherfield, N. Y.; KTIS-FM ...eapolis, Minn.

...llowing stations granted renewal ...censes for regular period: WCOC ...dian, Miss.; WNAG Grenada, Miss.; ...B Los Angeles; KUGN Eugene, ...; WXGI Richmond, Va.; KVOB ...andria, La.; KPHO Phoenix Ariz.; ...H Newnan, Ga.; WDUN Gaines...Ga.; KMNS San Luis Obispo, ...; KTFS Texarkana, Tex.; WNDB ...ona Beach; KUNO Corpus Christi; ...B Detroit; KENO Las Vegas, Nev.; ...NJ-FM Plainfield, N. J.; WLEY ... Elmwood Park, Ill.; WHCC ...nesville, N. C.; KARK Little Rock, ...

...enses for following stations ex...ed on temp. basis to March 1, 1951: ...M-FM Fresno, Calif.; KOKX-FM ...uk, Iowa; WAFB FM Baton Rouge; ...R-FM Wisconsin Rapids, Wis.; ...A-FM Ashtabula, Ohio; WLIV-FM ...idence; WSAI - FM Cincinnati; ...C-FM Elkhart, Ind.; KGO-FM San ...cisco; WMAQ-FM Chicago; WTAM-... Cleveland; WDET-FM Detroit; ...G-FM Ft. Wayne; WSMB-FM New ...ans; WEAW Evanston, Ill.; WRJN-... Racine, Wis.; WRLD-FM West ...t, Ga.; WOL-FM Washington, D. ...WKID-FM Urbana, Ill.

...enses of following stations were ...er extended on temporary basis to ...h 1, 1951: KALA Sitka, Alaska; ...N Glendive, Mont.; KREO Indio, ...; KOKO, La Junta, Colo.; KBYR ...orage, Alaska, WGLS Decatur, ... KTXC Big Spring, Tex.; WILA-... Woodstock, Ill.; WTAR-FM Nor...Va.; WAJL (FM) Flint, Mich.; ...K-FM McKeesport, Pa.; WDUN-... Grainesville, Ga.; KREI-FM Farm...n, Mo.; KRUN Ballinger, Tex.; ...IN-FM Alpine, N. J.; WNDR-FM ...cuse, N. Y.; KPIX-TV and KA-... San Francisco; KVEC San Luis ...po, Calif.; WATL-FM Atlanta; ...OC-FM (formerly WOL), Washing...D. C.; WOXF Oxford, N. C.; WINX ...ington, D. C.; KFDW Helena, ...t.; WNEL Santurce, P. R.; WRJN ...ne, Wis.

...estinghouse Radio Stations Inc., ... stations: KDKA-FM Pittsburgh; ...-FM Philadelphia; WBZ-FM Bos... WBZA-FM Springfield, Mass.; ...VO-FM Ft. Wayne, Ind., and exp. ...station KA-4858, Boston.

...neral Electric Co's TV station ...B, and exp. TV stations KA-2106, ...2107, WGY & aux., Schenectady, ...dev. station KE2XCV, Syracuse, N.

...en B. DuMont Labs. Inc., TV sta... WABD New York, and exp. TV ...ons KCA-61, KE2XDR, KA-3431, ...3432 and KE2XON, all New York; ...3433, KA-3434, area, Washington, ...; KE2XDQ, Passaic, N. J., and ...4448, Pittsburgh.

...laban & Katz Corp., TV station ...B-TV Chicago; exp. TV stations ...3428, KA-3429, Chicago.

...ramount Tele. Productions Inc., ... TV stations KA-3436 KM2XBB, ...4841 and KA-4842, all Los Angeles.

... Inc., AM station KNBC San Fran...; KOA Denver; WMAQ Chicago; ...C New York; WRC Washington, ...; FM stations WNBC-FM New ...; WRC-FM Washington, D. C.; ...T & aux. New York; WNBW (TV) ...ington, D. C.; exp. TV stations ...4832, area, Los Angeles; KA-4833, ...4834, area, Washington, D. C.; ...4835, area, Chicago; KA-4836, KA-4837, KA-4838, area, New York, N. Y.; KA-4839, KA-4840, area, Cleveland; KA-2104, area, New York, N. Y.; KA-3372, area, Los Angeles; developmental stations KE2XCQ and KE2XCW, New York, N. Y.

ABC Inc., AM stations WENR Chicago; KGO San Francisco, WJZ & aux. New York; TV station WENR-TV Chicago; exp. TV stations KA-4180, KA-4440, area, Los Angeles; KA-4441, area, San Francisco; KA-4442, KA-4443, area, Chicago; KA-4444, KA-4445, area New York, N. Y.

WXYZ Inc., TV station WXYZ-TV Detroit; exp. TV stations, KA-4865, KA-3136, area Detroit, Mich.

COVERING WISCONSIN'S LARGEST RADIO VOID

WTTN

...Nation's Richest Farm Market

Retail Sales, 1949, 18% above ...lation's Average—1950—higher.

WTTN WATERTOWN, WISCONSIN

FCC actions



NOVEMBER 29 TO DECEMBER 7

CP-construction permit	**ant.-antenna**	**cond.-conditional**
DA-directional antenna	**D-day**	**LS-local sunset**
ERP-effective radiated power	**N-night**	**mod.-modification**
STL-studio-transmitter link	**aur.-aural**	**trans.-transmitter**
synch. amp.-synchronous amplifier	**vis.-visual**	**unl.-unlimited hours**
STA-special temporary authorization		**CG-conditional grant**

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

November 29 Applications . . .

ACCEPTED FOR FILING

License for CP

KASM Albany, Minn.—License for CP new AM station.

AM—1050 kc

KWSO Wasco, Calif.—CP AM station to change from 1050 kc 250 w D to 1050 kc 1 kw D.

Modification of CP

Mod. CP new FM station for extension of completion date: KVLC-FM Little Rock, Ark.; WJEF-FM Grand Rapids, Mich.; WBEN-FM Buffalo. N. Y.; WSNS Sanford, N. C.; WWGP-FM Sanford, N. C.; WPAR-FM Parkersburg, W. Va.

WBIB NEW HAVEN, Conn.—Mod. CP new FM station to change ERP from 20 kw to 7.67 kw, ant. from 500 ft. to 81 ft.

License for CP

License for CP new FM station: WSYR-FM Syracuse, N. Y.; WIBG-FM Philadelphia.

KTLA Los Angeles—License for CP new commercial TV station.

TENDERED FOR FILING

AM—550 kc

WLIN Merrill, Wis.—CP to replace expired CP to change frequency, hours of operation etc.

November 30 Decisions . . .

ACTION ON MOTIONS

By Commissioner George E. Sterling

Twin City Radio Dispatch Inc. St. Paul, Minn.—Granted request to dismiss application for mod. license.

WDEL-TV Wilmington, Del.—Granted leave to intervene and participate fully in proceeding re allocation of usage of intercity video transmission facilities.

Theatre Owners of America Twentieth Century-Fox Film Corporation and National Theatres Corp.—Granted leave to intervene and participate in proceedings re allocation of usage of intercity video transmission facilities, participation to be limited to issue number (9) of Commission's order of Oct. 18.

November 30 Applications . . .

ACCEPTED FOR FILING

Modification of CP

Mod. CP new FM station for extension of completion date: KONO-FM San Antonio; WLIN-FM Merrill, Wis.

License Renewal

WRLD-FM Lanett, Ala.—Request for license renewal FM station.

License for CP

KGDM-FM Stockton, Calif.—License for CP new FM station.

TENDERED FOR FILING

AM—550 kc

WJDX Jackson, Miss.—CP AM station to change from 1300 kc 5 kw-D 1 kw-N to 550 kc kw-D 1 kw-N DA-2.

WAGE-TV Syracuse, N. Y.—CP new commercial TV station to reinstate CP which authorized station to operate on Ch. 10 (192-198 kc) ERP 30 kw vis. 15 kw aur., ant. 470 ft. above average terrain.

December 1 Applications . . .

ACCEPTED FOR FILING

License for CP

WKMH-FM Dearborn, Mich.—License for CP new FM station.

FM—102.7 mc

KOKX-FM Keokuk, Ia.—CP FM station to change ant. to 361 ft. above average terrain.

Modification of CP

WLAV-TV Grand Rapids, Mich.—Mod. CP new commercial TV station for extension of completion date to 6-15-51.

December 4 Decisions . . .

BY COMMISSION EN BLANC

Oral Arguments Scheduled

Kenyon Brown and George E. Cameron Jr. Tulsa, Okla.—Designated for oral argument before Commission on Dec. 18, exceptions and petition directed against initial decision released April 10 looking toward grant of application by Cameron for new station on 1340 kc 250 w unl., and denial of application by Brown for like facilities.

Commission scheduled oral arguments for Dec. 19 commencing at 10 a.m., in following proceedings:

Hamtramck Radio Corp. and Atlas Bcstg. Co. Hamtramck, Mich.—Initial decision released July 5.

Surety Bcstg. Co., Charlotte, N. C., and WRRF Washington, N. C.—Initial decision released Sept. 1.

Mid-Island Radio, Inc., and Patchogue Broadcasting Co., Patchogue, N. Y.—Initial decision released July 18.

Suffolk Broadcasting Corp. Patchogue, N. Y.—Initial decision released July 3.

ACTION ON MOTIONS

By Commissioner E. M. Webster

FCC General Counsel—Denied request of time from Nov. 30 to Dec. 20, in which to file opposition to pleading entitled "Motions and Petition Under Rules 1.386 and 1.389 and for other relief" filed by KMPC The Station of the Stars, Inc.; WJR The Goodwill Station, Inc.; The WGAR Broadcasting Company, and G. A. Richards.

By Commissioner George E. Sterling

KFMA Davenport, Ia.—Granted petition requesting 60-day extension of time in which to file Proposed Findings of Fact and Conclusions of Law in the matter of Revocation of License of Station WXLT, Ely, Minn. and Revocation of Permit of KFMA, Davenport, Ia.; time was extended to Dec. 30.

By Examiner Jack P. Blume

WKBZ Muskegon, Mich. — Granted continuance of hearing in proceeding re application; hearing now scheduled to be held on Dec. 7, is continued indefinitely, until further order of Commission or Examiner setting date for hearing.

By Examiner Basil P. Cooper

Radio Reading Reading, Pa.—Granted continuance of hearing in proceeding re application; hearing continued from Dec. 4, to Feb. 12, 1951, at Washington, D. C.

By Examiner H. B. Hutchison

KBMY Billings, Mont.—Granted petition insofar as it requests authority to amend application so as to specify a new trans. Dismissed petition insofar as it requests grant of application as amended.

KALG Sold

KALG Alamogordo, N. M., 250 w fulltime outlet on 1230 kc, has been sold for $28,000 to Wayne Phelps, vice president and general manager of the station, by Louis M. Neale Jr. and Norman Lassetter. Transfer is subject to FCC approval. Sale was handled by Blackburn-Hamilton Co., radio station and newspaper brokers.

December 4 Applications . . .

ACCEPTED FOR FILING

License for CP

WCFC Beckley, W. Va.—License for CP new AM station.

WERS Boston, Mass.—License for CP new noncommercial educational FM station.

December 5 Decisions . . .

BY COMMISSION EN BANC

Issues Deleted

WMMB Melbourne, Fla.—On petition, deleted issues 1 and 2 in order of Sept. 13, designating application for change of facilities for hearing.

Request Denied

WKBS Oyster Bay, N. Y.—Denied request to grant at once application for increase in power from 250 w day to 250 w until 1½ hours after sunrise, 1 kw until 1½ hours before sunset, 250 w until sunset, operating on 1520 kc; retained application in pending file until final determination in daytime skywave proceeding.

Application Granted

WICH Norwich, Conn.—By order removed from hearing docket and granted application to install new vertical ant. and change trans. site; sub-

(Continued on page 90)

a Whale of a Market

Quad-Cities

Rock Island, Ill. Moline, Ill.
East Moline, Ill. Davenport, Ia.

233,012
(1950 census)

$246,605,000
RETAIL SALES
(1948 U. S. Business Census)

$418,578,000*
EFFECTIVE BUYING INCOME

* 1950 SM Survey of Buying Power

QUAD-CITIES AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK
DAVENPORT EAST MOLINE ROCK ISLAND MOLINE ILLINOIS

Highest Hooperated Quad-Cities Station

WHBF AM·FM·TV 5000 WATTS BASIC ABC

NAT'L. REP. AVERY KNODEL, INC.

NEWSPAPER SPREAD

KOA Denver received large spread in *Denver Post* last month in conjunction with price of turkeys at Thanksgiving time. Piece started on first page, along with picture of Announcer Starr Yelland dressed as pilgrim inspecting fowl at local turkey farm. Story and pictures were continued in picture section telling of his taped program that was broadcast Monday before holiday.

CRIME INVESTIGATION

WIOD Miami, Fla., newsmen made special recordings when ex-deputy sheriff of Miami testified on alleged illicit operations of sheriff's office before Senate Crime Investigating Committee in Washington. Taped program was relayed on direct line by WRC Washington to WIOD, where Dade County listeners heard broadcast that night. News broadcasts and exclusive interview with witness were also made through WRC facilities.

VIOLET BOOKLET

KSD St. Louis sending brightly colored booklet to trade and advertisers. Cover is headed "KSD St. Louis Presents," with lettering set in white spot against violet shade background of people at banquet facing speakers table. Inside give facts and data on coverage, market, programs, news shows, advertisers and "firsts" claimed by station. Also has pictures, maps and charts.



programs promotion premiums



PROMOTION FOLDER

WWL New Orleans sending to timebuyers eight-page, green-and-grey promotion folder illustrating with facts and figures that "Sales Don't Stop at the City Limits—and Neither Does WWL" and emphasizing amount of territory covered by station outside New Orleans. Booklet, prepared by Katz Agency, includes BMB maps and summary data for daytime and nighttime areas.

★ ★ ★ ★ ★ ★ ★

JUNIOR NEWS

KNBC San Francisco, *World News, Junior Edition,* Tues.-Thurs., Donald Duck Frozen Orange Juice; agency: W. B. Garthwaite, S. F. News especially slanted for junior high school set, program carries no crime stories, but uses current news and interesting facts of world discussed by Jim Garthwaite and Bill Greer, KNBC news editors.

★ ★ ★ ★ ★ ★ ★

WESTINGHOUSE MOVES

Westinghouse Radio Stations Inc. sending brochure to trade announcing new headquarters office in Washington, D. C. White piece has gold Westinghouse seal on cover. Inside is drawing of Washington Monument in center fold, with people in long line carrying objects moving into city at left. On right is announcement of new offices.

FOLDING PIECE

CBS Radio Sales sending folding mail piece to trade and advertisers. Piece is headed "Looking at it their way . . .," with drawing of three men with their heads in blue television screen. Inside is done in blue, with men looking at TV set, saying, "What do *they* see in Tchaikovsky?" Copy tells about Tchaikovsky show available and how it sells from viewers viewpoint.

MORNING PROGRAM

WNBQ(TV) Chicago, film variety show Mon.-Fri., 11:30 a.m., started Dec. 4. Half-hour show with Norman Ross, m.c., who shows short musical comedy movies along with chatter and occasional guests celebrities.

SALES MEETING

WEEI Boston recently held sales meeting in its Studio A for Borden Co. following broadcast of *Beantown Varieties,* 8:30-9:30 a.m., in which Borden Co. has participating spots. Those attending were served light breakfast between broadcast and meeting. Studio was decorated with several different displays of Borden material and various package products.

CIRCUS SHOW

J. H. SUTTNER Productions, Oconomowoc, Wis., *That Circus Man,* five-minute package film to be released first of year. Film features "tales of a trouper, tall but true, told by that circus man, Al Priddy." Billboard of circus animal or performer featured is animate in actual action movies as he tells story. Booklets of favorite Priddy stories will be available as premiums.

TV FIRE COVERAGE

WDTV Pittsburgh had on-the-spot coverage of fire in Bell Telephone Co. building across street from new studios. Station reports that this was first on-the-spot TV coverage of a fire in Pittsburgh. Station used open segments in programming and set up cameras in windows of second floor offices, shooting scene in street below. Top-ranking members of fire department and police force also were interviewed.

WEATHER REPORT

KSTP-TV Minneapolis, *Hawf's Weather Report,* Mon.-Fri., 10:15-10:20 p.m. Show uses cartoons illustrating weather predictions. P. J. (Hawf) Hoffstrom, m.c., uses weather map as basis for drawing comical picture to explain weather.

STARTS OWN SHOW

WSTV Steubenville, Ohio, *The Song Service,* Sun., 8-8:30 a.m. features Negro spirituals and other music requests along with church news and announcements. Mrs. Lillian Hampton started show last February, getting sponsors herself, after requesting information on how to start program from Joseph M. Troesch, assistant general manager of station. Popularity of show necessitated change of time from midnight to present time, station reports.

MAIL FROM KOREA

WCEN Mt. Pleasant, Mich., *Ko* *Mail Bag,* Sat., 10:15 a.m. gram using letters sent to relat and friends from men fightin Korea. Listeners are aske send in excerpts or letters to tion. Most interesting are scre and read on show.

WOMEN GRAPPLERS

CROSLEY Broadcasting Corp. stations (WLWD Dayton, WL Columbus, WLWT Cincinn women's wrestling tournam started Dec. 9, 10:30 p.m. Th first time sports championship be decided in TV studio, statio ports. Tournament open to women over 18 years old, single elimination for purse $2,000 to winner. Show origin in studios of WLWD and fe WLWC and WLWT. Winner wrestle Mildred Burke, champ for title.

BUS CARD PROMOTION

WGNR New Rochelle, N. Y., started extensive bus card pro tion campaign in 100 lower W chester County buses. Cards pro listeners to stay tuned to 1 WGNR "The Voice of W chester."

FULL PAGE AD

WPIX (TV) New York ran page advertisement in *New Y Times* Dec. 1. Page had two- banner headline announcing tion's plans for telecasting wi program from Madison Squ Garden. Pictures of events t televised along with personali stars and salesmen were featu Copy gave details of program a with advertisers who are spon ing shows.

HOUR GLASS

RCA THESAURUS has sent clients lucite paperweight miniature hour-glass built int and carrying legend: "Thesa Sells Time."

HORSEFEATHERS

KLX Oakland, Calif., sending vertisers form letter with w feather attached. Letter is hea

(Continued on page 94)



Follow the lead of these Business Leaders...

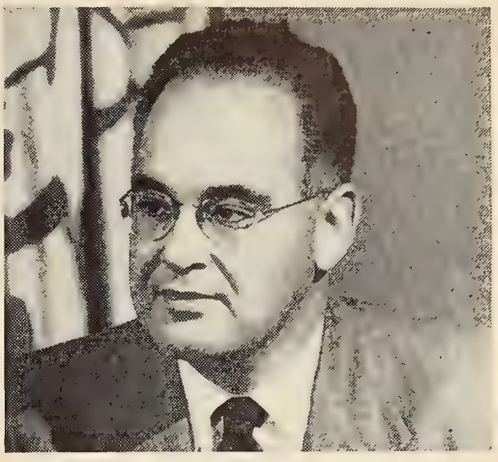
they're all giving Schenley to wish friends the best!



Harry G. Griffiths, President of the Pennsylvania Drug Co., says: "I order Schenley by the case—and my gift buying is through! It's quick and easy! There's no finer whiskey-gift."



Col. William Schiff, President of Schiff Terhune & Co., Inc., Insurance Brokers, says: "I give Schenley because it's a really fine whiskey . . . and a really fine answer to my Christmas problems!"



Arthur Martin Karl, President of Names Unlimited, Inc., Direct Mail Consultants, says: "Schenley is the answer to all my gift problems. I enjoy Schenley in my home, too."



Herbert Sondheim, President of Herbert Sondheim, Inc., Famous Dress Manufacturers, says: "Everyone appreciated Schenley last year, so I'm giving it again this Christmas."



Richard E. Booth, Executive of Nowland & Schladermundt, Industrial Designers, says: "A gift of Schenley is the best way I know to say, 'Thanks for all you've done for me this past year!'"



Edward Lyman Bill, President of Bill Bros. Publishing Co., Publishers of Sales Management, says: "Schenley is an ideal gift. Every man welcomes a gift of fine whiskey."

It's "GOOD BUSINESS" to give

SCHENLEY



BLENDED WHISKEY 86 PROOF. 65% GRAIN NEUTRAL SPIRITS. SCHENLEY DISTRIBUTORS, INC., N. Y. C.

FCC Actions

(Continued from page 87)

Decisions Cont.:

ject to acceptance of any interference received from WALE Fall River, Mass.

Placed in File

WGAR Bcstg. Co., Cleveland, Ohio—Placed in pending file to await outcome of proceedings in Richards case, application for new Class B FM station.

Action Set Aside

KLIF Trinity Bcstg. Corp., Oak Cliff, Texas—On petition Commission set aside action of Secretary taken June 13 placing in pending file KLIF application for CP to increase power from 1 kw D to 5 kw D on 1190 kc; removed application from pending file and returned to processing line.

BY THE SECRETARY

WLAP Lexington, Ky.—Granted license change frequency, increase in power, install new trans. and DA-2; change trans. location; 630 kc 5 kw-D, 1 kw-N DA-2, unl.

WKBN-FM Youngstown, Ohio—Granted license for new FM station; Ch. 255 (98.9 mc), 18.5 kw. 520 ft.

KNAL Victoria, Tex.—Granted request for assignment of CP and license from partnership to new corporation—Victoria Bcstg. Co. Inc.

Lubbock Bcstg. Co., Lubbock Tex.—Granted CP and license for new remote pickup KKE-429, KA-7944.

Following granted mod. CP's for extension of completion dates as shown: KIRO-FM Seattle, Wash. to 5-13-51; WWGP-FM Sanford, N. C., to 3-21-51; WJEF-FM Grand Rapids, Mich., to 6-27-51—condition; WPAR-FM Parkersburg, W. Va., to 5-12-51; KVLC-FM Little Rock, Ark., to 3-12-51; WTOC-FM Savannah, Ga., to 6-18-51; WFMY Greensboro, N. C., to 3-5-51; WJZ-FM New York, N. Y., to 6-16-51; WRBL-FM Columbus, Ga., to 2-1-51; WSNS Sanford, N. C., to 5-28-51; WFMY-TV Greensboro, N. C., to 3-5-51; WROW-FM Albany, N. Y., to 5-25-51; WEST-FM Easton, Pa., to 6-15-51; WFBM-TV Indianapolis, Ind., to 6-30-51; KLX Oakland, Calif., to 5-13-51—conditions; WTIL Mayaguez, P. R., to 12-28-50—condition.

KTRB-FM Modesto, Calif.—Granted license for new FM station—Ch. 281 (104.1 mc), 4.7 kw, 260 ft.

WERC-FM Erie, Pa.—Granted license new FM station—Ch. 260 (99.9 mc), 9.7 kw, 400 ft.

Columbus Bcstg. Co., Columbus, Ga.—Granted mod CP KIB-41 for extension of completion date to 2-1-51.

Granted following renewal of licenses of remote pickups on regular basis subject to change in frequency which may result from the proceedings in Docket 6651:

KA-6512; KA-6513, Warner Bros. Bcstg. Corp., Hollywood, Calif.; KA-2879 College of the Pacific, Stockton, Calif.

Extended following licenses of remote pickups on a temporary basis to March 1, 1951, subject to change in frequency which may result from the proceedings in Docket 6651; KA-4552, KA-4553, KMPC The Station of the Stars, Inc., Los Angeles; KA-7152, KA-7153, KA-7155, KA-7156, KPIK Inc., San Francisco; KA-4605, WJR, The Goodwill Station, Inc., Detroit; KA-3416, Albuquerque Bcstg. Co., Albuquerque, N. M.; KA-4620, General Electric Co., Schenectady, N. Y.; KA-3407, The WGAR Bcstg. Co., Cleveland, Ohio; KA-6975, Mario Acosta, Mayaguez, P. R.; KA-3625, Station WNEL Corp., San Juan, P. R.; KA-7264, Community Bcstg. Co., Corpus Christi, Tex.

Extended the following licenses of remote pickups on temporary basis to March 1, 1951, subject to condition that this action is without prejudice to any action Commission may take with respect to any pending applications for renewal of licenses of broadcast stations licensed to grantee. Frequency assignment subject to change resulting from proceedings in Docket No. 6651: KA-4647 American Bcstg. Co. Inc., San Francisco; KA-4665, 4663, American Bcstg. Co., Inc., Chicago; KA-4637, 4633, American Bcstg. Inc., New York; KA-4823, 4824, 5130, 5131, KMA-676, National Bcstg. Co. Inc., Hollywood; KA-4822, 5071, 5072, KMA-675, National Bcstg. Co. Inc., San Francisco; KA-4675, KA-5073, National Bcstg. Co. Inc., Denver, Co.; KA-5004, 6514, 6515, National Bcstg. Co. Inc., Washington; KA-4673, 4999, 5000, National Bcstg. Co. Inc., Chicago; KA-4669, 4670, 5001, 5002, KEA-650, National Bcstg. Co. Inc., New York.

Granted following renewal of licenses of remote pickups: KA-6286 Macon Bcstg. Co., Macon, Ga.; KA-2708, Rural Radio Network Inc.; DeRuyter, N. Y., KA-3220, Rural Radio Network, Inc., Bristol Center, N. Y., KA-5284, KEA-874, Corning Leader Inc., Corning, N. Y.; KA-3618, 5606, KAA-994, WDAY Inc., Fargo, N. D.

Extended following licenses of remote pickups on temporary basis to March 1, 1951: KA-7154, KPIX Inc., San Francisco; KA-7065, 2775, KQA-795, The WGAR Bcstg. Co., Cleveland, Ohio; KA-4608, 2313, 4606, 4607, KQA-755, WJR, The Goodwill Station Inc., Detroit, Mich.; KA-4621, 4622, 4623, General Electric Co., Schenectady, N. Y.; KA-5552 KSA-945, Racine Bcstg. Corp., Racine, Wis.

Extended following license of remote pickups on temporary basis to March 1, 1951, subject to the express condition that this action shall be without prejudice to any action the Commission may take with respect to outstanding authorizations or applications of the grantee in the light of the decision of the Supreme Court in United States v. Paramount Pictures, Inc. et als. 334 U.S. 131: KA-4039, Allen B. DuMont Labs Inc., New York.

Extended following licenses of remote pickups on temporary basis to March 1, 1951, subject to condition that this action is without prejudice to any action Commission may take with respect to any pending applications for renewals of licenses of broadcast stations licensed to grantee: KA-4642, KA-4643, American Bcstg. Co. Inc., San Francisco; KA-4657, American Bcstg. Co. Inc., Chicago; KA-4648, 4653, 4654, American Bcstg. Co. Inc., New York; KA-4815, 4816, 4821, 5189, 5190, 5191, 5192, National Bcstg. Co. Inc., Hollywood, Calif.; KA-4814, 4818, 5148, 5149, 5150, 5163, National Bcstg. Co. Inc., San Francisco; KA-4683, 4685, 4686, 5193, 5194, 5195, 5196, National Bcstg. Co. Inc., Denver; KA-5714, 5175, 5176, 5177, 5469, 5470, 5471, 5472, KGA-844, National Bcstg. Co. Inc., Washington, D. C.; KA-4676, 4680, 5145, 5146, 5147, 5162, KSA-720, National Bcstg. Co. Inc., Chicago; KA-4687, 4690, 4691, 4693, 5169, 5170, 5171, 5172, National Bcstg. Co. Inc., New York.

Granted following renewal of licenses of remote pickups on regular basis, subject to change in frequency which may result from proceedings in Docket No. 6651: KA-4238 Rural Radio Network, Inc., DeRuyter, N. Y.; KA-6481, WDAY Inc., Fargo, N. D.

Granted following renewal of licenses of STL stations on regular basis: KIA-32 Johnston Bcstg. Co., Bessemer, Ala.; KIB-70, Durham Radio Corp., Durham, N. C.; KIB-80, Catawba Valley Bcstg. Co. Inc., Hickory, N. C.

Extended following license of STL on temp. basis to March 1, 1951, subject to condition that this action is without prejudice to any action Commission may take with respect to any pending applications for renewals of licenses of broadcast stations licensed to grantee:

KQB-47, National Bcstg. Co. Inc., Cleveland, Ohio.

KALT Atlanta, Tex.—Granted license for new AM station; 900 kc, 1 kw, D

KFRU Columbia, Mo.—Granted license install new trans. and vertical ant. and change trans. and studio locations.

Central New York Bcstg. Corp., Syracuse, N. Y.—Granted request to cancel license and delete remote pickup KA-3035.

KILO Grand Forks, N. D.—Granted CP to install new trans.

WWSW Pittsburgh, Pa.—Granted CP install new trans. at present location of main trans. on 970 kc, 1 kw unl. DA-2 for aux. purposes only.

WMTE Manistee, Mich.—Granted mod. CP for approval of ant. and trans. location to change type trans.

KFAL Fulton, Mo.—Granted mod. CP to change main studio location.

KWJJ Portland, Ore.—Granted license change in daytime DA pattern.

WSMI Litchfield, Ill.—Granted license new AM station; 1540 kc 1 kw D.

WMFD-FM Wilmington, N. C.—Granted license new FM station; Chan. 242 (96.3 mc), 11 kw, 340 ft.

WCAL-FM Northfield, Minn.—Granted license new FM station; Chan. 239 (95.7 mc), 49 kw, 340 ft.

KFGQ-FM Boone, Ia.—Granted license new FM station; Chan. 257 (99.3 mc), 310 w, 200 ft.

KSMU-FM Dallas, Tex.—Granted license new noncommercial educational FM station; (89.3 mc) 10 w.

KUHF Houston, Tex.—Granted license new noncommercial educational FM station; Chan. 217 (91.3 mc), 9.6 kw, 250 ft.

WFIU Bloomington, Ind.—Granted license new noncommercial educational FM station; Chan. 215 (90.9 mc), 33 kw, 300 ft.

WAJC Indianapolis, Ind.—Granted license for new noncommercial educational FM broadcast station; 91.9 mc, Chan. 220, 700 watts, 50 ft.

WMON Montgomery, W. Va.—Granted mod. CP for ext. of comp. date to 5-28-51; conditions.

WMBL Moorehead City, N. C.—Granted authority through Dec. 7 operate with reduced power per installation of damaged compon and resumption of normal operati

WCBS-TV New York—Granted CP authorizing change in trans. tion; change in ERP from vis. 13.7 aur. 10.0 kw to vis. and aur. 6.5 also to install new antenna system transmitters; ant. 1,290 ft.



BACK IN 1930 these gentlemen launched the BC Remedy Co. in radio. a 20-year celebration they gathered at a special luncheon at the Car Country Club in Raleigh, along with members of their staffs. They are (l t Knox Massey, Harvey Massengale Co., Durham, N. C. agency; C. T. Cou president of the BC Remedy Co., and R. H. Mason, general manager of W Raleigh. Station presented a pair of sterling candlesticks to Mr. Cou

December 5 Applications

ACCEPTED FOR FILING

AM—1600 kc

WKNK Muskegon, Mich.—CP AM tion to change from 1600 kc 5 k 1 kw-N to 1600 kc 5 kw unl.

CP to Replace CP

WLIN Merrill, Wis.—CP to re expired CP to change frequency, p etc. and install DA-N.

License Renewal

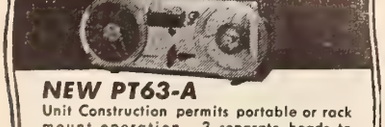
Request for license renewal AM tion: KGRH Fayetteville, Ark.; K

(Continued on page 96)

'Baptism by Fire'

NEW KGER Long Beach Calif., studios underwen their own "baptism by fire recently when a mailbag cuddled too close to an elec tric heater in one of the sta tion's month-old studios, burs in flames and caused a fir in the new building. Tota extent of damage was ap proximately $1,000, wit major damage being done b smoke and soot. There als was a matter of about 60 letters in the ill-fated mai bag. Station moved into it new studios Nov. 4 [BROADCASTING • TELECASTING, Nov 20]. Building housing studio was erected at a cost of abou $50,000.

WBBQ USES
Augusta, Ga.
Magnecorder
Used By More Radio Stations Than All Other Professional Tape Recorders



NEW PT63-A
Unit Construction permits portable or rack mount operation. 3 separate heads to monitor from the tape! Prevents recording errors! New 3 head unit also available to convert present PT6 Magnecorder.
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SERVICE DIRECTORY

Custom-Built Equipment
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STerling 3626

COMMERCIAL RADIO MONITORING COMPANY
PRECISION FREQUENCY MEASUREMENTS
"A reliable service for over 18 years"
For immediate service phone
JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

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ERNATIONAL BLDG. DI. 1319
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. BOX 7037 JACKSON 5302
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26 Years' Experience in Radio Engineering
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There is no substitute for experience
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AND ASSOCIATES
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Craven, Lohnes & Culver
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Washington, D. C. REpublic 3984
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Washington 6, D. C.
REpublic 7236

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as, Texas Seattle, Wash.
Wood St. 4742 W. Ruffner
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Riverside, Ill.
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Payable in advance. Checks and money orders only.

Situations Wanted, 10¢ per word—*$1.00 minimum* • Help Wanted, 20¢ per word—*$2.00 minimum*
All other classifications 25¢ per word—*$4.00 minimum* • Display ads. $12.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING, 870 National Press Bldg., Washington 4, D. C.

All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Salesmen

Experienced time salesman for local accounts. Want permanent man, who will have chance at commercial management. Good salary, plus incentive. Texas ABC station. Box 110H, BROADCASTING.

New England independent needs a salesman with imagination, perseverance and drive. A good salesman can earn a good weeks pay. Box 163H, BROADCASTING.

Salesman: 1000 watt, Pennsylvania independent. Small market. Will pay $75 to start. Have block of accounts to new man. No world beaters. Just good radio man willing to work and interested in earning more. Box 171H, BROADCASTING.

Progressive local station, good east coast community 15,000, wants aggressive salesman with car. Permanent, salary and commission. Please give full details first letter and picture, if possible. Box 192H, BROADCASTING.

Salesman. Top station, sound market, 5 kw going net. Must be alert radio salesman. Box 197H, BROADCASTING.

Topnotch salesman. If you would like a small western town and can sell aggressively and smoothly to small town people and still meet agency men, maybe we can use you. Interested in a married man willing to settle here and organize his time and efforts to do a real selling and servicing job. If you have additional abilities such as first class ticket, sports announcing experience, etc., they would be of value. Send us complete details about yourself and we'll tell you more about our opening. Position open immediately. Contact KRPL, Moscow, Idaho.

Salesman—Experienced in constructively selling radio. Must be alert and ethical. To represent leading station, NBC affiliate, in competitive market. Send full information; references, photo, income requirements. KSEI, Pocatello, Idaho.

One of our salesmen has moved on to an agency. If you are ready to move into a tough metropolitan market in one of America's better indies—WGAY—write or phone immediately. Draw against commission. Experience and car necessary. General Manager, WGAY, Silver Spring, Md.

Wanted, experienced energetic salesman to sell to the TV stations in the midwest area very attractive TV program for children. No objection to supplementing this with present duties. Write or call The Ghost Rider Enterprises Inc., Empire State Building, 350 Fifth Avenue, N. Y. C., LA 4-1571.

Announcers

Wanted, mature, experienced, forceful announcer, strong on sports, news, interviews, commercials. Write full details and expected salary. Box 98H, BROADCASTING.

Announcer, Ohio station. Must have experience news, special events, commerical plus console operation. Excellent opportunity for right man. Box 164H, BROADCASTING.

Morning personality by midwest 5 kw station. Capable handling western shows and building strong morning audience. Rush disc or tape, full details, salary requirements. Box 169H BROADCASTING.

Eastern network station needs versatile disc jockey-special events man. Must be tops. Box 174H, BROADCASTING.

Help Wanted (Cont'd)

Wanted: Hard hitting able negro disc jockey, wild, frantic, strictly hep style, jive talk, bouncy lingo, mass appeal, promotion conscious. Ability to sell self on air and in person important. Ad-lib ability to punch commercial necessary. Neat appearance, educated background, ability to work smoothly in south important. Pay based on ability, guarantee, talent, commission, plus bonus. New 1000 watt station in major southern market starting January 1st. Give complete details first letter and include picture. Send no audition disc. Box 167H, BROADCASTING.

Combination announcer-engineer wanted. Accent on announcing. $50.00 for 48 hour week, raise in 3 months plus bonus for good man. ABC outlet in Florida, resort town of 30,000. Send disc or tape plus full details, experience and references. Box 186H, BROADCASTING.

Wanted: Announcer-engineer for sunny south Texas station. Top salary for top announcing voice. Rush qualifications and voice audition. Box 187H, BROADCASTING.

Announcer with first class license wanted immediately by fulltime station in college town. Emphasis on announcing. Salary, disc, first letter. KAYS, Hays, Kansas.

KNPT, Newport, Oregon, needs two good combination men immediately due to increase of power to 1000 watts.

We can use one or two good announcers with first class tickets. Interested in married men with accent on top announcing. Opportunity to work into programming job. Good western town. Contact KRPL, Moscow, Idaho, give complete details, including picture, audition, salary expected and references.

Opportunity for first phone-announcer who doesn't want a fortune over night. Open salary guaranteed. Basic experience preferred. Mutual affiliate, 250 watts. Phone 650 or 1021, KSVP, Artesia, New Mexico. A future.

5000 watt Mutual affiliate needs good announcer for news. Record shows and straight announcing shift. Pay starts at $50.00 weekly with increases to right man as he proves himself. Want man for midwest area, bottle chasers and floaters need not apply. Send letter of application and disc to Ray Beals, KVGB, Great Bend, Kansas, indicating experience, age, marital status. Enclose picture.

Immediate opening two combination announcer-engineers, accent on announcing. One position chief engineer. Please give all details in first letter with disc. Experience not necessary, but helpful. WDEC, Americus, Georgia.

Wanted: Announcer with first class license for permanent, well paid position. Send disc and full details to WGNI, Wilmington, N. C.

Wanted: Two experienced announcers immediately. Send disc and all details first letter. If no experience, do not apply. WHNC, Henderson, N. C., phone 736.

Staff announcer, sound commercial man, newscaster. Send disc, details to WKBH, La Crosse, Wisconsin.

Staff announcer, good commercial man. permanent position, future for reliable, experienced person. Send disc, photo, details. WPIC, WPIC-FM, Sharon, Pa.

Announcer-engineer for fulltime Mutual affiliate. Send full information immediately. WPNF, Brevard, N. C.

Technical

Wanted, one first class operator for WFNC, Fayetteville, North Carolina. Mail letter of experience, education and references.

Help Wanted (Cont'd)

Men with at least 8 years combined electrician and radio experience to install and maintain custom built audio devices. Must want to travel throughout any area in the United States continually. Excellent salary plus expenses. Transportation provided. Must have automobile drivers license. Send personal snapshot with record of experiences and references. Box 764D, BROADCASTING.

Wanted: Chief engineer for prominent New England regional. Must be hard working, full of pride in technical perfection and capable of maintaining RCA 5DX 5 kw transmitter and maintaining somewhat elaborate studio audio equipment and making whatever changes therein may be required from time to time. Please state full details regarding experience, references and expected starting pay first letter to Box 166H, BROADCASTING.

Transmitter studio operator (no announcing) first phone license to operate tape-disc recorders, turntables. ABC-MBS affiliate. Start $180 per month. Box 196H, BROADCASTING.

Engineer with announcing capabilities, not necessarily experienced, needed immediately by CBS affiliate. Contact Jim Duncan at KSIL, Silver City, New Mexico.

Engineer-announcer urgently needed. Experience not necessary if willing to work and learn. Contact Irwin Trowbridge, WVMC, Mt. Carmel, Illinois.

First class engineer-announcer, Mutual affiliate station, eastern Montana, 45 hour week. Good working conditions, permanent position. Write or wire Post Office Box 1015, Miles City, Montana.

Production-Programming, others

Continuity writer with at least one year commercial radio copy experience wanted at network affiliate, city of 100,000 in midwest. Reply, giving experience, references, salary expected and copy samples, to Box 90H, BROADCASTING.

One woman copywriter and one experienced announcer. Send disc, photo, particulars first letter. Box 116H, BROADCASTING.

High Hooper, progressive station with heavy commercial schedule, seeks program director-traffic manager experienced in Mutual affiliate. Some announcing. No sports. Present program director returning to university latter part of January. Position open now or can wait until January 15th. Starting salary $60.00. If satisfactory, $75 within two months. Possible to advance to sales director or assistant manager within few months. Woman would be considered. Knowledge of Spanish helpful but not essential. Owner constructing two additional stations. Write full details, draft status and call letters of Mutual station in which experience obtained. Do not phone or send audition or other returnable material. Keith Tye, KVER, Box 1388, Albuquerque, New Mexico.

Television

Technical

Experienced TV broadcasting technicians for Pennsylvania television station. Those with several years experience in larger AM broadcasting stations will be given consideration in lieu of actual TV experience. Best references required by long established company with liberal personnel policies. Box 165H, BROADCASTING • *TELECASTING.*

Situations Wanted

Managerial

Assistant manager, program director. Over 9 years experience, last 3 in NBC regional, highly competitive market. Qualified administrator, personnel man, writer, production and news director. Excellent references. Available after January first. Box 63H, BROADCASTING.

Situations Wanted (Cont'd)

Commercial manager, well experien seeks change. Box 100H, BROADCA ING.

Manager with thorough backgroun all phases of radio available. miracle worker, but hard, sober ness administrator able to operate ciently and profitably. Strong on s promotion and programming. Ch necessitated through pending st sale to new owner who will be his manager. Young, married, reli Box 175H, BROADCASTING.

Sales and feature promotions, 42, ried, university graduate, 20 years perience newspaper and radio s Guaranteed producer. Good re Box 195H, BROADCASTING.

Success breeds success! Nine suc ful years of management, sales, gramming. Manager-sales manager impressive get-and-keep sales re Excellent references. East only. 212H, BROADCASTING.

Salesmen

Good salesman wants good job. 99H, BROADCASTING.

Salesman who has been through mill as salesman, commercial mar and manager, is ready to settle as an A-1 salesman for an A-1 sta Married, 45 years old, top refere fully experienced. Excellent re in major market of one million as as in market of 20,000. Write 178H, BROADCASTING for fu details.

Salesman-continuity writing, 6 experience sales promotion, many ucts. Experienced in all phases mercial copy, writing and contin Single, draft exempt. 2 years co Box 200H, BROADCASTING.

Announcers

Basketball, play-by-play. One o tion's best. $150 weekly. Box BROADCASTING.

Sportscaster. Exciting play-by-pla topnotch sports area. Experienc basketball, football, baseball, b and wrestling. University grad Favorable draft status. Married. eran. Authoritative newscasting announcing of high caliber. Bo BROADCASTING.

Experienced announcer, single ve 24. Non reservist. Fifteen month perience. DJ, news and sports grams, general staff. Excellent r for desiring change. Available notice anywhere. Tape, best ences available. Morning shift d but not necessary. All replies answ Box 70H, BROADCASTING.

Announcer, colored, excellent have promotional ideas, disc o quest. Box 95H, BROADCASTING

News, sports and special events mentator, 8 years experience. Ve married. Presently employed large station. College education. E ence play-by-play major college ball, professional baseball and p sional basketball, emcee, variety s all-round top caliber man with relations experience. Prefer AM TV. Top references available. Ja 1st. Box 97H, BROADCASTING.

Announcer, first phone ticket, ve 3½ years staff, news, sports an experience. Mostly evening shift. programming and production to neering. Programming and copy ground and would like to enlar same. Disc, references. Box BROADCASTING.

Announcer, six years commercial Married; desire permanent oppor with good station, friendly comm Box 114H, BROADCASTING.

AM engineer now, but would like more. Announcing, sales or prom Am I too ambitious? Box BROADCASTING.

Staff announcer: Independent an work experience. Mature voice pleasing, selling delivery. Ex news. Classical, popular music, ence participation, ad-lib and int ability. Ambitious and prod minded. Top references. Ve age 27, car. Desires permanen or TV operation in eastern met tan market with opportunity f vancement. Available January Please include all details. Recent tape and complete background request. All inquiries answered p ly. Box 162H, BROADCASTING

ituations Wanted (Cont'd)

ienced newscaster, available in ry. Excellent background. In- ed in locating in east. Box 168H, DCASTING.

bove average background, current s, sports, classical music. Dra- al ability. German, Spanish lan- s. Good voice, personality. Box BROADCASTING.

ncer with board experience now yed on network station. Veteran, rs old. Want work in midwest. ears radio school. High starting unimportant. Sincere! Ambi- Box 172H, BROADCASTING.

dable, sober, first class announcer ienced all phases. Ten years ra- draft exempt disabled veteran. ed, family on way. Consider ern or central California. Sixty- eek minimum to start. Box 173H, DCASTING.

ght newscaster available. Best nces in the industry. Network 50 kw experience. Thoroughly ienced news editor with dignified respect-commanding delivery. ng position with larger station in n market. Box 190H, BROAD- ING.

ination woman (announcer-copy-) seeking progressive job oppor- . Six-year background. Box BROADCASTING.

he create some interest at your n. I am a colored femme disc y. Two years experience. Yes, sell as well as have proven ability n controls. Full of ideas, can shows and give news. Maybe just what you need. Can be ble after April 1st. Box 194H, DCASTING.

ncer, 4 years experience, also amming. Interested in announc- osition or program director. Box BROADCASTING.

ncer-salesman. 2½ years experi- announcing, strong on sports. 6 experience sales promotion. Draft exempt. 2 years college. 01H, BROADCASTING.

league baseball announcer seek- ay-by-play basketball and other Box 203H, BROADCASTING.

ncer wants experience. Draft t, college grad. New England red. Box 204H, BROADCASTING.

ble immediately, announcer, 2 experience. Chief announcer kw indie, past 1½ years. Young, ile, deep mature voice, married, hild, vet. For taped audition Box 205H, BROADCASTING.

ncer-newsman, 7 years all phases. tly employed, draft exempt vet- family man. 30 years old. Will ywhere. Box 207H, BROAD- NG.

Godfrey, Murrow or Block, but petent staff announcer heavy on ercials with four years experi- Draft exempt. Box 209H, BROAD- ING.

ars announcing, 2 years present v as program-production director pecial events for 1000 w north- n indie. BS, MS in Radio. Assist- dio instructor university. Deep nt voice, network presentation. play-by-play, including 2 years e football. Vet, 27, good appear- Sense of humor, can write. um $70. Box 210H, BROAD- NG.

ile young couple with 1st phones, enced in combo operation, traffic uity, etc. Box 211H, BROAD- NG.

ot hurray-for-me boy, Chicago ncer, experienced. College edu- , news, emcee, drama, etc. Net- affiliate 5,000 watt and up. Avail- tow. Excellent references. Box BROADCASTING.

ienced announcer. Larger mar- omparable salary. Please, no ater towns. Box 214H, BROAD- NG.

news editor, sportscaster, special director. Leaving CBS affiliate five years. Employers among nces. Age 33, married. Available ecember interview. Leaving top tter. Interested in equally good station with opportunity to ad- Have fed network sports and features. Can build and hold following. Available January Not in reserve. Bob Delaney, lathan Hale, West Palm Beach, a.

Situations Wanted (Cont'd)

Technical

Engineer, experience includes 5 years consulting engineering, highly skilled in directional antenna design and performance. Previous experience includes several years as chief engineer. Draft exempt. Box 813G, BROADCASTING.

Chief engineer, 17 years experience. Seeks change to progressive station. Salary secondary to opportunity. Best references. Box 842G, BROADCASTING.

Engineer. Experienced studio, phasing and directional equipment, maintenance and remotes. Box 952G, BROADCASTING.

Engineer, phone first, complete offer first contact. Box 974G, BROADCASTING.

Engineer, first class radiotelephone license. Six years experience, FM, AM, studio, remotes, transmitter. Married, mature, draft exempt, no combo, references. Box 59H, BROADCASTING.

Chief engineer-announcer, plenty of experience, reliable, hard worker. Draft exempt veteran with dependents. Oklahoma, Arkansas area only. Box 145H, BROADCASTING.

Chief engineer with ability and experience to handle the toughest broadcast problems-operation, maintenance, construction, any size or type operation. Let my references tell you. Undraftable. Box 179H, BROADCASTING.

Engineer, 3 years experience. Active ham 20 years. Wants permanent position. No combo. Have car. Available immediately. Box 191H, BROADCASTING.

Four years of broadcast engineering work, four years teaching radio transmitter and receivers, no draft, no reserve, no National Guard. Married, car, willing to travel, write for reference. 806 S. Jackson, El Dorado, Arkansas.

Production-Programming, others

Newsman. Mature, experienced, fully qualified in all phases. Own minitape. Box 955G, BROADCASTING.

Experienced program director, extensive copy, sales, production, announcing background. Married; permanent. Box 113H, BROADCASTING.

Attention university town stations. Program director seeks same or similar position. Experienced, trained, employed, successful, sales conscious. Age 25. Can supervise any or all phases of station operation. Box 180H, BROADCASTING.

Two vets, draft exempt, with a total of eight years experience, desires a position with reliable station. Both have held executive positions and experienced in all phases of commercial radio. Also one year training in television producing and directing. Box 183H, BROADCASTING.

Showmanship! If you need it, nine years background in theatre-radio work is your answer. Want PD in tough market. Keep your promises or don't answer. Box 185H, BROADCASTING.

Continuity writer-traffic manager, currently employed as program director, but prefer continuity and traffic. Eight years experience including announcer-operator and music librarian. Salary requirement reasonable. Would prefer to locate in deep south. Available two weeks notice to present employer. Reply Box 189H, BROADCASTING.

Program director-announcer. Available soon. Am now assistant at large net station. Will go anywhere. Married. Box 199H, BROADCASTING.

Radio producer/director, 2 years experience at top New York independent. Box 209H, BROADCASTING.

Program director. Experienced all phases small station operation. Coordination and detail my specialty. Prefer position requiring little announcing. Excellent references. Available immediately. Minimum salary $60. Sam McClaughry, 8521 S. Loomis Blvd., Chicago, Illinois. TRiangle 4-1459.

Television

Production-Programming, others

Radio producer desires television experience. 10 years radio experience. Background in music and Little Theater. Box 216H, BROADCASTING • *TELECASTING.*

Situations Wanted (Cont'd)

Experienced television film director, desires change in TV, from independent local station to network television station. Livewire, good references, willing to re-locate, single. Got TV problems in films, or in TV broadcast operations, contact Box 176H, BROADCASTING • *TELECASTING.*

Hard worker and good "Idea Man" desires spot in your TV or AM operation. Six years stage and radio: Production, directing, writing and announcing. Graduate top TV school. Please write: John Austin, 2854 46 St., Long Island City, New York.

Managerial

Buy experience in television. Check this background for your organization. 10 years in AM and TV, includes sales, sales promotion, public relations and merchandising, with previous programming and copy experience. Good speaker. Know TV organization and operation. Desire commercial manager setup of TV station or AM combination. Also interested in AM planning TV. Box 177H, BROADCASTING • *TELECASTING.*

For Sale

Stations

For sale, basic network affiliate in major southwest market. Profitable operation in exceptionally good city. Pleasant year-round climate, cool in summer; warm in winter. Annual gross $150,000. Priced to sell as owner needs to liquidate to engage in development of new, larger property. Priced to sell at $100,000. Half cash; balance in long term notes. Box 115H, BROADCASTING.

All or part of 500 watt daytime station in New England. Only station in city of 40,000. Write all details in reply. Strict confidence assured. Write Box 161H, BROADCASTING.

Equipment, etc.

3 unused American Plate transformers, type OISO 230 volts low, 7500Y high 75 KVA cont., 60 Cy. 3 phase. Box 62H, BROADCASTING.

250 watt independent station in growing southwestern community. Box 184H, BROADCASTING.

Have spare GE 3 kw FM transmitter and freq-mod monitor, almost new condition, together with some coax, GE FM antenna fittings. Not giveaway, but good buy for broadcaster intending to reinstate FM operations, or for new FM station. Box 215H, BROADCASTING.

Presto 6N and 6C recording turntables, 2 extra feed screws, 160B equalizer, 85A amplifier. Russ Thrun, c/o WHLS, Port Huron, Michigan.

GE 250 FM transmitter, Western Electric 25 console, FM monitor, 1 GE donut, sacrifice. Merger of WJLK and WCAP makes this equipment available. WJLK, Asbury Park, N. J.

Studio-transmitter link. R.E.L. model 694 with 15 watts modulated RF output, in excellent condition. Used less than 4,000 hours by deleted FM station. Suitable for either FM or AM. Cost $6,785. Price $4,785 cash plus shipping costs. James A. Hardman, 27 Bank Street, North Adams, Massachusetts.

Have several used guyed Wincharger towers will sell erected. Tower Construction Co., 107 Fourth St., Sioux City, Iowa. Phone 5-6761.

Wanted to Buy

Equipment, etc.

UHF TV transmitter, audio optional. Send outline specifications, price and delivery interval. Box 34H, BROADCASTING.

Desire good condition, used REL, Collins, RCA or GE 3 kw transmitter, GE or Hewlett-Packard mod-freq monitor, 4 section Collins sidemount FM antenna. How much 1⅝ inch 51 ohm coax do you have (Andrew or Communications Products). Quote lowest price first letter for quick cash sale. Box 150H, BROADCASTING.

Wanted to Buy (Cont'd)

FM 1 or 3 kw transmitter. Price must be right. Also FM mod-freq monitors. Box 141H, BROADCASTING.

Tower, self-supporting, 360 to 600 feet. Box 142H, BROADCASTING.

Want 1 kw AM transmitter and a complete/or sections of Wincharger tower type 101. Box 181H, BROADCASTING.

Obsolete 1 kilowatt broadcast or communications telephone transmitter. Particularly interested in WE linear amplifier type 71A utilizing 279A or similar finals. Box 182H, BROADCASTING.

Equipment wanted. 1000 watt station. Must be bargain. No hurry. Box 208H, BROADCASTING.

Will pay cash for WX2C RCA field meter. Get in touch with KSTT, Davenport, Iowa.

Wanted: Standard audio rack, state price and condition. Fred Chassey, WKDN, 2881 Mt. Ephraim Avenue, Camden 4, N. J.

200 ft. tower, 1 kw transmitter, monitors, turntables and console. State condition, price, terms. Contact Dick Biddle, 104 Circlewood, Tuscaloosa, Alabama.

Help Wanted

Salesmen

PBS

America's newest and fastest growing network

requires the services of fifteen additional men thoroughly experienced in station relations and sales.

Phone: Judson 6-5529 for appointment. Write or wire Office Suite 565 Park Sheraton Hotel, New York City.

PROGRESSIVE BROADCASTING SYSTEM

Situations Wanted

Salesmen

TEXAS REPRESENTATIVE

Have downtown metropolitan offices with low overhead. Interested representing radio, television or allied business in southwest territory. Experienced in sales programs and management. Know entire trade territory thoroughly. Full or part time salary and/or commission. Box 160H, BROADCASTING.

Announcers

ANNOUNCER Staff or sports desired at larger operation. 4 years experience includes sales and programming. College. Married. Disc and references. Write now to

Box 206H, BROADCASTING

Miscellaneous

CUSTOM JINGLES
with proven sales results
RICHARD STROUT
PRODUCTIONS, Box 2261, Hollywood

Programs Promotion Premiums

(Continued from page 88)

"This is a Horsefeather. . . ." Copy points out feather is for use when other stations send reader data on costs per 1,000 listeners. It goes on to point out that KLX costs are lower and their drawing power stronger, supporting statement with Hooper ratings. End of letter asks reader to get in touch with station for more information.

PROGRAM FANS ● ● ●

WTOP-TV Washington, *Cowboy Playhouse*, 5:15-6:15 p.m., Mon.-Sat. Viewers who would like to see their pictures on TV are asked to write station. Names are picked from different addresses in metropolitan area. Each child is given five penny post cards to send friends telling when their picture will appear on program and asking them to see it. They also receive five copies of photos used. Promotion designed to make program "most talked about in Washington."

RELIGIOUS QUIZ ● ● ●

WCAU-TV Philadelphia, *Guess or Know*, started Dec. 3, Sun., 2-2:30 p.m., religious quiz program. Children between ages of 12 and 14 participate, trying to answer questions dealing with Bible, church history, hymns and Bible geography. Show is presented as public service program in cooperation with Radio and Television Committee of Philadelphia Council of Churches and American Bible Society.

'LADIES SHOW' ● ● ●

WSYR-TV Syracuse, N. Y., *Ladies Day*, started Dec. 4, Mon.-Fri., 2:30-3 p.m. Program features Joan Holland as m.c., chosen from over 100 women applicants interviewed during planning for show. Program deals with topics of interest to women such as fashions, beauty hints, child care and home demonstrations. Mrs. Holland formerly was a beauty consultant for Lever Bros.

CAPTIVE AUDIENCE ● ●

WIND Chicago has been asked to send its weekly program schedule to librarian at government penitentiary in Terre Haute, Ind. Librarian reported station is listened to regularly, and that schedule will be used in compiling weekly program of radio broadcasts to be aired on prison's central communications system.

NEW TV AD ● ● ●

BUTLER Floor Co., Butler, Pa., placing television set in lobby of local theatre for advertising. Ads are projected in color on the upper portion of two-screen console, lower part being used for regular telecasting. These ads show new scenes every 15 seconds, total time for each advertiser being three minutes. Details for campaign were handled by Video Advertising, N. Y.

ROUNDTABLE ● ● ●

WSVS Crewe, Va., Sun., Dec. 3, presented roundtable discussion of National Council of Churches of Christ in United States of America. Half-hour broadcast followed conclusion of organization convention in Cleveland. Three clergymen and one layman from local churches participated. Program closed with prayer for success of council.

CHRISTMAS PARADE ● ● ●

WBKB (TV) Chicago featured hour-long telecast of Santa Clause Parade along State St., Nov. 18, 9:30-10:30 a.m. Local florist who sponsored show distributed 1,600 flowers and plants to watching crowd. Camera on 11th floor of WBKB building and one on street covered event. Station used two commercial films of institutional type at beginning and end of telecast. Station reports that by noon sponsor received 1,000 calls from viewers, mostly congratulatory.

STRONG RADIO ● ● ●

WTAG Worcester, Mass., received credit from local merchants for helping city lead New England in retail sales gained. In story that appeared in *Worcester Evening Gazette*, merchants credit rise to local sponsorship of *Talent Shop*, weekly feature and tag identifications daily beamed to out-of-town listeners.

TEAR SHEET ● ● ●

KYW Philadelphia sending tear sheet to trade and advertisers of column by Ruth Welles, station's women director, which run is 49 weekly newspapers. Sheet on front tells of her listening audience and why advertiser should participate on show. Attached also are letters from women she has interviewed on her program, expressing their thanks.

WELCH SPONSORS ● ● ●

WCFM (FM) Washington, *Big Sister*, Dec. 4 began broadcasting under sponsorship of Welch Grape Juice Co., Sheila Goldstein, 16-year-old m.c. reads stories and poems and sends birthday greetings for young audience. Show has been on station for 18 months.

GERMAN-AMERICAN SHOW ●

WCCC Hartford, Conn., *German-American Hour*, Sun. Show features choral groups and vocal solo recordings and is emceed by John Brubaker. He works in cooperation with Hartford Saengerbund Club in making eventful announcements concerning German-American social. Folk music of German and Austrian ages is featured.

FOOTBALL COVERAGE ● ●

WTVR (TV) Richmond, Dec. 2, telecast exclusive coverage of local high school football game. Station claims it was "first" to telecast high school football in state of Virginia. Cameras were set atop press box for maximum coverage of contest.

SKI SHOW ● ● ●

WPTR Albany, N. Y., *Ski Scoops*, Fri., 5:45 p.m. show, starting third year features George Miller, station's sports director. Program covers all winter sports, snow reports, resort information and winter sports news and interviews.

BEAUTY SHOW ● ● ●

WTTG (TV) Washington, *Time Out For Beauty*, 10:15 a.m. daily. Show devoted to beauty exercises and facts about beauty, with demonstrations. Aletha Agee, "Miss DuMont Television," is program m.c with two assistants doing demonstrations.

KRSC Joins PBS

KRSC Seattle has joined Progressive Broadcasting System as an affiliate.

JEWISH SERIES

Set for Holiday Air

FORTY-FIVE U. S. and Canad stations will carry a series of quarter-hour Jewish educati programs during the holid starting this week. The series, duced for District 6 of B'nai B' America's oldest and largest Je service organization, is describe "an experiment in public ser to provide spiritual and educati sustenance to Jews in small to and to acquaint non-Jews present-day interpretations of lical Jewish Holy Days." Her Kraus, former public relations rector of WMOR (FM) Chic handled production.

The holiday series include *Hanukkah Holiday*, *Speak Up Brotherhood*, *A Purim Prol* and *Out of the House of Bond* Stations which will broadcast series follow:

Illinois — WGIL Galesburg, W Decatur, WCVS, WTAX, W Springfield, WLPO East St. L Michigan—WCAR Pontiac, WJPD peming, WBCM Bay City, WMIQ Mountain, WDBC Escanaba, W Saginaw, WDMJ Marquette, W Alpena, WIBM Jackson, WKNK kegon, WSOO Sault Ste. Marie; nesota—KAUS Austin, KDAL Du KATE Albert Lea, WMFG Hibb Iowa—KSTT Davenport, KSMN son City, KWAT Watertown, K Dubuque, KWCR Cedar Rapids, K Des Moines, KVFD Fort Dodge, K Muscatine, KXIC Iowa City, K Mason City, KROS Clinton, KV Waterloo, KFJB Marshalltown, K Council Bluffs, KCOM Sioux North Dakota—KVOX Fargo, K KCJR Minot; Wisconsin — W Stevens Point, WSAU Wausau; ada—CHAB Moose Jaw, Sask.; Winnepeg, Man.; CVCA Edmo Alta.; CKX Brandon, Man.

MICH. MEETING

Baughn Named MAB Presi

EDWARD F. BAUGHN, vice ident and general manager, W Ann Arbor, Mich., was elected ident of the Michigan Assn Broadcasters during the gr annual meeting in Lansing [B CASTING • TELECASTING, Nov He succeeds Stanley Pratt, W Sault Ste. Marie, for a one- term.

Named to the MAB board d rectors were Lester Lindow, W Flint; James Riddell, WXYZ troit; Leonard Versluis, W Grand Rapids, and Don DeG WWJ Detroit. Mr. Lindow elected vice president and Mr. dell secretary-treasurer.

TO ALL STATION MANAGI

CTS offers a new, urge needed service. Proven net announcers transcribe sp either straight or produc for local sponsors at minin cost. CTS insures greater r sales for station and spon CTS information and rates u request.

Commercial Trans-Serv
143 W. 41st St. N. Y

Controlling Interest in Profitable Central California Network Regional $65,000.00

Money making-network regional in single station market removed from metropolitan service area of today's radio and tomorrow's television in rich growing productive market. The service area is heavily populated with more than 200,000 residents according to the 1950 Census. This station has been on the air for a few years and got immediate acceptance from both the listeners and the time-buyers and has made money from the very outset. RCA equipped and located on valuable real estate which the station owns. Between 60% and 70% of the station available for $65,000.00. Properties of this value and price move quickly. We would suggest that you act immediately.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Harold R. Murphy	Ray V. Hamilton
Washington Bldg.	360 N. Mich. Ave.	235 Montgomery St.
Sterling 4341-2	Randolph 6-4550	Exbrook 2-5672

Westinghouse

(Continued from page 20)

ne; Martin J. Murphy, Young & icam, New York; John C. Naylor Gardner Advertising, St. Louis; James Neale, Dancer-Fitzgerald-ple, New York; Linnea Nelson, Walter Thompson, New York; is J. Nelson, Wade Advertising, ago; J. H. North, Aubrey, Moore Wallace, Chicago; Arthur Pardoll, ivan, Stauffer, Colwell & Bayles, York; H. Preston Peters, Free eters, New York; Curt Peterson, schalk & Pratt, New York; rles H. Philips, NBC; Elizabeth ell, Geyer, Newell & Ganger, New k; Robert H. Prigmore, KEX land.

R. Rawlins, KYW Philadelphia; rwood J. Reekie, MacManus, John Adams, Detroit; R. G. Rettig, tehall Pharmacal Co., New York; ert M. Reuschle, McCann-Erick- New York; Marion Reuter, Young ubicam, Chicago; Ray H. Rey- s, Rogers & Smith Advertising, ago; Harold R. Rorke, J. Walter mpson Co., Chicago; George n, *Variety;* Elenore Scanlon, O, New York; Stanley Schloeder, rauff & Ryan, New York; Regina iebel, Duane Jones, New York; er Scott, BBDO, New York; s Scovern, Free & Peters, New ; Lillian Selb, Foote, Cone & ing, New York; Jayne Shannon, alter Thompson, New York; Holly ely, Ruthrauff & Ryan, Chicago; k Silvernail, BBDO, New York; ter C. Slaybaugh, Morse Inter- nal, New York; F. M. Sloan, inghouse Electric Corp., Sun- , Pa.; W. C. Swartley, WBZ-AM- Boston; Sol Taishoff, BROAD- ING • TELECASTING, Washington; rt H. Teter, KYW Philadelphia; n A. Thomas, Street & Finney, York; William T. Tieman, rton & Currier, New York; ge D. Tons, KDKA Pittsburgh; ieth Torgerson, Knox Reeves rtising, Minneapolis.

elyn Vanderploeg, Schwimmer & , Chicago; Frances Velthuys, , Robinson & Frank, Chicago; ard Whitley, Badger & Browning ersey, New York; Charles Wilds, . Ayer & Son, New York; Richard on, Westinghouse Radio Stations Washington; Russell Woodward, & Peters, New York.

'51 Turning Point

(Continued from page 24)

ed president. Other officers ed were Mr. Wooten, vice president; Frank Armstrong, WDSG Dyersburg, secretary - treasurer. A. D. Smith Jr., WCDT Winchester; Mr. Sowell, and Earl W. Winger, WDOD Chattanogga, were elected directors.

Resolutions were adopted opposing FCC allocation of specific TV channels to educational institutions or other specific groups, thanking the *Nashville Tennessean* and *Banner* for coverage of the meeting; voicing appreciation of speakers' contributions and entertainment provided by WSM.

T. B. Baker, WKDA Nashville, moderated a small market stations panel. Members were Cliff Goodman, WETB Johnson City; Frank S. Proctor, WTJS Jackson; Frank Armstrong, WDSG Dyersburg; R. M. McKay Jr., WKRM Columbia.

Members of the convention committee were Paul Oliphant, WLAC, chairman; Jim McKinney, WKDA; Clarence Waggoner, WMAK; Tom Stewart, WSIX; Van Irwin, WNAH; Bill McDaniel, WSM, all of Nashville.

In his talk, titled "The Outlook for Radio in 1951," Mr. Davis said 1951 "will begin the end of great profits in radio—but not the end of profitable radio. . . . Profitable radio can go on for a long time—perhaps forever—despite the competition of that precocious child of electronics—television. But 1951 means the beginning of the end of a gusher of profits for radio broadcasters."

Mr. Davis figures 1951 will bring an adjustment in network rates and in station rates in TV cities and "even a loss in total hours sold in cities not directly affected by television."

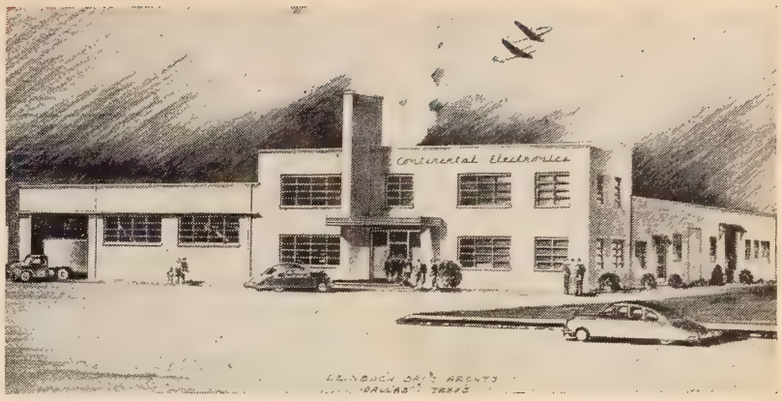
Advertisers will put pressure on broadcasters in TV cities to cut rates, according to Mr. Davis, since "the actual circulation will no longer be there." With network affiliates becoming more competitive for local and spot sales, independents will have to work harder, he predicted, offering figures on loss in network time sales as evidence.

Broadcasters will have to get cooperation from talent, he said, though more talent will be used in TV than in radio. He felt the TVA demands "have hurt the broadening of television and, worse than that for them, I think they have hurt themselves as a group." Advertisers will cut the size of TV casts.

By making cost of facilities attractive to the advertiser, as well as cost of a program, radio can survive, according to Mr. Davis.

FC&B is exploring for a client a plan to have a top-notch radio show at small talent cost, he told the TAB delegates.

"The idea is simply this. The show should be rehearsed and done for television. Immediately afterwards, the same cast, with the same basic script, with necessary changes, would be taped for radio. The radio show would be put on the network at some designated time, or perhaps on just whatever individual stations might be desired."



Architect's drawing of new building to be occupied by Continental.

* * *

CONTINENTAL
To Move to New Building

J. O. WELDON, president of Continental Electronics Mfg. Co., Dallas, has announced the company will move into new quarters about Jan. 1. The new building is located at 4212-4220 Buckner Blvd., Dallas. Continental manufacturers broadcast transmitters and custom engineered electronic equipment.



Mr. Witty

The company also announced the recent appointment of W. M. Witty to the administrative staff of Continental Electronics as general manager. Mr. Witty was with RCA for 20 years.

Continental currently is manufacturing a production of type 315 5 kw and 10 kw AM transmitters, being sold by the Graybar Electric Co.

ARE YOU INTERESTED IN THE DES MOINES AND IOWA MARKET ?

THEN BE SURE TO SEE THE KRNT AD ON PAGE 40 OF THIS ISSUE

READ— Something Every Sales Manager Should Know!

YOU CAN CALL YOUR SHOTS ON THE ARROWHEAD NETWORK



cover the rich dairyland rkets of Wisconsin; the in- strial centers of Northern Min- sota . . . use the Arrowhead Net- rk. You're interested in sales—and t's what we deliver!

ARROWHEAD NETWORK

WMFG DULUTH | WHLB VIRGINIA | WEBC DULUTH | WJMC RICE LAKE | WEAU EAU CLAIRE | WISC MADISON

Represented nationally by RA-TEL Reps., Inc. and regionally by BULMER-JOHNSON, Inc. Mpls.

FOR SOUTHERNERS ONLY!

Station manager's job open in network affiliate in a leading southern market. City is over 30,000; county about 100,000. Good starting salary plus commissions. Give full details first letter. Enclose snapshot.

Box 217H, BROADCASTING

Docket Actions . . .

FINAL DECISION

WBAT Marion, Ind.; Kokomo Pioneer Bcstrs., and Chronicle Pub. Co. Inc., both Kokomo, Ind.—Announced final decision to grant application of WBAT Marion to change from 1600 kc 500 w day to 1400 kc, 250 w fulltime; and to deny applications of Kokomo Pioneer Bcstrs., Kokomo and Chronicle Pub. Co. applications for new stations on 1400 kc, 250 w fulltime, Kokomo. Decision Dec. 6.

WKAP Allentown; WSCR Scranton, both Pa.—Announced final decision to grant application of WKAP to change from 1580 kc, 1 kw day to 1320 kc 1 kw fulltime, directional night; and to grant application of WSCR Scranton to change from 1000 kc, 1 kw day to 1320 kc 1 kw day, 500 w night, directional night. Both grants subject to conditions. Decision Dec. 7.

INITIAL DECISION

Lubbock County Bcstg. Co.; KFYO

FCC Actions

(Continued from page 90)

Applications Cont.:

Alamosa, Col.; WSPB Sarasota, Fla.; WANE Fort Wayne, Ind.; WPAD Paducah, Ky.; KFAM St. Cloud, Minn.; KDSJ Deadwood, S. D.

Modification of CP

KPOO San Francisco, Calif.—Mod. CP AM station for extension of completion date.

Mod. CP new FM station for extension of completion date: WAFM Birmingham, Ala.; WHO-FM Des Moines; KSCJ-FM Sioux City, Ia.; WKAP Allentown, Pa.; WFBC-FM Greenville, S. C.

License for CP

WJLB-FM Detroit—License for CP new FM station.

License Renewal

Request for license renewal commercial TV station: WJBK-TV Detroit; WOAI-TV San Antonio, Tex.

APPLICATION RETURNED

WAOV Vincennes, Ind.—RETURNED application for license renewal AM station.



FCC roundup

New Grants, Transfers, Changes, Applications



Box Score

SUMMARY TO DECEMBER 7

Summary of Authorizations, Stations On the Air, Applications

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM stations	2,227	2,190	114		276	137
FM Stations	677	525	156	1*	150	6
TV Stations	107	52	57		373	171

* On the air.

* * *

both Lubbock, Tex.—Announced initial decision by hearing examiner Basil P. Cooper to grant application of Lubbock County Bcstg. Co. new station on 790 kc 5 kw day, 1 kw night, directional night and to deny application of KFYO to change from 1340 kc 250 w fulltime to 790 kc 1 kw fulltime, directional night. Decision Dec. 1.

KSET El Paso, Tex.—Announced initial decision by hearing examiner Elizabeth C. Smith to grant application KSET El Paso renewal of license and consent to assignment of license from Sunland Bcstg. Co. (KSET) to Rio Grande Bcstg. Co. KSET operates on 1340 kc, 250 w fulltime. Decision Dec. 5.

PROPOSED DECISION

WBAL Baltimore, Md.—Announced proposed decision to grant application of Hearst Radio Inc., (WBAL) renewal of license on 1090 kc, 50 kw fulltime, directional night; and to deny application of Public Service Radio Corp., new station on same facilities. Decision Dec. 6.

OPINIONS AND ORDERS

Home News Pub. Co., New Brunswick, N. J.—By memorandum opinion and order denied petition for reconsideration and rehearing of Commission's decision of June 27 denying Home News Pub. Co., CP for new station on 1230 kc, 250 w. Order Dec. 5.

WCAR Pontiac, Mich.; UAW-CIO Bcstg. Corp., Detroit—By memorandum opinion and order denied petition of UAW-CIO Bcstg. Corp., for rehearing of Commission's decision of July 26 giving WCAR Pontiac authority to move to Detroit on 1130 kc 50 kw day, 10 kw night, directional, and denying application of UAW-CIO for new station on 1130 kc 5 kw day, 2.5 kw night, directional, Detroit. Order Dec. 5.

KSOK Arkansas City, Kan.—By memorandum opinion and order denied petition of KSOK for reconsideration of Commission's action July 26, denying previous petition for reconsideration and grant without hearing of application to increase hours of operation to unlimited using 100 w night; granted request for clarification of July 26 order; hearing designated to commence Jan. 5, 1951 Washington. Order Dec. 5.

U. of Wisconsin, Madison; Manitowoc Bcstg. Co., Manitowoc, Wis.—By memorandum opinion and order denied petition of U. of Wis. for reconsideration directed against Commission's action of Jan. 26 granting Manitowoc Bcstg. Co., new station on 980 kc 500 w daytime at Manitowoc. Order Dec. 5.

WWJ Detroit, WICA Ashtabula, Ohio—By memorandum opinion and order denied petitions of WWJ and WICA for review of examiner's action Oct. 31, in reopening record in proceeding on applications WKNX Saginaw, Mich. and WKMH Jackson, Mich., and denied request of WWJ for oral argument on its petition and supplemental petition for review. Order Dec. 5.

WJBK Detroit; WILS Lansing, Mich.—By memorandum opinion and order dismissed petition of WJBK requesting Commission to reconsider Aug. 2 action to grant without hearing application of WILS authority to transmit programs produced in its studios to CKLW Windsor, Ont. Order Dec. 5.

Deletions . . .

ONE FM authorization reported deleted by FCC last week. Total deletions since Jan. 1: AM 33; FM 102; TV 3. Deletions and reason for withdrawal follow:

WBRO (FM) Brooklyn, N. Y.—Ebbets-McKeever Exhibition Co. Inc. CP Dec. 5. Forfeiture.

New Applications . . .

AM APPLICATIONS

St. Charles, Ill.—Greater Illinois Bcstg. Co., 1560 kc, 500 w day. Estimated construction cost $11,655. Greater Illinois Bcstg. is licensee of Class A FM station WEXI St. Charles. Filed Nov. 30.

Ionia, Mich.—Ionia Bcstg. Co., 1430 kc, 1 kw day. Estimated construction cost $13,950. Equal partners are: Kenneth Neubrecht, field engineer Gates Radio Co., Quincy, Ill. and Monroe MacPherson, owner of Ionia Chick Hatchery. Filed Nov. 30.

Freeport, Tex.—Brazosport Bcstg. Co., 1490 kc, 250 w unl. Estimated construction cost $9,825. Partners are: Kelly Bell, 66⅔% interest in law firm of Bell & Reavley, and owner KOSF Nacogdoches, managing partner 75%; J. C. Stallings, station manager KOSF, 25%. Filed Nov. 30.

Nashua, N. H.—City Bcstg. Corp., 1340 kc, 250 w unl. (Contingent on WEIM Fitchburg, Mass., change in facilities). Estimated construction cost $12,215. Principals include: Judge Bolec DeGasis, ⅓ interest in DeGasis Insurance Co., engaged in law practice and Judge of Municipal Court, president 36%; Jay E. Serwin, announcer-operator WFGM Fitchburg, v. p. and treas. 36%; Carter S. Knight, commercial manager WEIM, 28%. Filed Dec. 1.

Oak Ridge, Tenn.—Air Mart Corp., 1450 kc, 250 w unlimited. Estimated construction cost $10,225. Principals in corp. include: Harry C. Weaver, Commercial manager WATO Oak Ridge, president 28% plus; Frank H. Corbett who with Mr. Weaver owns WGAP Maryville, Tenn.; Harry J. Daly, attorney, 1 sh.; Owen J. McReynolds, designer engineer and sales engineer Gates Radio Co., vice president 28%. Filed Nov. 17.

Lansing, Mich.—Booth Radio & Television Stations Inc., 1470 kc, 1 kw daytime. Estimated construction cost $22,126. Applicant is licensee WJLB Detroit, WBBC Flint, and WSGW Saginaw. Filed Nov. 24.

Vero Beach, Fla.—Hurricane Bcstg. Service, 1450 kc, 250 w fulltime. Estimated construction cost $9,500. Principals include Claude C. Tillman, 16⅔% owner Siesta Autel, Fort Pierce, Fla., 50% and Robert E. Wasdon owner 33⅓% each WELS Kinston, N. C. and WLOW Norfolk, Va. Filed Nov. 24.

Aberdeen, S. D.—Aberdeen Bcst. Service, 1220 kc, 250 w day. Estimated construction cost $11,655. Sole owner Delbert T. Hunt is owner Del's Drive Inn (restaurant). Filed Nov. 27.

Searcy Ark.—White County Bcstg. Co., 1300 kc, 1 kw day. Estimated construction cost $15,600. William R. Smith, individual applicant is general manager KBTA Batesville, Ark. Filed Nov. 22.

Rapid City, S. D.—The Heart of Black Hills Station (resubmitted) 1[illegible] kc, 250 w fulltime. Estimated construction cost $17,500. Principals include John, Eli and Harry Daniels. Applicant is licensee KDSJ Deadwood, S. D. Filed Nov. 22.

TV APPLICATIONS

Casper, Wyo.—Bill M. Tomberlin, 8 (180-186 mc), ERP 2.48 kw vis., [illegible] kw aur., antenna—93.5 ft. above average terrain. Estimated construction cost $163,027.70, first year operating cost $85,000, estimated revenue $70,[illegible] Mr. Tomberlin is an oil investor. Filed Dec. 1.

Jacksonville, Fla.—The Metropolitan Co., Ch. 6 (82-88 mc), ERP 26.2 kw vis., 13.8 kw aur., antenna 328 ft. above average terrain. Estimated construction cost $245,870, estimated operating cost first year $100,000, no estimate for first year revenue. Applicant is licensee WJHP-AM-FM Jacksonville. Filed Dec. 4.

Evansville, Ind.—South Central Broadcasting Corp., Ch. 3 (60-66 mc) ERP 15.4 kw vis., 7.7 kw aur., antenna 437 ft. above average terrain. Estimated construction cost $137,700, first year operating cost $60,000, estimated revenue $50,000. Applicant is licensee WIKY-AM-FM Evansville. Filed Dec. 4.

Auto Sponsor

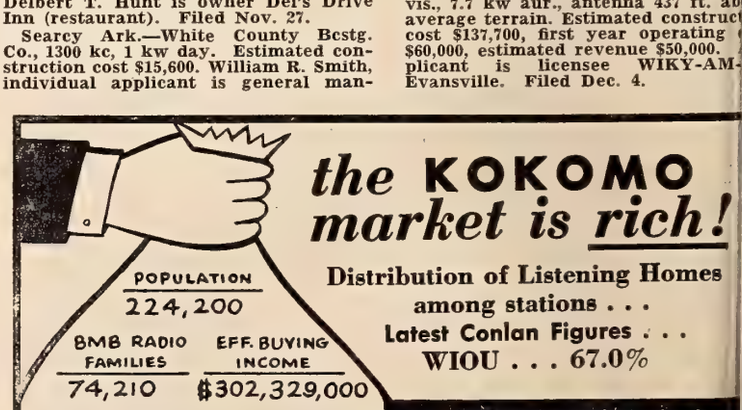
(Continued from page 19)

the Detroit office of J. Walter Thompson Co. and CBS.

General Mills followed Ford's lead last summer when it took over sponsorship of 65 shows on NBC for a summer period. The total price that General Mills paid for the schedule, including time and production, was reported to be $700,000. All the programs used in the GM campaign were nighttime shows and were broadcast in time periods that became available when other sponsors took summer hiatuses.

Radio-TV Deal

Coincidentally General Mills last week figured in another network sales innovation when it participated with CBS in a special radio-television tie-in deal. The advertiser assumed a quarter-hour sponsorship of the half-hour radio network show, *FBI in Peace and War*, along with a half hour, alternate weeks, on CBS-TV Friday for an as yet untitled TV show. The radio program which has been sponsored by P & G for the whole half hour will now be retained by the latter company for 15 minutes. Starting date on the television show still is undetermined.



Studio Location

(Continued from page 30)

of particular significance in nection with transmission serv-" the decision stated. "A sta-n often provides service to areas a considerable distance from its nsmitter but a station cannot ve as a medium for local self-pression unless it provides a sonably accessible studio for origination of local programs."

It is apparent that Sec. 307(b) the Commission's efforts to ly it may be largely frustrated after a station is licensed for purpose of providing both re-tion and transmission service a particular community, it re-ves its main studio to a distant nt and originates all or sub-ntially all of its programs in city or town other than that ich it was licensed to serve," the ision continued. "Such action on part of the station may sub-ntially cut away the basis of Commission's decision authoriz-the establishment of the sta-n."

he decision continued:

requirement that a station main-studios and originate a substantial portion of its programs in the city ch it is licensed to serve could hard-e considered an unreasonable bur-since it would simply require the ion to carry out the proposal which nade to the Commission when it ed for its license. Nor can we agree the proposed rule would so severe-imit a station's programming as to e it impossible for it to provide rams of interest to its service area erally.

he origination of 49% of its pro-ns at points distant from its location uld ordinarily be more than ade-te to permit it to perform this func-properly. The proposed rule would constitute censorship of radio pro-ns in violation of Sec. 326 of the munications Act. The rule would require a radio station to broadcast ot to broadcast any particular pro-ns but would simply assure that on over-all basis its programs would e the public interest and particu-the area which the station origin-proposed to serve.

However," the Commission ed, "certain modifications of the posed rule do appear to be essary in order to prevent dis-nination and hardship in un-al cases." Thus FCC explained revisions respecting network ions, transmitter site studios, tiple-city studios and the ex-ing of synchronous amplifier transmitters from the program origination requirements.

FCC amended Secs. 3.30 and 3.31 of its AM rules as follows (FM changes are substantially the same):

Section 3.30—

(a) Except as provided in subsection (b) below, each standard broadcast station will be licensed to serve primarily a particular city, town, or other political subdivision which will be specified in the station license and the station will be considered to be located in such place. Unless licensed as a synchronous amplifier transmitter, each station shall maintain a studio, which will be known as the main studio, in the place where the station is located provided that the main studio may be located at the transmitter site whether or not the transmitter site is in the place where the station is located. A majority (computed on the basis of duration and not number) of a station's programs or in the case of a station affiliated with a network ⅔ of such station's non-network programs, whichever is smaller, shall originate from the main studio or from other studios or remote points situated in the place where the station is located.

(b) Stations will be licensed to serve more than one city, town, or other political subdivision only where a satisfactory showing is made that each such place meets all the requirements of the Rules and Standards of Good Engineering Practice with respect to the location of main studios; that the station can and will originate a substantial number of local live programs from each such place; and that the requirements as to origination of programs contained in subsection (a) above would place an unreasonable burden on the station if it were licensed to serve only one city, town, or other political sub-division. A station licensed to serve more than one place shall be considered to be located in and shall maintain main studios in each such place. With respect to such station the requirements as to origination of programs contained in subsection (a) above shall be satisfied by the origination of programs from any or all of the main studios or from other studios and remote points situated in any or all of the places in which the main studios are located.

Section 3.31—

The licensee of a standard broadcast station shall not move its main studio outside the borders of the borough or city, state, district, territory, or possession in which it is located, unless such move is to the location of the station's transmitter, without first making written application to the Commission for authority to so move, and securing written permission for such removal. The licensee shall promptly notify the Commission of any other change in location of the main studio.

New Business

(Continued from page 10)

foreign outlets on year's contract—Radio Luxembourg; Voice of China, Taipei, Formosa; Lobito Angola, Portuguese West Africa. Agency: R. H. Alber Co., L. A.

BROWN SHOE Co., St. Louis, which sponsors *Smilin' Ed McConnell And His Buster Brown Gang* on NBC-TV alternate Saturdays 5:30-6 p.m. CST, buys same time slot every other week for *Say It With Action*, starring Maggi McNellis and Bud Collier, starting Jan. 6 for Naturalizer Shoe. Order calls for 18 cable and 3 non-cable stations. Agency: Leo Burnett, Chicago.

WHITEHALL PHARMACAL Co., N. Y., (Anacin) Jan. 2 renews Tues. and Thurs. *Harry Babbitt Show*, on 14 Columbia Pacific Network stations, 7:45-8 a.m. (PST), for 13 weeks. Agency: Duane Jones Co., N. Y.

LEVER BROS. Ltd., Toronto (Surf), on Nov. 27 replaced till Sept. 30, *Let's Start An Argument* with *Arthur Godfrey* on 31 Trans-Canada network stations, 4:30-4:45 p.m. Agency: Ruthrauff & Ryan, N. Y.

PHILCO Corp., Phila., renews *Don McNeill TV Club*, Wed., 9-10 p.m., EST, over ABC-TV from Chicago. Agency: Hutchins Adv. Co., Phila.

WHITEHALL PHARMACAL (Canada) Ltd., Toronto (Anacin), on Jan. 1 replaces to June 8, *What's Your Beef?* with *Front Page Farrell* on 21 Trans-Canada network stations, Mon.-Fri. 11:30-11:45 a.m. Agency: Young & Rubicam, Toronto.

PACKARD MOTOR Co., Detroit, renews *Holiday Hotel*, 9:30-10 p.m., Thurs., over ABC-TV. Agency: Young & Rubicam Inc., N. Y.

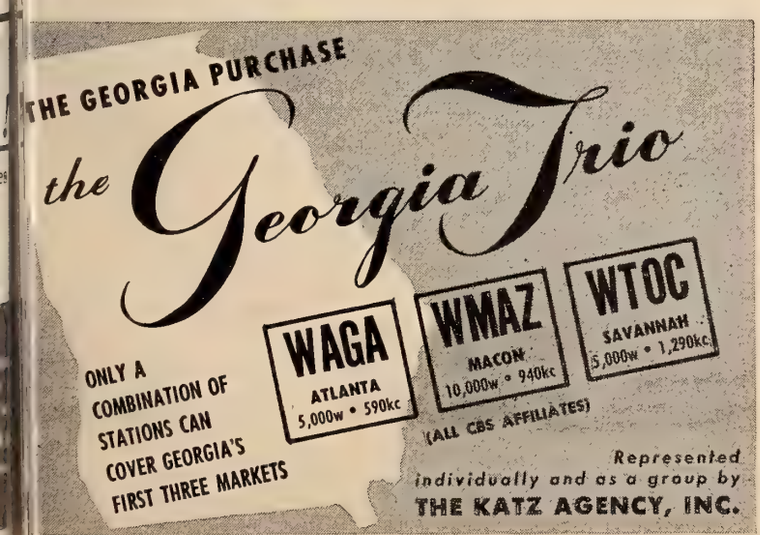
Adpeople • • •

JOHN PALEY, assistant advertising director Eastern-Columbia Department Stores, Los Angeles, to Herbert H. Horn Inc., Southern California distributor for Admiral Corp. (radio, TV sets, refrigerators, ranges) as advertising manager.

ROLAND A. CASEY, with Arnold Bakers, N. Y., for past four years, appointed general sales manager of company and vice president of Arnold Bread Sales Corp. Position as head of sales for Arnold Bread Sales Corp. will be taken by **LEROY A. RICE**, former sales manager of Borck & Stevens, Connecticut bakers.

Crosser in Hospital

CHAIRMAN Robert Crosser (D-Ohio), of the House Interstate & Foreign Commerce Committee, had a catarrhal operation on his left eye last Wednesday at the Bethesda (Md.) Naval Hospital. His condition Thursday was reported satisfactory and the Congressman is expected to be back at his desk in about two weeks.



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KROD

CBS, EL PASO

KEY STATION, SOUTHWEST NETWORK

5000 WATTS

600 TOP O' THE DIAL

RODERICK BROADCASTING CORP.

DORRANCE D. RODERICK, *President*

VAL LAWRENCE, *Vice Pres. & Gen. Mgr.*

REPRESENTED NATIONALLY BY THE O. L. TAYLOR COMPANY

Excess Tax Speedup

(Continued from page 24)

growth companies, such as Philco."

According to Philco's position, the House bill would discriminate against the TV industry as a whole unless some provision were included to take care of growth companies. Mr. Balderston said:

"As I understand the philosophy of the excess profits tax, it is to tax only those profits which have been generated as a result of the defense program. Actually, the television business has been hampered in the year 1950 by the defense program through serious shortages of material."

Pointed out by Mr. Balderston in his statement:

● On basis of estimated 1950 profits, all industries would pay an estimated excess profits tax on about 30% of estimated earnings as against an estimated 66% by the TV industry and an estimated 58% by Philco.

● Relief suggested by the House bill (permitting average of 1948-49 or 1949 alone as earnings credit) would not afford relief to Philco because of adverse earnings during 1949.

● The year 1950 is the first normal year of operations for the TV industry and the "only fair and equitable treatment" of the industry must take into account this year's earnings.

Mr. Balderston told the committee that Philco already plans an expansion program over the next 18 months "in excess of 12 million" because of commitments in electronic production for defense. Additional investments will have to be made, he said, if other defense projects, now under consideration by Philco, are undertaken.

"If a large proportion of our earnings are siphoned off through a discriminatory excess profits tax, it may greatly hamper our expansion program for the defense effort," he said.

The question of advertising expenditures by corporations came up during the querying of Treasury Secretary Snyder on Monday. Secretary Snyder said the Bureau of Internal Revenue should be able to segregate "reasonable from unreasonable deductions" more effectively in corporations' disallowance for tax purposes because of past experience in the last war. He also suggested Congress write such a provision into law.

Sen. Robert A. Taft (R-Ohio) asked the Secretary: "What is reasonable and unreasonable advertising, who can tell?" Secretary Snyder said discretion would have to be used, depending for example whether a company "suddenly starts advertising" and doubles its space and type of advertising.

Secretary Snyder reminded the Senator that the government was not trying to tell the businessman how he could advertise since it was generally agreed that "advertising must be maintained." Sen. Eugene D. Millikin (R-Col.) added that if a firm loses its market (because of war production, etc.) it was all the "more reason to keep the company before the public."

Robert C. Sprague, RTMA president, testified Wednesday. During his delivery, Sen. Taft warned against excess profits tax provisions which would limit production when greater output is needed to combat inflation. His statement came after Mr. Sprague called the special provisions inserted in the bill still unfair to growth industries.

Sen. Taft suggested the growth formula should be based on production rather than on earnings. He said he couldn't see why the growth formula shouldn't run into the future and not stop at 1950.

Mr. Sprague warned the committee the House bill, if made law, would impose an unfair burden on the radio-TV industry as compared to business generally. He also spoke out against the hindrance, he said it would impose, on electronics equipment production.

"The provisions of the House bill which purportedly relieve growing businesses are grossly inadequate and unfair to our industry," Mr. Sprague said. An adjustment benefit taking in the first six months of 1950 should be included, he said, in computing a base period to bring up the average earnings of the radio-TV manufacturer. He also proposed that in addition to the 85% credit of the best three years, as set forth by the House, a proviso be included specifying that credit not be less than 78% of a growth company's 1950 earnings. Chairman George asked RTMA to offer this recommendation in statutory form for study.

The RTMA president estimated that in the years 1939-49, the industry spent an estimated $100 million out of capital for research and development of television.

Referring to defense production, Mr. Sprague said 5-10% of radio-TV output was going to the armed forces. Prior to the increased defense preparation, the average was less than 5%, close to 3-4%, he said. "To date the principal growth in our industry occurred in the first six months of 1950, and was in no way attributable to the Korean War," Mr. Sprague noted.

Hits 'Growth Formula'

The so-called "growth formula," the RTMA spokesman emphasized, was "a snare and delusion." Where only 22% of 1950 earnings of all corporations would be subject to the tax, he said, the levy would hit 56% of industry members' 1950 earnings, i. e. those eligible under the growth formula. For those who couldn't qualify as growth, the tax would apply to 65% of their earnings. Even if all members qualified, Mr. Sprague went on, there still would be 59% of the industry's indicated earnings subject to the tax.

Later in the day, John A. Kennedy, owner of WSAZ-TV Huntington, W. Va., and chairman of the TBA tax committee, laid forth the independent telecasters case. "Our only plea," he said, "is that Congress recognize our predicament and tax us at a rate no higher than the tax it places on all corporations . . ."

As of Dec. 31, 1949, Mr. Kennedy declared, a "staggering" proportion of capital invested by 97 stations was lost in 15.48 months of commercial operation. That loss, he said, was 42.5% or $25.1 million of the aggregate investment. He told the committee this loss could not be included in any relief provisions contemplated because 88% of TV operations was intermixed with AM and FM operations.

The TV stations, he said, only began to get in the black in late summer or early fall of this year. Mr. Kennedy asked the Congress to defer the tax to "net income from television broadcasting" until the business develops to a point where the law "will be fair, practical, and equitable."

Unless some tax relief is afforded the small TV station operator, Mr. Kennedy warned that the control of smaller stations "will eventually pass to the people who own the most expensive and the presently most influential media of mass communications," such as large newspaper holdings or "wealthy industrialists."

The issue of discrimination against the television industry entered House debate which opened Dec. 4. Rep. John W. Heselton (R-Mass.), referring to the testimony of Mr. Sprague before the House Ways & Means Committee last month in which the RTMA head pointed up 1949-50 as the growth period of most TV manufacturers [BROADCASTING • TELECASTING, Nov. 27], asked his colleagues what protection was given TV in the bill.

New York's Congressman Wal A. Lynch, a Democratic member the committee, outlined four p visions of the bill, which he s would not "hurt" the TV indus "to the extent that they anti pate." These provisions, accord to Rep. Lynch, are briefly:

(1) Alternative growth cre permitting corporations, which c be judged as growth firms, to 1949 earnings or the average 1948-49 earnings, whichever higher, as their excess pro credit in place of the ordinary b three years.

Rep. Lynch said of this provisi The value of the television sets s in 1946 and 1947, in terms of m ufacturers' sales prices, were l than 1% of the value of the s sold in 1949 and the value of s sold in 1948 was only 40% of value of those sold in 1949. A result, allowing television co panies which have grown to 1949 earnings will be of very c siderable value to the televis industry."

(2) Permission for corporati to increase average earnings cre at a 12% rate of return for o half of the new equity capital a retained earnings put into the bu ness in 1948 and for all of such vestments in 1949. (The TV dustry, he noted, "of necess increased its capital during 1 and 1949").

(3) Permission to increase cess profits credit by 12% of n equity capital and retained ea ings put into a business after 19 Allowance is made for new b rowed capital at a rate equal 133% of the interest payments such capital, he explained.

Rep. Lynch noted that "the t vision industry has already creased its capital in 1950 and be expected to increase its capi still further . . . (meaning) t (it) will receive larger and lar excess profits tax credits as th additional investments are mad

(4) Carry forward of los from the base period to the exc profits tax years. "For those v have had losses, such as televis broadcasters," Rep. Lynch sa "this will prevent the imposit of any excess profits taxes u these losses have been offset."

Available!

Rhymaline Time, featuring emcee David Andrews, pianist Harry Jenks and KMBC-KFRM's celebrated Tune Chasers, is one of the Heart of America's favorite



morning broadcasts. Heard each weekday morning from 7:30 to 8:15, Rhymaline Time is a musical-comedy program that pulls more mail than any other current "Team" feature.

Satisfied sponsors have included, among others, Katz Drug Company, Land-Sharp Motors, Jones Store, and Continental Pharmaceutical Corp.

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Network Billings

(Continued from page 21)

nedies category was Miles Labs spent $663,301 during September 1950. Procter & Gamble ranked in the Soaps & Cleansers group, purchasing $1,051,078 th of time, while Philip Morris ed the tobacco manufacturers h purchases of $376,143 (see le III).

lthough the gross radio network ngs for the nine-month period uary-September 1950 showed a decline, many individual cate- es increased in total time pur- ses. Among the product groups h evidenced increases were the omotive manufacturers, whose January - September billing ed last year's by $2,889,588 ble I); Drugs & Remedies, h added $2,798,779 to last 's January-September billing; Wine & Liquor, which in- eased $1,121,116 and the Mis- neous group, $1,733,243.

roduct group leaders for Janu- September 1950 period, were d & Food Products, $33,168,753; etries & Toilet Goods, $18,730,- and Drugs & Remedies, $18,- 038, which ranked one, two and e respectively.

* * *

TABLE II

TEN RADIO NETWORK ADVERTISERS FOR SEPTEMBER 1950 and 1949

	1950	Rank Order in 1949	1949
rocter & amble	$1,604,046	1	$1,325,232
eneral Foods	670,411	3	630,242
iles Labs	663,301	8	463,138
eneral Mills	579,294	7	504,333
erling rug Co.	556,868	2	644,872
ampbell oup Co.	462,242	4	549,209
ever Bros.	452,115	5	540,789
merican ome Products	397,525	..	.....
hilip Morris	376,143	9	362,463
ggett & Myers	336,051	10	352,943

bert M. Pierce

ERT M. PIERCE, 18, son of Morris Pierce, president of OK Cleveland, was killed in an mobile accident Dec. 3 near tpelier, Ohio. Mr. Pierce was ident at Bowling Green State here he was majoring in pre- neering. He was graduated year from Lakewood High ol, Cleveland.

WDRC

NNECTICUT'S PIONEER BROADCASTER

THE TEST STATION IN HARTFORD — THE COUNTRY'S NO. 1 TEST CITY*

*According to Sales Management Survey (Nov. 10th Issue)

TABLE III

TOP RADIO NETWORK ADVERTISERS IN EACH PRODUCT GROUP IN SEPT. 1950

Agriculture & Farming	Allis Chalmers Mfg. Co.	$ 41,498	Industrial Materials	U. S. Steel	$108,210
Apparel, Footwear & Acc.	Brown Shoe Co.	41,498	Insurance	Prudential Life	111,615
Automotive, Auto. Equip. & Supplies	Electric Auto-Lite Co.	76,302	Jewelry, Optical Goods & Cameras	Longines-Wittnauer	75,022
Aviation, Aviation Equip. & Supplies	.....	.....	Office Equip., Writing Supplies & Stationery & Acc.	Hall Bros. Inc.	70,932
Beer, Wine & Liquor	Pabst Brewing Co.	54,261	Political	Douglas for Sen. Committee	1,056
Bldg. Mat., Equip. & Fix.	Johns-Manville Corp.	100,137	Publishing & Media	Christian Science Monitor	9,184
Confectionery, Soft Drinks	Wm. H. Wrigley Jr. Co.	159,981	Radios, TV Sets, Phonographs, Musical Instruments & Acc.	RCA	50,085
Consumer Services	Electric Co. Adv. Program	68,427	Retail & Direct Mail	Dr. Hiss Shoes, Inc.	1,350
Drugs & Remedies	Miles Labs	663,301	Smoking Materials	Philip Morris	376,143
Entertainment & Amuse.	Shipstad & Johnson	5,619	Soaps, Polishes, Cleansers	Procter & Gamble	1,051,078
Food & Food Products	General Foods	636,468	Sporting Goods & Toys	.....	.....
Gasoline, Lubricants & Other Fuels	Standard Oil of Indiana	106,582	Toiletries & Toilet Goods	Procter & Gamble	405,581
Horticulture	.....	.....	Transportation, Travel & Resorts	Assn. of American Railroads	66,228
Household Equip, Supplies	Philco Corp.	130,841	Miscellaneous	American Federation of Labor	113,964
Household Furnishings	Armstrong Cork Co.	44,525			

WBAL Renewal

(Continued from page 21)

unmindful of the fact that the Commission should not, lightly disturb extensive investments which are made in broadcast properties."

"On the other hand," he said, "licensees should not be permitted to utilize their investment in broadcast facilities as a reason for retaining their facilities when they have not utilized those facilities in rendering a real public service to their community."

He said "this is the scheme of things provided for by Congress" and "insures stability to the operator who performs a real service to the community and furnishes the stimulus of competition to such licensees to make sure that it faithfully discharges his obligation to operate in the public interest."

In the same vein, Comr. Webster held that granting licenses on the basis of improvements and promises which have been "wrested" from an existing station having an unsatisfactory service record is "tantamount to the granting of proprietary rights in radio frequencies in violation of the Act." The only exception he made was in cases involving "the most unusual conditions which I do not believe exist here."

Webster's Views

Comr. Webster also drew a distinction between a case involving only a renewal application and one in which both a renewal application and a competing application for the facilties are involved.

Where only a renewal is involved, he said, denial would result in loss of service to the public—a factor which he thought the Commission should weigh against the station's past operations and its promises of improvement. On the other hand, he continued, where there is a qualified applicant seeking an unsatisfactory station's facilities, denial of the renewal would in no sense constitute "a sanction or penalty as such."

The majority made clear throughout its decision that comparison of competing applicants when one is an existing station must differ from comparisons when both are newcomers. In the former case, the decision said, consideration must include not only the factors which are normally studied, but also the service which is being rendered by the existing station.

On this basis, the majority felt that WBAL's record effectively counter-balanced its ownership's absence from day-to-day management of the station, the greater degree of local ownership and ownership diversification reflected in the rival application, the greater extent to which Public Service stockholders have personally taken part in local civic activities, the larger number of armed service veterans among them, and the fact of WBAL's ownership identification with other media (WISN-AM-FM Milwaukee and WCAE-AM-FM Pittsburgh as well as WBAL-TV and the Baltimore *News Post* and *Sunday American* among other newspapers).

Misrepresentation Charges

To the competing applicants' charges and counter-charges accusing each other of making misrepresentations to the Commission, the majority expressed belief that "such errors as did occur are due primarily to inadvertence, misunderstandings, or differences in definitions of technical terminology." In any event, FCC said, "to the extent they did occur, both of the applicants are to censured," with neither one to be either disqualified or preferred as a result.

WBAL operates on 1090 kc with 50 kw, directionalized at night.

Messrs. Pearson and Allen, seeking the identical facilities, applied in the name of Public Service Radio Corp., a new company which they control with stock and subscriptions for 35.5% interest each. Mr. Allen is president and Mr. Pearson treasurer and a vice president.

Based on then-prevailing prices, their original construction cost estimate was placed at about $281,000 aside from miscellaneous fees, incidental construction costs, and organization expenses.

In addition to Messrs. Pearson and Allen, there are 13 stockholders including Joseph P. Healy, Baltimore banker and civic leader, who is chairman of the board of directors, and other prominent business and professional people in the Baltimore area.



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WOV GIVEAWAY

Employes Vie for Trips

EMPLOYES at WOV New York are taking part in a giveaway program which will net the winner a four-week, expense-paid trip to Italy. Climax of the project will take place at the station's Christmas party when three winners will be named. Other two prizes are a two-week trip to South America and the West Indies and a seven-day trip to Nassau and Bermuda.

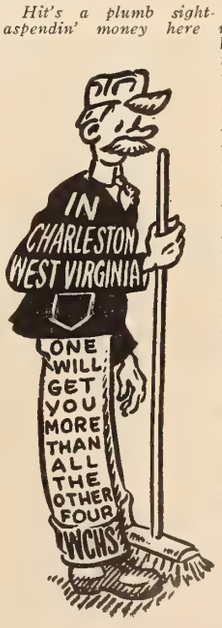
During the eight weeks before Christmas each employe draws a number from the "Lucky Pot." Running totals are kept and at the climax each employe will get to draw three additional numbers. Three people with the highest totals will get the prizes, valued at over $4,000 by Ralph N. Weil, WOV general manager. In addition to the all-expense-paid trips, winners will get time off with pay to enjoy their prizes.

Bob Eagan
Foote, Cone, and Belding
Chicago, Ill.

Dear Bob:

Hit's a plumb sight how folks is aspendin' money here in Charleston, West Virginny, th' home town uv WCHS! Thet shore orta be good news fer folks like you what's got programs on WCHS, 'cause with this here station reachin' more uv these spenders then effen y'uda used all th' other four stations in town—thet means business fer yer clients. Yessir, Bob, WCHS is th' best buy in one uv th' best turned markets in th' world! Remember thet next time yuh wants some radio time—an' talk 'bout it ter yer frens! Yuh'll be doin' them a favor!

Yrs.
Algy



WCHS

Charleston, W. Va.

Education's Bid

(Continued from page 74)

ceived a firm boost on Wednesday from Sen. Leverett Saltonstall (R-Mass.), Sen. Clinton Anderson (D-Ariz.), Rep. John M. Vorys (R-Ohio) and Sen.-elect Mike Monroney (D-Okla.) as well as from George Meany, secretary-treasurer of the American Federation of Labor. The latter was particularly critical of current commercial TV programming.

James Marshall, New York City commissioner of education, leading off Tuesday's session, related New York's experience in educational radio and outlined plans and needs for the future, stating even one VHF channel might not be sufficient for the area's millions.

New York Activities

His testimony was filled in by James F. Macandrew, Board of Education broadcasting director supervising WNYE (FM) there, who detailed the city's 12-year history in the field and its present extensive work.

Mr. Macandrew said TV expansion plans were in "suspended animation" because talks with three networks to date have resulted in no programs. He noted commercial competition has forced educational TV shows off the air, citing 65 programs were aired between 1945 and 1947 but only five have been carried since then.

Similar story of conflict with commercial interests was recited by Morris Shaeffer, supervisor of the Bureau of Adult Education, New York State Dept. of Education, Albany. He told of an adult educational project for the state in cooperation with NBC in which the bureau invested some $12,000. He said 2,000 adults originally enrolled in the program, currently titled *Living 1950*, which was the total number that could be handled by the bureau.

Mr. Shaeffer testified that in the 2½ years the half-hour weekly program has been aired it has occupied seven different live time periods besides various delayed handling on certain New York state affiliates. He said the bureau dropped its association with the show in June of this year.

Mr. Shaeffer concluded education cannot build programs and audiences except on equal terms with commercial programs. He saw the remedy to the conflict by putting education on its own facilities.

Ira Jarrell, Atlanta, Ga., superintendent of schools, testified local educational experience has been that of getting the left-overs in time from commercial stations. She stated local funds already are available for TV and indicated educators there are ready to go in the new medium.

Others testifying Tuesday included: Dr. David Rue, director of the Medical Film Institute, New York, appearing for the Assn. of Medical Colleges in the U. S. and Canada; Arthur Moehlman, professor of history and philosophy of education, State U. of Iowa who outlined basic communication concepts and cited TV's use to avert "human fission"; Floyd Brooker, chief of visual aids section, U. S. Office of Education; Vaughn Seidel, Alameda County (Calif.) superindent of schools; Christine Gigson, Harvard U.

Asks Reservations

On Wednesday, Sen. Saltonstall, former Massachusetts governor, related his interest in educational TV as well as that of his friend, Ralph Lowell, head of Lowell Institute. The Senator considered that good sense, good business and American tradition called for reservation.

Chairman Walker commented to Sen. Anderson that he was not concerned about the advisability of educational TV, but rather about the use of the channels by educators. He mentioned "tremendous pressures" face the Commission to put those channels into use should they go idle. Sen. Anderson did not believe the facilities would go unused by education and further saw adequate financial support once the reservation was made and a goal established.

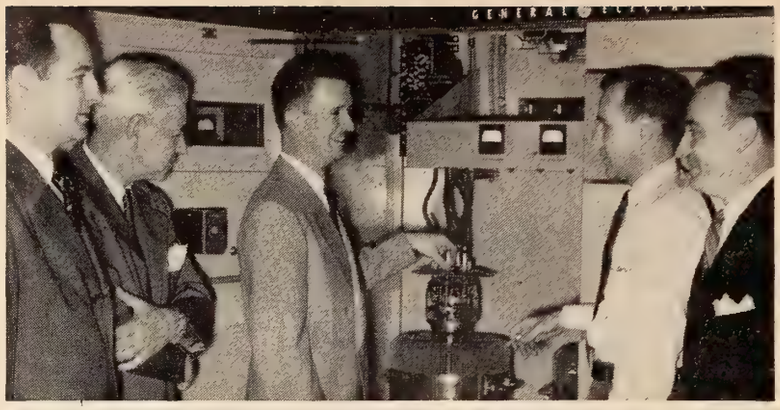
AFL's Mr. Meany told the Commission "radio and television have made some contribution to establishing a common basis of understanding" among people but the history of the past 25 years "has shown that radio has not played the great role educationally that was expected of it."

He saw even greater expectations for TV and said AFL believes "this new and powerful medium should not be handed over entirely to the advertising industry for exploitation as a sales medium. The Government owes a greater obligation to the American people."

Others appearing Wednesday included:

Paul Durrie, director of adult education, Des Moines public school system; John M. Cory, executive secretary, American Library Assn.; John Hannah, president of Michigan State College, which has operated WKAR East Lansing since 1922 and which has pending bid for TV; William H. Sener, U. of Southern California, who outlined plans for fulltime educational TV in Los Angeles and indicated a channel could be employed now.

Park Livingston, Chicago attorney and U. of Illinois trustee, who outlined the university's experience in AM with WILL Urbana, operating since 1922, and FM with WIUC there, as well as active interest in TV; Carl H. Menzer, director of U. of Iowa stations WSUI and KSUI (FM) Iowa City, who related broadcast experience of the school since 1919 and outlined TV plans; James Miles, manager of Purdue U's WBAA West Lafayette, Ind., who related specific



ON HAND for dedication of the new 50 kw transmitter of WCKY Cincinnati in Crescent Springs, Ky., are (l to r): Charles Beard, General Electric field engineer; John Wall, GE sales representative; Norman Ponte, WCKY transmitter engineer; George Hanna, transmitter engineer, and Charles Topmiller, WCKY manager and chief engineer. [BROADCASTING • TELECASTING, Dec. 4].

TV proposals; James McPher director and executive secretary division of audio-visual instruct National Education Assn.

Novik's Views

On Thursday, Morris S. No public service radio consultant AFL, International Ladies G ment Workers Union (AFL) United Automobile Workers (CI urged maximum and prompt re vation for education. He s gested sponsorship of such stati should be by broadly representat committees or under joint a pices of several educational in tutions, formation of suitable a sory boards, and encouragement affirmative role in political edu tion on broad basis. He also ir cated he didn't feel the JCET p posal went far enough and tha separation reservation might a be made for non-profit operati on quasi-commercial basis, such by labor unions.

Richard B. Hull, manager Iowa State College's WOI-Ames, who appeared earlier National Assn. of Educatio Broadcasters, presented details the WOI-TV operation, first edu tion-owned TV outlet. WOI- now programs about 60 ho weekly, he indicated, includ selected commercial shows from four networks. These are be carried for the duration of freeze, it was explained, as a vice to the area.

Comr. Hennock Concerned

Comr. Hennock said she difficulty understanding why W TV wasn't programming edu tional shows 16 hours or 8 hou day instead of what she sidered only 2½ hours wee Mr. Hull explained there were m than 2½ hours of educational tures weekly since the station ried among other things cer network shows of high educati value. But Comr. Hennock obse any commercial station does same.

She said she was concerned FCC should allow education to commercial stations even to b with and wanted to find out educators were superior or quired special consideration. amazes me you're not strictly cational," Comr. Hennock told witness.

Mr. Hull explained WOI-T different in that it carefully sel and often rejects, commercial ferings in order to present most rounded schedule.

Others appearing Thursday Robert L. Shayon, radio

CORNY?

WIBW advertisers don't think our methods of selling to farmers are corny. Not when they check sales figures in Kansas and nearby states.

WIBW The Voice of Kansas in TOPEKA

....for the fines in professional tap recording equipme

STANCIL-HOFFMA

HOLLYWOOD 38, CALIFORN

ision critic for the *Christian nce Monitor* and *Saturday Re- of Literature*, who appeared is own behalf and who pre- d wide participation by pro- onal radio people once chan- are reserved; Dr. Bernardine idt, founder and director, Spe- Education Clinic and Teachers ge, Columbus, Miss., devoted ducation of various handicap ps; Kermit Eby, associate pro- r of social sciences, U. of ago; W. C. Toepelman, Ameri- Council on Education; Charles ell, chairman of education de- ment, American Museum of ral History, New York.

artha Gable, director of TV ation, Philadelphia board of ation, who recounted excellent erative program project with local TV stations, WPTZ, L-TV and WCAU-TV; Rich- C. Berg, director of music edu- n, Springfield, Mass.; Robert er, National Farmers Union.

T ANNUAL award for "outstand- ervice in the field of delinquency ntion" was awarded KFI Los les for weekly Sunday program *e Is Your Problem* by Federation mmunity Coordinating Councils.

HUBER BILL *House Committee Bars Action On Newspaper Ownership*

REP. WALTER B. HUBER (D-Ohio) last Wednesday dropped into the Congressional hopper his stringent bill to ban future newspaper ownership of radio-TV stations, but a House committee abruptly closed the door on any possibility of action.

The finished bill, conforming almost wholly to the form detailed in a preliminary draft [BROADCASTING • TELECASTING, Dec. 4], provides that FCC would be required to deny licenses or disapprove transfers involving persons "directly or indirectly controlling, or controlled by," newspaper interests. Certain minor changes in detail were made in the measure (HR 9865), which would not apply to current ownership.

Chairman George Sadowski (D-Mich.) of the House Interstate Commerce Communications subcommittee said he is "not disposed" to take up the bill this session, because of the lack of time and its controversial nature.

The subcommittee chairman, who, like Rep. Huber, will not return next January is currently the final authority on communications legislation in the House committee.

ASS 2 CLEARS *FCC Clarifies Handling of Applications*

MOVED last week to clarify its policy of withholding action, pend- a decision in the daytime-skywave case, on "all pending applications h seek daytime or limited time operation of U. S. 1-A or 1-B fre- cies."

e policy has been in effect the May 1947 initiation of daytime-skywave proceeding, h is linked with the long- ing clear-channel case.

C said the policy has not been ed to applications for new full- Class 2 assignments, and made that it need not be applied to ications for changes in facili- y fulltime stations already as- d to one of the clear channels.

e reason, FCC explained: fulltime stations are required ght to give other stations "a er degree of protection than reasonably be expected to be red by the Commission's deci- in the pending daytime-sky- case. "Therefore such assign- s may readily be conformed to rules and regulations and lards as may be adopted [in daytime-skywave proceeding] odifying them to require the during some or all of the day- hours of the antenna and r specified for use during nighttime hours," FCC said.

To incorporate its policy into its rules, FCC adopted the following footnote, effective immediately, to Rules Sec. 1.371 dealing with "acceptance of applications":

Pending conclusion of the proceeding in Docket No. 8333 [daytime skywave case] action will be withheld on all of the following types of applications:

(a) Applications whether by existing stations or applicants for new stations proposing new daytime or limited-time assignments on any of the frequencies specified in Sec. 3.25 (a) and (b);

(b) Applications from existing daytime or limited time stations presently assigned to a frequency specified in Sec. 3.25(a) and (b) proposing an increase in the power of that assignment or a change of the antenna pattern resulting in an increase in radiation towards any Class 1 stations; and

(c) Applications from existing daytime or limited time stations presently assigned to a frequency specified in Sec. 3.25(a) and (b) proposing a change in that assignment involving a substantial change in transmitter location.

The frequencies "specified in Sec. 3.25(a) and (b)" are the following:

Sec. 3.25 (a)—640, 650, 660, 670, 700, 720, 750, 760, 770, 780, 820, 830, 840, 870, 880, 890, 1020, 1040, 1100, 1120, 1160, 1180, 1200, and 1210 kc.

Sec. 3.25 (b)—680, 710, 810, 850, 940, 1000, 1030, 1060, 1070, 1080, 1090, 1110, 1130, 1140, 1170, 1190, 1500, 1510, 1520, 1530, 1550, and 1560 kc.

RCA INSTITUTES, INC.

One of the leading and oldest schools of Radio chnology in America, offers its ined Radio and Television tech- ians to the Broadcasting In- stry.

Address inquiries to Placement Director
RCA INSTITUTES, INC.
Service of Radio Corporation of America
W. 4th St., New York 14, N. Y.

JOHN QUARLES

WRGA President Dies

JOHN WARNER QUARLES, 70, president of WRGA Rome, Ga., died Dec. 4 following a two-year illness. He assumed control of the station in 1933 and built it from a 100 w parttime outlet to a 5 kw fulltime Mutual affiliate.

Mr. Quarles was born in Rome and spent his entire life there. In addition to his station, he was the founder and operator of Quarles & Son Grocery, organized Eagle Stove Works and was a founder and director of the National City Bank.

Surviving are his widow and one son, J. H. (Happy) Quarles, WRGA general manager.

AT&T Hearing

(Continued from page 81)

was filed following the succeeding conference, after which the network-AT&T negotiations resumed in New York and continued throughout the week. First indications were that progress was being made toward an amicable settlement. FCC representatives did not sit in on the New York sessions.

It was reported unofficially that the negotiators recognized the existence of a problem—one of the most fundamental involving the question of whether one TV network affiliate, through its acceptance or rejection of a specific program, can impose its choice upon other stations which happen to be located farther down the same leg of the relay facilities.

It was agreed at the pre-hearing conference that, if no agreement is reached, AT&T will present its case first at the hearing. Then, following presentation of FCC data, would come DuMont and ABC, followed by CBS and NBC. Individual TV licensees would come next, with final presentations by theatre TV interests, whose participation is limited to the question of classifying customers for network TV facilities—that is, a network classification, one for stations, one for theatre TV, etc.

W. A. Roberts, Washington counsel for DuMont, noted that the investigation could not be completed by Jan. 1, when a new time allocation plan is due, and called for "emergency action" to block a possibly "disastrous" result.

He said any action FCC might take to assure "peace" while the case is in progress would be appreciated, but FCC counsel made clear the Commission is not inclined to take interim action even if it has authority to do so.

Network Representatives

Representatives of the networks at the Monday sessions included Mr. Roberts and Thad H. Brown for DuMont; Gustav B. Margraf, NBC vice president and general attorney; Adrian Murphy, CBS vice president and general executive, and Richard Salant, of counsel for CBS; and Joseph A. McDonald, vice president, secretary and general attorney of ABC. AT&T representatives included S. Whitney Landon, general attorney, Long Lines Dept., and Porter R. Chandler, of counsel.

Counsel for Crosley's WLWT Cincinnati, WLWC Columbus and WLWD Dayton said they planned to present testimony if the hearing is held, but other individual licensees and the theatre TV interests on hand for the pre-trial conference said they had no such plans unless developments warrant.

TV stations represented included WNBF-TV Binghamton; KSD-TV St. Louis; the Crosley stations; WICU Erie; WBTV Charlotte; WTMJ - TV Milwaukee; WMCT Memphis; WTVN Columbus; WHAM-TV Rochester; WBZ-TV Boston; WSM-TV Nashville; WGAL-TV Lancaster and WDEL-TV Wilmington. Among theatre groups, 20th Century-Fox Film Corp. and National Theatres Corp. were represented.

When It's **BMI** *It's Yours*

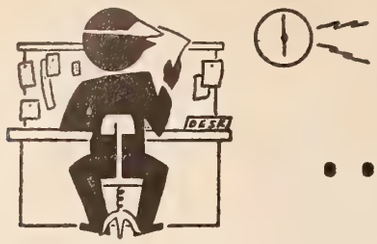
Another BMI "Pin Up" Hit—Published by Porgie

YOU'RE ALL I WANT FOR CHRISTMAS

On Records: **Bing Crosby & Andrews Sisters—Dec. 24659; Frank Laine—Mer. 5177; Johnny Desmond—MGM 10524; Frank Gallagher—Dana 2026; Hugo Winterhalter—Col. 38635; Janette Davis—Harmony 1084; Seger Ellis—Bullet 1011; Joe Graydon—Coral 60115.**

On Transcription: **Anita Ellis—Standard.**

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.



...at deadline

UAW-CIO REHEARING PLEA DENIED IN WCAR CASE

ORDER denying UAW-CIO Broadcasting Corp. of Michigan's petition for rehearing on FCC approval of WCAR Pontiac's move to Detroit [BROADCASTING • TELECASTING, Aug. 7, Sept. 4] was issued by FCC Friday.

UAW-CIO applicant had not challenged FCC's denial of its own application for 1130 kc in same proceeding, but contended grant to WCAR (which also included power boost from 1 kw daytime to 50 kw day and 10 kw night on 1130 kc) would "adversely affect" UAW-CIO plans to re-file its own application. FCC rejected this contention.

EDUCATORS CONCLUDE TV ALLOCATION CASE

EDUCATORS for time being concluded their case Friday for reservation of TV channels in VHF and UHF (see early story page 74) while Allen B. DuMont Labs.' Thomas T. Goldsmith Jr. submitted "illustrative" allocation plan for educational stations in upper part of UHF which was termed "compatible" with DuMont's overall VHF-UHF commercial allocation proposal [BROADCASTING • TELECASTING, Oct. 23, 30]. Education to complete case Jan. 15.

Witnesses endorsing reservation proposal included: Sen. Owen Brewster (R-Me.); Mrs. John E. Hayes, president National Congress of Parents and Teachers; Keith Heimbaugh, director of information, U. S. Dept. of Agriculture; Dr. M. C. Wilson, USDA; Mrs. Charles Weeks, president Radio and Television Council of Greater Cleveland; Kenneth Bartlett, dean of University College and professor of radio-TV, Syracuse U.; Stuart Haydon, U. of Chicago consultant and administrative consultant to National Assn. of Educational Broadcasters, who prepared and identified exhibits on groups comprising Joint Committee on Educational Television which coordinated education's case before FCC.

EASTERN SCHOLASTIC GROUP DEFERS ACTION ON TV

POSTPONEMENT of action on proposed restriction of telecasting of sports by Eastern College Athletic Conference, pending National Collegiate Athletic Assn. convention in Dallas Jan. 12-13, decided Friday in New York by ECAC Television Committee. Although still of opinion that "live telecasting of sports events presents threat to institution of intercollegiate athletics," committee said "independent action by regional groups should be held in abeyance pending NCAA convention," at which NCAA TV committee will report results of year's study and survey by National Opinion Research Center, jointly sponsored by NCAA and TV networks.

NEW UHF DATA FILED

NEW CHARTS on comparison of UHF television experience with theory and FCC predictions submitted by RCA-NBC to FCC to supplement earlier data challenged by Commission in RCA-NBC Bridgeport report [BROADCASTING • TELECASTING, Nov. 27, Oct. 30]. Radii of service Grades A, B and C extend further in new comparisons than in earlier ones which FCC alleged were computed on different standards and proposed to strike unless new figures were submitted. RCA-NBC however contended initial charts showed only what they purported to show and limitation of assumptions used had been explained.

FORT INDUSTRY EMPLOYES ENTER LOYALTY PROGRAM

EMPLOYE loyalty and identification program for Fort Industry Co. stations and its newspaper, *The Florida Sun*, Miami Beach, started Dec. 7, Pearl Harbor Day, in ceremonies at each Fort Industry location.

Cards bearing fingerprint and physical description data were issued each employe. George B. Storer, president, in transcribed message played at each meeting, cautioned against admitting to transmitter plants and other areas not designated for public use anyone without proper identification. Describing the worsening international situation, Mr. Storer said, "It is time for all of us to stand up and be counted."

Each employe was given opportunity to sign voluntarily loyalty oath which, in essence, disavows any connection with an organization directly or indirectly affiliated with or controlled by Communist party.

Fort Industry stations include WSPD, WSPD-FM, WSPD-TV Toledo; WWVA, WWVA-FM Wheeling, W. Va.; WMMN Fairmount, W. Va.; WLOK, WLOK-FM Lima, O.; WAGA, WAGA-FM, WAGA-TV Atlanta; WGBS, WGBS-FM Miami; WJBK, WJBK-FM, WJBK-TV Detroit.

NAB COMPLETES PLANS FOR TV CONVENTION

ALL TELEVISION stations of every category, whether NAB members or not, invited to organization meeting of new NAB-TV [BROADCASTING • TELECASTING, Dec. 4], to be held Jan. 19 at Stevens Hotel, Chicago. In letter to all video stations Harold Hough, WBAP-TV Fort Worth, chairman of special convention committee, said meeting is designed to get everybody's views in setting up organization dealing exclusively with TV and its growth.

NAB has done much for TV and will do more, he wrote. Interlocking arrangement with NAB to be considered, with associations serving entire broadcast and TV industry. NAB departmental services would be available to NAB-TV on economical basis.

NAB-RTMA MEETING SOUGHT ON FM SET SHORTAGE

SUGGESTION that NAB and Radio-Television Mfrs. Assn. FM policy groups hold early session on problem of meeting public demand for FM sets was made Friday by Ben Strouse, WWDC Washington, NAB FM director and chairman of NAB's FM Committee. RTMA named FM Policy Committee last month.

FM stations long plagued by lack of receivers, Mr. Strouse noted. He said NAB's FM members were "reassured" by RTMA's action in naming policy group and pointed to need of placing promotional steam behind FM set business.

WBET, WINX JOIN PBS

WBET Brockton, Mass., signed affiliation contract with Progressive Broadcasting System, according to joint statement issued last week. Station is owned and operated by Enterprise Publishing Co. WINX Washington is PBS affiliate in nation's capital.

Closed Circuit

(Continued from page 4)

similar to Faye Emerson or Wendy Bar format starting Jan. 4 on WCBS-TV New Yo Thursday, 6:45-7 p.m. Advertiser will pr ably expand on network soon. J. Wal Thompson Co., New York, is agency.

ARMAND S. WEILL Co., Buffalo (fertilize buying two to three quarter-hour farm p grams in about seven radio markets start Jan. 8 for 10 to 12 weeks for Mathie Chemical Co.

KELLOGG Co., through its agency, Kenyor Eckhardt, New York, which recently purcha *Victor Borge Show* on MBS three times week planning to sponsor in addition half-hour te vision show. Network and program still un

McCANN-ERICKSON, New York, underst to be looking for television show for its N tional Biscuit Co. account.

GROWING number of abandoned AM appli tions traced to FCC tightening of engineer considerations, making it tougher to get C Factors are growing shortage of chann even for daytimers, and difficulty of find acceptable sites.

'STAR' CRITICIZES FCC FOR COLOR CONFUSION

DISPUTE between FCC Chairman Wayne C and *Washington Daily News* over FCC's co TV decision (early story page 73) contin Friday, while Washington *Evening S* (WMAL-AM-FM-TV) called upon FCC "reconsider its precipitate action" authoriz CBS color.

Star said editorially that demonstration RCA's improved compatible color techni provided "convincing proof that the FC October decision on color television was p mature." Editorial continued:

FCC can blame nobody but itself for the u confusion which has developed . . . Although F had promised to demonstrate an improved c tube within a short space of time, the FCC refused to wait. . . . The improved RCA c tube and circuits apparently place electronic c on a parity with mechanical color as far as qua goes, while eliminating spinning color discs adapters for black-and-white reception. And addition, large-size pictures are possible.

Need for reconsideration of color TV decis *Star* said "should be obvious to any membe the Commission who makes the effort to tend one of the current RCA demonstratio

Daily News printed Chairman Coy's let released Thursday afternoon, in Friday Lett to Editor column, appending Editor's N challenging Mr. Coy's conception of "admiss evidence." Answering Mr. Coy's argum that FCC could not have looked at and c sidered improvements reported by RCA July 31, because they were not on hea record, *News* said:

Suppose FCC were judge in a murder case, stead of in a controversy involving the poss unnecessary expenditure of hundreds of mill of citizens' dollars. What would you think such a judge who would not reopen to cons reported new evidence because it might alte verdict, which is, of course, exactly what evidence is submitted for? Or who refuse reopen because the new witnesss would hav be cross-examined, or the record reopened? .

SWEENEY LEAVES ABC

MICHAEL SWEENEY, spot sales departm ABC, Friday announced his resignation f network, effective immediately.



LEADER...in nearly 1/10th of America

This is a BIG market — 13,658,000 people (3,611,800 radio families). It's the WLW Merchandise-able Area. (330 counties of seven states.) In it, WLW is the LEADER among media . . . WLW reaches

MORE of its people

MORE often, to sell

MORE products for

MORE advertisers at a

LOWER cost per impression than any other single medium.

New York 20
630 Fifth Ave.
Circle 6-1750

Chicago 1
360 N. Michigan
STate 2-0366

WLW
the nation's most merchandise-able station

Cincinnati 2
140 W. Ninth St.
CHerry 1822

Hollywood 28
6381 Hollywood Blvd.
HOlly'd. 9-5408

CROSLEY BROADCASTING CORPORATION



RADIO AND TELEVISION STATION REPRESENTATIVES

NEW YORK
BOSTON
CHICAGO
DETROIT
SAN FRANCISCO
ATLANTA
HOLLYWOOD

DECEMBER 18, 1950

BROADCASTING
TELECASTING

THIS ISSUE:

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Page 23

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Page 23

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Page 25

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Page 28

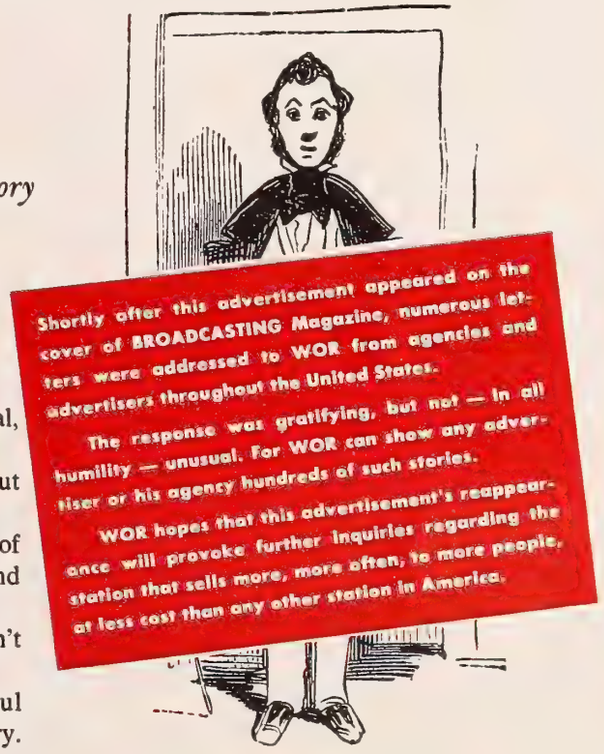
TELECASTING ins on Page 51

20TH
e Newsweekly
Radio and levision.
year

00 Annually
cents weekly

how to turn one dollar into eight

Being a true and amazing story of WOR's power. There's no reason why the results couldn't have been yours



He came in on the 10:10. Philadelphia local, you know.

He was a tall man and rather blunt about the whole thing.

He said, "Look, I must sell my stock of these within a month or less." We looked and saw the product. It was good.

We said, "Sorry, but, of course, we can't *guarantee* to sell it."

He said, "I've heard some wonderful things about WOR and I'm willing to try. Let's go."

We did.

One of our brain-boys—oddly enough, we have a few scattered around – planned the programs the man should use. (That sounds simple, but it took WOR more than a quarter-century to (a) Determine the method; (b) find the brain-boys and (c) learn how to fuse everything to get the kind of programming that produces results like the following.)

In a little less than 4 weeks, our man who came in on the 10:10 had this to report . . .

For every dollar of his $1,600 spent with WOR, he received $8.00.

Four brief WOR announcements pulled 1,500 answers. Two WOR Sunday broadcasts pulled 6,500 answers. One—one, mind you—WOR news broadcast pulled 4,400 answers.

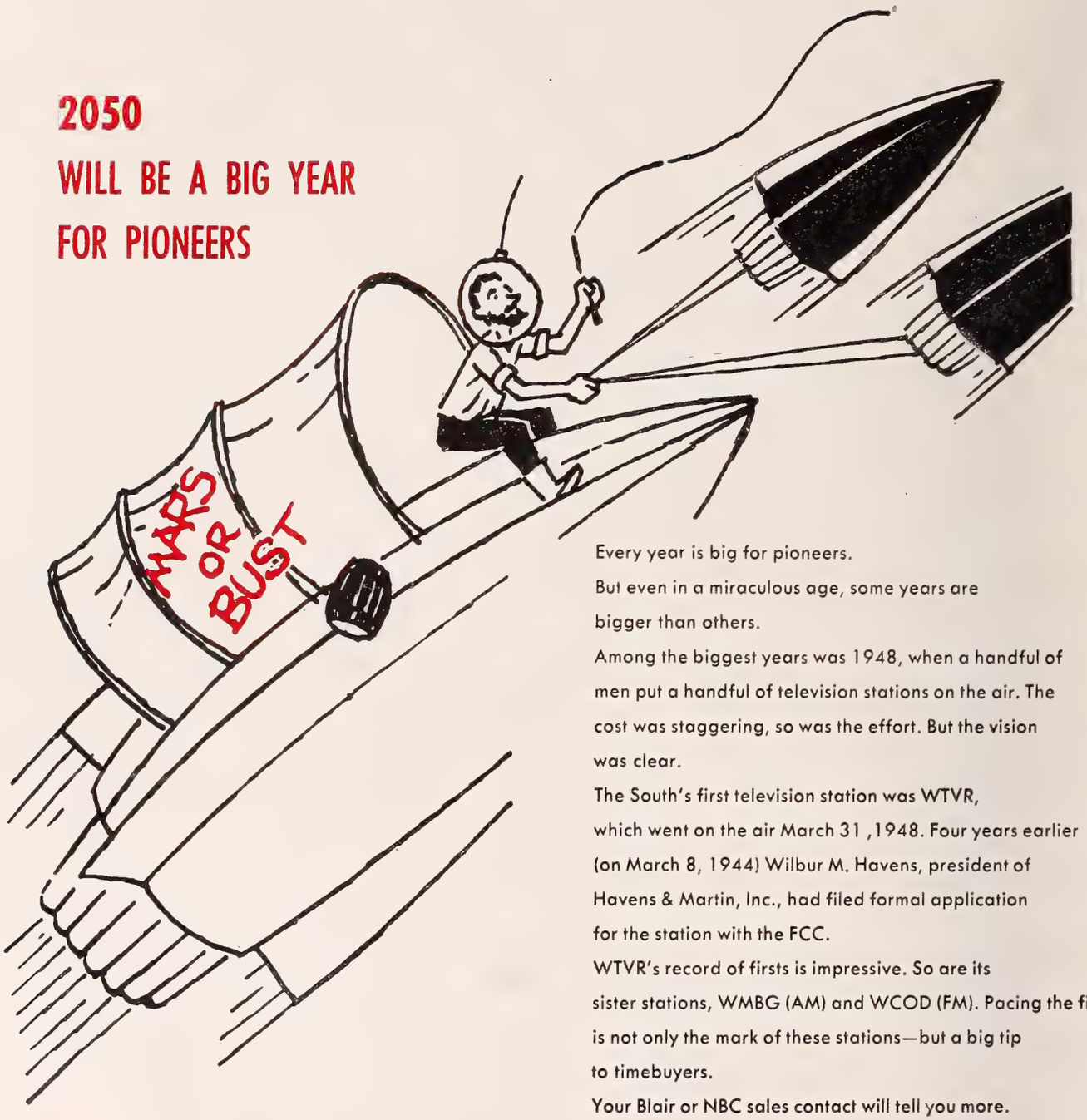
That, if we're not too feeble top-side, is good going. That we think is *very* economical, fast and profitable selling. May we do the same for *you?*

our address is—

WOR *that power-full station at 1440 Broadway, in New York*

P.S. This advertisement is based on a sponsor-approved WOR case history.

2050
WILL BE A BIG YEAR FOR PIONEERS



Every year is big for pioneers.

But even in a miraculous age, some years are bigger than others.

Among the biggest years was 1948, when a handful of men put a handful of television stations on the air. The cost was staggering, so was the effort. But the vision was clear.

The South's first television station was WTVR, which went on the air March 31 ,1948. Four years earlier (on March 8, 1944) Wilbur M. Havens, president of Havens & Martin, Inc., had filed formal application for the station with the FCC.

WTVR's record of firsts is impressive. So are its sister stations, WMBG (AM) and WCOD (FM). Pacing the field is not only the mark of these stations—but a big tip to timebuyers.

Your Blair or NBC sales contact will tell you more.

WMBG AM
WCOD FM
WTVR TV

FIRST STATIONS OF VIRGINIA

Pioneer NBC outlets for Virginia's first market.
Represented nationally by
John Blair & Company

11 out of every 100 Philadelphia families *write* to KYW





Talk about *pulling* power! When we counted our mail received this year to date, we found that the total from Philadelphia alone amounted to 11 percent of the BMB radio families in the county. Other counties, too, scored amazing response-records.. proof of the consistent listenership that every advertiser seeks. To reach more families-per-dollar in the rich Philadelphia market-area, use 50,000-watt KYW! Availabilities? Check KYW or Free & Peters.

KYW Philadelphia

50,000 WATTS

NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • KDKA • WOWO • KEX • KYW • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

shed every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington. D. C., under act of March 3, 1879.



Closed Circuit

SPECULATION placing CBS Board Chairman William S. Paley in some top radio-TV emergency post, following his conference last Wednesday with President Truman and NSRB Chairman W. Stuart Symington, can be dismissed on unimpeachable authority. Col. Paley served overseas in Psychological Warfare in World War II.

ALLIED RADIO, Chicago, reports that within past two weeks more than 40 stations have ordered tubes for entire new year 1951 in anticipation of shortages. Most stations request quarterly shipments.

PLANS UNDERWAY for formation of advertising agency to be known as Emerson Foote Inc., New York, effective in early spring, by Emerson Foote, former president of Foote, Cone & Belding.

CURRENT THINKING of FCC on by-product FM services: Radio should be used only where wire lines can't; i.e., Transit Radio appears okay, provided licenses do not surrender responsibility to transit companies by programming exclusively for transit audience. But services which supply only restaurants, hotels, or homes via "beep" would be out, since wire lines could be used. Added thought: If full utilization isn't made of FM allocations, FCC might consider assignment to TV or other services suffering excruciating facility shortages.

TOP CBS executive is authority for statement that two of biggest bulk buyers now on that network have demanded reductions of 10 to 13% on AM network on ground that commitments as of Feb. 1 have been made in writing by another network for that ratio of reduction. Unless assurances are given, it was reported, certain programs would be moved due to lower rates and desirable adjacencies.

NBC, which provoked pandemonium with its thrust for rate reductions on AM stations in TV markets, paradoxically, has taken leadership in increasing its TV network rates. With new 13½% (15%) increase scheduled for Jan. 1, total TV rate boosts, based on "circulation" increases will have reached 80% for year.

DODGE DIVISION of Chrysler Corp. planning big spot announcement campaign starting Jan. 1 using minutes and chain breaks in about 600 markets. Contracts are for three and four weeks. Ruthrauff & Ryan, New York, is agency.

JUST BEFORE FCC's Asst. General Counsel Harry Plotkin left for Florida vacation until Jan. 3, he commented that he's not concerned about FCC's color problem since it has become "moot" anyway because of war situation.

BEHIND scenes planning under way for expanded Broadcast Advertising Bureau operation, with good chance NAB's BAB committee

(Continued on page 82)

Upcoming

Jan. 10: NBC AM Affiliates in TV markets, New York.

Jan. 11-12: Canadian Broadcasting Corp. Board of Governors, Montreal.

(Other Upcomings on page 37)

Bulletins

GERBER BABY FOODS, through Federal Agency, New York, placing spot announcement daytime test starting Jan. 15 for 13 weeks on WIRE Indianapolis. If successful, campaign will be expanded.

PRESIDENT ON RADIO, TV CITES NATIONAL EMERGENCY

PRESIDENT TRUMAN called on nation Friday night to get behind defense effort and said would declare state of national emergency Saturday.

Speaking on all radio and TV networks at 10:30 p.m., President reviewed current national and international problems. He told of need for control of critical materials and told nation Charles E. Wilson, president of General Electric Co., would head new Office of Defense Mobilization.

With criticism directed at government procedure in Washington, President turned to radio and TV to acquaint public with problem.

Within year rate of electronics production for defense will multiply 4½ times, President said. Price controls will be started at once on some materials and products, he declared, with wage stabilization in those fields. Fair standards for prices and wages will be announced in other cases, he said, with violations speeding up imposition of mandatory controls.

KGW PORTLAND SOLD TO NEWHOUSE INTERESTS

APPLICATION will shortly be filed for transfer of KGW Portland, Ore., to ownership of Sam I. Newhouse interests, for $350,000. Mr. Newhouse last week, in separate transaction, purchased *Portland Oregonian*, heretofore owner of KGW, for $5,250,000.

Cash transaction, handled through Smith Davis, newspaper and radio investment firm, gives Mr. Newhouse his second radio property. He owns WSYR-AM-FM-TV Syracuse. KGW is an NBC affiliate, managed by H Quentin Cox. Last week FCC approved transfer of KGW from *Oregonian* to Pioneer Broadcasters Inc., paving way for separate transaction.

Mr. Newhouse's extensive publishing interests include Newark *Star-Ledger*, Long Island *Daily Press*, Long Island *Star Journal*, Harrisburg *Patriot News*, Syracuse *Herald-Journal* and *Post-Standard* and Staten Island *Advance*. He also has an interest in *Jersey City Journal*.

Oregonian was established 100 years ago. KGW, operating on 620 kc with 5 kw, was established in 1922—one of pioneer stations on West Coast. It is represented by Edward Petry & Co.

Business Brief

TWO TINTAIR BUYS ● Bymart Inc., (tair) to sponsor new dramatic series, S days, 11:30-12 noon over CBS, beginning 20. Firm renews *Somerset Maugham Th* Wednesdays, 9-9:30 p.m. through April 1 CBS-TV. Agency, Cecil & Presbrey, New

OLDSMOBILE PURCHASE ● Oldsm Division, General Motors Corp., spons Sam Levenson on CBS-TV, beginning S day, Jan. 27, 7-7:30 p.m. Agency, D Brothers Inc., New York.

COLGATE EXPANDS ● Colgate-Palm Peet Co. expanding five-weekly CBS *Stri Rich* program from 38 stations to 180 stat after Jan. 1, 1951. Agency, William Co., New York.

COMMUNICATIONS BOARD PLANS MOVE FORWARD

PLANS for creation of permanent top- frequency allocations and communica policy agency in government—"National communications Policy Board"—were rep considerably advanced Friday.

President Truman's Temporary Commu tions Policy Board, which is expected to re mend formation of such a board in its re to President in February [BROADCASTIN TELECASTING, Dec. 4], devoted most of Th day-Friday meeting to working out de will continue at next meeting, Jan. Temporary board is headed by Dr. Stewart, former FCC Commissioner, now p dent of U. of West Virginia.

SENATE FINANCE GROUP REVISES TAX BILL

RADIO-TV industry expected to gain relief in Senate Finance Committee versio House-passed excess profits tax measure 9827) announced Friday. Senate group b ened relief provisions, including one fo called "growth" companies.

Under Finance committee's tenatively proved bill, a growth corporation woul able to substitute for ordinary average e ings credit (period of 1946-49 inclusive), average earnings in one-half of 1949 and of 1950. Various radio-TV spokesmen— as Radio-Television Mfrs. Assn., Alle DuMont Labs, TBA's tax unit and NAB— urged some such change in any proposed p tax law.

WNAX, KRNT TO JOIN CBS EFFECTIVE JUNE 15

WNAX Yankton, S. D., and KRNT Moines, Iowa, both ABC affiliates, joining network, effective June 15.

WNAX operating with 5 kw day and on 570 kc is owned and operated by C Broadcasting Co., with Robert N. Tic general manager. KRNT, also Cowles sta operates with 5 kw on 1350 kc day and n Robert Dillon is vice president and ge manager.

Stations being replaced by CBS are KSO Moines and KSCJ Sioux City, Iowa. affiliation announced for these stations.



Mid-America Looks to KCMO for On-the-Spot Farm Market Reports

One Does It- in Mid-America!

- ONE Station
- ONE Rate Card
- ONE Spot on the dial
- ONE Set of call letters

Gospel in the rich Mid-America farm area are the daily broadcasts, direct from the Kansas City Livestock Exchange, by Bruce Davies, KCMO's ace Farm Market Reporter, and Associate Agriculture Director.

Monday through Saturday, Bruce Davies is on the air . . . with his Market Summary at 6:45 AM, Livestock Markets at 12:40 PM, and Grain and Produce Markets at 12:50 PM. These market reports *plus* farm news and analysis by Jack Jackson, KCMO's Agriculture Director, make the first radio farm service in Mid-America.

Active in the Future Farmers of America and the 4-H, Bruce Davies judges many livestock contests and speaks the language of the farmer as he daily works with them from his vantage point in the stockyards.

Bruce Davies' reports are now available. Ask the Katz man for details or call, write or wire KCMO.

KCMO

KANSAS CITY 6, MISSOURI
Basic ABC for Mid-America

50,000 WATTS *Daytime*
810 KC. *10,000 WATTS Night*

New National Representative
THE KATZ AGENCY

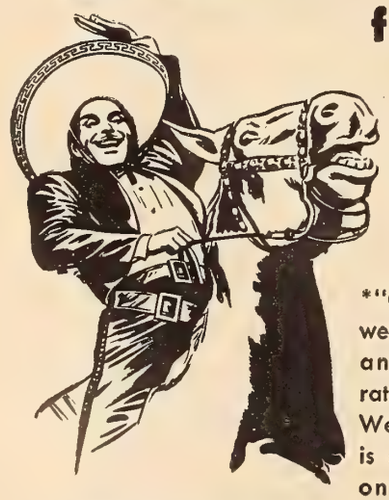
HERE'S THE SENSATIONAL LOW-PRICED WESTERN THAT SHOULD BE ON YOUR STATION!

Out of 47 West Coast regional shows

"THE CISCO KID"

*"Cisco Kid" moved up to... 9.4 (Third place . . . a tie . . . in December, 1949)

from... 8.9 (Fourth position . . . achieved in November, 1949)



For the same period, "Cisco Kid" outrated all other ½-hour Westerns by 50%!

*"Cisco Kid" is aired three times weekly — Monday, Wednesday and Friday. It is the highest-rated show in its time period on Wednesday and Friday . . . and is second only to "Bob Hawk" on Monday! Write, wire or phone for proof of Cisco Kid's record-breaking, sales-producing performance.

SENSATIONAL PROMOTION CAMPAIGN — from buttons to guns—is breaking traffic records!

This amazingly successful ½-hour Western adventure program is available: 1-2-3 times per week. Transcribed for local and regional sponsorship.

FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK HOLLYWOOD

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Weekly by Broadcasting Publications, Inc.

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WASHINGTON HEADQUARTERS

SOL TAISHOFF, *Editor and Publisher*

EDITORIAL: ART KING, *Managing Editor;* J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Tyler Nourse, Jo Hailey, *Assistants to the News Editor.* STAFF: David Berlyn, Lawrence Christopher, Ardinelle Duncan, Wilson D. McCarthy, John Osbon. EDITORIAL ASSISTANTS: Estelle Dobschultz, Kathryn Ann Jones, Pat Kowalczyk, Doris Lord, Allen Riley, Jean D. Statz, Keith Trantow; Gladys L. Hall, *Secretary to the Publisher.*

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CIRCULATION AND READERS' SERVICE: JOHN P. COSGROVE, *Manager;* Jonah Gitlitz, Elaine Haskell, Grace Motta, Lillian Oliver, Warren Sheets.

NEW YORK BUREAU 488 Madison Ave., Zone 22, *PLaza 5-8355;* EDITORIAL: Edwin H. James, *New York Editor;* Florence Small, *Agency Editor;* Pete Dickerson, *Assistant to New York Editor;* Gretchen Groff, Martha Koppel.

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, *ELgin 0775;* James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

*Reg. U. S. Patent Office

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Subscription Price: $7.00 Per Year, 25c Per Copy

THEY* LOVE HIM IN CLEVELAND



BILL *Stay-Smoochie* GORDON

* LISTENERS AND SPONSORS!

WHK's LATEST SUCCESS STORY!

In 16 short weeks

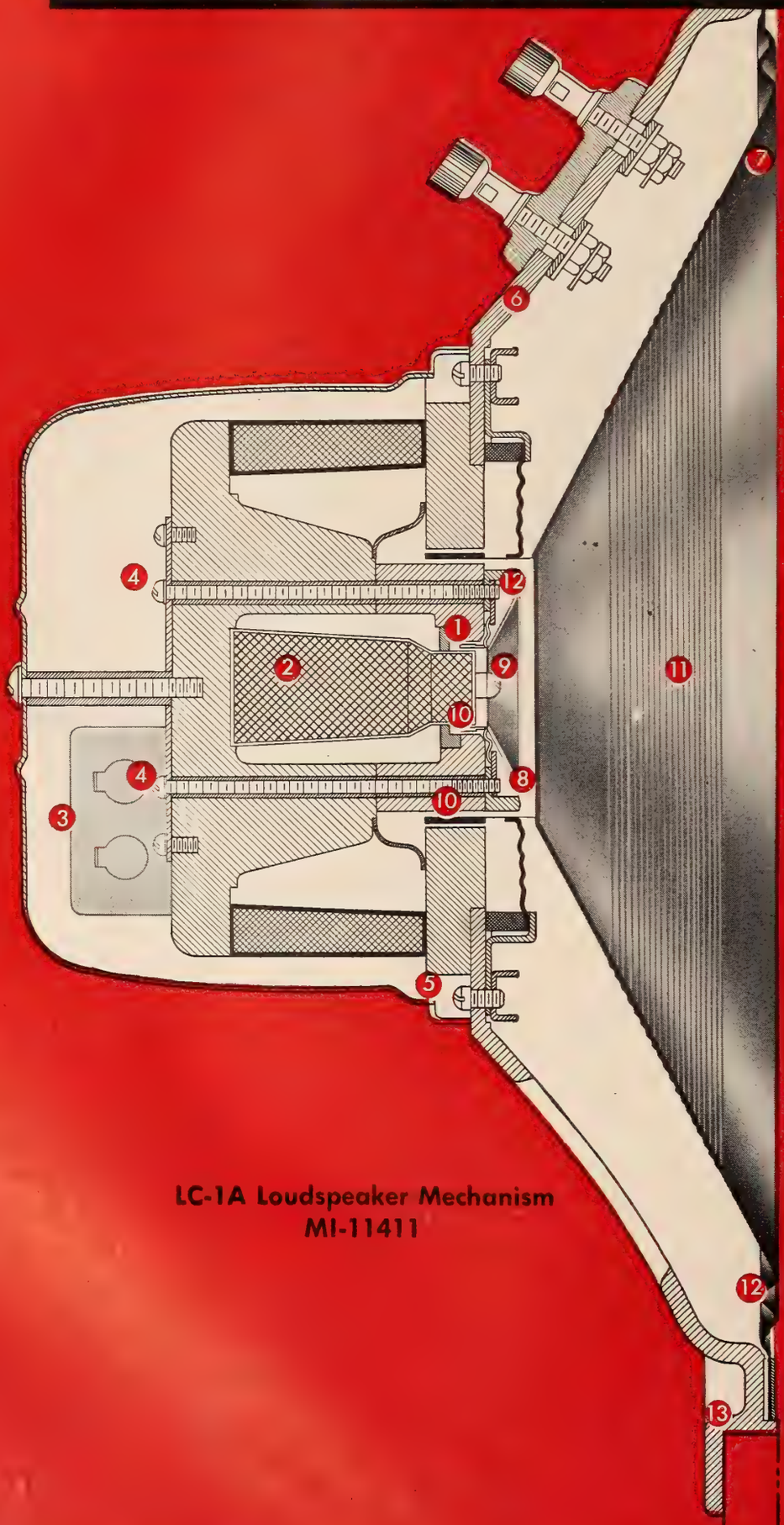
- 28 ADVERTISERS
- 18 QUARTER HOURS PER DAY SOLID
- 3000 MEMBERS IN GORDON FAN CLUB
- BOOKED SOLID FOR PUBLIC APPEARANCES
- 11,500 PIECES OF MAIL
- GOOD AVAILABILITIES – HURRY!

IN CLEVELAND IT'S

WHK

The Paul H. Raymer Co.
National Representative

SOUND TRANSLATION



LC-1A Loudspeaker Mechanism
MI-11411

1 H-f voice coil, aluminum wire-wou
to deliver full h-f range

2 Heavy ALNICO V magnets

3 Cross-over condenser

4 Centering adjustment for h-f cone

5 Centering adjustment for l-f cone

6 Sturdy die-cast aluminum frame

7 Shallow cone for smooth respons
and greater angle of distribution

8 H-f and l-f cones coaxially-mount
mechanically independent

9 H-f cone. Diaphragm diameter
only 2⅜". Wide-angle distributio
to 15,000 cycles

10 Ample gap clearances

11 Massive 15" l-f cone. Bass respo
35 to 2000 cycles at all volume le

12 Cone rim treated to minimize e
reflections for smoother response

13 Offset mount eliminates front ca
—insures smooth response

.....next to perfect!

The Famous LC-1A Speaker

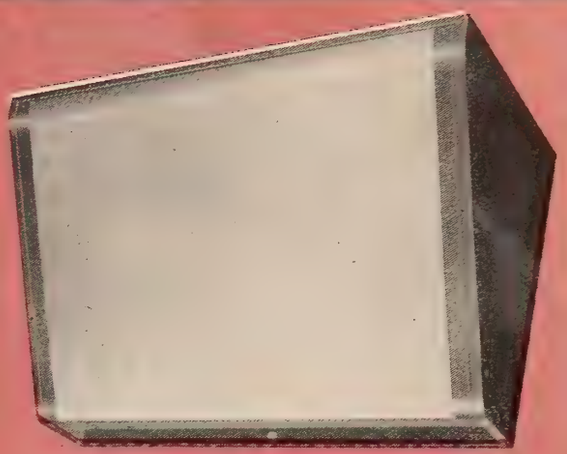
Among the great achievements of the RCA Princeton Laboratories is the development of the most advanced speaker in the world —the RCA Duo-Cone, Type LC-1A.

Expressly designed to give sound its true translation, this professional speaker is matched by no other high-quality sound reproducer.

Unique duo-cone design (originated by Dr. H. F. Olson of RCA Princeton Labs) provides a smooth response from 50 to 15,000 cycles — with no resonant peaks, harmonics, or transient distortion. Full power is radiated over 120-degrees at 15,000 cycles—makes it possible to enjoy high-fidelity sound *any place in the room!* Smooth crossover response around 2000 cycles eliminates all undesirable interference between the high-frequency unit and the low-frequency unit. Controllable "roll-off" at 5 and 10 kc... when used with the MI-11707 filter... restricts the h-f distortion and surface noises present in many recordings.

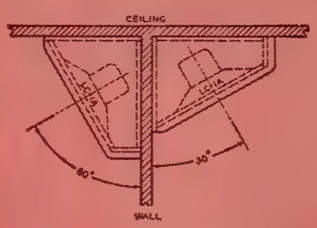
Today, more than 3000 of these speakers are serving in station control rooms, listening rooms, auditioning booths, lobbies, clients' offices, and private homes.

For more information, mail the coupon.



New Wall-Ceiling Housing for LC-1A

Ideal for sound reinforcement in control rooms, auditioning booths, hallways, talkback positions, elevators, executive offices. Port provided for increasing bass response. Finished in harmonizing 2-tone umber gray.

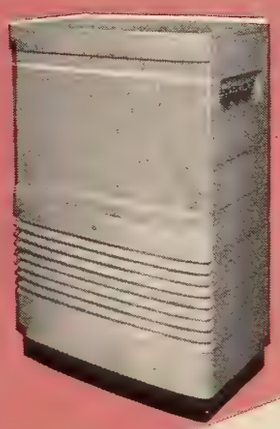


It's Easy to mount

The Wall-Ceiling Housing can be mounted for long or short "throws" —makes the wall and ceiling a part of the acoustical system.

The LC-1A Monitoring Speaker, with Console cabinet and MI-11707 filter

The finest reproducer in the business. Available in a choice of 2-tone umber gray or walnut finish.



RCA

AUDIO BROADCAST EQUIPMENT
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

Department 19-LC,
RCA Engineering Products
Camden, N. J.

Send me price and information on

- ☐ LC-1A Speaker Mechanism, MI-11411
- ☐ LC-5A Wall-Ceiling Cabinet, MI-11406
- ☐ LC-1A Speaker with Console Cabinet, MI-11411/11401

Name_____

Station or firm_____

Address_____

City_____ State_____

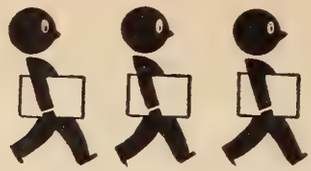
TWO TOP
CBS STATIONS
TWO BIG
SOUTHWEST MARKETS
ONE LOW
COMBINATION RATE

KWFT
WICHITA FALLS, TEX.
620 KC
5,000 WATTS

KLYN
AMARILLO, TEX.
940 KC
1,000 WATTS

When you're making out that schedule for the Southwest don't overlook this sales-winning pair of CBS stations. For availabilities and rates, write, phone or wire our representatives.

National Representatives
JOHN BLAIR & CO.



agency

HERBERT S. FOX supervising the creative art on several account Cunningham & Walsh N. Y. appointed vice president.

JOHN M. KEAVEY appointed account executive G. M. Basford Co., N. Y

ROBERTA THEOBALD, Brisacher, Wheeler & Staff, S. F., transferre to L. A. office. She will be in charge of buying radio and TV time.

JAMES P. DANAHER to Brooke, Smith, French & Dorrance, Detroi in traffic department.

E. MORGAN WINANT appointed vice president Weightman Ad Agency., Phila.

HAROLD ROLL Agency, Omaha, changes name to Anderson & Rol JOHN V. ANDERSON becomes partner.



on all accounts

ALAN R. TRIPP, new president of Adrian Bauer, one of Philadelphia's outstanding advertising agencies, should contribute to a highly successful future for the agency as a result of his diversified experience.

Alan's interest in the advertising field was awakened at a very early age through his father, who was also in the advertising business. At 16 Alan wrote his first advertising copy—on ladies' girdles, in which he admits knowledge of the product was not very evident.

He had entered New York U. at the age of 15, and from there went on to Northwestern U. where he was graduated with distinction as the youngest member of his class. He majored in advertising.

After graduation Alan worked for the *Chicago Daily News* doing market research. This he considers as his most useful experience, because he learned about sales, and, he says: "A good advertising man has to know sales."

He later became advertising manager for the Pilot Radio Corp. and then moved to New York to write copy for Samuel Krivit Advertising Agency. A year later he joined RCA as trade publication editor and director of intra-plant sound.

After four years in the Army, as an officer in the Signal Corps, and Army information service, Alan returned to Philadelphia and became associated with Adria Bauer in an executive capacity.

The Adrian Bauer agency is o of the oldest in Philadelphia, a employs a staff of 20. Mr. Baue who is chairman of the board, celebrating his 25th year in t advertising business.

Outstanding accounts of Adri Bauer are the Middle Atlantic Di sion of General Electric Co., Ph adelphia Dairy, Albert M. Gree field & Co. Real E tate, and Good Plenty Candy.



ALAN

The latter accou was expanded 100% television a vertising in 2 years. Program used are *Lucky P* on CBS, *Weste Film Theatre,* a spot announcement

The agency bu the Penn footb games on televisi in conjunction wi its advertising ca paign for Gene Electric Automa Blankets.

The Adrian Bau Alan Tripp partn ship, besides being a success advertising team, also can co tribute quite a bit of useful tale Alan, whose hobby is writi songs, has composed a number the agency's commercial jingl while Mr. Bauer, who is talent as an artist, designs the compan Christmas cards.

Alan's other hobbies are amate photography and golf. He is vi president of the Philadelphia Te vision Assn. and a member of t Poor Richard Club. He is 33 yea old, married and has two ch dren, Jeffrey, 7 and Barbara, 5.

beat

LAWRENCE DUNHAM, Hoefer, Dieterich & Brown, S. F., named production manager to succeed DAVID SCOTT, who joins U. S. Army as captain.

WILLIAM C. LYDAN, account executive McCann-Erickson, N. Y., to Foote, Cone & Belding, S. F., in same capacity, effective Jan. 1.

E. W. SCARLETT, Russell T. Kelley Ltd., Toronto, to senior account executive Grant Adv. of Canada Ltd., Toronto.

CHANGE of addresses: **Bristol Advertising Service** and **Essex Advertising Service** both move to 130 Montgomery St., S. F. **Brisacher, Wheeler & Staff** to new building at 1660 Bush St., S. F.; telephone, Prospect 6-2600. **Lenyon & Eckhardt** to 620 Market, S. F.

ART-COPY Adv., Newark, announces opening of new offices at 104 E. 40th St., N. Y. **MARY ELIZABETH LANPHER**, account executive, will be in charge. New office will specialize in fashion and consumer accounts, using radio and other media.



Miss Lanpher

DAVID PRESSMAN, director and producer, succeeds **MARC DANIELS**, who resigns to move to Hollywood to direct motion picture, as producer-director of *Nash Airflyte Theatre* on CBS-TV for Geyer, Newell & Ganger, N. Y. **ALEX MARCH**, GN&G assistant producer of *Philco Playhouse*, named script editor of show.

J. R. (Al) BOCHROCH, account executive Joseph Katz Co., N. Y., moves in similar capacity to C. J. La Roche Co., N. Y., Jan. 1.

LOYD SHERWOOD, Foote, Cone & Belding, L. A., transfers to S. F. office of agency as business manager.

E. G. V. EVANS appointed representative of Harry E. Foster Adv. Ltd., Toronto, in western Canada, with offices in Winnipeg.

RICHARD ST. JOHN, Langendorf United Bakeries Inc., S. F., to Guild, Bascom & Bonfigli, S. F., as assistant to **WALTER GUILD**.

NEIL BABBITT, WCAU Philadelphia, to J. M. Korn & Co., Phila., as radio-TV director. **MILTON J. FELDMAN**, Korn chief copywriter, named director of plans and copy.

MONROE G. GORDEN, Goldsmith Brothers, N. Y., and **NAT WATERSON**, Waterson & Fried, N. Y., to John Mather Lupton Co., N. Y., in copy department and production manager, respectively.

HAROLD A. McINTYRE, media department Schenley Industries Inc., N. Y., to Kudner Agency, N. Y., as member of media department.

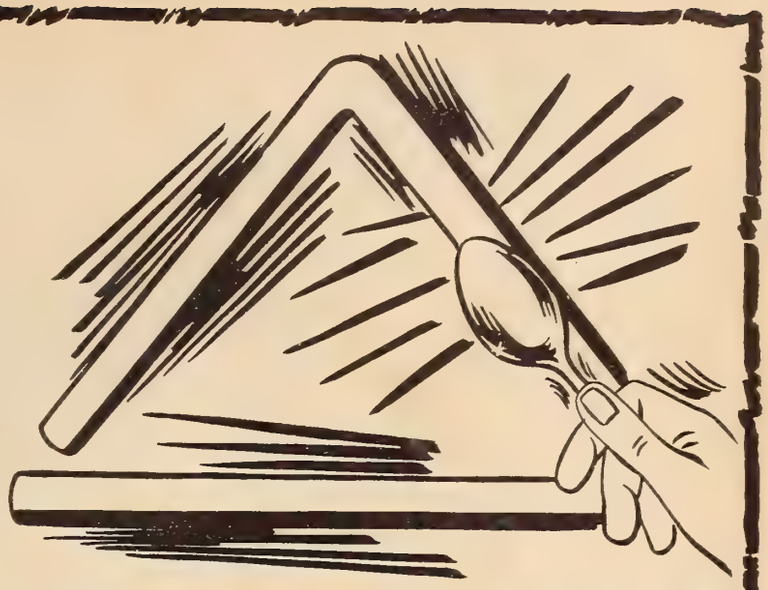
WILSON, HAIGHT & WELCH Inc., Hartford and N. Y., elects **LAWRENCE C. HUMASON**, president Humason Mfg. Co., Forestville, as director; **R. CHANNING BARLOW**, account executive, as vice president, and **KATHERINE SHEEHAN**, media supervisor, as assistant production manager. **ELEANOR O'BRIEN** becomes media supervisor.

JOHN W. FOX, Eastern manager Western Associated Farm Papers, to H. M. Basford Co., New York.

THOMAS R. SANTACROCE, Biow Co., N. Y. appointed vice president in charge of merchandising for agency.

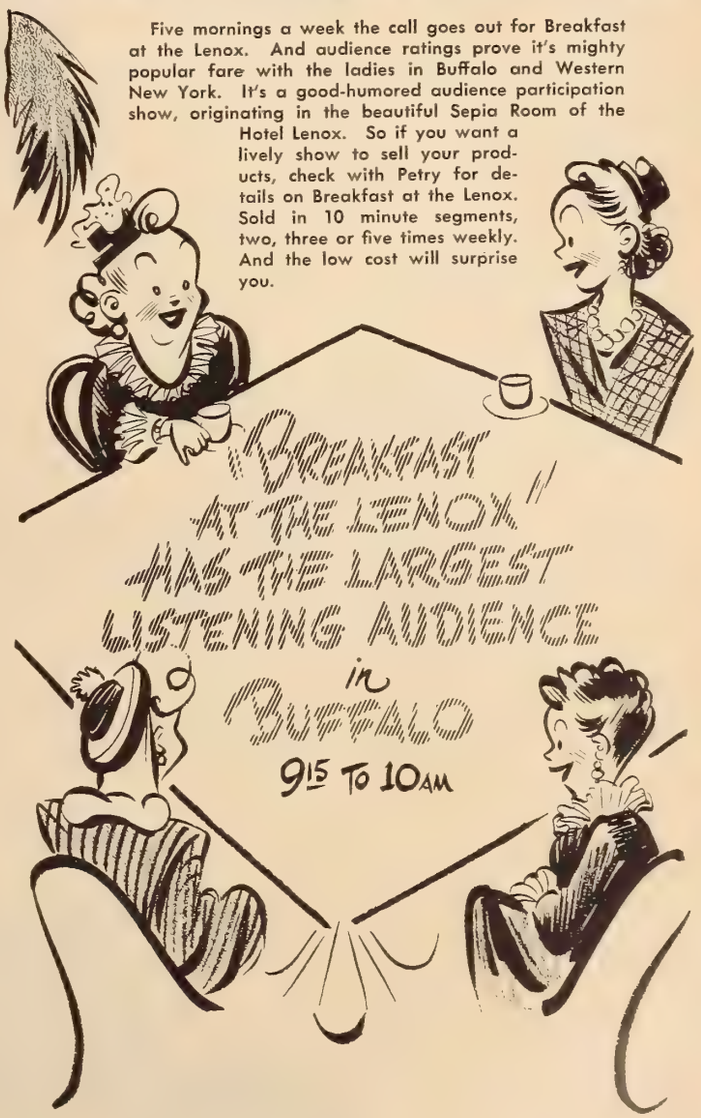
RUDOLPH MONTGELAS, former president Buchanan & Co., N. Y. to Ted Bates & Co., N. Y., to serve on Colgate-Palmolive-Peet Co. account.

THOMPTON ADV. Inc., N. Y. announces appointment of three new members to radio and TV copy dept. They are **HOWARD DOYLE**, Benton & Bowles, **FRANCES FRADIN**, Hutchins Agency, and **GERALD SIMON** Emble TV Productions.



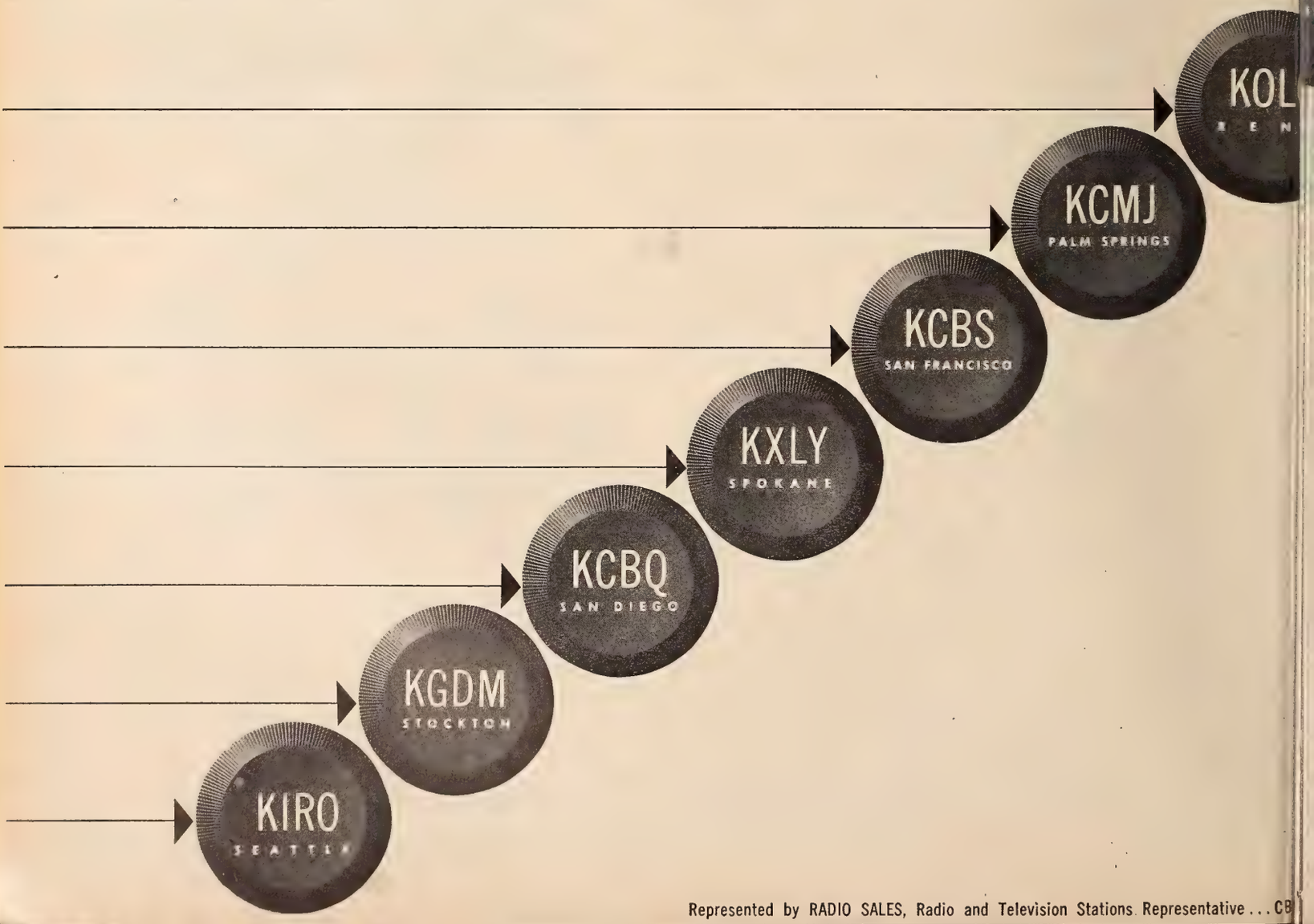
COME AND GET IT!

Five mornings a week the call goes out for Breakfast at the Lenox. And audience ratings prove it's mighty popular fare with the ladies in Buffalo and Western New York. It's a good-humored audience participation show, originating in the beautiful Sepia Room of the Hotel Lenox. So if you want a lively show to sell your products, check with Petry for details on Breakfast at the Lenox. Sold in 10 minute segments, two, three or five times weekly. And the low cost will surprise you.

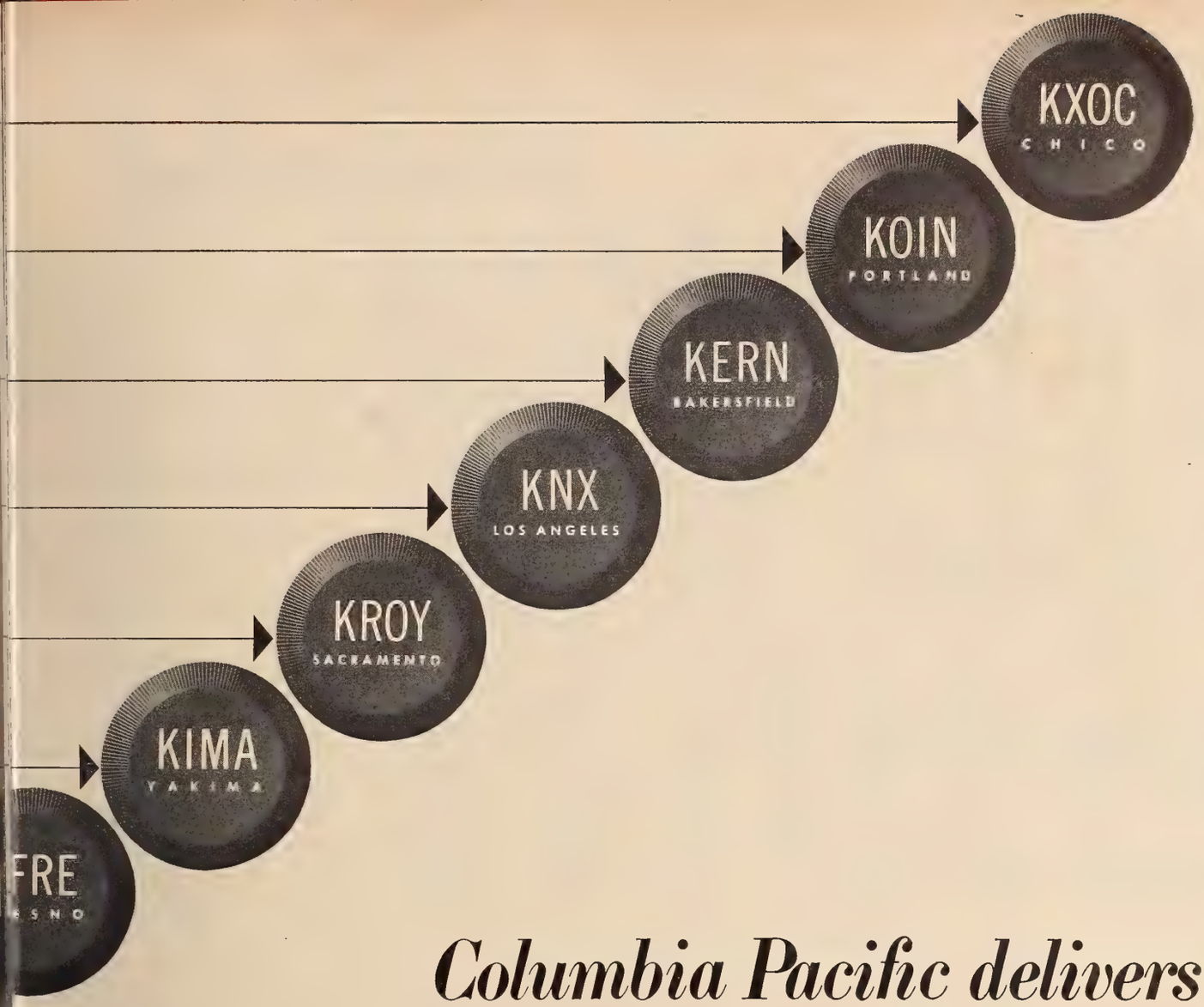


WBEN

NBC BASIC —— BUFFALO



Represented by RADIO SALES, Radio and Television Stations Representative . . . CB



Columbia Pacific delivers the most on the Coast . . .

Coast people listen most to Columbia Pacific during the daytime. They listen most to Columbia Pacific at night. And Nielsen confirms it:

During the entire week, *Columbia Pacific commands a bigger average share of audience – day and night – than any other Coast network.**

So..to reach the most on the Coast, tell your sales story on..

**NRI, Pacific distribution of minutes listened, January through September 1950.*

Columbia Pacific *. . . the IDEA Network*

KGNC'S ADVERTISERS KNOW THE VALUE OF USING THIS MEDIUM FOR THEIR SALES MESSAGES AS SHOWN BY THE FACT THAT

PHILLIPS PETROLEUM COMPANY

RECENTLY COMPLETED . . .

Phillips 66

6,666

CONSECUTIVE

NEWSCASTS



ON THE AIR

EVERY WEEKDAY AT 12:30 P.M. SINCE JULY 1, 1935

WE ARE PROUD TO HAVE BEEN SELECTED BY THE PHILLIPS PETROLEUM COMPANY FOR THIS 15 YEARS OF CONTINUOUS SERVICE TO THE PUBLIC.

AMARILLO'S NBC OUTLET

KGNC

710 10,000 WATTS

YOUR FIRMEST GRIP ON THE FABULOUS GREAT PLAINS

new business



RID-X OF TEXAS, Kilgore, Tex. (Rodenticide), appoints Morrow Wolf-McCann, Longview to handle advertising for Warfarin compound. Spot radio being used. Expanded schedule on early-morning and late-night show considered for 1951.

REED PRODUCTS, St. Louis (Corbex), sponsoring 26-week test spot campaign on three stations in Midwest. Agency: Dorrance-Waddell Inc., N. Y.

THOMAS A. STEEVES Ltd., Vancouver (Little Dipper cake mixes), starts spot announcements and Sunday programs on number of British Columbia stations. Agency: James Lovick & Co., Vancouver.

GIPPS BREWING Corp., Peoria, Ill., appoints Arbingast, Brecht & Assoc. Adv., Peoria, to handle advertising.

RAINIER BREWING Co., S. F., appoints Brisacher, Wheeler & Staff, S. F., to handle advertising.

PERSONAL PRODUCTS Corp., Milltown, N. J., names Compton Adv., N. Y., to handle advertising of "Yes" tissues, effective Jan. 1.

ST. LAWRENCE FLOUR MILLS Co. Ltd., Montreal (Regal Flour) starts network and transcribed English and French-language programs on Quebec and Newfoundland stations. Agency: F. H. Hayhurst Co., Montreal.

BLACKSTONE WASHING MACHINE Corp., Jamestown, N. Y., renewing *Blackstone, Magic Detective* series, quarter-hour transcribed program produced by Charles Michelson Inc., N. Y., for scheduling by local dealers, beginning Jan. 1. Program aired in 1949 by Blackstone, but due to factory strike, campaign was discontinued until production was recently resumed.

REGAL AMBER Brewing Co., S. F. (Regal Pale), starts weekly 15-minute sports newsreel, *Top Views in Sports*, on KNBH (TV) Hollywood. Contract for 26 weeks. Agency: Abbott Kimball Co. of Calif., L. A.

SEARS ROEBUCK & Co., L. A., Jan. 1 start five-minute Fleetwood Lawton newscasts three times weekly on KTSL (TV) Los Angeles. Contract for 13 weeks. Same firm recently started five weekly half-hour children's record program *Sears Platter Pals* on KFWB Hollywood. Agency: Mayes Co., L. A.

Network Accounts . . .

GILLETTE SAFETY RAZOR Co., Boston, to sponsor 11th annual Blue-Gray bowl game classic from Cramton Bowl, Montgomery, Ala., over MBS, Sat., Dec. 30, 2.45 p.m. Agency: Maxon Inc., N. Y. Company also will sponsor live telecasts of Orange Bowl Game, 1:45 p.m. over WTVJ (TV) Miami and Rose Bowl Game 4:45 p.m. over KTTV (TV) Los Angeles, KPIX (TV) San Francisco and KFMB-TV San Diego New Year's Day. Highlights of games probably will be presented over CBS-TV network, several days later.

PEARSON PHARMACAL Co. (Ennds chlorophyll tablets) starts sponsorship Jan. 5 of Gabriel Heatter news series, 7:30-7:45 p.m., on 40 Mutual stations. Agency: Harry B. Cohen Adv. Co., N. Y.

Adpeople . . .

ALBERT L. WALTERS, director of personnel Hunt Foods, transferred from Hayward, Calif., general offices to Fullerton general offices where he will supervise department of industrial relations.

PHIL WICKSTROM, advertising manager in charge of RCA advertising for Leo J. Meyberg Co., S. F. (radio supplies), joins U. S. Navy as lieutenant.

ROBERT J. KEITH director of advertising and public relations Pillsbury Mills Inc., Minneapolis appointed vice president. **PAUL S. GEROT** vice president and **Dr. SAMUEL N. STEVENS** president Grinnell College and personnel consultant were appointed to board of directors. **EDMUND P. PILLSBURY** was also appointed vice president.



CINCINNATI

. . . is the best, the most economical way of delivering your sales message to Greater Cincinnati, as is proved by this latest Hooper Report. What delivers the nation's fifteenth largest metropolitan area to WKRC advertisers? It's a balanced blend of top locally produced programs and the best from CBS. Of course that makes sales-sense to you (as it does to so many!), so contact WKRC or your Katz man.

RADIO CINCINNATI, INC.—Hotel Alms, Cincinnati 6, Ohio

HOOPER RADIO AUDIENCE INDEX

TIME	50,000-watt Independent Station	250-watt Network Station	**WKRC (CBS)**	50,000-watt Network Station	1,000-watt Daytime Station	5,000-watt Network Station	250-watt Daytime Station
MON. THRU FRI. 8:00 A.M.-12:00 Noon	9.7	23.0	**33.1**	21.8	0.8	10.9	*
MON. THRU FRI. 12:00 Noon-6:00 P.M.	7.6	20.6	**27.7**	26.3	3.3	10.0	2.6
SUN. THRU SAT EVE. 6:00 P.M.-10.30 P.M.	10.2	13.5	**34.1**	29.8		11.2	

*No listeners found in sample

Copr. 1950, C. E. Hooper, Inc.

Most of them are out



*Comparison of WCCO's 50-100% BMB Nighttime Audience Area and Twin Cities TV Service Area, October 1, 1950

†Sales Management, May 1950

of the picture!



You may be focusing on *less than half* of your Northwest market. For if you've got your eyes on TV, you're overlooking the almost *half a million* radio families in WCCO territory who are *completely out of the range of television*. In fact, there are three and a half times more WCCO radio families *outside* the TV service area than there are TV set-owners inside.*

But... use WCCO and you reach *all* of 113 Northwest counties where 894,600 radio families spend more than three billion a year in retail sales![†] What's more, you get the *biggest weekly audience* everywhere you go—inside Minneapolis-St. Paul *and outside*. (Even in the home counties of the 16 next-largest cities of this area—some as far as 195 miles from the Twin Cities—WCCO gathers a much larger audience than the *hometown* station in 12 out of the 16!)

It simply means that the best way to capture the most customers and sales in your *entire* Northwest market is to make yourself *heard* on...

WCCO

"Good Neighbor to the entire Northwest"
Minneapolis-St. Paul...50,000 watts
Represented by Radio Sales

3 WINNERS in WASHINGTON

(One at a time or any combination)



Bill Herson

Conducts "Your Timekeeper" from 6:00-9:30 AM Monday thru Saturday. A consistent, hard-hitting salesman. Top-drawer listening and selling power for years.



Nancy Osgood

Outstanding women's director on the air in the nation's capital. Nancy's daily mid-morning audience and sponsor loyalty means "sales power" for your product.



Charley Batters

Conducts "Batters' Platters" a new and novel participation program heard nightly from 7:30-7:55 PM, Monday thru Friday. Choice time and choice programming.

They're all on

FIRST in WASHINGTON

WRC NBC

5,000 Watts • 980 KC

Represented by NBC SPOT SALES

feature of the week

MOST DIRECT way to boost radio listening is to increase the number of sets in homes. That's the theory behind WIP Philadelphia's latest campaign to help build the AM audience in the Quaker City.

The WIP drive coincides with the Christmas season, with the theme stressing purchase of small radio sets at the $14-25 retail price range for gifts. As conceived by Murray Arnold, WIP program director, the campaign caters to the oft-repeated assertion that many work-hours are put in by both householder and housewife in rooms other than the living room.

And as Mr. Arnold puts it, more AM listening in the area means more hours spent listening to WIP.

To back up its drive, the Philadelphia outlet is highlighting the small radio gift idea in its mailings to sponsors and to all set manufacturers. It is suggested by WIP that the firms join in the campaign.

On the local level, Gimbel's Department Store is cooperating by displaying small radio sets with promotion pointing up the same copy line scored on WIP's sustaining spots. Gimbel's also uses pictures of best known radio talent on the station who have been plugging the gift theme.



Economy-size radio set drive is highlighted by a Gimbel's Christmas display.

* * *

Philco's distribution headquarters in Philadelphia asked the station for additional material on the gift-plan for use at its regular sales meetings, according to WIP.

strictly business



GERALD N. GUNST

GERALD N. GUNST, manager of the Chicago office of the Katz Agency, radio and television station representative firm, is following the fast pace of TV with the same enthusiasm and interest with which he watched the development of radio. He has been able to achieve a perspective on both media after close scrutiny of AM and TV history in his 21 years of continued association with Katz.

Mr. Gunst joined the firm's New York office in 1919, taking a job which George Katz had offered him before World War I. Because of the imminence of war, and retailing and merchandising duties in his father's store in Corpus Christi, Tex., young Gerald postponed his exodus to New York. He entered the Army and went to the First Officer's Training Camp in Leon Springs, Tex., where he became a member of the 90th division, comprised of men from the Southwest.

He remained with this group from its inception to its dispersal after the war. On duty with the unit in France, he was machine-gunned during the Argonne battle, hospitalized and then assigned to occupation duty. On his return, he "vacationed" for a few months and then joined Katz. In 1920 he was sent to Atlanta to open a branch office. He was subsequently transferred back to New York and then to Chicago.

During the first few years of Mr. Gunst's tenure, Katz sold only newspaper space. In the late 1920s, as radio's potential was being realized as well as recognized, the company took on several stations, one of the first being WKY Oklahoma City, still a client.

By the mid-'30s, Katz was in the radio business "substantially," and

(Continued on page 40)

THE TAMPA-ST. PETERSBURG METROPOLITAN AREA HAS

50%

MORE PEOPLE TODAY THAN IN 1940.
THE TAMPA-ST. PETERSBURG METROPOLITAN AREA IS

2nd

IN POPULATION IN FLORIDA.
AND THE TAMPA-ST. PETERSBURG METROPOLITAN AREA RANKS

42nd

IN THE NATION.

Spots ON WFLA

WILL GIVE YOU EFFECTIVE COVERAGE OF THIS BIG, GROWIN(YEAR 'ROUND FLORIDA MARKET.

Tampa Tribune Stations

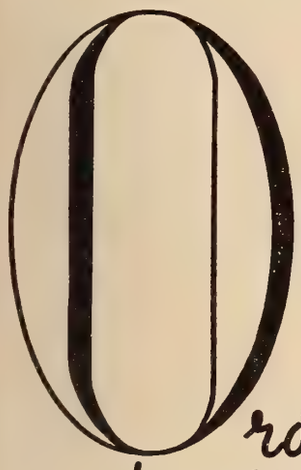
WFLA A F

NBC affiliate

NATIONAL REPRESENTATIVE
JOHN BLAIR & CO.

SOUTHEASTERN REPRESENTATIVE
HARRY E. CUMMINGS
JACKSONVILLE, FLORIDA

TAMPA



rdinarily we would use this space to tell you what great shakes we are as a radio station - how WHDH leads all other Boston stations in overall audience, cost-per-thousand listeners, national accounts - exclusive and otherwise - and in other ways vital to the interest of time buyers ...

Instead, we would rather extend the warmest of Christmas greetings to all of you who have - and will share in the continuing success WHDH has enjoyed during the past four years...

open mike

Human Rights Concert

EDITOR:

I should like to . . . express our appreciation to all those who made possible our second annual concert commemorating the adoption of the Universal Declaration of Human Rights which took place at the Metropolitan Opera on Sunday night [Dec. 10].

The Human Rights Concert, which is well on the way of becoming an annual affair, is in fact a broadcast, not a concert in the ordinary sense of the word. It owes its existence and its success to the fact that the radio systems of member states throughout the world have demonstrated their willingness to devote large blocks of valuable time to marking this important anniversary, and to the fact that artists of the greatest distinction have shown themselves more than willing to contribute a program worthy of a vast worldwide audience.

The success of this year's concert is indeed a further evidence of the support which the United Nations continues to receive from the radio industry throughout the world. This year's concert was a resounding success, and the list of those who contributed to it is a long and distinguished one reflecting the truly international character of great music and great musicians—the New York Philharmonic-Symphony Orchestra with Dr. Fritz Busch and Sir Ernest MacMillan conducting, the Schola Cantorum of New York, Miss Marian Anderson, Mr. Claudio Arrau, Mr. John Brownlee, Miss Judith Anderson and Mr. Charles Boyer.

We are indebted to the American Federation of Musicians, the American Federation of Radio Artists, the Theatrical Protective Union and other organizations whose contributions made this impressive concert possible. The broadcast this year was carried by CBS and WNYC New York.

A concert of this scope and quality is, in itself, a striking reaffirmation of faith in the Declaration of Human Rights and will, I feel sure, make a significant contribution to the development of greater understanding of the purposes and importance of this great document.

B. Cohen
Assistant Secretary General
for Public Information
United Nations
New York

Tribute to Yoder

EDITOR:

I am . . . enclosing a tear sheet from the editorial sheet of the *Denver Post* for Wednesday, Dec. 6.

You will note there is a wonderful editorial regarding Mr. Yoder's transfer to KNBC in San Francisco [BROADCASTING • TELECASTING, Dec. 11]. . . .

Bill Day
Manager,
News, Special Events
KOA Denver.

[Copy of Editorial enclosed by Mr Day].

A GOOD FRIEND GOES

When Lloyd Yoder picks up his be longings and leaves for San Francisc to take on a new job for NBC, Denve and the Rocky Mountain Empire wil be sorry.

Mr. Yoder has been a fine civi leader, an outstanding radio statio director, and in his spare time on whale of a football official.

San Francisco will be lucky to ge him back, and we are sad to see hi go, though Denver knows the chang is a good one for Mr. Yoder.

Our friend's accomplishments hav been discussed in the news columns o this newspaper. There is no need t recount them here. It is better to thin a little bit of the spirit of the ma the calmness and fairness of Lloy Yoder that has brought him so man friends.

It is true that Denver will be so rier for losing him. We can hope tha he will think of us fondly once in while, as we will think of him.

* * *

Lauds TBA Support

EDITOR:

On behalf of the Televisio Broadcasters Assn., I would like t thank you sincerely for the sple did support you have given ou organization during the past, ar particularly for the great help yo rendered during our last TB Clinic.

The work which has been so im portant to television needed t periodical support you have give it. I am personally grateful, als for the help I received from yo during my administration.

J. R. Poppele
President
Television Bcstrs. Assn.
New York

* * *

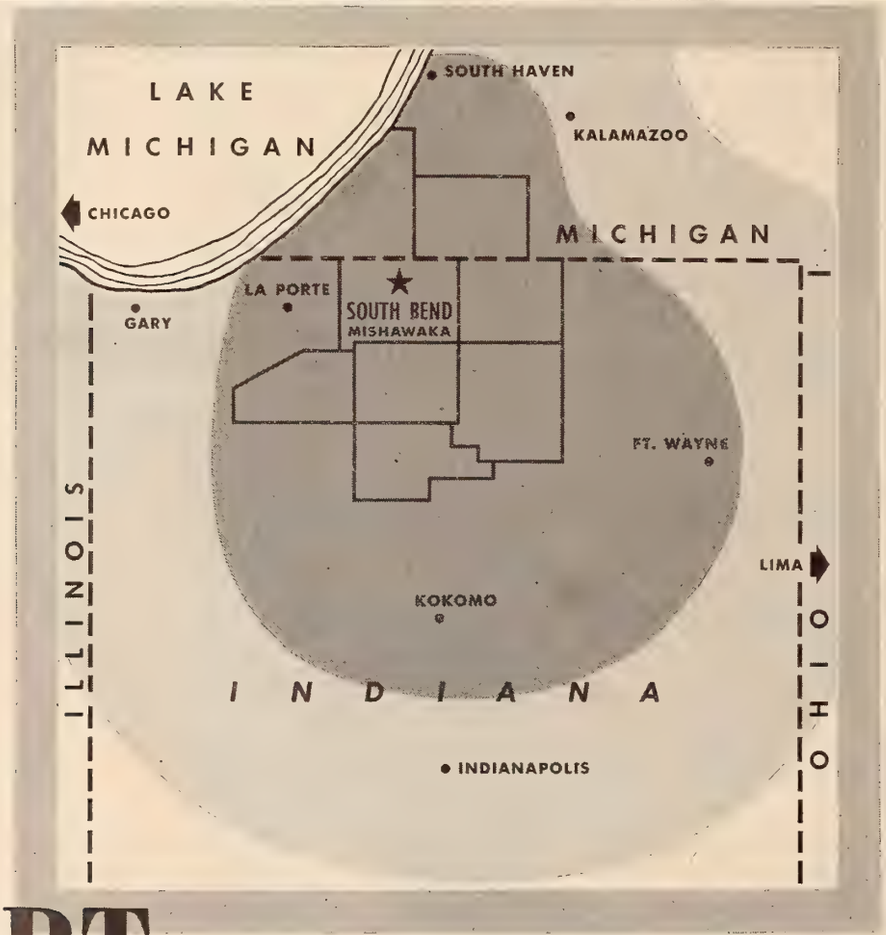
Public Service Shows

EDITOR:

. . . The little symbolic guy re resentative of the feature "In T Public Interest" is especial fine . . .

It is nice to see this departme dressed up like your other princip departments. It seems to me th the public service broadcasts radio and TV stations, broad speaking, are—or at least shou be—their most significant cha acteristic in the pattern of Ame ican life. . . .

John F. Clagett
Clagett & Schilz
Law Offices
Washington



WSBT SELLS A MARKET THAT'S UP

The South Bend-Mishawaka trading area, always a rich and responsive market, is UP. This is the heart of the primary area that WSBT saturates — with listener ratings above network averages. The primary area is up in population from 1,577,900 to 1,798,000. Up in retail sales from $1,435,547,000 to $1,597,850,000 . . . In this important sales area, WSBT is the best loved voice — and the ONLY voice that covers the entire market. For bonus coverage, bonus listenership, bonus sales, it's WSBT — the bonus buy!

WSBT SOUTH BEND
5000 WATTS • 960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE



EXTRA RELIABILITY.

G-E transmitting tubes have it! So . . . Mr. Manufacturer . . . specify General Electric, to design max dependability into your radio equipment!



HERE are tubes better-built by G.E. for better performance! Each has that something extra in design, in manufacture, which means real dependability when the chips are down and your equipment is working peak-load and full-time.

GL-5686 . . . It's a new nine-pin miniature that does the work of a 6AQ5 or 6AR5—does it consistently, because *every tube* gets 50 hours' service at the factory under Class A conditions, with frequent samples also being selected for full life tests. You can bank on the GL-5686!



GL-807 . . . The G-E grid construction is substantial and strong—will stand up under punishment. Moreover, special G-E development work in metals and other substances gives this tube premium quality from cap-terminal through to base-pins.

GL-813 . . . Superior G-E internal shielding, in the form of a large ground-plane barrier, gives ample protection against feedback—cuts down sharply on the need to neutralize. Improved design joins with precision G-E manufacture to offer you the leading beam power tube in its class.

Why not ensure your new transmitter's performance by choosing these and other G-E tubes your customers can count on, day-in and day-out? Just write for data sheets that give *all* ratings, in all classes of service. Or better, ask for the help of expert G-E tube engineers, who will be glad to consult with you personally on applications. Address *Electronics Department, General Electric Co., Schenectady 5, N.Y.*



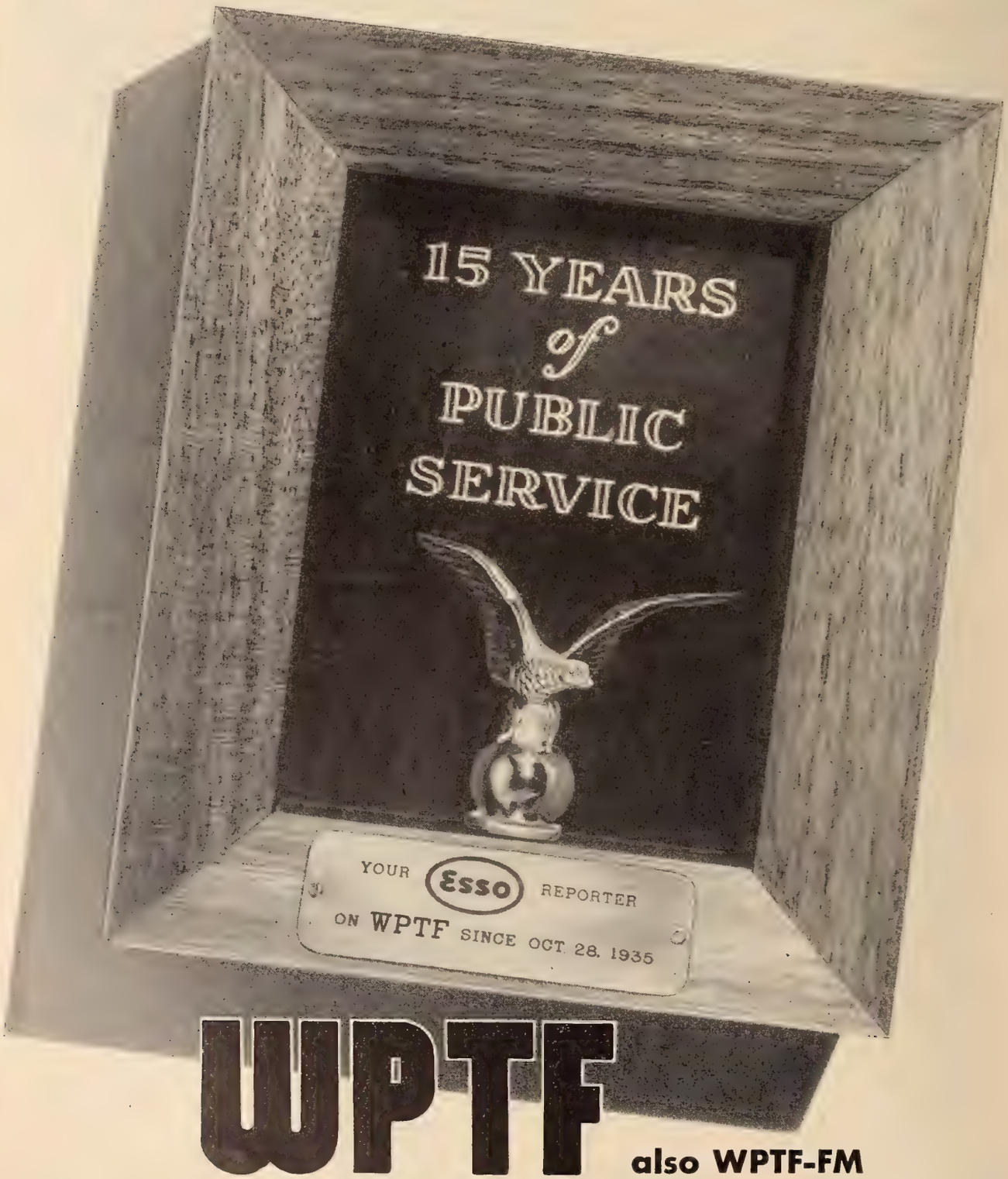
TYPICAL OPERATION, CLASS C TELEGRAPHY

	GL-5686	GL-807	GL-813
Plate voltage	250 v	600 v	2,000 v
Plate current	40 ma	100 ma	180 ma
Driving power (approx)	0.15 w	0.2 w	1.9 w
Power output (approx)	6.5 w	40 w	275 w
Max plate dissipation	7.5 w	25 w	100 w
Freq. at max ratings	160 mc	60 mc	30 mc

GENERAL ELECTRIC

180-J7

WPTF *the Number One Salesman in North Carolina—the South's Number One State—is Proud of this Recognition*



WPTF also **WPTF-FM**

50,000 WATTS **680** KC **NBC** AFFILIATE FOR RALEIGH AND DURHAM, N. C.
and all Eastern North Carolina

FREE & PETERS, INC. NATIONAL REPRESENTATIVES

BROADCASTING
TELECASTING

Vol. 39, No. 25 WASHINGTON, D. C., DECEMBER 18, 1950 $7.00 A YEAR—25c A COPY

NBC RATE CUT PLAN STALLS

Jan. 10 Meet Called

By ED JAMES

A SUDDEN and vigorous attempt by NBC to force its radio affiliates in television markets to reduce their evening time rates—a move which, if successful, would unquestionably depress the entire radio rate structure—was at least temporarily stalled last week by the objections of a majority of the affiliates.

The network had asked some 50 radio station affiliates to agree to reductions ranging as high as 25% in their evening time rates effective Jan. 1. After a week of persuasion, NBC was obliged to postpone its hopes. Last Thursday, seven days after it began its campaign by personal visits and telephone calls to affiliates, NBC altered its tactics and invited the affected stations to meet in New York Jan. 10 for a discussion of the rate question.

At the time the network abandoned its whirlwind campaign, 11 stations were reported to have at least tentatively agreed to accept the reductions. Four of them, not unnaturally, were wholly-owned-and-operated NBC stations in television markets (the fifth owned-and-operated NBC radio station is in Denver, where no television exists).

The seven affiliates that were understood to have expressed some willingness to cut rates as requested were WBAP Fort Worth, WGY Schenectady, WMC Memphis, WSM Nashville, WSMB New Orleans, WSOC Charlotte, N. C., and WWJ Detroit.

TV Affiliates Benefit

Five of these stations—WBAP, WGY, WMC, WSM and WWJ—are AM sisters of television stations which are affiliated with NBC-TV and which, like all NBC-TV affiliates, will benefit from an average 35% increase in television rates Jan. 1. One of them, WSM Nashville, is situated in a market where TV has just arrived, and hence the amount of reduction in WSM's radio rates asked by NBC was slight.

NBC's rate cut plan—which the network was expected to pursue with greatest determination—was viewed by rival networks and other broadcasters with utmost gravity. Some of the most powerful leaders of the industry made no secret of their belief that a rate reduction by NBC would force similar reductions by all AM broadcasters in television areas.

They believed that if NBC succeeded in its plan, other networks would have to cut their rates on a similar pattern almost immediately. After that, they forecast, it would be only a matter of time until independent radio stations in TV markets would be obliged to downgrade themselves accordingly in order to maintain about the same rate ratios that exist today.

Opponents of the NBC proposal, including many of the NBC affiliates who objected to the plan, argued that its basic assumption—that television will continue to grow and so continue to cut into radio listening—was very apt to be proved incorrect. The defense mobilization, they said, probably would seriously reduce production of television receivers.

One of the fundamental elements in the formula used by NBC to figure the radio rate reductions was the estimate that there would be 14,500,000 television sets in use by Oct. 1, 1951. NBC's estimate of television sets in use as of last Nov. 1 (its latest current figure) was 9,169,300.

The estimated increase of 5,330,700 sets between last month and next October was regarded by many as an improbable goal in view of the inevitable drains of a war economy.

'Unfortunate Timing'

The general opinion among opponents of NBC's plan was that a radio rate reduction now would be a matter of unfortunate timing. The acceleration of a national mobilization would not only arrest the growth of television but would also enlarge the radio audience, they felt. Listening, in time of emergency, would be bound to increase.

The essence of the opposition argument was that although radio rate cuts might be inevitable, this was not the moment to invoke them.

Sponsor Reluctance

In arguing on behalf of its proposal, NBC was understood to have told affiliates that it had an unprecedented volume of unsold time on its hands and was finding it increasingly difficult to interest sponsors in big network campaigns.

This sponsor reluctance was attributed by the network to a general feeling among advertisers that radio rates were too high. NBC also was said to have told affiliates that it preferred to undertake a straight reduction in card rates rather than to engage in some of the kinds of "package" selling that it asserted other networks had recently resorted to. Some of the

(Continued on page 36)

'51 RADIO BUDGETS UP

No Cuts for TV

TOTAL radio expenditures of major national advertisers will be increased next year, offsetting widespread claims that sponsors might abandon the medium in favor of TV, according to first checkups of sponsors' 1951 budgets.

An extremely small number of advertisers will cut radio expenditures next year and this group comprises only a slight percentage of national advertising funds, judging by responses to BROADCASTING • TELECASTING inquiries.

Scanning of advertiser plans for 1951 indicates that nearly every company whose plans are well under way will remain with the broadcast medium despite organized efforts to beat down radio rates because of TV's impact. Their comments reflect confidence in the medium that broadcasters claim has for many years and will continue to provide the biggest value per dollar spent.

In many cases, advertising executives qualify their observations with comments on the darkening international horizon. They indicate that if materials shortages, rationing and other emergency developments interfere, their budgets will be revised.

Included in the list of sponsors who currently are planning to increase or at least stand pat on radio and in many cases TV expenditures are such major companies as General Mills, Procter & Gamble Co., Esso Standard Oil Co., RCA-Victor, Borden, American Home Products Corp., Arthur Murray School of Dancing, Falstaff Brewing Corp., Coca-Cola, Brown & Williamson Tobacco Corp., F. W. Fitch Co., Assn. of American Railroads and Benrus Watch Co.

New Money for TV

Few companies that plan to increase TV expenditures expect to take the money away from radio but several cases are noted where the TV budget will be increased by a greater percentage than the broadcast allocation, according to responses to a BROADCASTING • TELECASTING request for 1951 plans. There are a number of cases where radio remains stationary as TV expenditures increase.

Samuel C. Gale, vice president and advertising director of General Mills, who believes 1951 should be a good year for foods, plans "some increase in over-all radio and TV budgets."

Procter & Gamble Co., operating on a July 1-June 30 fiscal year basis, anticipates no radical change in current rate of spending for radio and television during the first six months of 1951.

Coca-Cola Plans

Coca-Cola Co. hasn't formally drafted its budget but figures radio and TV expenditures will be about the same as in 1950.

Walgreen Drug Co., according to Orville G. Gile, advertising manager, again will spend about $600,000 on radio and add perhaps $100,000 to the $50,000 TV budget in the 1950 schedule.

Harvey M. Bond, advertising director of Benrus Watch Co., indicated its radio-TV budget will be up 30% over 1950. The sponsor plans to spend $500,000 on radio spots and $750,000 on TV spots. With network budgets of $750,000 the company will reach the $2 million mark in radio-TV time purchases. This increased expenditure reflects a steady increase in busi-

(Continued on page 24)

'51 Radio Budgets Up

(Continued from page 23)

ness which Benrus expects to continue in 1951.

Bristol-Myers Co. will raise its radio and TV expenditures 26% over 1950, according to Joseph M. Allen, vice president and advertising manager.

RCA-Victor Division has planned a strong advertising sales promotion campaign for the first quarter, according to Rollie Coffin, director of advertising. Radio and TV will be up 25% over last year.

William M. Stedman, advertising director of American Home Products Corp., said the company is not planning any cutback on radio or TV, but is concerned about the unsettled international situation and its effect on business.

Esso Plans Increase

Esso Standard Oil Co. radio and TV expenditures, as now planned, will considerably exceed those of 1950 and previous years, a spokesman indicated.

Stuart Peabody, assistant vice president of The Borden Co., said "radio expenditures will be up slightly and TV up materially."

The 210 Arthur Murray Studios will spend about $1 million in radio and $2 million in television, according to Arthur Murray, president.

The Toni Co., spectacular exploiter of radio in bringing its permanent wave products into a dominant place, will continue to make the product "America's No. 1 advertised cosmetic," according to Don P. Nathanson, director of advertising. Half the budget will go into daytime radio, 10% into television. Radio will be at the same level but TV will be doubled over 1950.

Radio and TV budgets of Falstaff Brewing Co. will each be up 50% next year, according to Karl K. Vollmer, advertising director.

Brown & Williamson Tobacco Co., completing the biggest year in its history, looks for continuing gains in 1951 which in turn will mean larger advertising appropriations. The bulk of the money will continue in radio and TV, according to J. W. Burgard, advertising manager. "So far because of constantly increasing sales we have been able to get into spot television on Kool, Raleigh and Viceroy not only without curtailing our radio budget but in fact with a slight expansion of our radio budget at the same time," Mr. Burgard said.

'Railroad Hour' Plans

Assn. of American Railroads plans to continue its famed *Railroad Hour* on NBC, with 1951 expenditure estimated at $1,315,000 as against $1,150,000 in 1950, according to H. F. McLaury, advertising manager.

F. W. Fitch Co. radio and TV budgets will be larger than last year, said Robert J. Piggott, advertising manager.

Emerson Radio & Phonograph Corp. expects to spend the same amount on radio and TV next year, said Benjamin Abrams, president.

One national proprietary sponsor, preferring to be un-named, will increase its radio budget by $100,000 in 1950 but has no TV plans.

ELECT MEEKER

Succeeds Avery in NARSR

ROBERT D. C. MEEKER, president, Robert Meeker Assoc., was elected president of the National Assn. of Radio Station Representatives for 1951 at a NARSR meeting last Wednesday in New York. He succeeds Lewis H. Avery, president, Avery-Knodel Inc., who headed NARSR during 1950.



Mr. Meeker

Other NARSR officers for the new year are: Max Everett, Everett-McKinney Inc., vice president; Eugene S. Katz, Katz Agency, secretary; Joseph L. Timlin, Branham Co., re-elected treasurer.

Russell Woodward, Free & Peters, was elected a director for a three-year term. Mr. Avery, as retiring president, automatically became a board member for a one-year term, and Joseph J. Weed, Weed & Co., continues on the three-man board for the second year of his two-year term, to which he was elected a year ago.

Group did not accept the resignation of Edward Petry & Co., tendered by the company's president, Edward Petry, as this company's dues are paid through 1950 and as NARSR is hopeful that Mr. Petry may be persuaded to change his mind and remain a member.



COUNTING the catch are these two fishermen who tested their skill on the Homosassa River in Florida: F. J. Kelley (l), vice president and general manager, WTSP St. Petersburg, and Frank White, president of MBS.

BUICK DRIVE

To Spend $150,000

BUICK motor division of General Motors Corp., will spend approximately $150,000 in a short term schedule to introduce its new 1951 car, using the "saturation plan" on ABC, "Operation Tandem" on NBC, and a spot announcement campaign in radio daytime [CLOSED CIRCUIT, Dec. 11].

The saturation plan on ABC starts January 14 to 20 and covers six evening radio programs. They are *Stop the Music*, Sunday, 8-8:30 p.m. segment; *Metropolitan Opera Auditions of The Air*, Tuesday, 8:30-9 p.m.; *Screen Guild Players*, Thursday, 8-9 p.m., with program commitments for Monday, Jan. 15, 9:30-10 p.m.; Wednesday, Jan. 17, 8:30-9 p.m., and Saturday, Jan. 20, 8-8:30 p.m. to be announced at a later date.

Buick will sponsor NBC Operation Tandem from Jan. 17 to 20 with programs not yet committed.

The spot campaign will be on daytime radio in the same week.

Kudner Agency, Inc., New York, is the agency.



Drawn for BROADCASTING by Sid Hix

"Yeah our radio's on . . . we're listening to police calls!"

NATIONAL GUARD

Cites Radio's Cooperati

ACCEPTANCE of the Natior Guard's transcribed radio series 1,689 stations thus far as a pub service feature was cited last we by two top National Guard Bure officials, who praised the radio dustry's patriotism in the pres international crisis.

Maj. Gen. Ernest L. Smith, ch of the NGB information offi lauded stations for making the minute Mindy Carson-Bill St show "probably the most success show of its type in the history the guard." As evidence of popularity, he mentioned numer letters from program managers stations throughout the country

Satisfaction with radio's role a was expressed by Maj. Gen. R mond H. Fleming, NGB act chief, who stated that stations making "a very definite contri tion to the strengthening of country's national defense." Th stations, he added, have shown "excellent response" in support the guard's recruiting campaign

Additional outlets are negot ing for the program, a 39-w series which will run through J 1951. Many NG units in s 2,000 communities are making of the show in successfully ca ing out the campaign.

The guard recently conclude $38,000 paid campaign of spot nouncements over more than 1 stations during the month of vember, and plans to launc spring drive calling for a sim radio outlay in 1951 [BROADCAST • TELECASTING, Oct. 16]. guard allocated over $50,000 spot campaigns in September November.

NGB officials said last week radio network coverage is now greatest in the history of g recruiting drives, with ra budget share at an all-time h In addition to the Carson-S show, MBS' Guy Lombardo s has been airing guard annou ments since Oct. 28. Anothe the Don Estes program on N which started with 59 stations has gradually expanded cove

NAB BOARD

Winter Meeting Plans

NAB board of directors will its winter meeting Jan. 31-Fe in Bellaire, Fla., the associa announced last week. It will b first board meeting of 1951, the last prior to the schedule dustry convention slated in Chi in mid-April.

Such problems as the futu Boadcast Advertising Bureau creation of an autonomous NAI for video stations will be take by the board. Budget plans the fiscal year starting April 1 be considered. The board ses will be held in the Bellevue-more Hotel.



BROADCAST industry members conferred with President Truman at White House Thursday. Left to right: G. Richard Shafto, WIS Columbia, S. C.; Gilmore N. Nunn, WLAP Lexington, Ky.; Ralph W. Hardy, NAB, Broadcast Advisory Council secretary; Mort C. Watters, WCPO-TV Cincinnati; Clair R. McCollough, WGAL Lancaster, Pa.; Chris Witting, DuMont TV Network; Frank White, MBS; Howard Lane, Field Enterprises; Seymour N. Siegel, National Assn. of Educational Broadcasters; Jack R. Poppele, WOR New York, Television Broadcasters Assn.; Arthur B. Church, KMBC Kansas City; Robert Hinckley, ABC; Justin Miller, NAB; I. R. Lounsberry, WGR Buffalo; Frank M. Russell, NBC; Earl Gammons, CBS; Roger W. Clipp, WFIL Philadelphia; Robert C. Sprague, Radio-Television Mfrs. Assn.; William Fay, WHAM Rochester; A. Frank Katzentine, WKAT Miami Beach, Fla.

* * *

RADIO IS READY

Truman Assures Broadcasters Freedom

THE broadcasting industry faces a critical world situation with definite assurance from President Truman that radio and TV stations are not to be seized under the government's emergency powers.

On the eve of declaration of a national emergency highest government officials, commenting favorably on the broadcasting industry's voluntary cooperation in World War II, promised that a similar course will be followed in the present crisis.

These reassuring comments were expressed to the Broadcast Advisory Council in a whirlwind Washington tour last Thursday.

They were supported by promise that censorship restrictions will be imposed only in case of critical emergency and by official recognition of the predominant role radio will take in maintaining national morale.

On top of all this, broadcasters were told they must take a leading part in keeping the public informed by means of dispassionate reporting of the news.

Future Conclaves

This all-day heart-to-heart exchange of views and discussion of common problems by the highest civil and military officials convinced Washington leaders they should hold more meetings in the future.

President Truman's vote of confidence in the ability of broadcasters to inform the nation came just two months after his expression of faith in a free American radio, on equal footing with the press. This opinion had been given by Mr. Truman in a letter sent to BROADCASTING • TELECASTING last Oct. 11 when he congratulated the publication on its 20th year of service.

In the October letter he had described radio and television as the media that constitute "audible journalism," and had urged continued support of "free, competitive radio institutions in the established American tradition."

The advisory council, policy-making group directing the radio-television defense effort meeting for the first time, conferred with highest military and civil echelons of diplomatic, military and production agencies. They ran the gamut of top-level government officials who gave them the plain facts now facing the nation and lauded their voluntary efforts to bring the public into the defense program.

At the end of the day the council members voted to meet immediately after the first of the year. At that time they will discuss specific plans to achieve objectives thus far outlined by the government. More sessions will be held with other key federal agencies, including FCC and Civil Defense Administration.

Truman's Mood

The President was in a "courageous mood" during his conference with council members, Justin Miller, NAB president, declared afterward, providing considerable background information on the world situation. Judge Miller is chairman of the all-industry group. In emphasizing the gravity of the situation, the President was said to have told council members the U. S. will not go out of Korea unless it is pushed out.

Mr. Truman gave the council an insight into his Friday night radio-television speech and the prospect that a national emergency is necessary. He was described as pleased with encouraging news about the improvement of morale in France during the last year.

Judge Miller's comments on the President's own problems were picked up by press associations and widely circulated. The NAB president said the President explained, during a frank exchange of comments with broadcasters, that he sometimes finds it difficult to realize that he is two persons—the President and a human being.

Sometimes he has trouble with "that other fellow, the human being," the President was quoted as saying. The comment was tied by newsmen into sharply worded letters sent by Mr. Truman in the last fortnight.

Members of the council expressed

(Continued on page 50)

BASEBALL COVERAGE

Ban Threat Subsides

BROADCASTERS and advertisers were prepared last week to wrap up the loose ends of pending radio-TV contract negotiations for baseball coverage as the threat of restrictions on major league broadcasts subsided at the annual convention of the national sport.

No action was taken on the "explosive" radio-TV issue, which came to the fore largely on the basis of complaints lodged by minor league clubs. Major league network broadcasts, they protested, had been primarily responsible for their attendance slump in 1950 [BROADCASTING • TELECASTING, Dec. 11].

Though George Trautman, president of the National Assn. of Minor Leagues, appeared armed with a three-point program designed to curb baseball coverage, the issue never got on the agenda—officially at least—in the wake of the dismissal of A. B. (Happy) Chandler.

The minor leagues, mindful that many radio-TV pacts already had been set, were hopeful that restrictions may be levied at least by 1952.

MBS was advised that its *Game of the Day*, originated this year from major league parks throughout the two circuits, could continue in 1951 unless other "developments" take place, presumably those concerning the international situation.

No official action was reported with respect to coverage by Liberty Broadcasting System.

In abandoning the minor league proposals, the two major league circuits delegated authority for broadcast coverage to individual clubs, who could restrict or limit radio-TV as they deem necessary.

Trautman Support

In so doing, the leagues backed up the contention of Mr. Trautman that the matter rested chiefly in the laps of the major leagues, not the Justice Dept., with whose officials he had conferred.

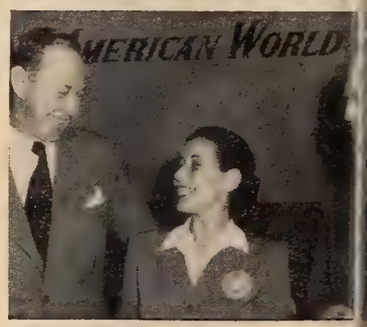
The majors held a joint meeting last Wednesday, winding up the

(Continued on page 47)



OFF for Bermuda are the two plane loads (for list Shangri-lites see page 2 Dec. 11 BROADCASTING • TELECASTING).





LOWREY H. CRITES (l), Gene Mills, Minneapolis; PAA Represen tive Rosamond Lotito, and Ken T gerson, Knox Reeves, Minneapol before take-off.

PAT GORMAN, advertising manager of Philip Morris, showed up at the airport equipped for any thing, except a cigarette hangover.

THIRTIETH anniversary of radio, exemplified by KDKA Pittsburgh, which started commercial broadcasting on Nov. 2, 1920, was observed on foreign soil—Bermuda—Dec. 8-10 with the assistance of nearly 100 U. S. advertising executives. Members of the two-plane load mission to "Shangri-La," which represented estimated placement of $400 million in radio and TV time, were the guests of Westinghouse Radio Stations Inc., at the Elbow Beach Surf Club on the British island, just four hours from New York.

A graphic review, high-lighting "Operation Shangri-La," which was a mystery holiday until the planes landed, is presented herewith.



DISCONSOLATE Jane Daly of Ea Ludgin, Chicago, who missed P chartered planes, but went on regu flight, arriving ahead of special





AT 20-minute business session dur 48 hours in Shangri-La, with gr facing the Atlantic to hear W President Walter C. Evans (r), ho guest FFC Chairman Wayne Coy Westinghouse Consultant Ed Kob and "thank you" response fr Curt Peterson, Marschalk Pratt, New York. Each guest presented unique gold key souve enscribed "Operation Shangri- 1950," and at Saturday evening ception at Government House, k were presented to His Excellency Lady Hood.

CIVIL DEFENSE

Radio-TV Role Crystallizes

COMMUNICATIONS' role in the nation's mobilization effort crystallized further last week on a number of fronts as Congress continued hearings on the Administration's $3.1 billion civil defense program.

Both the Senate and House Armed Services Committees were moving into the last stages of sessions held on President Truman's proposal to give his newly-setup Federal Civil Defense Administration legislative teeth.

There were indications that the two committees would report out a set of bills early this week, and a promise that the 81st Congress would approve legislation, with minor amendments, before it adjourns. An outlay of $32 million is sought for communications, the "nerve system of civil defense," to implement the program over a three-year period [BROADCASTING • TELECASTING, Dec. 11].

Other developments last week included:

● Completion of a test dealing with "radio silence."

● Revelation by the Administration that it plans "soon" to ask $83 million from Congress to sustain civil defense operations for the current fiscal year ending June 30, 1951.

● Issuance of a "check list" by the Federal Civil Defense Administration to guide cities on communications and other planning.

● Deferment by a House Appropriations subcommittee of a request for an additional $337,500 for the District of Columbia defense establishment.

Buy Radio Units

The $83 million outlay, when submitted by the President and approved by Congress, will clear the way for communications equipment for state and city defense organizations. Equipment will consist of mobile and portable units, fixed station equipment and transmitters, and air raid sirens. Contract negotiations for the material are being held up pending the Chief Executive's request.

Civil defense operations have been maintained up until now through a special $1.2 million allocation out of the President's emergency fund, it was revealed during hearings on the civil defense program.

The check list for city planning groups calls attention to the government's *United States Civil Defense*, a manual detailing government, state, city and local community participation in the nation's defense and blueprinting the "sentinel" role of radio and television in the event of an emergency [BROADCASTING • TELECASTING, Sept. 25].

The government asks city groups whether they have:

● Appointed a capable communications coordinator?

● Set up a volunteer committee to study communications problems and recruit experienced personnel?

● Fully organized for the Federal, State and local communications of warnings and alerts?

● Compiled a completed roster of amateur radio operators and their equipment?

● Made resource studies of communications equipment and facilities and alternate communications systems?

● Provided for their use in case of emergency?

● Provided for the use and control of both of the aforementioned communications, systems, facilities, etc.?

Other facets covered in the guide include provision for control centers, mobile support, transportation, air raid warning systems, etc.

D. C. Situation

The District of Columbia request for more funds was abandoned until the 82d Congress takes over. The District now operates on a $100,000 budget, and had sought additional outlays for radio equipment, uniforms and training pamphlets. Civil defense officials stressed that at present the District has no air raid warning system and is forced to rely largely on "existing radio facilities" to alert the populace.

Meanwhile the Council of State Governments disclosed in Chicago last Monday that all 48 states have created civil defense organizations which could operate tomorrow in the event of attack. Twenty-nine cities have mutual aid pacts, and 11 others are included in regional defense plans.

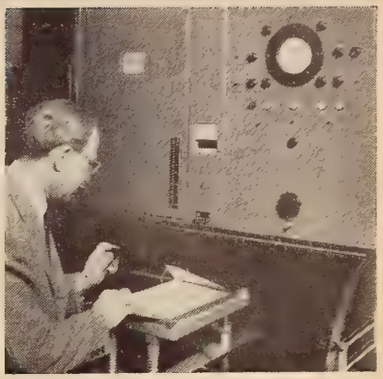
New York and New Jersey have joined their defenses for mutual aid and assistance (see separate story).

It also was disclosed last week the FCC and the Continental Air Command had completed its "dress rehearsal" tests relating to the problem of radio silence or "electronic emissions." Air raid warning systems would play a vital role, in connection with primary and secondary radio networks, in warning civilians of imminent attack. Technique of using subaudible or coded frequencies to warn local civil defense officials of impending raids is part of the emergency plan. No details were available on the test.

James J. Wadsworth, deputy administrator for the Civil Defense Administration, stressed the importance of the air raid warning system now being operated by the air command when he appeared fortnight ago before Congressional committees. He emphasized that "even a few minutes of advance warning, plus a well-organized and well-trained civil defense organization, would cut our casualties in an atomic raid by at least 50%.

The civil defense deputy told the Armed Services subcommittees, headed by Sen. Estes Kefauver (D-Tenn.) in the Senate and Rep. Carl Durham (D-N. C.) in the House, that the office plans to release two manuals this month, deal-

(Continued on page 38)



EXPERIMENTAL model of new high-speed, long-distance facsimile system, developed by RCA Labs. in Princeton, N. J. has been installed at Oak Ridge National Laboratory to provide complete reference library to outlying research laboratories. Roger Olden, RCA research engineer, prepares the system for operation. New system provides reader-transmitter which will scan flat surfaced copy such as book pages, and enlarges small type material by any ratio up to 4 to 1. Ordinary telephone line transmits the signal which is reproduced by the recorder at a speed of 15 linear inches or 120 sq. lines per minute in black and white print.

EMERGENCY NETWORK

N.J. Sets Pattern

EMERGENCY radio network, designed to alert people of vulnerable New Jersey to an emergency, passed its first test last week and set a pattern for other states.

New Jersey's ability to cope with an emergency is vastly increased, Gov. Alfred E. Driscoll said as the hookup organized voluntarily by broadcasters performed smoothly in its initial functioning. The broadcasters have financed the facilities, which soon will be tied into a two-state network now being set up in New York.

Using FM transmitters, New Jersey stations that had been alerted without warning went promptly into action. Leonard Dreyfuss, State Defense Director, pointed out the stations are connected by FM rather than by wire lines which might be put out of service in an emergency.

Based on early reports of monitors, all residents of New Jersey with the exception of the Atlantic City area could have heard the Tuesday broadcast by Gov. Driscoll. Stations were alerted at 1:05 p.m. for a 2 p.m. broadcast. Regular programs, commercial and sustaining, were thrown off the air during the program in which Gov. Driscoll and Mr. Dreyfuss discussed the setup.

Speaking over the combined facilities of the 18 stations in the hookup, Gov. Driscoll said "one of the most important links in our civil defense communications system is established as a reality." He pointed out that the state is a critical target for attack, particularly the industrial areas and transportation arteries forming the gateway between New York and Pennsylvania.

"We can get a message to the people of New Jersey through this network in a matter of minutes," Mr. Dreyfuss said. "The stations to which you are tuned didn't know one hour ago that we would be broadcasting now; the whole operation is entirely unrehearsed.

24-Hour Readiness

"These radio stations are standing by 24 hours a day to join the network, should we need to use it. It's important for you listeners at home to make radio a part of your own plans for civil defense. Remember that the radio in your home is the fastest, most direct means of securing accurate information in case of any disaster. By means of broadcasts over this network we can tell you what, where, when, and how to help. Learn what to do when the air raid alarm sounds. Cooperate with your local and area civil defense organizations. Your safety will depend on it."

Concluding the program, Gov. Driscoll said:

"I would like to commend and congratulate New Jersey's independently-owned radio stations for their cooperation in banding together to make this network project an accomplished fact.

"And to our listeners, thank you for your attention. As we have said, the radio in your home is an important way for you to find out what is going on. During an alert and afterward, keep your set tuned in. If you have a spare set, or if your set is easily portable, take it into your basement or shelter if you must take cover. If your electric power fails and you are *not* in an area where you must take shelter, remember that automobile radios function too. In an emergency, tune your radio to the station to which you are now listening. As a member of the New Jersey Network, it will be operating to serve you."

James L. Howe, WCTC New Brunswick, advisor to the New Jersey network, said the first test broadcast had demonstrated the

(Continued on page 37)

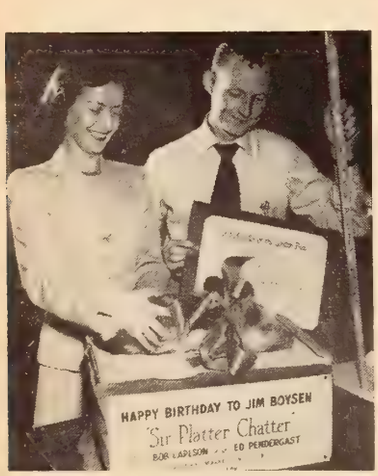


Blazes New Cattle Trail Via Airways

AMONG seasoned livestock men who know best, the commercial radio venture of the Livestock Market Institute of South St. Paul, Minn., launched three years ago as a brand new type of market reporting, rates as a distinct favorite.

Thousands of upper midwest farmers, thirsting for a vivid account of trade in the daily million-dollar market that reflects the "bread basket of the Great Northwest" and understandably unsatiated with government and other reports, have been tuning in the unique "Livestock Market Network."

* * *



LIVESTOCK Market Institute went all out in enrolling Disc Jockey Jim Boysen of WTCN Minneapolis-St. Paul in its honorary "Grand Order Of The Golden Bull." Occasion was Mr. Boysen's birthday. In addition to the usual hand-lettered certificate and stockyards cane, Mr. Boysen was presented with a live baby pig, held by Alice Kavanagh, WTCN record librarian.

The object of this interest is a program called *Farm and Home Topic Time*, aired Monday through Friday, 12:45-1 p.m., on a five-station network of local, "home town" stations, selected in preference to one large, blanket-coverage outlet.

The institute, comprising 74 firms doing business in South St. Paul, reports that its members—commission firms, which sell livestock on the market, and dealer firms and order buyers, who do the buying—have traced increased business and improved customer relations directly to the program. Since 1947 *Farm and Home Topic Time* has emerged with one of the largest noon-time rural audiences in the entire region.

Above all, it has given livestock men a different outlook on advertising and a new understanding of the power of radio at the rural level.

The institute provides one central source, covering the market completely every day and reporting the news at a convenient time for rural listeners. Commercial announcements as well as public service spots are included on the show.

The network program has more than paid for itself, and is continuing to expand its outlets. Of the institute's current $50,000 annual advertising budget, $23,000 is spent for radio time alone, not including cost of tape, line and other items. The $23,000 figure almost approximates the institute's total budget of earlier days.

The program commenced initially March 17, 1947 on a hookup comprising major network affiliates WTCN (ABC) Minneapolis-St. Paul, KWLM (ABC) Willmar, Minn., and KGLO (CBS) Mason City, Iowa. It was rebroadcast later in the day by KMHL (MBS) Marshall, Minn. Within a few months the institute added KMHL to its "live" network and the station has continued to carry the program regularly. KSUM Fairmont, Minn., was the next addition, being replaced in mid-1950 by KTOE (ABC) Mankato, Minn.

Program Expanded To Dakota Outlets

In recent expansions two western stations—KSDN Aberdeen, S. D. and KFYR Bismarck, N. D.—were added, each receiving special tape-recorded reports covering the trade at South St. Paul and also containing special information of interest to listeners in that region.

The network records the special programs each afternoon and air-express them for use by the two western outlets the following morning, thus eliminating line charges but preserving the "on-the-spot" flavor of the South St. Paul market. Each receives a different program.

Additionally, the institute supplies 55 radio stations throughout the upper midwest with a special mimeographed weekend summary of the market, designed for broadcast on Saturdays. Many stations have successfully sold local advertisers on sponsoring the summary. More than 185 newspapers in six states receive the report.

Carlson, Pendergast Direct Broadcasts

The program is ably handled by Bob Carlson, director of the Livestock Market Institute, and Ed Pendergast, assistant director. They have operated the show from the institute's own studios, which overlook the sprawling stockyards since the organization was founded on March 1, 1947.

Personnel of member stations—Jim Boysen at WTCN and Clif Rian and Henry Hook, KGLO general manager, promote the program at the station level. Support also is given by three other "live" stations in the network—KWLM KMHL and KTOE—all owned by Harry Linder.

Working closely with Mr. Carlson, former Minneapolis newspaperman and U. S. Agriculture Dept. official in St. Paul, is Arnold Niemeyer & Assoc., St. Paul advertising agency, a young organization only a year older than the

* * *



IN ONE of its many special appearances, *Farm and Home Topic Time* goes to the Minnesota State Fair for a broadcast from the Livestock Pavilion. Minnesota Gov. Luther Youngdahl (center) is interviewed by Ed Pendergast (l) and Bob Carlson

nstitute itself.

Mr. Niemeyer, an ex-Navy public relations man and former assistant promotion director of the *St. Paul Dispatch* and *Pioneer Press*, is contact official on the account. Copy and production are handled by Leo M. Fremont, whose background includes copy and promotion posts with radio stations in Minnesota, Iowa, Colorado, and MBS' Chicago offices.

The agency prepares all commercials for *Farm and Home Topic Time*, handles research for special transcribed broadcasts carried on days the market is closed, works closely with stations in directing continuing promotion and publicity operation, and prepares a monthly calendar of events to which Messrs. Carlson and Pendergast refer for timely information.

The two energetic institute directors combine two major features in every program—a complete, accurate report on the day's trade and current trends at South St. Paul, which may take any of several forms and include a variety of subjects.

Latest market information is gathered each day in the stockyards by talking to commission men, dealer firm and order buyer representatives, and to shippers, giving a broad cross-section of trading. Trade wires and other contacts keep Messrs. Carlson and Pendergast abreast of trade all over the nation. Farm and market trends in every state, in meat centers, in big cities are continually watched and factually reported with accent on livestock prices. Thus listeners—all of whom depend upon livestock for a large portion of their income—are accurately apprised of developments.

Broadcasting from their own studios, Messrs. Carlson and Pendergast set a live, brisk and always down-to-earth pace, with program format geared to the entire family. They often play host to as many as a hundred visitors a day.

'Names Make Friends' Is Policy

The institute, strongly convinced that "names makes friends," adheres to a policy calling for mention of as many names of studio visitors as possible. Sales are always reported to include the name and home town of the visiting farmer and that of the trucker who hauled the livestock to market.

Local events and public service campaigns also are promoted and publicized on *Farm and Home Topic Time*. Farm and home safety is continually emphasized and the U. S. Treasury recently cited the program for its "outstanding volunteer service to community and nation in the promotion and sale of U. S. Savings Bonds."

The program takes to the road throughout the year, broadcasting direct from various events. As a result, it has won star billing in many localities. One example is the famous "Kaffe Fest" at Willmar, Minn., where the program has been featured for the past three years. Others include the Minnesota State Fair, North Iowa Fair and numerous county events. These appearances have done much to build the program's extensive following in small towns and rural areas.

To further cement the close bond of friendship with listeners, Christmas cards are sent each year to studio visitors. Messrs. Carlson and Pendergast, in turn, receive several hundred.

Groups 'Saluted' Each Friday

Each Friday is "salute day" on the program. Messrs. Carlson and Pendergast spend from five to seven minutes saluting the history, current agricultural and livestock production of each week's honor county. Pre-salute news releases are sent to every newspaper in the county, as well as to the county agent, civic and commerce associations, etc. The salutes involve considerable research and have done much to knit a closer relationship between the market, the institute and the farmers and feeders and their communities throughout the area.

From time to time special guests make their appearance on the program. These have included some of the country's best-known livestock and agricultural experts, as well as educators, 4-H youngsters, farmers, feeders, trucker and civic figures, including Secretary of Agriculture Charles A. Brannan and Minnesota's Governor Luther W. Youngdahl.

As a method of thanking program guests and to cite others who have contributed their time or effort to the institute, Messrs. Carlton and Pendergast devised a unique "Grand Order of the Golden Bull" award. The recipient receives an impressive, hand-lettered certificate, complete with embossed gold seal, ready for framing. The certificate reads:

"[Name] being duly qualified and disposed is hereby and forever enrolled in this distinguished order according to the ancient and honorable traditions which encompass complete microphonic fright and a known faculty for expressing statements of udder and absolute insignificance. Be it known to all men that the above-named shall hereinafter be termed radioactive for the Livestock Market Institute of South St. Paul, and with due dignity and respect be identified as ....., such title having been fittingly transcribed in the Great Book."

Each recipient receives some special title, such as "Sir Lambs Tongue," "Sir High Bidder," "Sir Goodfellow," etc., and his name and the date of presentation are recorded in what is called the "Great Book," kept in the institute's offices.

Promotion and publicity of *Farm and Home Topic Time* starts with the listener's first visit to the South St. Paul studios. On display are large placards with photos of program guests, personal appearances, etc. Each visitor receives a folder with a complete list of stations and their frequencies.

Informal Publicity Effective

Each of the institute members carries on informal publicity which is highly effective. Representatives of the commission and dealer firms and the order buyers spend much time "in the field" talking to farmers and feeders. They never miss the chance to tell about the program and to name the nearest station on which it can be heard.

Institute members also include special inserts in their mail, calling attention to the program. The institute directors recently transcribed a series of "personalized" announcements which three of the stations carry several times weekly. Other stations carry live announcements to promote the program.

The institute may expand still further in two directions—in the number of stations on the Livestock Market Network and with use of television. Ultimate entry into video will depend upon expansion of television reception in the rural areas, according to Mr. Fremont, copy and production director. A basic TV formula for coverage of the market news already has been devised, he told BROADCASTING • TELECASTING.

The feeling among institute members now, however, is that radio amply fills all needs in selling both the market and members' services.

In lieu of this fact, Messrs. Carlson and Pendergast probably will keep looking for methods and techuniques of making the program even more successful in the years ahead until TV materializes.



HEADLEY-REED Co. played host at a cocktail party for radio and TV timebuyers and executives Dec. 6 in its New York offices. The guests were veterans of the Jackson Hole, Wyo., trout-fishing trips held for the past two summers by WEEK Peoria and KRMG Tulsa. Present were (l to r): Front Row, John Sutphen, Tom O'Rourke, William Riple, WTRY Troy, N. Y.; Ray Simms, Edwin, Wasey; Fred Stoutland, Frank Silvernail, BBDO; Ted Kelly, McCann-Erickson; Bob Eastman, John Blair Co.; Don Quinn, Ruthrauff & Ryan; Frank Daniel, Lennen & Mitchell; Back Row, Frank Miller Jr., Sterling Beeson, Headley-Reed, New York; Tom McDermott, N. W. Ayer; Lou Faust, Biow Co.; Chet Slaybaugh, Morse International; Gordon Johnson, Charles Hochkiss, Dancer-Fitzgerald-Sample; Bob Jones, KRMG Tulsa; Walter Bowe, Benton & Bowles.

WGAR MILESTONE

Observes 20th Radio Year

STORY OF WGAR Cleveland's 20 years in radio was aired last Friday as a feature of the station's two-hour long anniversary program edition. First portion of the show, 8-9 p.m., called *20 Candles*, reviewed the history of WGAR from its inception.

A special message from General Manager Carl E. George concluded the first-hour recap of WGAR milestones. The second hour of the program pointed up local talent, *Memory Medley*, 10-10:30 p.m.; and a radio panorama of CBS personalities, *WJR Salute*, 10:30-11 p.m.

In addition to the special broadcasts on WGAR, established by G. A. Richards, chairman of the board, and also chief owner WJR Detroit and KMPC Los Angeles, a statement was issued by John F. Patt, president of the three Richards' outlets. Mr. Patt, who with Elmer Krause, secretary-treasurer, and Donald McCollister, transmitter supervisor, is an "original employe" of the station, lauded radio as "a major force in American life." He dedicated WGAR to continued and "greater service."

RADIO PARTS IMPASSE

RTMA Confers

MAKERS of the parts and tubes that go into radios, TV receivers and other electronics equipment approached an impasse last week as they faced shortages of the key metals that might partially close or completely shut down important segments of the industry.

Should they lose their raw materials, manufacturers would be forced to lay off countless thousands of employes. Most of these skilled and partly skilled workers would quickly get other jobs and the manufacturing industry would lose a heavy share of its productive capacity, according to officials of Radio-Television Mfrs. Assn. who conferred last week with National Production Authority.

Magnet and loud speaker manufacturers conferred last Thursday with NPA officials, who apprised them of the critical cobalt shortage and the prospect of an allocation plan by February.

Of major importance was the revelation by NPA that speaker and magnet manufacturers could expect no relief next year with respect to the supply of cobalt. Industry representatives were flatly told that civilian consumption for radio-TV speakers during January and subsequent months would return to the November level of 30%, or possibly 35%. December's non-defense usage was cut back to 50% [BROADCASTING • TELECASTING, Dec. 11], to ease the strain on industry.

The reason, NPA officials said, is that the overall demand for cobalt far exceeds the supply. To that end, the agency said it is studying an allocation plan based on the essentiality of end product uses.

Manufacturers, noting the essentiality of the radio-TV industry, already so labeled by the Commerce Dept. under which NPA operates, promised to plan their uses accordingly, though they hastened to point out that there are few acceptable substitutes for cobalt.

Military Needs Greater

NPA officials, in turn, emphasized that military or "DO" orders have commanded far more than was deemed necessary, and that the industry already has drawn on supplies during November-December originally tabbed for stockpile and military priority.

Industry representatives were told by Interior Dept. and other government representatives that there is little hope of increasing the cobalt supply before 1952.

The magnet manufacturers pointed out that they are now producing smaller magnets and taking other measures to conserve the material. Makers of loud-speakers felt they could convert some of their production to electro-magnetic types of speakers, which would require, not cobalt or nickel, but large quantities of scarce copper.

The manpower issue also arose as both industry groups pleaded for sufficient supply of cobalt that would enable them to maintain operation and thus retain skilled and partly skilled workers to meet the transition from non-defense to military production. NPA officials stressed that it would aid manufacturers in all conservation measures to enable them to carry on production and thus help retain their skilled personnel.

Aside from its uses for magnets contained in radio and television speakers, cobalt also is utilized in radar equipment, telephone receivers and magnetic separators.

RTMA's Electronic Parts Mobilization Committee conferred Tuesday with John G. Daley, director of the NPA Electronics Products Division, and Donald S. Parris, his chief deputy.

Ready To Make Cuts

Manufacturers are quite agreeable to necessary cuts in production of civilian electronics products, they told NPA. Many of them said they could stay in business on such a curtailed basis, but pointed out that curtailed production will cut into industry capacity when military orders start moving in quantity.

Heading RTMA's committee at the Tuesday conference were A. D. Plamondon Jr., Indiana Steel Products Co., and R. E. Laux, General Instrument Corp., co-chairmen.

One of the headaches facing parts makers, they indicated, was NPA's lack of staff and procedure. An appeal from an NPA order, despite its urgency and the threat of loss of plant capacity at a critical time, might require at least six weeks, NPA conceded.

Industry spokesmen suggested NPA endeavor to speed up the processing of company appeals from limitation orders covering use of raw materials. To accomplish this, they suggested, NPA could permit individual applicants to use the percentage of material sought in their appeals pending the delay in reaching a decision.

While Washington officials tried to solve the dilemma of holding the electronic industry's capacity together for the expected flood of military orders, manufacturers continued to turn out civilian receivers in large quantities. In the first December week 342,534 radios and 198,031 TV sets were produced, according to an RTMA estimate covering both member and non-member companies.

Bins were getting low, however, and in few cases were companies operating with 60- to 90-day availability of necessary materials. The time lag between materials and supplies and the production line itself was fast narrowing. This lag is the key element in keeping lines operating, with consequent efficiency and economy.

RTMA urged NPA to do everything possible to make available the raw materials used in electronic manufacture and ease restrictions on stockpiling where the nation defense would not be impaired.

The RTMA committee urg member companies facing mater shortages to expedite steps to co serve scarce metals and devel substitutes where this can be do

Typical of the labor problem w the situation at one of the maj plants where union rules requi that layoffs be based on seniori A company official said this brea up production units and requi re-grouping and training bef orderly production can be resum

Then, when the military orde come, the company indicated it w be difficult to move into high ge because laid-off employes will in other jobs and the labor supp will be short.

Though manufacturers kn that vast quantities of electro orders are on paper, only trick

(Continued on page 79)

Walker's Term

WAIVER of retirement for FCC Commissioner Paul A. Walker has been asked of President Truman by Chairman Wayne Coy. Comr. Walker will be 70 next Jan. 11. This is the retirement age for government officials. Comr. Walker was first nominated to the FCC July 11, 1934, as one of the original Commissioners, and renominated in 1940 and 1946. He has served as vice chairman for nearly a decade. His present term expires in 1953.

WJR HEARING

Continues in Detro

LEO FITZPATRICK, chairman of the board of WGR Buffalo and former general manager of WJR Detroit, told an FCC examiner hearing news-slant charges against G. A. (Dick) Richards last week that he "never consciously put out anything on the air in violation of FCC rules" during his tenure at the Richards-owned Detroit station.

His testimony came as the second phase of FCC's hearing on Mr. Richard's news policies entered its second week in Detroit. The first phase—which lasted 88 days—dealt with news policies at Mr. Richards' KMPC Los Angeles.

A third phase, dealing with Mr. Richards' WGAR Cleveland, also is slated, but FCC now is considering a defense motion to decide the case on the basis of the KMPC record before going into the WJR and WGAR phases [BROADCASTING • TELECASTING, Dec. 11, Nov. 27].

What Defense Attorney Hugh Fulton estimated to be a parade of "over 150" witnesses for Mr. Richards also got under way last week. The list included Michigan Secretary of State Fred M. Alger Jr. and other political, civic, and business leaders.

Mr. Fitzpatrick, put on the stand as an FCC witness — though he characterized himself as an "extremely reluctant" one — emphasized that no ill feelings resulted from his leaving WJR and said his decision to leave was motivated by a "clashing of temperaments" rather than by any specific act.

He described the scene as follows:

Well, I was just called down to Mr. Richards' office and he just said, "Fitz, I don't think this can go much longer."

Then I said, "Well, I don't either." I said, "The best thing to do is for me to let you buy me out."

"Well," he said, "I think that is true," and he said, "Where do we go from here?" And I said, "We'll go down to the Recess Club and have a drink, which we did. There were no heated arguments and no angry discussions at all.

Letters Identified

Mr. Fitzpatrick identified a number of letters and memos from and to Mr. Richards, which FCC counsel felt bolstered their contention that Mr. Richards was prejudiced against certain racial and religious groups.

Mr. Fitzpatrick emphasized that as general manager of WJR he disregarded many of Mr. Richards' suggestions if they conflicted with his own understanding of FCC rules. He said, in part:

Mr. Examiner, I knew that I w dealing with a peculiar type of individual who was very strong in a campaigns that he would enter i and full of dynamic energy, and the many and numerous requests t I received, many of them w ignored.

In reply to some of his reque naturally, I wrote him letters wh might be called letters of appea ment or letters inferring that were carrying out a lot of his sugg tions which we actually didn't I was trying to keep a placidity, possible, in the organization.

Does that explain my position?

Examiner Cunningham pres for testimony on "particular ty [of programs] which you wo not report" to Mr. Richards. Fitzpatrick replied:

I [tried] to keep a complete a equal balance, knowing the rules the FCC and having been schooled them for 25 years. I felt that I kn what was in the public interest, c venience, and necessity, and whe had an equal balance of both si of a controversial subject, I ma tained that, despite Mr. Richards anyone else, while I was in comm of the situation.

However, he, being away in C

(Continued on page 80)



You get a lot for a little*



*MORE LISTENERS-PER-DOLLAR THAN ANY OTHER TV OR RADIO STATION IN BALTIMORE

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY

SCHOOL BROADCASTS

Nine Stations Cited

SEVEN radio and two television stations were cited by the School Broadcast Conference in its annual "Utilization of Radio Competition" at the awards luncheon Wednesday, the second of the three-day 14th annual conference in Chicago's Sherman Hotel.

The conference, by vote of the National Advisory Committee, also conferred its annual award of merit on Mrs. Elizabeth E. Marshall, assistant radio director for the Chicago public schools, state radio chairman for the Illinois Congress of Parents & Teachers, and an active member of the Assn. of Women Broadcasters and the Broadcast Conference. The presentation was made "for meritorous service to educational radio."

An estimated 1,200 persons from all parts of the country interested in educational broadcasting attended the conference Dec. 12-14 to hear panelists and individuals discuss the overall subject of radio and television as related to education.

Stations cited for their educational and public service broadcasting were:

WBBM (CBS) Chicago for *The Quiet Answer*, written and produced by Perry Wolff to report "the status of human relations in Chicago."

WLS Chicago, *WLS Schooltime*, aired daily, Monday through Friday, as a service to midwest elementary school classrooms.

WMAQ-AM-FM (NBC) Chicago, *Destination Freedom*, a public service show presenting in dramatic documentary form "contributions of the Negro to development of democratic traditions as part of the pageant of American history and the American way of life." Written by Richard Durham and produced by Homer Heck and John Keown.

'Zoo Parade' Listed

WNBQ (TV), NBC O & O station in Chicago, and R. Marlin Perkins, director of the Lincoln Park Zoo therefor *Zoo Parade*.

WOC-TV Davenport, Iowa, series of Education Week programs under the direction of Mary Louise Marshall, head of women's activities.

KCMO Kansas City, Mo., *A Report Card to You*, "interpreting the school curriculum and educational facilities to the community, to the end that the public may become better acquainted with their schools and eduactional problems."

WFRL and WFJS (FM) Freeport, Ill., special citation in recognition "of their joint leadership and cooperation in promoting the development of an extensive series of educational programs for in-school and home listening their community."

KLON (FM) Long Beach, Calif., owned and operated by Long Beach Public Schools, "for the brilliant accomplishment in its programming and utilization, achieved in its short span of two years on the air . . ."

A special citation also went to the *San Francisco Examiner*, for broadcast of *Schoolcast*, on KYA and KALW (FM), now aired for the 10th year.

The contrast between commercial and educational telecasting was drawn at the Wednesday awards luncheon by Sylvester L. (Pat) Weaver Jr., NBC vice president in charge of TV, who outlined "How Television Accepts Your Challenge." Although the approach of NBC to TV is mainly as a networked advertising medium, TV is considered on a social basis also, Mr. Weaver said.

Difference Contrasted

He contrasted the difference between educational and commercial telecasting as that between a national weekly magazine and the special group magazine. Airing a show which reaches a small audience "affects our own basic interests adversely and those of the industry and the public as well. Better programming is available only if the operation is profitable."

The difference between beamed and mass programming is the same as that between handicraft work and mass production, Mr. Weaver said. "The marriage is not one which I would recommend, and we don't intend to go into it in any basic way on NBC." He allowed for "exceptions," however.

Video gets a "rock bottom vitality" from the spotting of shows so people know they are available, Mr. Weaver said. As in radio, elements of culture and education can be inserted in shows "of a more popular type," thus developing the special interest sought by educational broadcasters.

NBC, as a public service, slides operatic vignettes unobtrusively into the *Show of Shows*, rather than telecasting an entire opera. The general program policy is to divide into program categories the type of shows which all of the people like some of the time, he said. "We admit it's sugar coating and popularizing, but it's a basic theme in the mass media school, and I belong to that school."

He described television as a medium of reality, "not basically an art form." "It's not a story telling entertainment device, as are movies," he said.

"It is not our job to appeal to interests of special groups," he said. However, NBC has come up with its new "Operation Frontal Lobes," a scheme which by the end of 1951 is slated to have an hour of public service programming in Class A time each week, offering "the best" music, drama and "three-dimensional" reporting programs [BROADCASTING • TELECASTING, Dec. 11].

Mr. Weaver was introduced by George Jennings, conference director and director of radio and television for the Chicago public schools.

Thursday afternoon, in a panel

(Continued on page 79)

TAX INCREASES

Excess Profits Only Part, Experts Predict

A GREATER take for Uncle Sam of radio-TV profits loomed last week as more-taxes-to-come reports were bandied about in Washington circles.

The excess profits tax—or "super levy"—is to be only one part of a new and fatter tax program, it was emphasized in governmental quarters. Expected after Jan. 1 are proposals for an upping of rates on "normal" corporation and individual income. Mounting inflationary pressures coupled with increased demands on U. S. economy by the war buildup assured an administration call within a matter of weeks.

Under the tax law passed by Congress earlier this year, the regular corporate rate was hiked to 42% for 1950. It is reported that administration leadership will ask that the rate be raised as high as 50% in 1951.

Meanwhile, the Senate Finance Committee approached the last lap in its consideration of the House-passed excess profits levy. It is speculated that the committee may change the House profits tax version by boosting the earnings credit from 85 to 100%. This credit is obtained by averaging the three best profit years during 1946-49 inclusive.

According to Finance Chairman Walter F. George (D-Ga.), the House measure would mean that an "excess" 15% of so-called "normal" profits would be subject to the proposed 75% tax. However, should the Senators raise the credit base then it would probably also increase the normal corporation levy to the 50% level, thus beating the administration to the punch [BROADCASTING • TELECASTING, Nov. 27].

In any event, the mood in the Nation's Capital was for greater taxes for greater revenue. President Truman had asked Congress to raise some $4 billion. However, the House measure (HR 9827) is geared to a figure some $600 million short of the revenue mark.

Developing industries, such as television, have protested that the House bill would penalize them if their highest average earnings in the 1946-49 period are taken as a base without inclusion of the first six months of 1950 when the earnings were greatest and more "normal." The latter period also was pre-Korea and thus not applicable to the "intent" of the profits levy which, the industries say, is designed to skim off war-swollen profits.

WDSU-AM-FM-TV

Sold to New Gro

SALE of WDSU-AM-FM-TV N Orleans for $1,185,000 to a n group including Edgar B. Stern and General Manager Robert Swezey has been reported in tra fer papers filed with FCC for proval. Edgar B. Stern Sr., w with Edgar Jr. has been opera of the properties, is retiring fr radio.

The Sterns, doing business WDSU Broadcasting Service, licensees of the stations. Ed Sr., 90% owner, "no longer desi to actively engage in the busin with the additional burdens pla upon him by reason of his s absence and is thus willing to pose of his interest," the Comm sion was told. Edgar Jr. is tioned in Washington on ac Army duty.

WDSU, established in 1924 assigned 5 kw fulltime on 1280 directional, as an ABC ou WDSU-FM is a Class B sta while WDSU-TV, established 1948, is assigned Channel 6 (8 mc) with effective radiated po of 31 kw.

Interest Given

Proposed assignee is WI Broadcasting Corp., a Delav corporation, in which $1,000 w of $10 par stock has been issue follows: Edgar Jr., 67%; Swezey, 20%; A. Louis Reed, mercial manager, 10%, and Le E. Kabacoff, executive assistan the Sterns, 3%. An additi $100,000 worth of stock is t issued in the same proportion, was informed.

Consideration for the transf $1,185,000 as adjusted by addi to or diminution from the value of assets of the licensee p nership between Sept. 30 and 31. Terms are $100,000 cas time of transfer; assumption assignee of all liabilities, but to exceed $925,400; furnishin five-year 2% note by assignee balance. Edgar Sr. is provi funds needed by assignees to quire their holdings, on five- 2½% basis.

Balance sheet for WDSU Br casting Service as of Sept. 30 total assets, liabilities and ca of $1,185,344.67. Assets incl goodwill entry of $519,168.28. N payable were given as $852 with total liabilities $925,40 Partners' capital was giver $500,000 with deficit of $240,05 leaving total capital of $259,94

The Sterns acquired WDSU-FM-TV in 1948 for $675,000 Fred Weber (22.5%), H. G. (37.5%) and E. A. Step (40%). Edgar Sr. in additi WDSU has held extensive bus interests in cotton, timber and fields.



WOR's BUDDY ROGERS Heard weekdays on a station that attracts millions of listeners every day in 14 states, from Maine to North Carolina. Known to and loved by millions throughout the United States. This great personality is for sale at *very* low cost. Wire, write or call WOR program department, 1440 Broadway, New York City—LOngacre 4-8000.

CHRISTMAS

Promotion, Programming at High

A NEW high in Christmas conciousness on the part of radio-TV promotion and programming seems guaranteed for the 1950 holiday season.

In addition to plans by the networks for special Christmas programs, individual stations are marking the Christmas season with effective promotion ideas and local-interest shows with a Christmas slant. Among those reporting their promotion plans to BROADCASTING • TELECASTING are the following:

WOR-TV New York reports that all TV programs are giving complete support to the annual WOR Children's Christmas Fund which provides toys and clothing for all children in the 19 city hospitals maintaining children's wards. Layettes for all babies born during Christmas Week in these hospitals and in 49 voluntary hospitals maintaining maternity wards will also be distributed.

Associated Program Service, New York, announces a ready-made "program gimmick" for its subscribers—a disc carrying special Christmas greetings and general holiday good wishes from 15 of the firms' stars, including Evelyn Knight, Mindy Carson, Dick Jurgens, Kay Armen and others.

Sale of Christmas Seals is being given a boost by cowboy disc jockey "Pigfoot Pete" at WOKO Albany, N. Y. Listeners who buy seals from the local Tuberculosis Assn. through his "Jamboree" program are awarded gifts such as Christmas records, photographs of cowboy movie stars and comic books featuring Roy Rogers and Gene Autry.

WPIC-AM-FM Sharon, Pa., is holding a "Letters to Santa Claus" contest for adults in the area, instead of the youngsters. The best letters to Santa from a man and a woman over 21 will win FM radios. WPIC uses the letters on a weekly *Santa Claus, Senior Division* program and plans to announce the winners on Dec. 23.

In Philadelphia, WIBG held its annual Zella Drake Harper Christmas party for dependent children, with Mrs. Harper officiating on a half-hour broadcast. Children from several orphanages and settlements, more than 1,000 altogether, packed the State Theatre for several hours of Christmas fun. Each received gifts donated by listeners to Mrs. Harper's two daily shows.



FRAN ALLISON and Burr Tillstrom stop in front of a Dayton Co. (department store) window in Minneapolis to watch one of the animated displays of Mr. Tillstrom's characters set up by the store for Christmas promotion. "Kuklapolitan" troupe of NBC-TV's *Kukla, Fran & Ollie*, gave a personal appearance show at the store on Nov. 25.

* * *

Washington Activity

Washington, D. C., stations have set up collection booths for several causes around the capital's downtown business area, featuring music for Christmas shoppers and occasional live broadcasts marking the progress of different drives. WMAL has its well-stocked "Country Store" collecting thousands of cans of food for Washington's less fortunate citizens. WRC is operating a "Doll House" where generous Washingtonians can donate dolls and toys for needy children in the capital area. WOL's booth is collecting everything from hard cash to toys, food and clothing for the city's underprivileged children. WWDC is accepting cash contributions at its booth for the Blue Plains Old Peoples Home.

In Culpeper, Va., a Voice of America float was assembled for the city's annual Christmas parade on Dec. 8 by WCVA that city in cooperation with the State Dept. and MBS. Culpeper High School students helped with the float, theme of which was to encourage local youngsters and adults to write letters to Gabriel Heatter's "Voices of America." WCVA's broadcast of the event was recorded for re-broadcast by the Voice of America.

Personal Appearance

Dayton Co., Minneapolis department store, RCA Victor, and KSTP - TV Minneapolis - St. Paul sponsored a personal appearance at the store of NBC's famed *Kukla, Fran & Ollie* troupe who regularly appear on KSTP-TV via kinescope. After only one TV spot announcement of the appearance, all tickets for the four performances were gone. The personal appearance of the famous TV characters and their creator Burr Tillstrom on Nov. 25 started off the Dayton Co.'s Christmas promotion with a bang.

To tie in with the "in person" show, twelve large store windows on the street have been set up to tell about "Christmas with the Kuklapolitans." A different animated scene in each window features the puppets going about their activities on Christmas Day. An estimated 200,000 shoppers stop to watch the familiar TV gang every week, it is reported.

KDAL Duluth, Minn., held a pre-Christmas Santa Claus-comes-to-Duluth party at a local airport on Thanksgiving Day. Nearly 4,0(kids and parents were on hand see the well-stuffed old gentleman widely publicized arrival by priva plane. Part of the promotion i cluded a two-way radio convers tion between Newscaster Bill Kru ger and Santa the night befo with Santa agreeing to me KDAL's plane "somewhere Canada."

Harry J. Lazarus & Co., Chica advertising agency, announced successful pre-Christmas stunt c veloped for its client, Walkal Mfg. Co., Chicago, maker of "Bet Walker" life-size walking dolls. T cameramen joined those from oth news sources in recording a stirri parade by 12 of the 21-inch hi dolls down Chicago's State Agency reported that over $1 m lion worth of publicity space h been captured in the nation's ne papers during the vital pre-Chri mas shopping days.

WJR Detroit is providing ent tainment for the annual Christm party at Children's Hospital in t city. A two-hour program for children, including visits to th confined in bed as well as th who can watch the show in auditorium, is planned for Dec.

Special Programs

On the special-programs fr in addition to the network sch ules, the following stations formed BROADCASTING • TELECA ING of their plans:

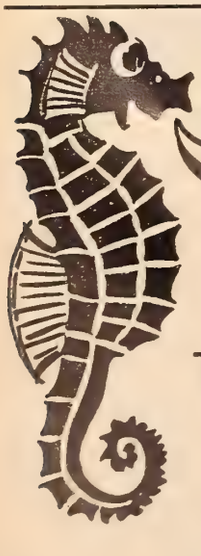
WOR New York will broadc the fourth consecutive annual *J ful Hour*, transcribed program, Christmas Day, 8-8:55 p.m., f turing more than a score of known entertainment personali in a musical and dramatic in pretation of the Biblical Christ story. Cast includes Ann Bl Jeanne Crain, Ruth Hussey, M Donald Carey and Pat O'Br Program will be aired on WOR cooperation with the Family Ros Assn.

Interviews of local boys girls visiting "Santa's Worksh are being held daily for 15 min on WENT Gloversville-Johnsto N. Y. The workshop is locate the Johnstown YMCA build where scores of old toys, don in a "Toys for Joys" campaign cently, are being repaired for fortunate children.

Seasonal interviews with and religious leaders are carrie WTIC Hartford for its mor *Radio Bazaar* from Dec. 11 to 19. The history and tradition the holiday season for all relig are emphasized in the intervi

In Philadelphia, WIP is br casting programs of Christ music, plays and stories daily til Dec. 25 when the station carry King George's annual Ch

(Continued on page 50)



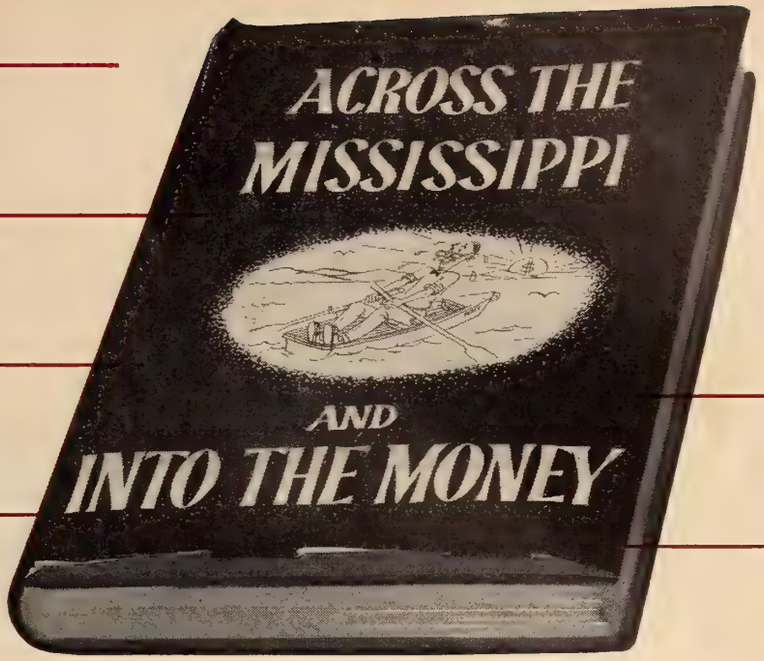
THE OLD SEA-HORSE SAYS:

No Other Medium "Offers So Much For So Little".
Now affiliated with Progressive Broadcasting System.
May We Hear From You?

WVMI **BILOXI MISSISSIPPI**

Serving the Entire Mississippi Gulf Coast

1000 WATTS • 570 KILOCYCLES



This is my first and best and true and only station, thought William Quarton as he cast an appreciative eye along neat rows of high readership ratings. She is a little heavy with Godfrey, thought Bill, but she delivers an audience good.

A pair of Cadillacs honked at each other across the Cedar Rapids street, their radios set at 600. "A lovely market," mused Bill. He shuffled through program records, looking for an availability. His secretary came in, flushed with the burden of the morning mail.

"Shall I open this package which probably contains orders from our sales representative, the Katz Agency, first, which is merely exciting, or shall I shuck this ear of corn sent in by an admiring listener?"

"Let's open the package," said Bill. He reached for the string, slit it sharp and hard and clean with a pocket knife which read Souvenir of WMT, Cedar Rapids. "Iowa is a good place, Daughter, and we have a capital per capita, and half of the state's income is industrial and half comes from the fat of the land."

"I am going to give you my portable," the girl answered, "so that when you walk from the car to your office you can hear the Columbia Broadcasting System's exclusive outlet in Eastern Iowa. Tell me what the Katz Agency sent, but leave out the rough parts." She raised a window and the Iowa air, clean as your grandmother's bobby pin, floated in.

"They have sent us a new time stretcher. Thank G--! Now we can make room for all this other business."

5000 WATTS

WMT
CEDAR RAPIDS

Day & Night

600 KC

BASIC COLUMBIA NETWORK

NBC Rate Cut Plan

(Continued from page 23)

"special package" deals made lately, NBC told the station, added up to total prices far below card rates.

The pattern of the NBC rate reduction proposal was not unlike that of the bombshell report issued last summer by the radio and television group of the Assn. of National Advertisers, although in many localities NBC proposed less drastic reductions than the ANA demanded.

Overall, however, the NBC reductions averaged out not too far below the average reduction proposed by the ANA. According to competent sources, the average of the reductions in the 50 cities asked by NBC was between 11% and 12%. The average reduction sought by ANA in its list of 53 cities was 14.9%.

The maximum amount of reduction asked by NBC was 25%. ANA had demanded 25% or more (up to 55%) in 20 cities.

The formula applied by NBC to determine the percentage of decrease in radio rates used BMB statistics whereas the ANA used Hooper and Nielsen figures.

For each of the affected stations NBC estimated the number of television families that would exist in its area on Oct. 1, 1951. That figure was multiplied by the radio station's BMB percentage of total radio homes, a figure arrived at by dividing the total radio homes by the radio station's total evening BMB audience.

(Example: If the total radio homes in a station's area were 500,000, and the station's total evening BMB audience were 350,000, the station's BMB percentage of total radio homes would be 70%.

(Assuming NBC's estimate of television homes in the area on Oct. 1, 1951, was 50,000, that figure would be reduced by the 70% to 35,000. The theory of reducing total television homes by the BMB percentage is that some television sets must be presumed to have been installed in radio homes that did not listen to the radio station before getting television and hence those TV homes should not be counted as a loss to the radio station's audience.)

'Residual Listening'

The NBC formula further reduced the television impact figure by subtracting another 25% for "residual listening"—i.e., listening to radio in television homes. (In the case of the hypothetical station above, the 35,000 "TV families in the BMB audience" would be further reduced by 25% to 26,250, the "number of TV families used as a base" for computing radio rate reduction.")

To figure the percentage of radio rate reduction, NBC divided the station's total evening BMB radio audience into the "number of TV families used as a base." (In the hypothetical case, 350,000 divided into 26,250 to arrive at 7.5%. Assume the station's evening hour rate is $500, NBC would reduce it by 7.5% to $462.50.)

In many markets the NBC formula produced reduction percentages higher than 25%, but the network established an arbitrary limit of 25%, apparently on the theory that such an amount would be the most it could ask of stations and also that probably it was enough to satisfy advertisers.

NBC executives, most of whom were pressed into service in the campaign to sell the plan to affiliates, were understood to have told the stations that it was urgent that rates be reduced no later than Jan. 1. They reportedly pointed out that the season in which new business traditionally is signed is fall and winter and that winter was already here—without much new business having been brought into the shop.

The proposed rate adjustments would apply to the 6-11 p.m. period.

No adjustment in daytime rates was suggested—although in some quarters there has been talk that daytime radio, which as yet has not been appreciably affected by TV, could well be priced higher.

Cite Economic Trend

The opponents who argued that the time was not ripe for rate cuts pointed out that a reduction in radio prices would be completely contrary to present economic trends.

General price indices are still rising, they said. Furthermore, excess profits taxes seem certain and soon, but until tax legislation is passed it is impossible to forecast its effects.

Granting that radio has suffered loss of audience in television markets, the opponents to NBC's plan said that radio's competitive position with respect to other media was sound. Newspapers and magazines within the past year have raised rates sharply, without corresponding increases in circulation.

Further, they said, with the possibility of paper shortages, advertisers might well be forced in the future to use radio when unable to buy as much advertising space as they desire.

Another, and more telling, argument that some of the affiliates used was, that although the network business volume was off this year, their individual business was up. Some reported they are enjoying the best commercial years of their history because of the increased volume of local and spot advertising.

As long as they were selling more time than they ever had before, it was felt they would be difficult to persuade that this was the time to cut their prices.

It was obvious that many of them indeed had proved to be more obdurate than NBC originally had anticipated. In setting the meeting at which it hoped to re-cover the situation on Jan. 10, NBC had left itself time to muster all its resources of persuasion.

Throughout the tumultuous week, NBC executives refused to discuss any details of their proposal publicly. Plainly they believed at the outset that the process of soliciting station agreement would be so swift that the rate cut could be announced to the industry as an accomplished fact before news of the undertaking leaked out.

When secrecy obviously was lost, the network issued a terse announcement that it was asking stations located in "cities where television is available" to "participate in a reduction in nighttime radio network rates to be effective Jan. 1, 1951."

Last Thursday NBC issued another announcement even more terse than the first: "Owners and operators of radio stations affiliated with NBC in cities where television is available were invited today by NBC to attend a meeting in New York Jan. 10 to discuss nighttime radio rates in those markets."

Although no official amplification was available, it was learned that the NBC wire, a short on invited the stations to the joi meeting because the network fe that in light of discussions NE executives had had with statio earlier in the week, it was "d sirable" to talk over the questi more fully.

The exact number of stations which NBC addressed its rate r duction proposal could not learned. There was disagreeme over the number even among t cautious officials of NBC, but t best guess was 50.

They were all cities that w included in the ANA report. P sumably three of the cities listed the ANA report—which include total of 53—were not found to j tify a rate decrease under the N formula, although at the time t story went to press the identity those cities could not be learn

The ANA list of stations which it demanded radio rate ductions follows:

WIRE Indianapolis, WS Charlotte, WSMB New Orlea WOOD Grand Rapids, WSB lanta, WHO Des Moines, WH Rochester, WFAA Dallas-F Worth, WMC Memphis, WJ Johnstown, WOAI San Anto KOMO Seattle, KNBC San Fr cisco, KVOO Tulsa, KYW Ph delphia, WSPD Toledo, WB Birmingham, KTAR Phoen WSM Nashville, WOC Davenp KOB Albuquerque, WBZ Bos KSFD San Diego, WJAX Jacks ville, KFI Los Angeles, W Omaha, WMAQ Chicago, KP Houston, WGY Schenect WMBG Richmond, WTAR N folk, WDEL Wilmington, WI Miami, WBEN Buffalo, KSD Louis, WSYR Syracuse, WD Kansas City, WBAL Baltim WRC Washington, WGAL Lan ter, WERC Erie, WINR Bingh ton, WNBC New York, WWJ troit, WTAM Cleveland, KD Pittsburgh, KSTP Minneapolis Paul, WLW Cincinnati, WT Milwaukee, WAVE Louisvi WJAR Providence, WKY O homa City, KDYL Salt Lake C

NAMES MAYORAL

WRCM-WJMR V.P. Gen. Mgr.

SUPREME Broadcasting Co. Inc., New Orleans, announced last week that Dr. George A. Mayoral will assume the duties of vice president and general manager of the company's two New Orleans stations, WRCM(FM) and WJMR. Leon Sarpy was appointed secretary of the board of directors, and Henry J. (Duke) Thiele was named commercial manager.

Dr. Mayoral has been active in radio for many years, starting in



Mr. Mayoral



Mr. Sarpy

1934 with WSMB New Orleans, moving on to WLW Cincinnati, and from there to NBC in New York where he was active in the psychological warfare radio campaign before World War II. During the war, Dr. Mayoral was engaged in war production work for RCA and NBC as subcontractor for the U. S. Navy in the production of electronic equipment.

Mr. Sarpy is a prominent New Orleans attorney and civic leader, a stockholder in the Supreme Broadcasting Co. and president of the New Orleans Bar Assn. For many years he has been legal adviser to the company.

Mr. Thiele has been employed with WJMR since the station went on the air. His civic activities includes work with the American Legion, of which he is district vice-commander.

HOUSING CENSUS

1950 Data Being Proces

RESULTS of the 1950 U. S. Ce of Housing are being processed will be made available in publi form as soon as they have tabulated and assembled, acc ing to Frank R. Wilson, infor tion assistant to the Director of Census.

Detailed figures will cover st ard metropolitan areas, state nomic areas, and other geogra cal regions. They cover dwe units, facilities, general chara istics and all types of analy reports.

In addition the bureau will extensive figures on agricul ranging from livestock and acr to equipment and facilities.

Broadcasters desiring the ce data may obtain information their nature and availability writing Mr. Wilson at the Bu of the Census, Washington 25,

Emergency Network

(Continued from page 27)

efficiency of the broadcasters' voluntary operation. The project was developed by the New Jersey Assn. of Broadcasters, without using any outside funds. None of the stations involved are large financial entities. Each carries its share of the cost burden as a public service.

In charge of the project are President Carl Mark, WTTM Trenton, of the state association, and network committeemen, Jerome McCarthy, WTOA Trenton; Roland Trenchard, WAAT Newark; Paul Alger, WSNJ Bridgeton. Plans for the network were submitted to the state Office of Civil Defense last July and accepted in October by Gov. Driscoll, Mr. Dreyfuss and the New Jersey Communications Commission.

The 18 AM and FM stations are tied through FM facilities of WTOA, WAAT and WSNJ.

Cooperating with the network are Lloyd Mannamon, president of the American Radio League; Capt. Jack Murnana, communications officer, New Jersey State Police; Paul Krause, responsible for the network's line communications, and Joe Keating, MBS assistant commercial supervisor, who is Mr. Howe's deputy.

Only the Governor and Civil Defense Director are authorized to alert the network. Alerts are transmitted to all stations by the state teletype hookup, operated jointly by state and local police. Each station is affiliated with a state or local police headquarters. Broadcasts originate from the office of the Civilian Defense Director in the first phase of operation. Equipment is installed in the State House Annex, Trenton.

Auxiliary Power

Each station has rules, and transcribed cue announcements cover every contingency. Stations are getting auxiliary generators, and half of the network members already have these power supplies installed.

Where possible stations are to be notified at least one hour in advance of an alert. During this period all relaying stations will monitor the originating unit continuously. Listeners will be advised of approaching broadcasts by means of cue announcements. After emergency programs, five minutes of transcribed music will precede a repeat. The second program is designed to bring all information to listeners tuning-in late.

Identical formats are followed by all stations during the alert period until an all-clear is given.

New York State officials watched the New Jersey test closely. Gen. Lucius D. Clay, New York State Civil Defense Director, has been in close touch with Michael R. Hanna, WHCU Ithaca, and Dave Driscoll, WOR New York, in development of a two-state network. Such a joint project would bring exchange of emergency information and quickly alert citizens of two key industrial and agricultural states.

In the New Jersey network, an announcement for listeners is broadcast every five minutes in the half-hour before activation. A station announcement is carried 45 seconds before the network goes into operation, with fill music while stations receive instructions. At 30 seconds, a standby announcement is carried, followed by beeps every five seconds. Then the network cue announcement is broadcast, bringing in the program from the Governor's office.

After the program the station gives an announcement, five minutes of music, and then the repeat program. A cue line dissolves the network and five seconds later normal programming is resumed. A cue announcement can keep the network on an alert basis.

DUE to spreading international war situation, WDRC Hartford has increased its morning news schedule including straight half-hour news show at 7 a.m.

POWER INCREASES

Farm Group Backs Clears

POWER INCREASES for clear channel station as means of improving their rural service were advocated by the American Farm Bureau Federation in a resolution adopted last Thursday at the annual meeting in Dallas.

Wtihout mentioning the new NARBA treaty, the Federation also went on record opposing any reduction in the number of clear channel stations or interference with the extension of their service —whether by "international treaty or otherwise."

The Clear Channel Broadcasting Service and the National Grange are already on record opposing the new NARBA on grounds that concessions to Cuba and other countries would impair clear-channel service in this country. They have declared plans to fight ratification of the treaty when it comes up for approval by the Senate.

The Farm Bureau Federation's resolution noted the increasing importance of news and information, and said many rural persons depend on clear-channel outlets for news, weather reports and agricultural information.

upcoming



Dec. 27-30: Mid Centuary Conference of the Speech Assn. of America, Hotels Commodore and Roosevelt, New York.

Jan. 19: NAB TV Convention, Hotel Stevens, Chicago.

Jan. 23: Academy of Television Arts and Sciences annual dinner, Ambassador Hotel, Los Angeles.

Jan. 26-27: South Carolina Broadcasters Assn., Columbia, S. C.

Jan. 31-Feb. 2: NAB Board Meeting, Bellevue-Biltmore Hotel, Bellaire, Fla.

Feb. 16-17: First Annual Regional Television Seminar, WAAM (TV) Baltimore.

April 11: Brand Names Day 1951, Hotel Commodore, New York.

April 15-19: NAB Convention, Hotel Stevens, Chicago.

April 20-21: Southwestern IRE Conference, Southern Methodist U., Dallas.



When rich Kansas soil starts to wash away, our farmers get busy. They use their most powerful machinery to *stop* the action. And while they're at it, they use this same machinery to *build* their soil for even greater productivity.

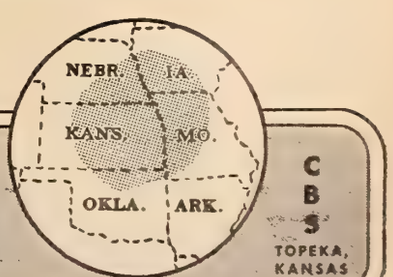
When sales of your product show signs of "washing away", use WIBW to *stop* the trend and to *build* future sales. You'll get fast, powerful action because WIBW is the top listening choice of the top spenders of Kansas—the prosperous *farm families.*

WIBW

Serving and Selling

"THE MAGIC CIRCLE"

Rep.: Capper Publications, Inc. • BEN LUDY, Gen. Mgr. • WIBW • KCKN



Civil Defense

(Continued from page 27)

ing with fire effects of bombing attacks and health services. A third, designed to spell out previous communications recommendations for state and local defense directors, also is under preparation.

In addition, Mr. Wadsworth said, the office has sent out maps indicating critical target areas, mutual aid and mobile support systems for each state, have been sent to governors of states and territories.

He also disclosed a number of states which have appropriated amounts for civil defense purposes. They are New York ($600,000), California ($475,000), Massachusetts ($150,000), Connecticut ($75,000), Louisiana ($50,000), Minnesota ($50,000), Colorado ($20,000) and North Dakota ($10,000).

Pointing out that the potential scope of disaster is far greater than it was during World War II, Mr. Wadsworth said the present plan requires substantial financial outlays by state and local governments. Cost of local personnel and administration by states and committees would run about $200 million the next three years, he estimated.

Would Share Costs

The federal government proposes to share with states and communities the cost of procuring such heavy equipment as necessary for communications services—probably at a cost of about $100 million to each. The government also would provide regional stockpiles of critically needed materials.

Civil Defense communications planning is now directed by Robert Burton. The agency plans to expand personnel—200 by next June and a maximum of 3,000 by 1954—and move to larger quarters. Negotiations are underway to move the organization from the Rochambeau Bldg. to the Cafritz Bldg., 1625 "I" St., in Washington by next February.

Millard F. Caldwell Jr., newly-appointed administrator who still must be confirmed by the Senate when it approves civil defense legislation, is a former Congressman, having served in the House from 1933 to 1941, the latter term as head of the Appropriations Committee. He returned to law practice after his Congressional hitch, and served as Governor of Florida from 1945 to 1949. During 1946-47 he was chairman of the National Governors Conference and also president of the Council of State Governments.

GE'S WILSON

Accepts Production Post

CHARLES E. WILSON, president of General Electric Co., last Thursday agreed to serve as new chairman of a proposed government production allocation board, mapped out by President Truman as one of a new group of independent agencies slated to take shape as part of the government's mobilization streamlining program.

Mr. Wilson's appointment was disclosed as the President prepared to outline need for emergency controls over radio and television networks Friday, 10:30 p.m.

Mr. Wilson met Thursday with General Electric's board of directors and discussed his appointment. He reportedly was Mr. Truman's own choice for the post.

Absorb NPA

The new production board, which would allocate scarce materials between the military and non-defense uses, would absorb the nucleus of the National Production Authority, now functioning within the Dept. of Commerce, and related functions now apportioned among other government agencies.

Also blueprinted is an overall war mobilization organization, which would absorb or expand the role now assumed by National Security Resources Board, as well as a Defense Manpower Office, now within the Labor Dept., which supervises use of the nations manpower resources.

DEME PLAN

Submits Defense Program

A 10-POINT program for setting into motion wheels of civil defense communications operation has been offered to the Federal Civil Defense Administration by John Deme, president and general manager, WICH Norwich, Conn.

In a proposal submitted to Millard F. Caldwell Jr., newly-appointed Civil Defense Administrator, Mr. Deme called on the government to act with "lightning speed" in putting machinery into action for a sound civilian defense program.

"All of us have been waiting anxiously for the government to take cognizance of the gravity of the situation," Mr. Deme stated. ". . . If our people can be warned of an impending air attack (in advance) it will save thousands of lives . . . Communications will play an important part in the functions of civilian defense."

Battery Sets

Some of the suggestions advanced by Mr. Deme, including provision for interconnection of stations and for battery-operated radio sets in homes of civilians, are known to be under study by the National Security Resources Board, whose communications specialists have been gathering statistical data.

Mr. Deme, whose three-pronged plan comprises communications, hospital and water supply aspects, urged:

A. Radio Stations:

(a) All radio stations, both network and independent, to be interconnected for issuance of general orders from the civilian defense administrator. All daytime stations to be given blanket authority to operate fulltime should we be attacked. Also, in the event that land wires should be destroyed, all stations to be equipped with relay receivers for both AM and FM so that the central key stations could relay such programs.

(b) All stations to be equipped with independent electric power plants for 24 hour operation.

(c) All stations be required to install auxiliary antenna systems in the event the antenna is destroyed. (Large radio towers become an easy target.)

(d) All stations to maintain an armed guard under the direction of the civilian defense administrator.

(e) All radio transmitting plants to be fenced in, in accordance with the civilian defense administrator's specification.

(f) Each sizable city to have a secret radio station in the event that the only station in the area should be bombed out.

B. Radio Receivers:

(a) A radio receiver of simplified design that can be operated by batteries continuously (independent of electricity) for 30 days or more without replacement of batteries. This radio to be made available to all civilians at fractional cost, and the civilian defense administrator to make it mandatory for every family in the United States to be equipped with such a receiver.



WLOK threesome plot station co erage for alert. L to r: Ne Editor Lyle Lee, Station Manag J. Robert Kerns and Program I rector Dick Roll.

MOCK ATTACK

WLOK Joins in CD Exerci

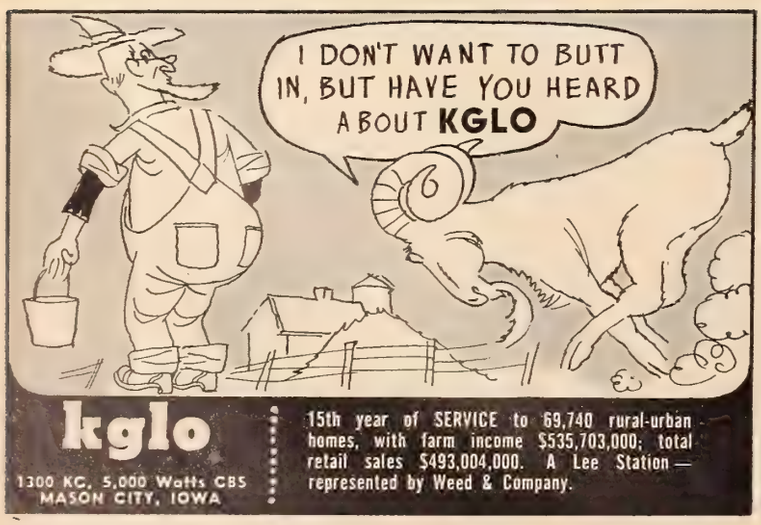
MOCK bomb attack for civil d fense exercises was covered Nov. in Allen County, Ohio, by WLC Lima which carried remotes fr key headquarters and other em gency locations. The simulated a tack was given realism by plar which flew over the area as part the exercise.

WLOK played its part by pic ing up remotes from the Civil D fense Headquarters, the Lima O nance Depot and from the "Que Mary," the identification given trailer equipped with its own pow supply and shortwave radio. T trailer, furnished by the Lima T Co., was used as a communicatio headquarters in the simulated d aster area.

Long distance telephone ta recordings effectively covered t civil defense activities in the outlying towns of Allen County, t station reports.

Remote FM

NONCOMMERCIAL educatio FM stations of 10 w power or l effective in January may be erated by remote control acco ing to rules revisions made final FCC last week [BROADCASTING TELECASTING, Oct. 9]. Posting operator's license and use of mo lation monitor at authorized po of remote operation is required.





FM STRENGTH

Highest in History—Sellers

THE FM industry has reached the strongest point in its history, according to an analysis by Edward L. Sellers, NAB FM Dept. director. As of Dec. 1 there were 519 licensed FM stations out of 677 on the air, a new record, he said.

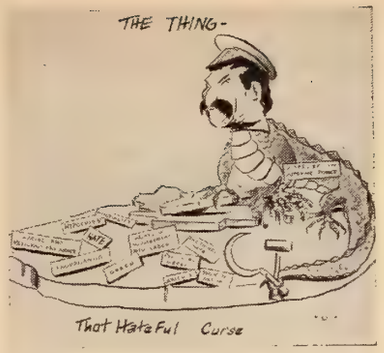
Continued growth of FM hinges on two points, according to Mr. Sellers. He listed them as the number of FM stations on the air which adequately serve the public and the number of FM receivers used by the public.

Many FM stations do not give adequate service and coverage, since they operate on CPs designed to help FM get started by rendering a token service, he said. These "trial run" operations do not adequately cover all of the principal cities proposed to be served nor do they properly reach adjacent rural areas, he explained.

FM's Growth

Growth of FM broadcasting can most accurately be judged from fully-licensed FM stations, according to Mr. Sellers. Of the 319 FM stations that went off the air between Jan. 1, 1949, and Dec. 1, 1950, only 66, or fewer than 22%, were fully licensed. He noted an upswing in the number of stations that have become fully licensed. The 519 licensed FM stations comprise 77.8% of those operating, highest in FM's history.

"These facts alone amply discredit the rumors and unfounded statements that the deletions suffered by FM during the ensuing year have drastically cut FM's chances of survival," Mr. Sellers stated. [See BROADCASTING • TELECASTING, Oct. 9 for economic analysis of FM industry.]



Artist's conception of Mr. Cole's "The Thing." →

TREYNOR TO NAB

As Assistant to Hardesty

WILLIAM K. TREYNOR, account executive at WTOP-TV Washington, has been appointed assistant station relations director of NAB, serving under John F. Hardesty, director. He will assume the new post Dec. 26. The station relations department was set up last summer under NAB board directive.

Mr. Treynor entered radio in 1939 at WOL Washington, serving until 1942 when he enlisted in the Marine Corps. During the war he was a combat pilot with a night fighter unit and saw action in the Marshall Islands, Saipan, Guam and Okinawa. He was awarded the Distinguished Flying Cross, Navy Citation, Presidential Citation and three battle stars. After the war he rejoined WOL as assistant sales manager, joining WOIC (TV) in 1948 as director of sales service and research. A year later he became account executive and remained with the station when it was sold to WTOP.

RCA Victor Division has inducted 106 employes who have served quarter-century with firm into RCA Victor 25-Year Club.

'THE THING'

Cole-WBT Theme Scores

AS MORE than a promotion stunt, Grady Cole of WBT Charlotte, N. C., program fame, launched a venture dealing with the "hateful curse" which clouds international relations. It scored an immediate local success, according to Charles H. Crutchfield, WBT vice president and general manager.

Theme stressed by Mr. Cole was his search for "The Thing." Items carried in the *Charlotte News* during the campaign included teaser features such as Mr. Cole's fishing a box out of the river (opened by Mr. Cole to find what only he could identify as "The Thing") and a face to face encounter with Jack O'Brien, bearded wrestler appearing locally and who indignantly denied that he was that "Thing." Coincident with the search, Mr. Cole conducted a contest over WBT, inviting listeners to send in guesses as to "The Thing's" identify. Prizes were trips to any city served by Southern Airways.

Winners were named Dec. 2 and "The Thing," as visualized by a *News* cartoonist, was printed in the newspaper. As identified by Mr. Cole "that hateful curse" can be conceived as "hatred at its most insidious worst." Artist's conception of "The Thing," which is pictured above, may be picked up by an editorial cartoon syndicate, it was reported by WBT management.

FREEDOM VOICES

Truman Gets NBC Recording

RECORDING of "Voices of Freedom," a compilation of the actual voices of leading Americans during the past 50 years, was presented to President Truman Dec. 4 by William R. McAndrew, general manager of WRC-AM-FM and WNBW (TV) Washington, and president of the Radio Correspondents Assn.

The recording, which was played for the first time Dec. 4 over NBC at 11:30 p.m., includes statements by such personalities as Thomas A. Edison, Will Rogers, Franklin D. Roosevelt and Mr. Truman himself. Compilation was prepared by Robert McCormick, NBC Washington news commentator, and Sol Panitz, who accompanied Mr. McAndrew to the White House for the presentation.

BAB Presentation

BROADCAST Advertising Bureau has compiled a complete report on the men's wear industry, for use by its radio and TV member stations in promoting new advertising business. Survey, titled "Big Business With a Bigger Potential," also includes a radio-TV presentation for the retail stores, with program ideas, the "Do's and Dont's" of advertising and analysis of time and production costs.

In respectful memory of our beloved president,

Robert Stall Conlan

who passed away December 12, 1950

ROBERT S. CONLAN ASSOCIATES

KDAL Forced Us to Move



Says Louis A. McGregor
McGregor & Soderstrom—

KDAL was a major force in making us move. Twelve years ago we started our schedule of announcements on KDAL, two weeks before we opened our store. We've been on KDAL daily since.

McGregor & Soderstrom grew with KDAL. However, it was when you went to 5,000 watts that our growth necessitated moving to larger quarters. Our ever-growing out of city business and mentions from out of town customers told us about your increased coverage long before BMB reported it.

Now in our beautiful new store, McGregor & Soderstrom—KDAL's oldest continuous advertiser—is sure it will continue to grow along with you.

More for Your Money . . . on
CBS KDAL
DULUTH-SUPERIOR
5000 WATTS
ON 610

WIS. GIVEAWAYS

WBA Studies Legal Brief

LEGAL BRIEF on giveaway shows prepared by Don Petty, counsel for NAB, and Edwin Wilkie, attorney for the Wisconsin Broadcasters Assn., was presented to WBA members for the first time Dec. 10 at a special meeting at the Plankinton Hotel, Milwaukee. The brief includes the attorneys' interpretations of Wisconsin's anti-lottery laws as applied to radio and television giveaway programs.

President Ben Laird, general manager of WDUZ Green Bay, said the association will consider the facts in each case that "may arise" before deciding whether the association should "participate in the action, financially or otherwise." Members authorized the executive committee to "do all things necessary to protect member stations during this crucial period."

The entire question of giveaways broadcast in the state was discussed, including the recent opinion of Attorney General Thomas Fairchild, who cited specific shows as "lotteries" in violation of state laws.

WNYC New York, municipally-owned station, was commended for its "outstanding public service" during recent storm, in resolution passed by New York City Board of Estimate.

1893 Clarence B. Goshorn 1950

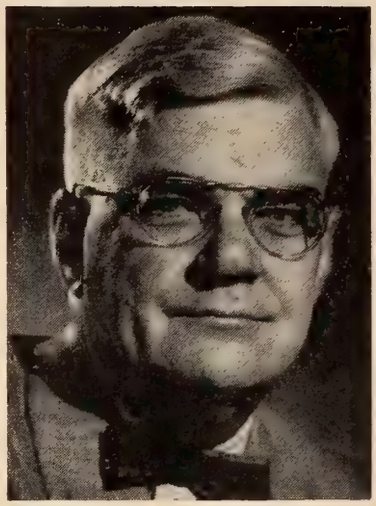
CLARENCE B. GOSHORN, 57, chairman of the board of directors of Benton & Bowles, New York, and one of the leading figures in his profession, drowned Dec. 10, at Bimini Island, the Bahamas, while on a yachting trip with Mrs. Goshorn and friends. He had been attending the National Coffee Assn. Convention in Boca Raton, Fla.

Mr. Goshorn was born in Saugatuck, Mich., and educated in schools in that state. He was graduated from the U. of Michigan in 1915, where he had prepared himself for a teaching career, and where for two years he taught history and rhetoric.

During World War I Mr. Goshorn served in the Army as a second lieutenant and instructor at various officer training schools in the United States.

After his discharge in 1918 he joined the staff of Curtis Publishing Co. in Philadelphia, remaining for 12 years as manager of the subscription agency division.

In 1929 Mr. Goshorn entered the advertising field with Erwin, Wasey Inc., where he was an account executive and plans organizer. When Arthur Kudner, then president of Erwin, Wasey, left to set up his own agency, Mr. Goshorn joined Kudner as account executive and supervisor.



Mr. GOSHORN

In 1937 Mr. Goshorn joined Benton & Bowles as vice president and account executive. In 1942 he became president of the agency and in 1950 he was elected chairman of the board of directors.

In 1949 he was elected chairman of the American Assn. of Advertising Agencies, one of the top honors in advertising. At his death he was serving as chairman of the advisory committee of the organization. He was also a member of the Advertising Advisory Committee to the Secretary of Commerce.

Henry M. Shaw

FUNERAL services were held last Wednesday for Henry M. Shaw, 80, inventor of a radio vacuum tube base and founder of Shaw Insulator Co., Irvington, N. J. He died at his home in St. Petersburg, Fla., Dec. 10. Mr. Shaw, who had retired in 1940, was noted in the field of radio engineering, having designed one of the country's first radio stations. In 1921 he was commissioned by the Chinese Republic to design and build a practical field radio receiver and transmitter, and a year later founded his own company. Mr. Shaw is survived by his widow, Marian; a son and daughter; one sister, and five brothers.

Wilbur Small

FUNERAL SERVICES for Wilbur Small, 40, station relations representative for the Western Division, Progressive Broadcasting System, who died Dec. 9 following a heart attack in San Jose, Calif., were held Dec. 12 from Kiefer & Eyerick Mortuary, Glendale, Calif. Interment was at Forest Lawn, Glendale. He is survived by his widow, Doris. Prior to joining the new network Mr. Small had been with KWIK Burbank, Calif.

Strictly Business

(Continued from page 18)

had acquired about 25 stations 1940. The firm now represe 15 TV stations and 36 AM outle Mr. Gunst, head of the Chica office since 1940, had seen the st expand from 5 to 12 men, and entire force from 8 to 23. T first TV specialist was hired January 1949, and since then t video salesmen have been add Early this year, the operation v divided into three departments, for each medium sold—radio, and newspapers.

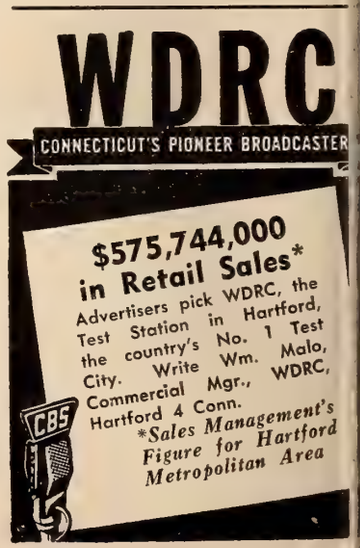
Mr. Gunst coordinates work all three units and supervises tivity in each. Pointing out t television did not "come into own" in Chicago until the p year, Mr. Gunst said the differe between the growth of radio a TV is "merely one of degree." Tr fic in spot buying of video is a very fast pace," compared w business a year ago. Despite T popularity, however, AM spot not suffered. "The Chicago of was never more active AM sp wise than this fall," he said. Gunst is preparing for "the mentum in the direction of grea growth in TV" when more mark open, and has requisitioned m office space which will be occup by spring.

The Katz executive spends m of his time in Chicago, where and his wife (the former Ir Bloch of New York) live at Ambassador West Hotel. T visit Charlevoix, Mich., during summer, and occasionally get Texas, which he considers his ho although he was born in Portla Ore., and lived during his childh in San Francisco. He attended U. of Texas, where he took " vanced courses in tennis a sports."

Thompson to Justice

CHARLES E. THOMPSON, of Washington radio law firm Baker & Thompson, has joined Dept. of Justice, assigned to Legislation and Rules Division. former partner, Philip M. Bak will continue to maintain offices 1411 Pennsylvania Ave., N.W.





NARFD REPORTS

Associate Memberships Urged

PROPOSAL that the National Assn. of Radio Farm Directors establish associate memberships for those persons not eligible for regular application but who work in fields closely related to farm broadcasting has been recommended by the NARFD 1950 Awards Committee for adoption by the association next year.

At the same time the committee urged provision for (1) honorary memberships in NARFD and (2) establishment of special awards to RFDs "for outstanding contributions to agriculture and to the development and prestige of farm radio broadcasting."

These and other suggestions were set forth in annual reports submitted by the awards and a number of other NARFD groups whose present memberships expire in January. NARFD held its annual two-day convention in Chicago last month [BROADCASTING • TELECASTING, Dec. 4]. NARFD President-elect Phil Alampi, WJZ New York, will appoint new committees next month.

Persons nominated for associate memberships would be carefully considered by both the Awards and the Executive Committees before any action is taken, under the former group's proposal.

A maximum of two honorary memberships would be granted to "small and select group" each year, with candidates to be reviewed initially by the Awards Committee. Special awards would be given for such activities as foreign and domestic tours, farm safety promotion, community improvement programs, soil conservation and other activities. Chairman of the 1950 committee was Lowell Watts, KLZ Denver.

NARFD's 1950 Television Committee, acting on the premise that many RFDs will be confronted in the future with TV problems, also submitted an annual report (see story page 66).

AUTO RADIOS

Alabama Cities Show 60%

MORE than 60% of the cars in three Alabama cities — Birmingham, Montgomery, and Tuscaloosa — are equipped with radios, according to a survey conducted by Dr. Kenneth Harwood of the U. of Alabama's radio department.

Of those cars with radios in working order, 42.7% were tuned in during 3 and 4 p.m. on Saturday afternoon. Of those tuned in, 9% identified a particular program and 60% identified a particular station.

Interviews for the survey were made while automobiles halted for traffic signals. A total of 1,088 cars were checked. An average of 1 persons occupied each car. Dr. Harwood said the results compared favorably with the New York metropolitan area, where 22.9% of the cars are reportedly radio-equipped.

1896 Robert S. Conlan 1950

ROBERT S. CONLAN, 54, president of Robert S. Conlan & Assoc. Inc., Kansas City, Mo., and pioneer in the field of radio-TV audience research, died last Tuesday at his desk in the company offices. A coronary occlusion was the cause of death.

Mr. Conlan founded the research firm in 1938, operating it as sole owner until 1944 when he was joined by John L. Guyant, vice president of the company. In 1945 the organization incorporated and steadily increased its national standing.

Not active in the firm's business for the past year and a half, Mr. Conlan had restricted his duties to an advisory capacity since he suffered a heart attack in 1949.

Mr. Conlan is survived by his widow; his parents, Mr. and Mrs. David Conlan; a daughter, Mrs. Frank Melton; a sister, Miss Mary Conlan, and a brother, David Conlan. Vice President Guyant announced that no changes were contemplated in the firm's business or personnel policies.

ADVISORY UNITS

Congressmen Ask NSRB Data

A CONGRESSIONAL subcommittee has called on the National Security Resources Board to furnish a list of business advisory committees serving key government agencies with a view to their "impact upon the concentration of economic power during the limited mobilization period."

The request was made by Emanuel Celler (D-N. Y.), chairman of the House Judiciary Monopoly Power subcommittee, in a letter to NSRB Chairman W. Stuart Symington seeking membership lists and affiliations of each member. Involved are advisory groups serving NSRB, Munitions Board, National Production Authority, and the Dept. of Commerce.

Names of members of the Broadcasters Advisory Council, the Joint Electronics Industry Advisory Committee, the Communications Industry Advisory Committee and probably the Signal Corps Advisory Council are among those Mr. Symington is expected to submit.

NEW ORLEANS MARKET PICTURE

	SHARE OF AUDIENCE 8 a. m. to 12 noon	12 noon to 6 p. m.	Open ¼ Hr. Daytime Rates	Power Watts
WNOE	**21.1**	**23.7**	**50.00**	**50,000**
STATION A	20.8	15.7	84.00	50,000
STATION B	20.2	11.1	36.00	5,000
STATION C	12.4	16.2	36.00	5,000

WNOE Leads in New Orleans Morning and Afternoon — latest Conlan Survey —

Buy WNOE Now!

1 Minute Spots On 50,000 Watts WNOE
Only $13.00 Each (360 Time Rate)

For 5 State Coverage, Daily Mail Tells The Tale.

1060 On The Dial — Maximum Power — 50,000 Watts

Greatest Coverge, Lowest Cost

24 Hour Daily Operation — 5,000 Night

360 N. Michigan Ave., Chicago Franklin 2-7979

NATIONAL RA-TEL REPRESENTATIVES

420 Lexington Ave., N. Y. C. Murray Hill 4-2549

WNOE—THE JAMES A. NOE STATION—MBS

Advertising'

Here are America's leading advertising agencies...the sales-cons
agencies who have placed spot radio and spot television schedule
year on the nation's major stations represented by NBC SPOT

AM	TV	
	✓	*Agency Service Corporation*
✓		*Aitkin-Kynett Company*
✓	✓	*Alley & Richards*
✓	✓	*Allied Advertising Agency, Inc.*
✓		*Anderson, Davis & Platte*
✓		*Associated Advertising Agency*
✓	✓	*Atchinson, R. B., Advertising*
✓	✓	*Atherton & Currier, Inc.*
	✓	*Atherton Advertising Agency*
	✓	*AWL, Inc.*
✓	✓	*Ayer, N. W., & Son, Inc.*
✓	✓	*Badger, Browning & Hersey, Inc.*
	✓	*Baker, Jim, Associates*
✓		*Baker, Lynn, Inc.*
✓	✓	*Baldwin, Bowers & Strachan, Inc.*
	✓	*Barlow Advertising Agency*
	✓	*Barnes-Chase Company*
✓	✓	*Bates, Ted, & Company*
✓	✓	*Batten, Barton, Durstine & Osborn, Inc.*
	✓	*Bauer, Adrian, Advertising Agency*
	✓	*Bauerle, T. R., Advertising Agency*
✓	✓	*Beaumont & Hohman, Inc.*
	✓	*Bennett, Walther & Menadier, Inc.*
✓		*Bennett, Victor A., & Company*
✓	✓	*Benton & Bowles, Inc.*
✓		*Berger, Alfred Paul, Company*
✓	✓	*Bermingham, Castleman & Pierce*
✓	✓	*Biow Company*
	✓	*Bothwell, W. Earl, Inc.*
	✓	*Botsford, Constantine & Gardner*
✓	✓	*Brisacher, Wheeler & Staff, Inc.*
✓	✓	*Brooke, Smith, French & Dorrance, Inc.*
✓		*Brooks Advertising Agency*
✓	✓	*Brother, D. P., & Company, Inc.*
	✓	*Browne, Burton, Advertising*
	✓	*Bruck, Franklin, Advertising Corporation*
✓	✓	*Buchanan & Company, Inc.*
✓		*Buchanan-Thomas Advertising Company*
✓		*Buchen Company*
	✓	*Burnett, Leo, & Company, Inc.*
	✓	*Byer & Bowman Advertising Agency*
✓	✓	*Calkins & Holden, Carlock, McClinton & Smith, Inc.*
✓	✓	*Campbell-Ewald, Inc.*
✓	✓	*Campbell-Mithun, Inc.*
✓		*Canaday, Ewell & Thurber*
✓	✓	*Caples Company*
	✓	*Casler, Hempstead & Hanford, Inc.*
	✓	*Cayton, Inc.*
✓	✓	*Cecil & Presbrey, Inc.*
✓	✓	*Chambers & Wiswell, Inc.*

AM	TV	
	✓	*Chesley & Clifford*
	✓	*Christiansen Advertising Agency*
✓		*Clark & Rickerd, Inc.*
✓	✓	*Clements Company, Inc.*
✓	✓	*Cohen, Harry B., Advertising Company, Inc.*
✓	✓	*Compton Advertising, Inc.*
	✓	*Comstock, Duffes & Company*
✓		*Cowan & Dengler, Inc.*
✓	✓	*Cramer-Krasselt Company*
✓		*Crook Advertising Agency*
✓	✓	*Croot, Samuel, Company, Inc.*
	✓	*Crossley, J. T.*
✓	✓	*Cunningham & Walsh, Inc.*
✓	✓	*Dancer-Fitzgerald & Sample, Inc.*
✓	✓	*D'Arcy Advertising Company, Inc.*
✓		*De Munn & McGuiness, Inc.*
✓		*Doherty, Clifford & Schenfield, Inc.*
✓	✓	*Donahue & Coe, Inc.*
	✓	*Doner, W. B., & Company*
✓	✓	*Dowd, Redfield & Johnstone, Inc.*
	✓	*Doyle, Dane, Bernbach, Inc.*
✓	✓	*Duane Jones Company, Inc.*
	✓	*Durstine, Roy S., Inc.*
	✓	*Egar, Margaret*
	✓	*Elby, Adam F., & Associates*
✓	✓	*Ellington & Company, Inc.*
✓	✓	*Erwin, Wasey & Co., Inc.*
✓	✓	*Esty, William, Company, Inc.*
✓		*Fairfax, H. W., Advertising Agency, Inc.*
✓	✓	*Federal Advertising Agency*
	✓	*Feigenbaum, Harry, Advertising Agency*
	✓	*Fellows Advertising Agency*
	✓	*Felt, Geo. G., & Co.*
✓		*Fitzgerald Advertising Agency*
✓	✓	*Foote, Cone & Belding*
	✓	*Foster & Davies, Inc.*
	✓	*Frankel, Jones Company*
	✓	*Frankenstein, Edwin L.*
✓	✓	*French & Preston, Inc.*
✓		*Frost, Harry M., Company*
	✓	*Fuller & Smith & Ross, Inc.*
✓	✓	*Gardner Advertising Company*
✓		*Garfield, Sidney, & Associates*
✓		*Gelles Advertising Agency, Inc.*
✓	✓	*Geyer, Newell & Ganger, Inc.*
✓		*Gilman, Louis P.*
	✓	*Gregory & House, Inc.*
✓	✓	*Glasser-Gailey, Inc.*
✓		*Gleason Advertising Agency*
	✓	*Global Advertising Agency*

AM	TV	
	✓	*Goodkind, Joice & Morgan, Inc.*
	✓	*Gordon, Phil, Agency, Inc.*
✓		*Gotham Advertising Co., Inc.*
✓	✓	*Grant Advertising, Inc.*
	✓	*Grant, Will, Advertising Agency*
✓		*Gray & Rogers, Inc.*
	✓	*Greenthal, Monroe, Company, Inc.*
	✓	*Grey Advertising Agency, Inc.*
	✓	*Grider, H., Advertising, Inc.*
✓	✓	*Guild, Bascom & Bonfigli*
✓		*Gumbinner, Lawrence C., Advertising Agency*
✓		*Hackett, H. M., Company, Inc.*
	✓	*Hamilton Advertising Agency, Inc.*
✓	✓	*Hartman, George H., Company*
✓		*Harrington-Richards, Inc.*
✓		*Harris, R. T., Advertising*
	✓	*Heintz & Company*
✓	✓	*Henri, Hurst & McDonald, Inc.*
	✓	*Hewitt, Ogilvy, Benson & Mathers,*
✓		*Hickerson, J. M.*
✓		*Hicks, Lawrence Boles, Inc.*
	✓	*Hill, W. S., Company*
	✓	*Hillman, David S., Inc.*
✓		*Hilton, Peter, Inc.*
✓		*Hilton & Riggio, Inc.*
✓		*Hirshon-Garfield Inc.*
	✓	*Honig-Cooper Company*
✓	✓	*Howard, E. J., Company*
✓	✓	*Hoyt, Charles W., Company*
✓	✓	*Huber, Hoge & Sons*
✓	✓	*Humphrey, H. B.*
	✓	*Hutchins Advertising Company, Inc*
	✓	*Ideas Advertising*
✓	✓	*Ivey, Neal D., Company*
✓		*Ingalls-Miniter Company*
	✓	*Jackson & Company*
✓		*Jarman & Skaggs*
✓		*Jewell, Ralph, Advertising*
✓	✓	*Jones, Ralph H., Company*
✓	✓	*Jordan Company*
	✓	*Kahn, Robert, & Associates*
✓	✓	*Kastor, H. W., & Sons*
✓		*Katz, Joseph, Company*
✓	✓	*Kelly, Nason, Inc.*
	✓	*Kent, Tracy & Company, Inc.*
✓	✓	*Kenyon & Eckhardt, Inc.*
	✓	*Ketchum, MacLeod & Grove, Inc.*
✓		*Kieseewetter Associates, Inc.*
✓		*Kimball, Abbott, Company, Inc.*

✓ NBC Spot Sale

NEW YORK CHICAGO CLEVELAND HOLLYWOOD SAN FRAN

Foremost Agencies

The experience of these 297 agencies has proved that the fifteen radio and television stations on NBC SPOT SALES' list are essential to their clients' advertising success. Advertising's foremost agencies *know* America's foremost stations are represented by NBC SPOT SALES.

AM	TV	
	✓	*Klein, Philip, Advertising, Inc.*
✓		*Knox-Reeves, Inc.*
	✓	*Kossman, L., Advertising*
✓	✓	*Kudner Agency, Inc.*
	✓	*Lamb & Keen, Inc.*
✓		*Landau, A. B., Inc.*
	✓	*Lang, Fisher & Stashower, Inc.*
	✓	*Lavenson Bureau of Advertising*
	✓	*Leech Advertising Company*
✓		*Leigh, Douglas, Inc.*
✓	✓	*Lennen & Mitchell, Inc.*
	✓	*Leon, S. R., Company, Inc.*
✓	✓	*Le Quatte, H. B., Inc.*
✓	✓	*Le Velly, Inc.*
	✓	*Levin & Associates*
✓	✓	*Lewin, A. W., Company*
✓		*Lewis & Gilman, Inc.*
✓		*Lindsay Advertising Agency, Inc.*
✓		*Lockwood-Shackelford Advertising*
	✓	*Logan, Dudley L., Advertising*
✓	✓	*Long Advertising Service*
✓		*Long, W. E., and Company*
	✓	*Lovick, James, & Company, Ltd.*
✓		*Ludgin, Earle, & Company*
✓		*Lynn-Fieldhouse Advertising*
✓		*Lyon, S. Duane*
	✓	*Mac Farland-Aveyard & Co.*
✓	✓	*Mac Manus, John & Adams, Inc.*
✓		*Mann, Conklin Corporation*
✓	✓	*Marketers, Inc.*
✓	✓	*Marchalk & Pratt Company*
	✓	*Martin Advertising Agency*
✓		*Massengale, Harvey, Company, Inc.*
✓	✓	*Mathes, J. M., Inc.*
✓	✓	*Maxon, Inc.*
	✓	*Mayers Company*
✓	✓	*McCann-Erickson, Inc.*
✓		*McCreery, Quick & McElroy, Inc.*
✓	✓	*McKee & Albright, Inc.*
✓	✓	*McNeill & McCleery, Inc.*
	✓	*Meermans, Inc.*
✓	✓	*Meldrum & Fewsmith, Inc.*
✓		*Meyerhoff, Arthur, & Company*
✓	✓	*Miller, C. L., Inc.*
✓	✓	*Miner, Dan B., Company*
✓	✓	*Mogge-Privett, Inc.*
	✓	*Moore & Hamm, Inc.*
✓		*Morey, Humm & Johnstone, Inc.*
✓		*Morgan, Raymond R., Company*
✓	✓	*Morse International, Inc.*
✓	✓	*Moser & Cotins, Inc.*
	✓	*Murphy, Carroll Dean, Inc.*
✓		*Murray, John F., Agency, Inc.*
✓	✓	*Muench, C. Wendel, & Company*
	✓	*Nahser, Frank C., Inc.*
	✓	*Needham & Grohmann, Inc.*
✓	✓	*Needham, Louis & Brorby, Inc.*
✓		*Neff-Rogow, Inc.*
	✓	*Nelson, George R., Inc.*
✓	✓	*Newby & Peron, Inc.*
✓	✓	*Norman, Kelso, Advertising*
	✓	*O'Brien & Dorrance, Inc.*
	✓	*O'Kane, W. H., Advertising Agency*
✓	✓	*O'Leary, Jerome, Advertising Agency*
✓	✓	*Olian Advertising Agency, Inc.*
✓		*Orr, Robert W., Associates, Inc.*
	✓	*Owen & Chappell, Inc.*
✓		*Pacific Advertising Staff*
✓		*Pacific National Advertising Agency*
✓	✓	*Paris & Peart*
✓	✓	*Peck Advertising Agency, Inc.*
✓	✓	*Pedlar & Ryan, Inc.*
	✓	*Perrett Company*
	✓	*Perrin-Paus Company*
	✓	*Pershall, J. R., Company*
	✓	*Philbin, Brandon & Sargent*
✓		*Piedmont Advertising Agency*
✓		*Pinsker, Casper, Company*
✓		*Platt & Forbes, Inc.*
	✓	*Potts, Calkins & Holden, Inc.*
	✓	*Praeger & Company*
✓		*Powarad Company*
✓		*Presba, Fellers & Presba, Inc.*
✓	✓	*Price, Robinson & Frank, Inc.*
✓		*Queen, John W.*
✓		*Ramsey, L. W., Company*
✓		*Reincke, Meyer & Finn, Inc.*
	✓	*Reinhardt, Emil, Advertising Agency*
✓	✓	*Rhoades & Davis*
✓	✓	*Richards, Fletcher D., Inc.*
✓		*Roberts, Lawrence, Inc.*
	✓	*Robinson, Elwood J., & Co.*
✓	✓	*Roche, Williams & Cleary, Inc.*
✓		*Rockett-Lauritzen Advertising*
✓	✓	*Rogers & Smith Advertising Agency*
✓		*Rosenberg, Arthur, Company, Inc.*
	✓	*Rossi, H. C.*
	✓	*Rumrill, Charles L., & Company, Inc.*
✓	✓	*Ruthrauff & Ryan, Inc.*
✓		*Sackheim, Maxwell & Co., Inc.*
✓		*Sampson, John H., Company*
	✓	*Sawyer, Ross, Advertising*
✓		*Scheck Advertising Agency, Inc.*
✓		*Schlaifer, Charles & Co., Inc.*
✓	✓	*Schwimmer & Scott, Inc.*
✓		*Seberhagin, Inc.*
✓		*Seeds, Russell M., Company*
✓		*Shaw, John W., Advertising, Inc.*
✓	✓	*Sherman & Marquette*
✓	✓	*Shore, Michael, Advertising*
✓	✓	*Silver, Charles, & Sons*
	✓	*Simons-Michelson Company*
✓		*Smalley, Levitt & Smith, Inc.*
	✓	*Smith & Bull Advertising*
✓	✓	*Spector, Raymond, Company, Inc.*
	✓	*Stebbins, Barton A., Inc.*
✓		*Stebbins, Hal, Inc.*
	✓	*Stevens, J. G., Inc.*
	✓	*Stockton-West-Burkhart, Inc.*
✓	✓	*Storm Advertising Agency, Inc.*
✓		*Stuart, Charles R., Advertising*
✓	✓	*Sullivan, Stauffer, Colwell & Bayles, Inc.*
✓		*Swaney, Morris F., Inc.*
✓	✓	*Tarcher, J. D., & Company, Inc.*
✓	✓	*Tatham-Laird, Inc.*
✓	✓	*Thompson, J. Walter, Company*
✓		*Thwing & Altman*
	✓	*Turner Advertising Agency*
	✓	*Van der Linde, Victor, Company*
✓	✓	*Van Sant, Dugdale & Company*
✓	✓	*Wade Advertising Agency*
✓	✓	*Walker & Downing*
✓		*Wank & Wank Advertising*
✓		*Ward Wheelock Company*
✓	✓	*Warwick & Legler, Inc.*
✓		*Waters, Norman D., & Associates, Inc.*
	✓	*Wearstler Advertising, Inc.*
✓		*Weill, Armand S., & Company*
✓	✓	*Weintraub, William H., & Company*
✓	✓	*Weiss & Geller, Inc.*
✓		*Wesley Associates*
	✓	*Western Advertising Agency*
✓		*Wheeler, Kight & Gainey, Inc.*
✓		*Wilder, Almon Brooks, Inc.*
✓		*Wilhelm-Laughlin-Wilson & Associates*
	✓	*Wolfer-Douglass-Bennington*
	✓	*Yardis Advertising Co.*
✓	✓	*Young & Rubicam, Inc.*
✓		*Zimmer-Keller Inc.*

representing:

WNBC-WNBT, New York
WMAQ-WNBQ, Chicago
WTAM-WNBK, Cleveland
WRC-WNBW, Washington
KNBH, Hollywood
KNBC, San Francisco
WPTZ, Philadelphia
WBZ-TV, Boston
WGY-WRGB, Schenectady-Albany-Troy

editorial

Sit Tight

NBC LAST WEEK made a momentous decision—to carry the ball on night-time "rate adjustments" to compensate for penetration of TV in the some 50 affected markets. Before the week was out it changed its mind to the extent of postponing the projected Jan. 1 effective date by calling a meeting of AM affiliates in TV markets for Jan. 10.

"Adjustments", of course, mean reductions in rates. NBC's proposal pegged them at from 2 to 25% in evening rates, or an over-all 10% reduction for its AM network.

The hiatus, which came as suddenly as did NBC blitz campaign to sign up stations, gives both networks and stations an opportunity to recover their composure and approach the most fundamental of all of radio's economic problems with equanimity. There's no doubt that other network practices as to package rates were partially responsible for NBC's move.

It comes in radio's 30th year, when radio offers greater circulation at lower cost, than any of the other mass media. It comes when magazines and newspapers are entering their second, third or fourth rounds of rate *increases*, with nary a mention of TV "penetration" of their own readership or circulation.

And it comes in a period of unquestioned inflation, during an undeclared war, and a state of national emergency. Paper rationing is imminent (which already has meant rationing of some newspaper space). It's a coin toss whether any new TV stations go into operation, freeze or no freeze. Costs are skyrocketing.

We can't conceive of worse timing for consideration of any rate adjustment—except up. It's because radio has been underpriced for the last ten years that this would seem the expedient move.

It's true that NBC has unsold network time. So do the other networks. It may be because the Assn. of National Advertisers six months ago served notice that it would press for adjustments in TV markets, and that some of its members quietly have put on a network buyer's strike, except where concessions have been made. It's true that NBC has made no such concessions.

It may be, moreover, that radio hasn't sold itself or sold hard enough.

We have no doubt that certain large advertisers are sweating out the networks. But are they ignoring spot radio? Are local advertisers boycotting radio, even in TV markets? The reverse is true. The increase in each for 1950 over the preceding year will be a minimum of 10%.

Proof of the Bluff

We have the evidence that proves to a large extent there's a grandiose bluff involved. We are now making our 1951 Business Survey, to be published in our Dec. 25 issue. The responses from top accounts, despite uncertainties in these troubled times, generally predict increased radio and TV appropriations, with TV getting the bigger boosts. Very few (as you can read on page 23) indicate curtailment of AM or TV budgets.

The chain reaction on an NBC cut, no matter how slight, would undermine all radio. NBC began considering the "adjustments" months ago—before Korea. It obviously could not have taken into account that which later developed, placing us on a virtual war footing.

Any break in the rate structure on NBC inevitably would be reflected in corresponding cuts on other networks if they want to stay in business. Manifestly, it would invade national spot and local rates. It could lead to network-jumping. It might spell the demise of lesser network groups.

It would mean that radio would become "distress merchandise" — because competitive media have been successful in diverting the advertiser fire toward radio as the *only* medium affected by TV.

Many NBC stations, at this writing, are insisting they won't capitulate in these times of good business, sky-rocketing costs, and a devaluated dollar. If adjustments downward ever become desirable, it will be only because people quit listening, or because radio fails to do the job of promoting itself. The assignment of the revitalized Broadcast Advertising Bureau is to do that very job.

A Matter of Principle

Advertisers aren't going to ignore radio if radio sells goods economically.

It's a matter of principle as well as of dollars. A half of 1% cut is objectionable. If the line fails to hold, recovery will come slowly, if ever. There's not even the suggestion that daytime rates be increased, in ratio to increased circulation, even though many stations (some of them network-owned) have done so locally.

Clear thinking is needed. Certainly NBC can afford to sweat out the next few months as well as, or better than, their competitors. Certainly all networks should refrain from off-rate-card deals if the line is to be held.

We say, with all the emphasis we can muster:

Sit tight.

One That Worked

THE TELEVISION networks, the FCC, and the AT&T must be commended for the service they have rendered to the healthy growth of television as well as to themselves in their handling of the inter-network dispute over allocations of coaxial cable and radio relay time.

Thanks to their patient cooperation, FCC's projected investigation of the vexatious time-allocation question has been postponed and perhaps averted. Details remain to be worked out, and a "test run" may be necessary before anyone can say whether the agreement finally reached among the networks will provide a permanent or a temporary solution. But, as we suggested a month ago when hope of agreement had been abandoned, the revival of negotiations already has proved "worth the try."

It also cuts a pattern for amicable, out-of-court settlement of FCC-industry problems which the Commission should adopt more often. The fact that FCC had no appetite for its investigation—as evidenced by its abstention till continuing network disagreement forced its hand—does not detract from the spirit in which it approached the question.

Chairman Wayne Coy intervened personally, and Attorney Stratford Smith, assigned to the "investigation," worked untiringly to promote accord. At the FCC, they paid high tribute to the yeoman work of ABC's Joe McDonald, who did a Herculean job of research and who marshalled the contending forces toward amicable solution.

The attitude of the negotiators, and the Commission's, reflects an approach which seeks solutions without public controversy and, in the process, adds to the Commission's stature and dignity. It is particularly wholesome and welcome after the inflammatory outpouring which has marked—and marred—the color TV to-do.

our respects to:



HEMAN LESLIE HOFFMAN

WHILE racing downfield for a pass during a high school football game, Heman Leslie Hoffman lost a shoe. Completely oblivious of this shortcoming, he caught the pigskin and dashed 60 yards to score.

As the president of Hoffman Radio Corp., Los Angeles manufacturer of radio and TV receiver sets, Mr. Hoffman this past summer performed an equally dramatic feat in football. He convinced Pacific Coast Conference college and university anti-TV minded officials that his firm should sponsor live telecasts of 30 conference football games in San Diego, Los Angeles, San Francisco and Seattle.

His proposal was to financially back up a guaranteed attendance if televising these games hurt box office gate. Prospective total attendance figures were established for each game. Mr. Hoffman agreed to make up the difference should attendance drop below the

(Continued on page 74)

Static and Snow

By AWFREY QUINCY

A gentleman named Smith suggests that what he would like to see is President Truman and Chairman Coy engaging in a letter-writing contest.

* * *

Asked why he didn't make that fabulous Shangri-La mission, John W. Steen, headquarters counsel for Westinghouse Radio Stations, pensively commented they were fearful someone might get in trouble sliding down a barrister.

* * *

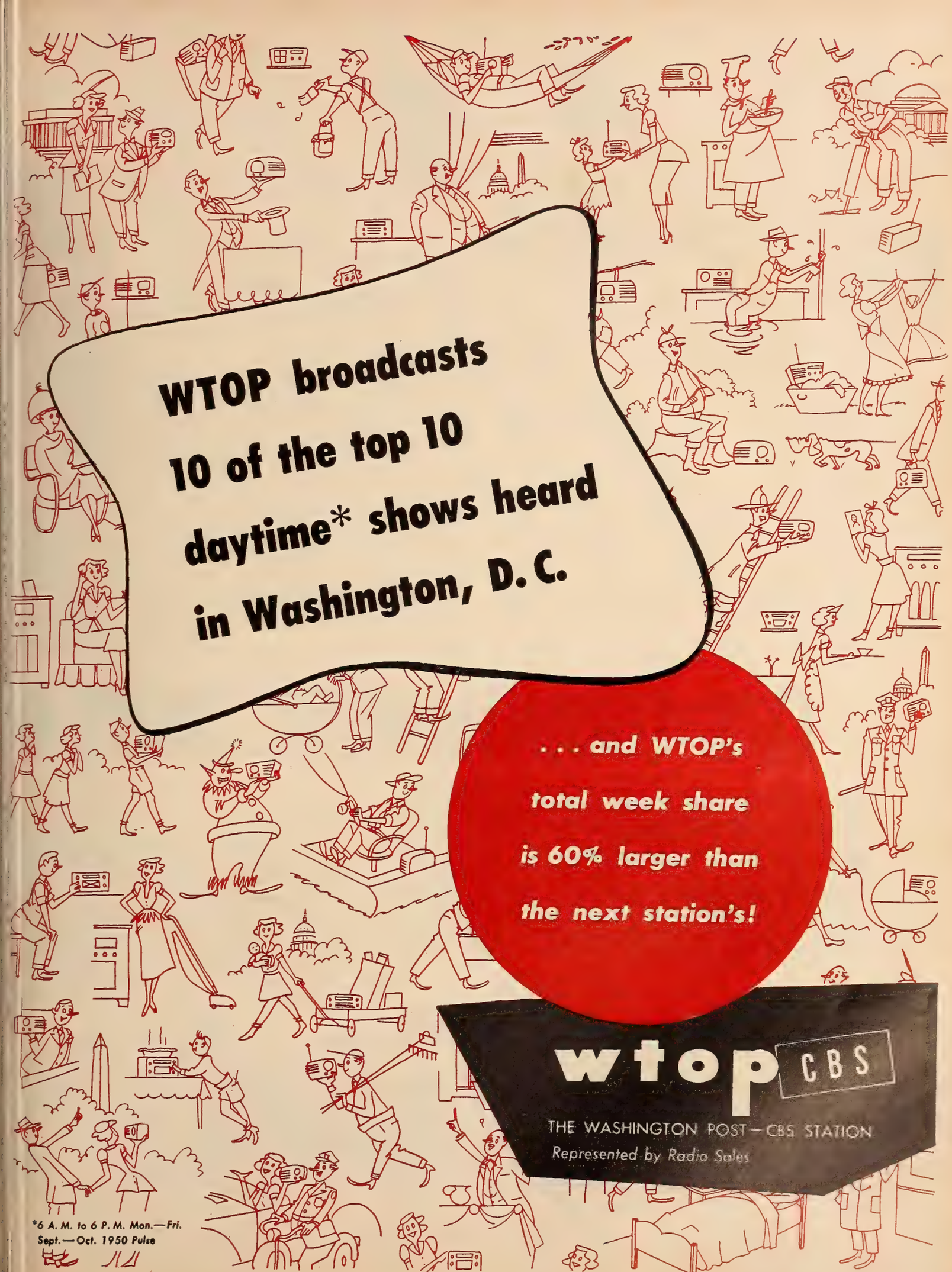
NOW that Happy Chandler has been axed from baseball, some smart dealer ought to sell the ex-commissioner on the idea of buying a batch of television sets and giving them to his friends for Xmas.

* * *

Who took out the crystal ball from Baltimore? Or is the Maryland metropolis out of bounds for "predictions of things to come"?

* * *

A WGN Chicago advertisement, referring to the ratings mess, asks, "How silly can you get?" Then it proceeds to answer its own question by attempting to adduce seriously as pertinent evidence the fact that WGN has always sold a lot of goods for its advertisers. Does that make any difference to the HOOPULCO NIELDEX lads?


WTOP broadcasts
10 of the top 10
daytime* shows heard
in Washington, D. C.
. . . and WTOP's
total week share
is 60% larger than
the next station's!
wtop CBS
THE WASHINGTON POST—CBS STATION
Represented by Radio Sales
*6 A. M. to 6 P. M. Mon.—Fri.
Sept.—Oct. 1950 Pulse

front office

ALAN JOHNSTONE, ABC network sales representative in S. F. named sales manager KGO-AM San Francisco. VINCENT FRANCIS, former KGO-AM-TV sales manager, continues as KGO-TV sales manager. TV-AM commercial traffic departments split with GLADYS FERGUSON in charge of TV and MARGARET TIMMER heading AM Department.



Mr. Johnstone

JOHN D'AIUTOLO, ABC network sales, to sales staff WCBS New York as account executive.

HOWARD CAINE, radio director Vickers & Benson Ltd., Toronto, to manager CKFH Toronto, new 250 w station on 1400 kc which goes on air early in 1951. LEN SMITH, Toronto representative CHML Toronto, to CKFH commercial manager.

RONALD M. HOWARD named to board of governors Canadian Broadcasting Corp., Ottawa, to fill vacancy left by resignation of Mrs. T. W. SUTHERLAND, now manager CHUB Nanaimo, B. C.

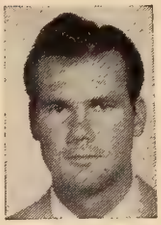
CARLO F. ZEZZA, WOR New York account executive, to sales staff Bolling Co., N. Y., national representative.

GUS DAHNS to WPTR Albany sales department as account executive.

FRED THRASHER, U. of Richmond, to WXGI Richmond as account executive.

JERRY ROSS, ABC Western Division publicity department, appointed director of publicity replacing NED HULLINGER [BROADCASTING • TELECASTING, Dec. 11].

HUGH B. LaRUE, sales manager KHON Honolulu, T. H., appointed sales manager Aloha Network. He will be in charge of network and national sales.



Mr. LaRue

DAVE MOORE, public relations director WBBM Chicago, to AM sales staff KSTP Minneapolis-St. Paul.

ROBERT SULLIVAN, sales presentation department ABC, to advertising and sales promotion department DuMont Television Network.

PHILIP COHEN, sales department WHOM New York, to staff of specialized retail sales department WJZ New York, newly established sale section.

TRENT MOORE appointed president WGSV Guntersville, Ala. EDWARD Z. CARRELL appointed general and commercial manager.

Personals . . .

HECHT S. LACKEY, general manager WSON Henderson, Ky., commissioned Colonel on staff of Governor of Kentucky. . . . DOUGLAS M BRADHAM, manager WTMA Charleston, S. C., father of boy. . . KENNETH L. CARTER, general manager WAAM(TV) Baltimore, appointed to board of directors of National Conference of Christians and Jews. . . . REGGIE MARTIN, general manager WJHP Jacksonville, Fla father of boy, Edward Kurt. . . . BILL YONAN, ABC Chicago radi salesman, and Marlene Heider were married Dec. 1. . . . ROGER W CLIPP, general manager WFIL-AM-TV Philadelphia, named 1951 cam paign director Philadelphia Chapter National Foundation for Infantile Paralysis. . . . THEODORE STREIBERT, president WOR New York, and chairman of board MBS, elected member of board of directors of Better Business Bureau New York. He is first radio-TV representative on BB board. . . . CHARLES H. CRUTCHFIELD, general manager WBT-AM FM and WBTV (TV) Charlotte. N. C., elected president of Charlotte Better Business Bureau and also named to board of directors. . . . E. H (Ted) HILL, executive vice president WTAG Worcester, Mass., is convalescing at Hahnemann Hospital, Worcester, from recent chest condition

IT'S UNANIMOUS...WBT is

WBT reaches a market bigger by far than 10 years ago—
1,246,420,000 retail sales dollars last year!*

WBT delivers the biggest share of audience in the Carolinas— better than 60% in Charlotte!*

*Sales Management (May 1950-1940 figures for WBT's 50-100% daytime listening area, 1949)

*Hooper (most recent Charlotte Station Listening Index)



Baseball Coverage

(Continued from page 25)

convention at St. Petersburg, Fla. Present during the week-long sessions, which the minor circuits launched Dec. 6, were Jerry Jordan, U. of Pennsylvania student, who has made studies of radio-TV effects on baseball attendance. He conferred unofficially with Messrs. Trautman and Chandler, and William Ryan, NAB general manager, who appeared for the Wednesday session.

The abandonment of any action on radio-TV cleared the way for American League baseball clubs to complete negotiations for radio rights to 1951 games. None of the clubs had signed any pacts prior to the convention, according to AL President William Harridge.

The junior circuit already had gone ahead, prior to the St. Petersburg conclave, with television contracts on the ground that TV had nothing to do with a 1,600,000 drop in attendance.

"Our owners didn't blame it on television. They blamed it on bad weather. Until television definitely is proved to be hurting attendance our owners will go along with it," Mr. Harridge was quoted as saying.

Mr. Trautman, who is a candidate for baseball's high commissionership to be vacated by Mr. Chandler and who strongly supports the minors' stand on major league radio coverage, had urged the majors to individually curtail their broadcast coverage fanning out into minor league territory, limit TV broadcasts to "home" territory, and better "supervise" conduct of stations carrying baseball broadcasts, with a view to promoting actual attendance at the ball parks.

FCC ORDER REVIEW

Senate Group Would Cut Time

THE SENATE Judiciary Committee last week cleared HR 5487 with amendments. The bill would provide that the review of FCC orders, now heard by panels of three judges in the district courts, would go direct to the circuit courts of appeal for action by a three-judge panel.

According to the committee, the proposed revision, already passed by the House, would cut waste of judicial "time and energy" since it would eliminate the rehearing of the case in court after it already had been deliberated by the FCC. In addition, the Judiciary group said, the U. S. Supreme Court, to which a case can be referred as a matter of "right" under current procedure, would be relieved of the burden of reviewing all such cases directed its way because the proposed revision would make high court review discretionary upon *certiorari* as in the review of other cases from circuit courts of appeals.

STRIKE AVERTED

Don Lee, AFRA Agree

DON LEE, last network holdout against American Federation of Radio Artists demands for staff announcer increases, last Tuesday came to agreement with the union over its announcers at KHJ Los Angeles and KFRC San Francisco, just in time to avert a threatened strike.

National and local union boards already had voted for a strike which was to take effect that day at both stations.

New wage scales, same as those reached recently for staff announcers with the other networks in Los Angeles, San Francisco and New York [BROADCASTING • TELECASTING, Nov. 27], are basic $100 weekly for the first year of employment; $115 thereafter, retroactive to Nov. 1 when last contract expired. Scales are based on eight-hour day, 40-hour week. Don Lee announcers had been receiving basic $86 weekly salary.

Union had earlier rejected the network's compromise offer of $95 for new announcers and $105 after the first year for KHJ and $92.50 and $100 for KFRC.

Only local station yet to reach agreement with the union is KFI, with whom negotiations are continuing.

BASEBALL POST

Johnson Isn't Batting

SEN. ED C. JOHNSON (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee, last week was caught up in the whirlwind of speculation which followed the "ouster" of A. B. (Happy) Chandler as baseball's czar (see story page 25).

Asked by Capitol Hill reporters if there was anything in a report that Sen. Johnson, non-salaried president of the Western League in the minors, was being considered for the baseball post, the Coloradan answered: "It [the report] won't amount to much. I'm for Happy Chandler and wouldn't even consider it under these circumstances. I'm stunned by what has happened. There was nothing in the wind down there [St. Petersburg] and I thought Chandler was riding high, wide and handsome."

Sen. Johnson, who heads the Senate committee concerned with radio legislation, has been Western League president four years. Baseball Commissioner Chandler, who also is president of Bluegrass Broadcasting Co. (WVLK Versailles, Ky.) and a former U. S. Senator, is under a seven year contract which expires in 1952. His salary is estimated to be about $65,000 per year. Sen. Johnson's Senate term expires in 1955.

biggest in the Carolinas!

WBT is the Carolinas' biggest single advertising medium— reaching 512,380 families every week!*

And... WBT has the biggest and best array of local live talent in all Southeastern radio!*

**Ask us, for example, about Grady Cole, Arthur Smith and His Crackerjacks, Fred Kirby, Kurt Webster, The Johnson Family, Lee Kirby, Claude Casey and the "Briarhoppers."*

**BMB (50-100% daytime listening area, 1949)*

try WBT for size!





the little



man who IS there









Mister PLUS, in *your* hands, can put a stamp of approval for your brand on millions of minds in hundreds of markets—minds and markets which are largely inaccessible to any other advertising medium.

He *alone* is there...because *there* is Home Town America, 11,000,000 families strong, a thriving fourth of the whole U.S. which lives and listens within close reach of a Mutual 'solo' station.

To serve these markets—from within—Mutual provides 325 stations, each one speaking in the neighborly tones of *the only network voice in town.*

And this voice gets *heard*—longer and oftener than all out-of-town voices *combined.*+

Coupled with bigger-city coverage by Mister PLUS, this Home Town domination can make a vital *profit-difference* in your sales efforts for '51.



Mutual Broadcasting System



+*58% of all Home Town tune-in is to MBS by day; 53% by night. Next best network 13% by day, 18% by night. And TV tune-in is less than ½ of 1%! Source: Half a million interviews by Crossley.*

Radio Is Ready

(Continued from page 25)

themselves as pleased with the President's observations on radio's wartime role. Mr. Truman said there was no question in his mind of seizing broadcasting or television stations under emergency powers and he reminded that this had not been necessary in the last war.

The President indicated he was well satisfied with industry defense measures, including formation of the advisory council. This body was set up by the industry at White House suggestion, the format having been approved by the NAB board at a special meeting held in August.

Mr. Truman, in urging broadcasters and telecasters to use their facilities wisely in maintaining high morale of the American people, reasserted that the people would buckle down to any task asked of them by their government if they are given the facts. He lauded the speed with which broadcasters had organized themselves on behalf of the common cause.

In all the conferences Judge Miller made it clear that the industry is organized to make all its facilities "instantly available" to the government in an emergency. The advisory council represents stations, networks, NAB members and non-members alike, educators and electronics manufacturers.

At the Dept. of State Secretary Dean Acheson met the advisory council at 10:15 a.m. He reviewed the current world situation and called on radio and television executives to support with all their ability and their facilities this nation's efforts on behalf of world peace.

Mr. Acheson spoke easily and informally, in contrast to the austere attitude generally associated with his public and private appearances. At times he used salty language to emphasize his points. He did not underestimate severity of the international situation but stressed need for calm determination on the part of the public. He asked broadcasters to relate the world situation to listeners and viewers in truthful, unbiased manner.

After his unexpectedly long participation, Secretary Acheson's aides met with the council for a half-hour. They asked the council to consider at the earliest possible time all practical means of setting up closer liaison with State Dept. activities. Judge Miller assured officials that renewed efforts would be made by broadcasters to present local, national and world facts to the American people.

Among those who took part in the State Dept. conference were Francis H. Russell, director of public affairs; Mrs. Margaret R. T. Carter, chief, Division of Public Liaison, Office of Public Affairs; Lincoln White, deputy, special assistant for press relations; Michael McDermott, special assistant for press relations; William A. Wood, acting chief, Radio, Television & Visual Media Branch, Division of Public Liaison.

Following the noon conference with President Truman the council went to the Pentagon where Clayton Fritchey, newly appointed director of the Office of Public Information, Dept. of Defense, was host.

Others in Attendance

Other Defense Dept. representatives attended the luncheon, including information and communications officers as well as civil defense and intelligence delegates.

Secretary of Defense George C. Marshall addressed the broadcast group for 15 minutes, saying that one of the greatest military problems facing the country is maintenance of morale on the home front and among armed forces.

Work of broadcasters and telecasters on the morale front will be invaluable to the nation and the fighting forces overseas, he declared. Material and men cannot win a war without high morale, he added.

Gen. Marshall in effect gave broadcasters a vote of confidence, recalling the industry's World War II contributions.

Three briefing officers talked to the council and films showing the Korean retreat were shown. It was agreed to hold later meetings as soon as possible to bring broadcasters up-to-date on the military situation. The subject of censorship was covered (see story page 81). It was stressed that radio and TV will be No. 1 morale builders. Examples of leaks in vital information were cited by briefing officers.

After the Pentagon conference Judge Miller told newsmen of the council's purposes and noted that its formation had been requested by Dr. John R. Steelman, Assistant to the President. He said it is a voluntary mobilization of America's broadcast facilities—radio, TV and manufacturing—to lend united aid to the nation in its period of crisis.

From the Pentagon the council moved to the Dept. of Commerce for a conference with Secretary Sawyer and William H. Harrison, National Production Administrator. An experienced broadcaster (WLW Cincinnati) Secretary Sawyer asked continuing contact with the council to work out any problems that arise.

Problem Touched Lightly

Mr. Harrison said, when questioned, that NPA hasn't yet been able to dig very deep into the problem of allocating essential materials. The Commerce conference lasted more than an hour.

Broadcasters were told the production authority was awaiting military decisions and could not make definite plans in many cases. They said that if there's no material, manufacturers can't get it. Allotments will be tapered, where possible, to provide time to develop substitutes but many people will be hurt by allocations and restrictions.

The Broadcast Advisory Council was formed under NAB board auspices last summer, to be representative of the entire industry, following Mr. Steelman's suggestion. At that time Mr. Steelman asked NAB's board to tell broadcasters how much the government appreciated the "magnificent, voluntary effort" by stations and networks to halt stampede buying. He termed it a demonstration of what the medium could do to aid the national welfare.

At a dinner meeting held in New York Oct. 2 the broad outline of organization was agreed upon by representatives of NAB, networks and stations. Some intramural differences were worked out and complete council personnel was announced last month [BROADCASTING • TELECASTING, Nov. 27].

(See list of council members photo of White House meeting.)

KERO Interest Sold

PAUL R. BARTLETT, owner of KERO Bakerfield, Calif., has sold 10% interest in the station for $7,500 to Station Manager Gene De Young, according to transfer bid filed with FCC. Mr. De Young has been with the station since 1946.

Christmas

(Continued from page 34)

mas message from London at 12:30 p.m.

WCAU-TV same city presents *Happy Holiday* on Saturday and Sunday through December, featuring Santa Claus' interviews with hopeful Philadelphia youngsters as well as Christmas songs and stories.

WJR is scheduled to originate a 30-minute program of Polish Christmas carols for CBS on Dec. 23. Carols will be sung by the Scola Cantorum of Saints Cyril and Methodius Seminary on the network at 2:30 p.m., with a delayed broadcast over WJR at 3 p.m.

KSTP-TV Minneapolis announces slanting of many regular shows for the holiday season. Bernice Hulin, *What's Cookin'* hostess features a special holiday dish each day on her food demonstration show, with a special Christmas party scheduled for Dec. 22. Marjorie McCrady's *For You—Ladies* show is emphasizing Christmas decorations and fashions during December. In addition, a daily children's show, presided over by Jimmy Valentine, will feature two minute stories by Santa Claus in a toy setting.

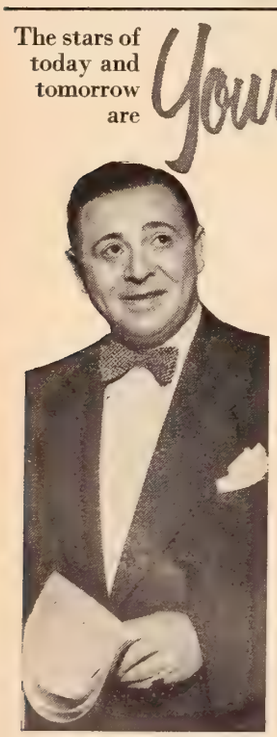
KALB-AM-FM Alexandria, La. has made special arrangements to broadcast continuous programs of Christmas music daily to four central locations in Alexandria and neighboring Pineville. Loud speakers have been placed atop city halls of both cities and in two shopping centers.

The stars of today and tomorrow are

Yours for more Sales

...with the *new era* in

Thesaurus Music by Roth



Allen Roth, his chorus, strings, and orchestra

The *new* Thesaurus brings you bigger and better programming packages with top sponsor-appeal . . . top name artists! You get *comprehensive* programming, promotion, publicity, tie-ins, cross-plugs, sound effects . . . a steady flow of *current* tunes and material . . . network-quality production. Wire or write today for full details!

RCA recorded program services

Radio Corporation of America
RCA Victor Division

120 East 23rd Street
New York 10, N. Y.
Chicago • Hollywood

Why buy 2 or more... do 1 big sales job on "RADIO BALTIMORE"

Contact EDWARD PETRY CO.

WBAL

DECEMBER 18, 1950

TELECASTING

A Service of BROADCASTING Newsweekly

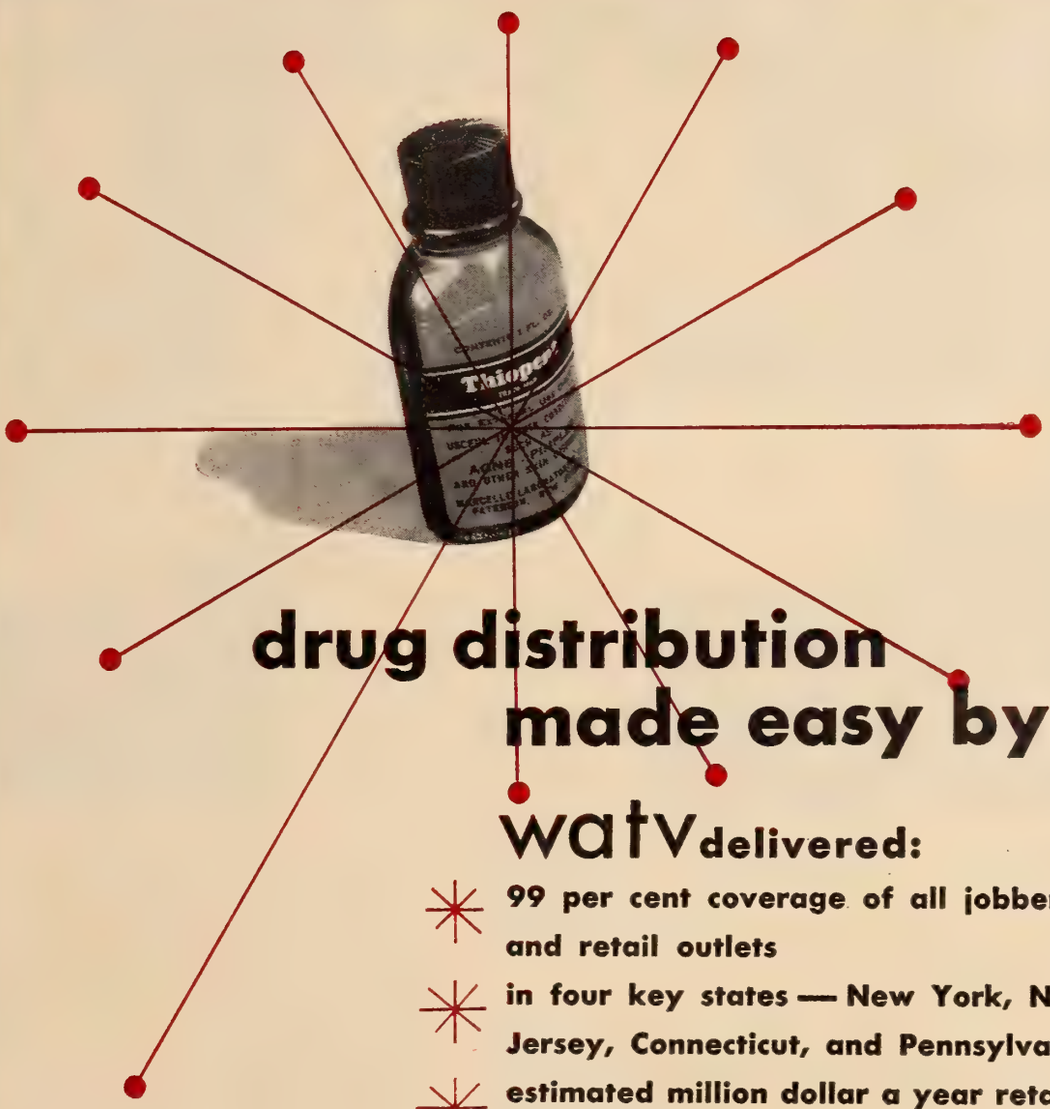
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drug distribution made easy by tv

watv delivered:

- **99 per cent coverage of all jobbers and retail outlets**
- **in four key states — New York, New Jersey, Connecticut, and Pennsylvania**
- **estimated million dollar a year retail drug business**
- **in less than 1 month at an amazingly low cost**

Further details of Thiopent's revolutionary new approach to drug distribution are available upon request.

watv TELEVISION CENTER, NEWARK 1, N. J.
REPRESENTED BY WEED AND COMPANY

"3 to Get Ready!..."



AS this ad was written our new morning program, "3 TO GET READY" was just four days old. Frankly, the public's response has been amazing: More than 1,000 letters have poured into WPTZ in the first 72 hours.

"3 TO GET READY" is being seen on WPTZ every morning, Monday through Friday, from 7:30 to 9:00 o'clock. It features Ernie Kovacs, probably the best television personality on the Philadelphia air today. Kovacs is a little hard to describe. He's hilarious, he's serious, he's quick . . . he kids himself, but never his audience. The viewers love him.

Each morning on "3 TO GET READY" Kovacs spins the latest platters, announces the time every five minutes, posts the latest temperature and weather reports, brings the news every half-hour and holds a ninety minute kid-fest with his fans. As an added feature a sweep second clock is continuously super-imposed in the lower left hand corner of the picture.

We are offering "3 TO GET READY" on a participation basis, five sponsors to the half-hour segment. It's being sold on a first come, first serve basis. So now's the time to pick your time.

Give us a call here at WPTZ, or see your NBC Spot Sales Representative, for the full story on "3 TO GET READY". It's your best means of reaching the large Philadelphia television market for minimum cost.

Philco Television Broadcasting Corporation
1900 Architects Building Philadelphia 3, Penna.
Telephone LOcust 4-2244

WPTZ FIRST IN TELEVISION IN PHILADELPHIA

NBC TV-AFFILIATE

A Service of Broadcasting Newsweekly

TELECASTING

National Press Bldg. Washington 4, D. C.

DECEMBER 18, 1950

BROADCASTING, Telecasting $7 annually, 25c weekly

CABLE ALLOCATIONS

Hearing Postponed, Possibly Indefinitely

FCC'S INVESTIGATION of the AT&T allocation of coaxial cable and radio relay time among the TV networks appeared averted last week after the networks reached an agreement on "principles and procedures" to resolve their conflicting time needs.

Though FCC had not officially studied the agreement, it was thought the investigation, scheduled to start today (Dec. 18), would be held up at least until the end of 1951 to permit an appraisal of the plan in actual operation. The probe might then be reactivated, dropped, or retained in *status quo*, depending on the plan's success.

The possibility of an "indefinite postponement" was broached by E. Stratford Smith, FCC attorney assigned to the case, and Jack Werner, chief of the Common Carrier Bureau, in a post-agreement petition filed Wednesday and granted Thursday by Examiner Hugh B. Hutchison, who had been designated to preside over the hearing.

Postponed to Jan. 15

As requested by the petition, Examiner Hutchison granted a postponement of the hearing date to Jan. 15 so the Commission can consider indefinite postponement, and also to permit individual TV licensees to express their views.

FCC authorities refused to speculate on the agreement's possible effect on the companion proceeding in which the Commission proposed to limit the amount of time that TV stations in one-, two, and three-station markets might take from a single network. The degree of success under the time-allocation agreement presumably might bear heavily upon the disposition of the companion case, observers felt.

The agreement culminated a week of conferences among the networks after their failure to agree last fall forced AT&T to make arbitrary allocations which DuMont and ABC protested, leading to FCC's initiation of its probe.

FCC Chairman Wayne Coy attended one of the final conferences.

Allocations for the present quarter, perhaps with some adjustments, will continue for the first quarter of 1951, with quarterly allocations under the new agreement to start with the three-month period beginning April 1.

The agreement divides AT&T's intercity TV facilities—that is, those where there are not enough for each network to have fulltime access to one circuit—into four approximately equal "Circuit Groups."

It also sets up a complex system of priorities to assure that each network will have first call on 25% of the time on the circuits. Roughly, it would work thus:

Three months before the beginning of a quarter, each network will notify the telephone company as to its anticipated needs for that quarter.

Within two weeks, AT&T will issue a schedule breaking each day of the broadcast week into time periods and designating the order in which the networks will exercise their choice of Circuit Groups for each time period—each network being entitled to one Circuit Group for each time period.

The networks will make known their choices 45 days before the beginning of the quarter. Three weeks before the quarter starts, they must tell AT&T what stations have accepted their program.

In each 7-11 p.m. and 3-7 p.m. period, each network will have priority on 25% of the time on each circuit in the Circuit Group which it has chosen. But there is a proviso:

To retain that priority, the network must have stations to take its program. It can keep its priority on one-half of that 25% by having the program accepted by as few as one station on each leg in the Circuit Group. To retain its priority on the other half, it must have the program accepted by a plurality of the stations on each leg.

If a network fails to place the program on enough stations, in accordance with this system, it loses priority on the circuit or circuits involved. The time reverts to AT&T and is reallocated to another network—the one which does have program acceptances from a plurality of the stations on the circuit. In event of a tie, the time goes to the network which has had fewer hours on the circuit.

Priority Procedure

To recapture a "lost" priority, the network which lost it must obtain program acceptances from at least 50% of the stations or markets on the circuit.

In support of the agreement, observers pointed out that it assures that each network will have an opportunity to get distribution facilities for its programs, and yet will require the network to rely on its own salesmanship and program quality to secure acceptances enabling it to make good on the opportunity.

To forestall any possible anti-trust questions, it was emphasized that the plan does not prevent any network from attempting to sell all the time it possibly can on all circuits, in hopes of winning priorities away from its rivals.

There is no allocation problem, of course, in areas where four intercity circuits are available—one for each network. Currently, 23 markets are interconnected by four channels.

In dividing the other facilities into Circuit Groups, authorities said, the networks attempted to make the groups as nearly equal as possible from a dollar standpoint, based on the rate cards of the stations involved. As new circuits are put into operation, they will be added to the Circuit Groups which appear at the time to have the lowest dollar values.

The networks' negotiations were attended in part by representatives of the FCC and the AT&T. Although the plan which was evloved was credited to contributions by representatives of all the networks and of the Commission and telephone company, Joseph A. McDonald, ABC vice president, secretary and general attorney, was singled out for his research work and general leadership in the attempt to reach accord.

When it initiated its investiga-

(Continued on page 61)

FACTS OF VIDEO

BAB Issues Local Sales Pitch

THE FACTS of television, national and local, have been compiled by Broadcast Advertising Bureau in a desktop presentation designed for local sales use by NAB members.

Titled "Before Their Very Eyes," the presentation was prepared by Hugh M. P. Higgins, BAB director. It wraps up in an easily handled package the basic claims on behalf of TV as a sales weapon.

Presentation Makeup

Staring at the viewer of the presentation as he first looks at a transparent overlay is a family of six, creating a vivid audience illusion. When the cover is flipped, the document goes right to work with the statement that "Any businessman —(you, for example)— knows that the best way to sell a customer is face-to-face."

The sales statements are vividly emphasized by use of multi-colored pages, cutouts, half-sheets, flaps and similar devices.

After the viewer has been told that newspapers and magazines are limited by cold type and motionless illustrations, with warmth of personalized selling absent, the claim is made that "radio gets closer" because of its personal, direct approach with warmth and persuasiveness of the human voice.

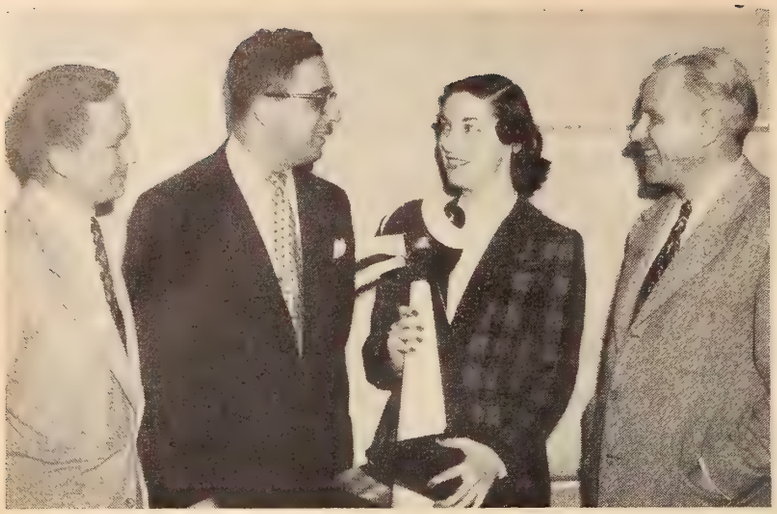
That's fine, but now comes the word-of-mouth salesmanship of radio plus the face-to-face, over-the-counter salesmanship of television, the presentation continues, adding that with TV "you can now sell before their very eyes."

TV's real magic, it is explained, is this: "It puts the businessman right into people's living rooms where he can talk about, display, explain, and sell his product by means of face-to-face salesmanship in the home."

Television is big, the pitch goes on to explain, "so big that surveys can't keep up with its growth." The 9,700,000 sets-in-operation figure of Dec. 1, 1950, is cited along with the 107 stations serving 63 markets in 34 states and including over half the nation's families within a 40-mile range of one or more stations. Furthermore, it is shown TV reached an average of three out of four families in each TV market as of last October, and the medium "is growing faster every day." Set production in 1950 was estimated at over 6 million up to Dec. 1.

More important than bigness, it is stated, is the attention-getting power of TV, described as ahead of all other media. Sets-in-use data are shown, with average family viewing of 4.6 hours per day. Television is described as a "family matter, the perfect setting not only

(Continued on page 60)



DISCUSSING the *Unk & Andy* show, presented by Bry's Department Store on WMCT (TV) Memphis, are (l to r) Bill Brazzil, WMCT local sales manager; Henry Judson, Bry's advertising manager; Jean Perry, local producer on the show who holds a figure of Andy to be used in commercials, and Tony Benander, Air Press Advertising Agency, which handles the account. The program is released through United Artists Television.

RCA COLORCASTS *Favorable Comments On Showings*

SECOND week of RCA color TV demonstrations at the NBC Washington studios brought favorable comments from most industry executives who witnessed the latest version of its compatible, dot-sequential system [BROADCASTING • TELECASTING, Dec. 11].

Newsmen who saw the early demonstrations starting Dec. 5 felt that the pictures were greatly improved in the second week. Many station, manufacturer, legal and other industry leaders thought RCA's color is about ready for the public or for a competitive showdown with CBS.

At a Tuesday afternoon demonstration some signs of blue-green reflections were visible on the forehead of Dr. E. W. Engstrom, RCA vice president of research, as he appeared on the colorcast as m.c. He wore a light, tan coat in contrast to a dark coat at the opening demonstration. This dark coat had been blamed for reflections. An orange-colored flower in his lapel was sharp whereas it bloomed on the receiver observed a week before.

Both color and black-and-white pictures appeared sharper than was the case at early showings. The black-and-white pictures drew many comments because of the unusually rich tones characteristic of RCA's compatible system.

Picture Seemed Sharper

The color carousel, rotating from time to time, appeared sharper and was marked by even tones across the picture in contrast to marked highlights in the picture center in first showings. A baked ham was not well colored, perhaps due to lighting or the ham itself.

Boxes of Duz, Tide, Maxwell House coffee and other household items appeared brilliant and quite sharp, promising an effective vehicle for color advertisers. Reds, in general, were a little on the henna side.

Typical of station reaction was that of Robert D. Swezey, WDSU-TV New Orleans, who said the picture was acceptable though he wondered if color fidelity might be improved. C. M. Jansky, of the firm of Jansky & Bailey, said RCA had made "remarkable improvement." Stuart L. Bailey, of the same consulting firm, agreed it is "much better." William L. Foss, consultant, said it "looks good, the best RCA color I've seen."

CBS executives were scheduled to witness the RCA demonstration Friday, last scheduled day of showings. RCA officials indicated the FCC had not been officially represented at any of the showings as far as they knew.

'TOAST' SUIT

Out-of-Court Settlement Seen

CHICAGO attorneys for Irene Castle McLaughlin Enzinger, who is suing Ed Sullivan, CBS and Ford Motor Co. for $250,000, expect an out-of-court settlement this week "if the amount is large enough." Mr. Sullivan's attorney, Leroy R. Krein of Arvey, Hodes & Mantynband, Chicago, filed a motion for dismissal in Chicago Circuit Court Dec. 8. This is still pending and arguments will be heard after a hearing date has been set if no out-of-court agreement is made.

Mrs. Enzinger, Chicago socialite and former dancing star, charges that Mr. Sullivan used on *Toast of the Town* without permission some clips from a 1912 movie in which she appeared with her former husband and dancing partner, Vernon Castle. She charges invasion of privacy.

DON LEE SALE

Some Aspects Questioned

CERTAIN ASPECTS of the $12,320,000 sale of Don Lee radio and TV properties in part to General Tire and Rubber Co. [BROADCASTING • TELECASTING, Nov. 20] were questioned last week by Edwin W. Pauley's Television California in a petition to FCC for return of TV Channel 2 to the San Francisco comparative proceeding.

The Pauley group contended Channel 2 has never been finally authorized to Don Lee by FCC, citing the Court of Appeals' ruling which dismissed as premature its complaint that FCC illegally set aside Channel 2 for Don Lee pending outcome of the network's stations renewal case [BROADCASTING • TELECASTING, April 3]. On this basis, Television California indicated Don Lee cannot transfer its "application" for Channel 2 in San Francisco to General Tire since such would violate the Commission's rules and constitute trafficking.

Television California asked in the event FCC approved the Don Lee transfers that the Commission include "an express caveat in such consent stating that the approval thus given includes no 'grandfather' or other rights" in Channel 2 at San Francisco and that FCC order Channel 2 returned to the comparative proceeding "from which it was removed" by FCC in 1948 to await settlement of the Don Lee network case.

Mutual Ownership

One phase of the complex Don Lee sale questioned by Television California was resulting change in ownership of Mutual. General Tire's Yankee Network owns 19% of Mutual and so does Don Lee Network, the petition noted, which would mean General Tire would become 38% owner of MBS. MBS bylaws, however, specify that no single entity can hold more than 25% of its stock without approval by other stockholders and no provision has been presented FCC to correct this, the petition stated.

Similarly, Television California noted General Tire and CBS, which would acquire Don Lee's KTSL (TV) Los Angeles, are to pay $5,200,000 over 10 years to the First National Bank of Akron as rental for certain Don Lee building property which cost postwar only $2,100,000 to construct. The bank is acquiring the Don Lee assets and reselling the broadcast operations. The petition noted that until FCC "obtains full information regarding this 'deal,' one can rightly speculate how much trafficking in construction permits and applications is involved in this leasehold device."

GENERAL PRECISION Laboratory Inc., Pleasantville, N. Y., has announced new TV recorder with electronic instead of mechanical controls. Company says pictures produced by new unit are comparable in quality to live telecasts.

TV COSTS

NAB Survey Issue

AVERAGE operating cost of T stations, exclusive of networks, w $564,000 per station in 1949, a cording to analysis by Richard Doherty, NAB director of employ employer relations, and the NA Research Dept., headed by Dr. Ke neth H. Baker.

Payrolls comprised the large single item, nearly 50% of tot expenses, it was shown. Depreci tion and amortization absorbed a average of 16%.

Of stations on the air 12 montl in 1949, technical expenses cor prised 29% of expenses, progran 35%, selling 6% and genera administrative, 30%. A great altered pattern is anticipated whe 1950 data are compiled.

CBS COLOR

Acclaimed in Phil

WHILE a federal court in Chica pondered its decision in the RC suit against FCC's approval of CI color TV, and with RCA contin ing its Washington demonstratio of improvements in the RCA col system (see adjacent story), CI last Thursday extended pub showings of the CBS color tec nique to Philadelphia.

CBS spokesmen said the first r action to the Philadelphia demo strations was "terrific," like th of "the more than 100,000 Ne Yorkers who have already seen t CBS color demonstrations" in pro ress in New York since Nov. 1

They claimed public clam forced them to open the doors to "advance preview" almost six hou before the first scheduled pub showing, and that more than 2,0 downtown Christmas shoppers w nessed the premature demonstr tion.

The Philadelphia showings, a ranged in conjunction with WCA TV there and slated to attain Monday-through-Saturday stat beginning last Friday, were ma via coaxial cable transmissior Representatives of the *Philadelph Bulletin*, the *Daily News*, and oth publications and civic and busine organizations were credited wi enthusiastic reports on the openi showing.

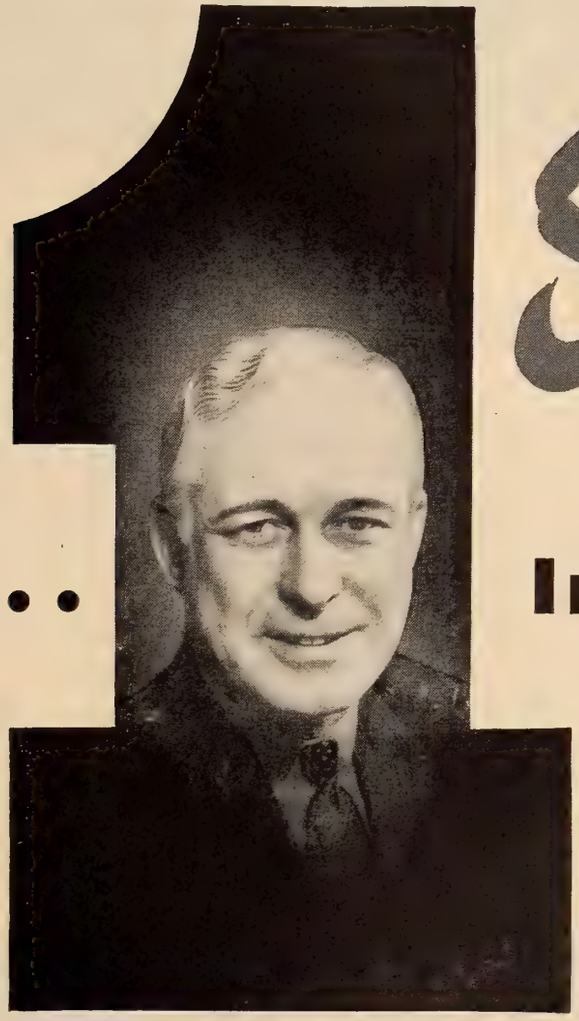
Addition of other cities to t demonstration schedule is plann for the near future by CBS-T authorities said.

Coy Talks on Color

FCC CHAIRMAN Wayne Coy ga an off-the-record talk last Tuesd evening on color TV at a dinn meeting of the Washington, D. chapter of the American Socie for Public Administration. He r viewed generally the developmen leading up to and following t Commission's recent highly co troversial decision favoring t CBS system and discussed the a ministrative aspects and probler involved.

KPRC

HOUSTON



1st

In Radio . . . **In Television**

. . . . . .

KPRC ★ KPRC-TV

Lamar Hotel, Houston

Affiliated with NBC and TQN

W. P. HOBBY, President • **JACK HARRIS,** General Manager

Represented Nationally by EDWARD PETRY & CO.



Moderator Maggie McNellis se
off a display of the sponso
product.

* * *

thirds contain questions for use
the program.

Girls Answer Queries Sent by Listeners

Leave It to the Girls featur
a panel of glamorous and succes
ful women who answer queri
sent in by followers of the pr
gram. One man guest appears
each show in an effort to defe
the male point of view.

The show is packaged and own
by Martha Rountree, owner a
producer of *Meet the Press*. Amo
the girls who have appeared
the show are Faye Emerson, Il
Chase, Constance Bennett, Mad
Evans, and scores more of simil
eminence, besides of course t
three regulars, Dorothy Kilgall
Eloise McElhone and Florer
Prichett, and Maggie McNellis, t
somewhat immoderate moderat

For the past five years Rege
have been serviced by Broo
Smith, French & Dorrance, N
York, advertising agency. Tha
Ridgway, vice president, is t

REGENTS

'Leave It to the Girls

LEAVE It to the Girls. That is precisely what Regent Cigarettes has done, and the girls have left the firm 52% richer in sales in New York City with a 30% enrichment throughout the rest of the country.

For those who may have spent the past 10 months on a Pacific atoll, it may bear mentioning that *Leave It to the Girls* is a television show, seen each Sunday on NBC-TV. Though actually it is not so much seen as heard.

The quintet of women to whom things are left are probably the most vocal group of entertainers since the Hall Room Boys left vaudeville presumably to campaign for Warren Harding.

And what the girls are vocal about is boys—or men, as the case may be. Like the preacher and sin in the Calvin Coolidge story, they are against them. And if they haven't succeeded completely in selling their point of view, they certainly have been successful in selling cigarettes for Frank N. Riggio, a man.

Riggio Bucks 'Big Five' With New Methods

But, in extenuation, it should be made clear that Mr. Riggio, 46, is no ordinary man. Eldest son of Vincent Riggio, chairman of the board of the American Tobacco Co., Frank Riggio resigned from that company in 1938 to buck the "Big Five" with a new cigarette and new merchandising methods.



Mr. Ridgway

Mr. Riggio realized that it was virtually impossible to place a cigarette on the market and have it sell against the accepted and older brands unless an unusual factor could be added. So with characteristic thoroughness, he added several unusual factors. He manufactured the cigarette in the oval shape—to produce slower burning—and marketed it in a crush-proof box, advertising it as a premium cigarette at popular price.

At first he placed his advertising in newspaper and magazines, with limited results. In February 1950 he turned to television and *Leave It to the Girls*.

Originally the company sponsored only the New York outlet of the show. Sales increased over 15% by the end of the first month. The advertiser then extended the show to Philadelphia, Wilmington, Baltimore and Syracuse. By July of this year the sales of the cigarettes had registered the aforementioned gain of 52% in New York and more than 30% nationally. In August Regents expanded the program to full network coverage.

Mail Pull Figures Point to Appeal

Further validation of the appeal of the show is revealed by its mail pull figures. Unsolicitedly, one-third of these letters praise the show, the quality of commercials and the performances of the individual girls. The other two-

* * *

account executive.

The agency writes and crea
the integrated commercials on
show maintaining three writers
its staff to create the three-min
advertisements on the progr
The commercials are composed
character specifically for e
member of the panel.

The lone regular male mem
of the show is Announcer
Warren who, in his expert
supremely natural delivery of
commercials, inadvertently ta
some of the sting out of the g
androphobia. Here is a man
viously worthy of the most
criminating woman—the one
smokes Regents, that is.



Regent's sales team of glamorous experts holds court.

ASCAP RATES

License Forms To Be Out Soon

SCAP Thursday notified TV oadcasters that it expects shortly have a per-program license form ady for their acceptance. ASCAP id this form will be sent them gether with the blanket license afted a year ago and that they en will have 30 days in which to cept one form or the other; to gotiate individual contracts with SCAP for the video use of some all of its music; to get along ithout any ASCAP tunes, or to k the courts to determine what e fee should be.

The letter, written by Otto A. arbach, ASCAP president, fol- wing the monthly ASCAP board eeting, does not divulge the terms the per-program license but states that this license "will bear a reasonable relationship to the blanket license justifiable by applicable business factors."

The present interim license form was extended from Dec. 15 to 30 days after the telecaster has received the license forms from ASCAP. Within that period the station operator must decide whether or not he wants to continue to use the society's music on his TV station. If he does, Mr. Harbach explains, he has the following options for paying for this music:

(A) Signing a per-program form and paying on that basis and furnishing the requisite logs, music lists and reports for the entire term (i.e., from the effective date of the interim license agreement to the expiration of such per program license agreement);

(B) Signing a per-program form, paying and reporting at blanket rates up until the signing of the form and thereafter at per-program rates;

(C) Signing a per-program form, paying and reporting at blanket rates up and until such dates prior to the dates of such signing as the station may have adequate logs, music lists and reports, and thereafter, at per-program rates;

(D) Signing and paying on the basis of the blanket license for the entire term.

If the telecaster decides not to sign either license form, the letter states, "the temporary license will terminate at the end of such 30-day period and within 40 days thereafter you should adjust your interim payments with us on whichever of the following bases you may choose:

"(A) Standard Blanket TV rate;

"(B) Rate named in the per-program TV license forms to be sent to you;

"(C) The reasonable value of the license."



AS GUEST speaker at a luncheon meeting of the Advertising Club of the Columbus (Ohio) Chamber of Commerce, Clarence Hatch Jr. (center), executive vice president, D. P. Brother & Co., Detroit agency, stressed the use of television commercials in planning promotion campaigns. Here Mr. Hatch checks a TV film commercial with Ad Clubbers James Leonard (l), general manager, WLWC(TV) Columbus, and Jerome R. Reeves, program and promotion director, WBNS-TV Columbus.

DUCATION BY TV

WWJ-TV Showing Slated

OLLEGE education by television the U. of Michigan's *Television our* aired by WWJ-TV Detroit ch Sunday from 1 to 2 p.m.— as slated for showing yesterday unday) before a select audience industry, Congressional and CC officials in Washington, D. C.

Harry Bannister, general man- ger, WWJ-TV, the *Detroit News* ation, described the program as he first step along the road lead- g to a complete college education television." Station arranged show the program in the Adams- amilton Room of the Wardman ark Hotel by means of leased axial cable facilities.

Those invited to attend the show- g included FCC Chairman Wayne oy and other Commission mem- rs; Sen. Edwin C. Johnson (D- ol.), and members of the Senate terstate & Foreign Commerce ommittee, of which he is chair- an, as well as representatives on e House Interstate & Foreign ommerce Committee; NAB Presi- nt Justin Miller and General anager William Ryan; key in- rmation branch officials of the efense Dept. and other govern- ent agencies.

Other Articles on Tobacco Manufacturing in BROADCASTING • TELECASTING

- cky Strike scores with jingles—*In Review, Dec. 4, 1950.*
- bacco radio budgets up for 1950-51 campaign—*A survey, Sept. 18, 1950.*
- e *Big Story* proves radio-TV success for Pall Mall—*A feature, July 3, 1950.*
- gar smoking survey by WOR—*A Featurette, March 6, 1950.*
- tima sales rise with Basil Rathbone show — *A featurette, Aug. 29, 1949.*

CANADA VIDEO

Advertisers Show Interest At First TV Clinic

INCREASING interest by Canadian advertisers in television was shown at the First Canadian Television Clinic held at Toronto Dec. 7-9. Executives from business firms not now using radio, and advertising agencies with few radio accounts, featured attendance at the meet, held under the auspices of the Academy of Radio Arts, Toronto. Attendance at clinics averaged close to 100 and luncheons addressed by leaders in U.S. television were attended by some 200 persons.

All phases of television were discussed at the clinic, with American television specialists as the speakers. They told Canadians what had developed in the United States, some of the difficulties encountered, what was expected to develop and what pitfalls Canadian advertisers, telecasters, performers and engineers could expect.

The clinic opened with the first demonstration of theatre television in Canada. Those attending the clinic were telecast as they entered the Imperial Theatre, largest Canadian movie house. A tour of the operating booths followed to show the technical aspects of theatre television from a mobile pick-up unit.

Chairman Lorne Greene, well-known Canadian newscaster, and director of the Academy of Radio Arts, in an introductory address stated that already close to 200,000 Canadians are affected by TV even though as yet there is no TV station in Canada. With close to 30,000 sets in the international border area of southern Ontario, Canadians are beginning to change their living habits and buying habits to fit the TV age, he said.

Paul Raibourn, president of Paramount Television Productions, New York, at the opening day luncheon reviewed TV progress, explaining how TV is changing living habits and taking an average of 10 hours a week of the leisure time of the average person. He stated that Canadians would seize on TV as avidly as has the public in the United States. The purchase of TV sets in Canada is already proving this, he pointed out. "Color TV is frozen, but black-and-white TV is hotter than a pistol," he said.

Maurice B. Mitchell, vice president and general manager of Associated Program Services, New York, told the group how TV as an advertising medium is changing the buying habits and shopping trends of a large section of the American public. He pointed out in detail the advantages of TV over other media, but he felt that radio would not suffer as a result. When the ultra high frequencies are opened there will be room for 900 TV stations in the U.S., he said.

TV Effect on Radio

C. E. Hooper, president, C. E. Hooper Inc., New York, told Canadians of the effect of TV on radio listening in the last two years. Calvin Kuhl, vice president of J. Walter Thompson Co., New York, gave Canadian performers something to think about when he told them some of the difficulties encountered in television production.

The second day of the clinic was devoted to detailed data for TV specialists. Murray Grabhorn, vice president of ABC, New York, dealt with the social and economic effects of television. Rudy Bretz, TV consultant, New York, dealt with practical pitfalls of telecasting at the luncheon and stated that experimentation could be expected from the smaller stations.

Planning of television commercials was discussed by Thomas A. Wright Jr., BBDO, New York.

Mr. Wright showed how an agency should go about setting up a TV department, and Mr. Bretz dealt with films for television. The role of the director and writer in TV was explained by Ernest Walling, program director of NBC-TV. William O'Brien of Allen B. DuMont Labs, New York, explained developments in industrial TV.

Station operations and various engineering aspects were dealt with in a panel session featuring Alphonse Ouimet, Canadian Broadcasting Corp., Montreal, chairman; George Gill, Kliegl Bros., New York; and Harry Prevey, Canadian General Electric, Toronto.

The last day of the clinic dealt with programming, education, commercial production costs, technical aspects of studio production and a forecast of TV development in Canada. Among the speakers were James L. Caddigan, DuMont TV Network, New York; Lynn Poole, Johns Hopkins U., Baltimore; Charles Holden, ABC-TV, New York; Wells Barnett Jr., Blair TV, New York.

'Gone With the Wind'

WSB-TV Atlanta observed the 10th anniversary of the movie version of the late Margaret Mitchell's *Gone With the Wind*, which had its world premiere in Miss Mitchell's native Atlanta, with a 15-minute movie review and memorial program last Friday. Mayor William Hartsfield, who shot most of the review film a decade ago, also appeared in person on Friday's program.

Station
KRLD TV
DALLAS
Serves
THE LARGEST TELEVISION MARKET . .
Southwest
DALLAS
FT. WORTH
Combined Population
DALLAS and TARRANT
COUNTIES . . .
920,500
NOW there are
91,877
Television Homes
in KRLD-TV's
Effective
Coverage Area
The CBS Station
for DALLAS and
FORT WORTH
this is why
KRLD
AM-FM-TV
Channel 4
is your best buy
TIMES HERALD Station
National Representatives
THE BRANHAM COMPANY

telestatus



Influence of Ad Reported in Surv

(Report 142)

USE of TV advertised products is substantially higher in homes viewing the sponsor's message than in non-viewing homes. This influence of TV as a selling medium is vividly demonstrated in a presentation prepared for the *Spot the Sponsor* program on the basis of data compiled in the New York TV area by Advertest Research.

It was reported by Thomas-Varney Inc., the program's packager, that 29.8% more "verified viewers" had specific brands advertised on the program in their kitchen than non-viewers. Up to 26.7% of the "verified viewers" remembered buying and using the product for the first time within four months before the survey was made. Use of the products advertised on the program was found to be 16.4% higher among viewing families than non-viewing families.

Spot the Sponsor was telecast in four one-minute segments, five times a week. In all, nine different products were used each week. Program was basically a memory game with six products shown during the first telecast each day. One product was omitted during each of the three subsequent daily telecasts and viewers were called to identify the missing product. Winners received cash prizes.

In the area it was found that 24.8% of the TV families were "verified viewers," those who not only claimed to be viewers but also could identify without aid one or more products advertised. Among the brands advertised, product identification ran to as high as 78.7% among viewers. The same product was shown to be in the kitchens of 34.3% of the viewers, 43.5% higher than among non-viewers. On the average, viewers were able to identify 2.4 products advertised on *Spot the Sponsor*.

Although the presentation points out that other advertising forces were at work, it was found that "one out of every 10 families having the product in their homes reported buying and using it for the first time within the past four months"—the period since the program started.

* * *

WHAS-TV, WWJ-TV Set New Rate Structures

TWO television stations have announced new rate structures effective Jan. 1. At WHAS-TV Louisville the hourly rate increases from $300 to $400. WWJ-TV Detroit will up its basic hourly rate from $800 to $1,100.

Spots jump from $50 to $65 at WHAS-TV when Rate Card No. 3 goes into effect. Minute participations will be available at $55 in Class B time and $40 in Class C time.

For spots of one-minute or less in Class A time (6-11 p.m. daily; 3-1 p.m. Sunday) at WWJ-TV the rate will become $200. An hour of Class B time (9 a.m.-6 p.m.) will start at $660 while spots are set at $132. WWJ-TV also announces that the station is stabilizing rate c protection for a one-year per The new rate card is number 1 for the station.

* * *

Truman Tops Multi-Market Telepuls

PRESIDENT TRUMAN's pre-e tion speech Nov. 4 had a t vision rating of 47.8, accordin the latest Multi-Market Telep released last week by The P Inc. His combined rating on four TV networks topped Mi Berle's rating for the week by n than one point. Among the m weekly shows, *Howdy-Doody* reported as having the hig rating. Full Multi-Market T pulse was reported as follows

Once-A-Week Shows	Program Av Rating Nov.
President Truman	47.8
Texaco Star Theatre	46.5
Toast of the Town	30.8
Philco TV Playhouse	30.5
Your Show of Shows	29.4
Four Star Revue (Durante)	29.1
Fireside Theatre	28.4
Comedy Hour (E. Cantor)	26.7
Stop The Music	25.1
Studio One	24.7

Multi-Weekly Shows	Program Av Rating Nov.
Howdy Doody	15.1
Camel News Caravan	13.9
Kukla, Fran & Ollie	11.9
Perry Como	11.0
CBS-TV News	10.6
Faye Emerson * (Tues., Thur.)	10.4
Captain Video	10.2
The Little Show	9.7
Mohawk Showroom	9.7
Small Fry Club	8.4
Broadway Open House	8.4

* 9.8—Tues, Thur, Sat.

Weekly Television Summary—December 18, 1950, TELECASTING Survey

City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	5,700
Ames	WOI-TV	26,258
Atlanta	WAGA-TV, WSB-TV	67,800
Baltimore	WAAM, WBAL-TV, WMAR-TV	240,476
Binghamton	WNBF-TV	27,154
Birmingham	WAFM-TV, WBRC-TV	27,500
Bloomington	WTTV	11,340
Boston	WBZ-TV, WNAC-TV	580,245
Buffalo	WBEN-TV	160,180
Charlotte	WBTV	43,504
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	737,407
Cincinnati	WCPO-TV, WKRC-TV, WLWT	209,000
Cleveland	WEWS, WNBK, WXEL	372,213
Columbus	WBNS-TV, WLWC, WTVN	114,000
Dallas, Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	91,877
Davenport Quad Cities	WOC-TV Include Davenport, Moline, Rock Ise., E. Moline	32,199
Dayton	WHIO-TV, WLWD	140,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	376,706
Erie	WICU	42,576
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	91,877
Grand Rapids	WLAV-TV	97,166
Greensboro	WFMY-TV	35,901
Houston	KPRC-TV	53,751
Huntington-Charleston	WSAZ-TV	30,000
Indianapolis	WFBM-TV	102,000
Jacksonville	WMBR-TV	22,000
Johnstown	WJAC-TV	54,472
Kalamazoo-Battle Creek	WKZO-TV	53,589
Kansas City	WDAF-TV	83,450
Lancaster	WGAL-TV	68,474
Lansing	WJIM-TV	32,500
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH KTLA, KTSL, KTTV	831,232
Louisville	WAVE-TV, WHAS-TV	
Memphis	WMCT	
Miami	WTVJ	
Milwaukee	WTMJ-TV	17
Minn.-St. Paul	KSTP-TV, WTCN-TV	11
Nashville	WSM-TV	
New Haven	WNHC-TV	1
New Orleans	WDSU-TV	
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	1,8
Newark	WATV	Inc. in N. Y. Est
Norfolk	WTAR-TV	
Oklahoma City	WKY-TV	
Omaha	KMTV, WOW-TV	
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	7
Phoenix	KPHO-TV	
Pittsburgh	WDTV	1
Providence	WJAR-TV	
Richmond	WTVR	
Rochester	WHAM-TV	
Rock Island Quad Cities	WHBF-TV Include Davenport, Moline, Rock Ise., E. Moline	
Salt Lake City	KDYL-TV, KSL-TV	
San Antonio	KEYL, WOAI-TV	
San Diego	KFMB-TV	
San Francisco	KGO-TV, KPIX, KRON-TV	1
Schenectady Albany-Troy	WRGB	1
Seattle	KING-TV	
St. Louis	KSD-TV	2
Syracuse	WHEN, WSYR-TV	
Toledo	WSPD-TV	
Tulsa	KOTV	
Utica-Rome	WKTV	
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	2
Wilmington	WDEL-TV	

Total Markets on Air 63 Stations on Air 107 Estimated Total Sets in Use 9,7

Editor's Note: Totals for each market represent estimated sets within televiewing area. Where coverage areas overlap set counts m partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV Circulation committees, electric companie manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is nece approximate.



1.

VOWED MAIDA McSPINSTER, "TONIGHT MY BOY CHAUNCEY,
SO HELP ME, IS GOING TO BECOME MY FIANCE!"



2.

BUT, SAD TO RELATE, IN SELECTING HER LURE,
THE LASS'S TECHNIQUE PROVED EXTREMELY UNSURE.



3.

AND WHAT GOOD'S A LOUSE WHO JUST WANTS TO PLAY HOUSE
WHEN A GAL'S GOT HER HEART REALLY SET ON A SPOUSE?

To Woo Dayton* Dollars

THE SHOW MUST GO ON

WHIO-TV

* If your heart's set on the Dayton market (and why not, with its wealth in both income and TV sets?) come woo it the right way. Dayton, and the surrounding Miami Valley, offers a total of 142,000 TV sets (yesterday's figure!) *dominated*† by WHIO-TV, the area's first and leading station. Let our National Representative G. P. Hollingbery Company give you facts, figures, and A. M. availabilities.

MORAL: Woo your Dayton market through Dayton's first and favorite station—WHIO-TV.

CHANNEL 13
whio-tv AM FM
DAYTON, OHIO

†*Pulse October report shows WHIO-TV had 13 of top 20 televised shows!*

RESERVE CHANNELS

RESERVATION by the FCC of TV channels for non - commercial educational stations was advocated in a resolution adopted by the Mid-century White House Conference on Children and Youth, held at Washington a fortnight ago.

Action followed adoption of a similar resolution by a communications panel despite a minority report submitted by Ralph W. Hardy, NAB government affairs director, speaking for opponents of the idea.

The full conference also adopted a resolution calling on the TV industry and educational, health and social agencies "to accept the great social responsibility" created by the unprecedented growth of television and its potential as a medium for mass education.

When the communications panel (No. 22) adopted a resolution recommending the stand of education groups seeking TV channels, as well as favorable action on a request of the Joint Committee on Educational Television, Mr. Hardy contended in his minority report that the joint committee's request "raised very serious questions involving the principle of compulsion and censorship" on the part of the FCC in cities having only one channel. He contended it advocated entrance by the FCC into the field of program content.

Author of the education resolution in Panel 22 was Elliot Birnbaum, of the Syracuse (N. Y.) Commission for Children's Entertainment.

The censorship spectre arose on another occasion when a speaker suggested regulating radio and TV channels was like regulating navigation on rivers. Mr. Hardy came back quickly with a prediction that "if the time comes when we channel all river navigation and avenues of speech through one source, or when a government agency decides what ideas and entertainment shall be permitted the people, then the United States will have entered a whole new era of thinking on freedom of speech."

Urges Professional Help

The panel recommended professional help and advice for all educational organizations using mass media and urged the TV industry to set up an agency to develop and extend daily programs meeting the intellectual and emotional needs of the country's children and youth.

Dr. Lyman Bryson of Columbia U., who has led many CBS forum discussions, was chairman of the panel, titled "Mass Media of Communication as Channels for Influencing Personality Development." When Anne Usher, of *Better Homes & Gardens* magazine, commented American parents should control the TV viewing of their children, Dr. Bryson said: "The only noise that one does not hear in the living room today is the sound of the parental foot going down."

Dr. David Mace, of Madison, N. J., and London, said parents should listen to the radio with their children so the children can profit through discussion and guidance. Dr. Bryson noted that the spoken word was the first channel of teaching and that today radio, recordings, TV and other mass media are placing emphasis on the spoken word.

Dr. Birnbaum said a Syracuse survey shows the average child spends four hours daily looking at TV, often more time than they spend in classrooms.

Robert Saudek, ABC vice president in charge of public communication, told a panel on "Mass Media of Communication—Their Use and Misuse" that radio and TV "are like a new and most exciting library at home" for those who take the trouble to know what is good on the air and to guide their children to it.

"If you parents, pediatricians, psychologists and teachers are sufficiently conscious of the content of the public service programs on radio and television," he said, "then you are letting radio and television contribute to the development of your children.

"If, on the other hand, any one of you is so myopic that all you see on the screen or hear on the loud speaker is trash, then you are the kind of negligent and lazy trustees of your children who must also be allowing them to eat candy when there is milk in the house; read dime novels when there is the *Book of Knowledge* in the house . . ."

Defending the printed word against "such relative neophytes in the field of communications as radio and television," Otis Wiese, editor and publisher of *McCall's* magazine, said: "Like his fellow newspaper editor, but unlike the directors of the other media—movies, radio and television—the magazine editor's activities are not subject to review or censorship and his license to operate is not under threat of revocation by any established agency."

Dr. Bryson, also leader of this panel, warned that "every institution demands to be judged by its best—the press, the radio, even the family, the church, the school."

Dean Bruce E. Mahan, of the State U. of Iowa Extension Division, said, "we will all admit there are bad movies, radio, television and comics, but the good so far outweighs the bad that we need only accentuate the positive and eliminate the negative."

MOBIL TV UNIT



For Sale; Reasonable

Attention TV Stations: Here's your chance to buy an ACF-Brill bus, completely equipped for use as a mobil TV unit, at a reasonable price. Unit adapted from 1946 32-passenger, air-conditioned, cross-country bus. Roof platform reached by trap door. Excellent tires and mechanical condition. Driven less than 25,000 miles since completed in April, 1948, by WLW-Television. Have two other mobil units so this one is no longer needed. No technical equipment included. Call or write J. R. McDonald, WLW, Cincinnati 2, Ohio. Phone CHerry 1822.

Facts of Video

(Continued from page 53)

for individual but group selling."

Ways of taking advantage of this concentrated attention are listed, including film, signs and voice, puppets or animation, eye-to-eye (salesman right before the camera).

TV really sells, it is claimed, and the Hofstra College data are cited. Case histories are reviewed in capsule form. Blank space is provided for local TV data.

As to TV's cost, it is explained on the basis of Hofstra data that TV advertisers average $19 in extra sales per $1 spent on the medium. Number of advertisers has increased from 680 in 1948 to an estimated 5,000 and TV advertising from an estimated $8.7 million to $75 million. Increase of 71% in number of local retailers is recalled.

Dollar for dollar, BAB explains, TV pays off better (and faster) for local advertisers than any other medium.

Sealtest on CBS-TV

NATIONAL Dairy (Sealtest products) will sponsor *Big Top* on CBS-TV starting Jan. 27, Saturday, 12 noon to 1 p.m. Show features Jack Stirling as m.c. and originates in Camden, N. J., through WCAU-TV Philadelphia. Advertiser will sponsor the hour-long program in addition to its *Kukla, Fran & Ollie* show on NBC-TV. N. W. Ayer & Son, New York, is the agency.

Youth Conference Urges

ERIE DISPUTE

Charges Attacks on WI

CHARGE that the *Erie Times* carried on "continuing attacks' television and WICU (TV) E Pa., has been hurled by the *Dispatch*, a rival newspaper a iated with the station.

In an editorial the *Disp* charged that the *Times* and its lishers, John and George M "are opposed to television and *Erie Dispatch* family is 100% favor" of the medium, and denied "technical difficulties" forced it to suspend operation a single day since it went on air March 15, 1949."

The newspaper quoted a *T* columnist who Nov. 15 recou a report that "TV service men busy installing larger roof aerials so TV set owners can b in Buffalo and Cleveland statio The columnist also had repo according to the *Dispatch*, th phone call to the station by a porter brought the reply that are off the air today—techn difficulties." The *Dispatch* i tified the columnist, Jay James John Mead Jr.

WICU Ownership

WICU is licensed to the patch Inc., affiliate organizatio the *Erie Dispatch*, which is lished by the Record Publis Co. of Erie. Edward Lamb is p ident of the licensee firm an owner of WICU, as well a WTVN (TV) Columbus, Ohio, WTOD-WTRT (FM) Toledo, C WICU operates on Channel (204-210 mc).

John J. Mead Jr. and Georg Mead are principals in an app tion filed with the FCC on be of the Erie Television Corp. Channel 3 (60-66 mc) in Erie. H would hold 25% interest in licensee firm under terms set f in the application filed Oct. 1950, according to FCC. Offi of Community Service Broad ing Co., licensee of WIKK would hold the remaining 50%

The *Dispatch* editorial also exception to a portion of the James column which reported "slips of paper handed out at dom about town" urged vie "not pleased with the WICU te sion program or quality of tr mission" to call the station let them know," according to *Dispatch*.

The newspaper said WICU gramming "is well-rounded geared to the entertainment an lightenment of the entire fam and is so well chosen that "it presented nearly every one of top Hooper-rated TV shows since it took the air."

The station, the *Dispatch* on, has an obligation to pre "a balanced television menu ar program for the largest pos audience, during the largest s of the broadcast day."

BOMB DEFENSE

KPRC-TV Informs Residents

KPRC-TV Houston, Tex., has taken up the defense cudgel by showing residents what would happen if an atomic bomb were dropped on the city. According to the station, its Dec. 9 half-hour television show dramatizing civil defense has made a marked effect on residents who have complimented the city on its production.

Use of TV for mass training in defense against atomic warfare was the joint project of KPRC officials and the city of Houston. The first show was successful and the station is scheduling further programs which concentrate on specific phases of the city's defense blueprint, the station said. Mayor Oscar Holcombe, along with key city officials, personally conducted the program.

To obtain wide audience viewing, the Mayor asked TV set owners to invite friends and neighbors without sets to see the Houston exposition of the atomic defense plan. Stores which sell TV sets were asked to keep their doors open late that Saturday night. An estimated 125,000 residents viewed the production.

NEW RTDG PLAN

Locals To Bargain Jointly

A NEW PLAN for unionizing, with possible wide percussions, was announced last week by Radio & Television Directors Guild in New York, concurrent with establishment of new RTDG locals in Philadelphia and Detroit. The latter will bargain on behalf of Radio Writers Guild, National Television Committee of the Authors League, and United Scenic Artists in those cities, as well as for themselves.

Adapted for localities in which memberships are too small to sustain the expense of local organization by one union alone, the new scheme is expected to avoid jurisdictional disputes and simplify bargaining as well as result in economies for the parent bodies.

Although not immediately concerned, the American Federation of Radio Artists is supporting the plan and may be expected to participate as soon as an occasion arises. The plan itself was worked out by the National Assn. of Broadcast Unions & Guilds, of which Oliver W. Nicoll is national chairman. RTDG board member, Ernest Ricca, was active with Newman Burnett, national executive director of RTDG, in organizing the Philadelphia and Detroit locals.

Officers elected in Philadelphia were Edmund Rogers, president; John Hirst, vice president; Hal Mathews, secretary-treasurer. Protem officers elected in Detroit were Shields Dierkes, president; Rubin Weiss, vice president; Joseph Schneiders, secretary; Robert Simons, treasurer.

First negotiations will be with WFIL Philadelphia. No date has been set.

SWG STRIKE VOTE

TV Terms One of Major Issues

FAILURE to reach agreement over television terms is one of the major causes which last week culminated in a vote by Screen Writers Guild members to strike against major motion picture studios. The almost unanimous vote affecting 1,165 screen writers, 656 of whom are active members, followed breakdown of long negotiations with the producers over a new contract on the question of TV terms, separation of rights and minimum wages.

On the television question, the guild objected to the long period of time producers would allow to elapse before television terms could be negotiated. Producers had offered to negotiate on all questions relating to TV one year and eight months after signing the present contract. Then if no agreement were reached after seven months, either party could give a six-months notice of abrogation. SWG considered this "dangerous."

Guild also had demanded, and was refused, a clause in the contract to the effect that, if the studios granted any TV terms to any other union before their own contract was signed, the terms would be applicable to SWG as well.

Producers also refused to grant the guild's request for separation of rights clause for several categories including radio and television. Such rights are now granted on unproduced or unpublished original stories purchased by a studio with a contract which includes employment of a writer to do a screen play or revision. Contract involving purchase of the story contains a clause in which each right is separately stated and paid for by a specific amount. Studios offered to extend this clause to dramatic and publication rights, but balked at extending it to radio and television rights.

A 60-day intent to strike was expected to be filed late last week. According to Karl Tunberg, SWG president, the strike, if not averted in that period by mediation or further negotiation, could take the form of one-day strikes, those against individual studios or an industry-wide strike demonstration.

Radio Writers Guild and Dramatists Guild have pledged their support to the strike. Further support was expected by other groups comprising the eastern-headquartered Authors League including eastern SWG, Television Guild and Authors Guild.

Wilkes to WBAL-TV

WBAL-TV Baltimore last week appointed Arnold Wilkes, an educator, to the post of program manager. Mr. Wilkes has been an instructor in speech and drama at Middlebury College, Middlebury, Vt., and has been TV director for WRGB (TV) Schenectady, N. Y., as well as WSYR-TV Syracuse.

TV EDUCATION

WBAL-TV Holds Clinic

SECOND Educators Television Clinic, held last Wednesday by WBAL-TV Baltimore, featured a demonstration of two-way television as applied to teaching. By using a "horizontal wipe" technique which has been newly developed by the station, viewers were able to see both the teacher and pupils although the teacher was in the WBAL-TV studios while the pupils were in a class several miles away.

In addition to the 75 educators gathered for the clinic, sixth grade geography classes in 21 Baltimore schools received the telecast.

Dr. Franklin Dunham, chief of the division of radio and television education, U. S. Office of Education, Washington, was the principal speaker. The all-day session was under the chairmanship of Dr. J. Carey Taylor, Baltimore assistant superintendent of public schools. Eleanora B. Kane, radio and TV specialist of the Baltimore board of education, prepared the material for the teaching demonstration.

TVA REJECTS

L.A. Offer 'Unacceptable'

TERMING them "completely unacceptable and impractical," Television Authority last week rejected counter-proposals for minimum wages and conditions for performers on Los Angeles television programs offered by five local TV stations (KTSL KNBH KTLA KECA-TV KLAC-TV) with whom it had been negotiating.

KLAC-TV, which had earlier refused to negotiate with the union until TVA received NLRB certification [BROADCASTING • TELECASTING, Dec. 4], reversed the decision somewhat and has agreed to negotiate, subject to later certification of TVA.

Basic objection to the stations' proposals was the calling for payment on an hourly basis, whereas TVA asks for payment by programs plus rehearsal fees [BROADCASTING • TELECASTING, Nov. 6].

Station proposals, said to be from 64% to 75% of minimum motion picture scales for performances at major and independent motion picture studios, call for:

Freelance (weekly) stipend of $110.25; four-week staff performer, $104.74; 13-week staff performer, $99.23. Incidental performers would receive $50; beginners $45.

Rates for day players would be $15.45 for two hours; $22.05, four hours; $36.75, eight hours. Extras would receive $10.11.

TVA is asking $75 for one-hour program; $50, half-hour program; $35, 15 minutes. All plus rehearsal fees. Latter fees would be $6 an hour with minimum of five hours rehearsal required for hour program; three hours for half-hour; hour for 15 minutes.

Both groups meet again tomorrow (Tuesday) for further talks.

Cable Allocations

(Continued from page 53)

tion last October, FCC pointed out that the current quarterly allocation of usage of 19 intercity TV channels gives NBC-TV 160 out of 399 possible hours of usage per week in the "preferred" 8-11 p.m. time segment; CBS-TV, 114 hours; ABC-TV 49, and DuMont TV 36, with the remaining 40 open for further assignment [BROADCASTING • TELECASTING, Oct. 23].

New Plan Described

In their petition for another postponement of the hearing date last week, Messrs. Smith and Werner described the new plan as an "agreement among the networks upon certain principles and procedures to be followed by them in resolving their conflicting requirements for intercity video transmission service."

They said representatives of each network had indicated that postponement of the hearing "for an indefinite period" was desirable "to permit opportunity to study the usage of intercity video transmission resulting from the abovementioned agreement . . ." Counsel for individual licensees and other participants in the proceeding, they said, offered no objection to a delay while the possibility of indefinite postponement is under study.



RADIO-TV ALMANAC

Dunlap Traces History

RADIO AND TELEVISION ALMANAC. By Orrin E. Dunlap Jr., New York: Harper & Bros., Jan. 3, 1951. About 200 pp. Illustrated. $4.

IN 1910, on Jan. 30, readers of the *Kansas City Times* were presented this headline: "Television on the Way."

In the story, a report on experiments in France by M. George Rignoux and M. Fournier, they read a more provocative quotation of the Frenchmen, who asserted: "We hope soon to transmit the colors as well."

Thus one intriguing facet of the development of radio and TV is chronicled in Orrin E. Dunlap Jr.'s newest work, *Radio and Television Almanac.* Similarly, all facets of the art are historically highlighted in the book, called by its author a "record of facts and dates that tell the story of progress step by step, linked with the names of the men who blazed the trails."

Retracing these trails with the author—meeting the people who pioneered them, catching a glimpse of each event in its setting—should loose a flood of vibrant subject ideas upon any human interest storyteller and stir the imagination of broadcaster and layman alike.

Wide Radio Background

Mr. Dunlap, now RCA vice president in charge of advertising and publicity, has observed firsthand many of the historic developments which he relates. Beginning as a wireless amateur in 1912, he was an operator with the Marconi Wireless Telegraph Co. of America by 1917 and during World War I was a U. S. Navy radio operator. From 1922 to 1940 Mr. Dunlap was radio editor of the *New York Times,* joining RCA in the latter year.

The author began his compilation of historic background in 1922 when he joined the *Times,* and since then has kept the diary up-to-date for his own use, "registering names and dates before they were dimmed or lost with the passing years." His personal contact with Marconi, de Forest, Zworykin, Tesla, Alexanderson, Sir Robert Watson-Watt and other pioneers in both radio and TV has prepared the author uniquely for the writing of the *Almanac,* his 12th book in the field.

The *Almanac,* with eight chapters, also offers annexes on past and present officials of FCC, NAB, TBA, RTMA and IRE.

Chapter 1 relates the "Dawn of Electricity" from the observation of the electrical properties of amber in 640 B. C. by a Greek, Thales of Miletus, to conception of the Morse code in 1843 by Samuel F. B. Morse and Alfred N. Vail. Succeeding chapters detail discoveries that led to wireless, the Marconi era, radio during World War I, opening of the broadcasting era, radio-TV advances of the '30s, radio-TV in World War II and postwar radio-TV.

To illustrate the thoroughness of the volume, despite its brief, outline treatment, here is further example of the wealth of TV background alone which awaits the reader.

The *Almanac* relates that as early as 1842 the English physicist, Alexander Bain, identified as the "father of facsimile," TV's nearest relative, "conceived the basic principles of transmitting pictures by electricity, thereby solving the problem in its broadest aspects."

In 1875 John Kerr of Scotland discovered the polarizing property of a solution of nitrobenzene when subjected to high voltage, the volume notes, with the resulting Kerr cell later becoming a vital part of early large screen TV projectors using a mechanical scanning system.

Three years later Sir William Crookes, English scientist, is related as demonstrating the first cathode rays, while in 1884 the German Paul Nipkow invented the TV scanning disc. By 1890 C. Francis Jenkins had begun his search for new appliances needed for success of the Nipkow invention, the *Almanac* notes.

Another German, Karl Ferdinand Braun, in 1897 constructed the first cathode-ray oscilloscope "capable of scanning with an electron beam," the *Almanac* cites, while in 1907 Boris Rosing of Russia and A. A. Campbell-Swinton of England "separately and simultaneously published methods of electrical image reproduction using electromagnetic means of scanning." The same year Arthur Korn sent a picture of French President Fallieres by wire from Berlin to Paris in 12 minutes.

In June 1908, Campbell-Swinton wrote *Nature* magazine a letter titled "Distant Electric Vision," Mr. Dunlap relates, which "suggested that the photoelectric effect, discovered in 1873, was the key to electric vision."

By 1925, the book recalls, John L. Baird was demonstrating radio "shadowgraphs" in London while in the U.S. Mr. Jenkins was demonstrating "mechanical television apparatus using a rotating scanning disk" between Anacostia Naval Air Station and his laboratory in Washington. From this time on, developments occurred fast in TV, including color, the *Almanac* citations show.

In 1928 Dr. V. K. Zworykin was granted a patent which related "principally to color television," the *Almanac* explains. It was filed in 1925. Also in 1928 Bell Telephone Labs. demonstrated color TV in its laboratory in a wire hookup. Experimental TV broadcasts accelerated through the '30s, even including trans-Atlantic monochrome pickups, Mr. Dunlap notes.

1940 Color TV

On Feb. 6, 1940, he recalls, RCA demonstrated closed circuit color TV to FCC, produced by "electronic and optical means" and using "no mechanical or rotary parts." Three cameras and three kinescopes were employed, he relates, with pictures of 120 fields, 441 lines resulting.

On Aug. 29 of that year, Mr. Dunlap's book records, CBS announced "television in color by means of a mechanical method, developed by Peter Goldmark."

In 1941, on Feb. 20, "television pictures in color were first put on the air by NBC" from the Empire State Bldg., the volume relates, using a 6-mc "sequential mechanical system" of 441 lines, 120 fields and 60 frames. On May 1 of that year RCA-NBC "made successful tests with first projection-type color television receiver using mechanical methods."

As World War II drew to a climax in mid-1944 tri-color tube patents were applied for by Prof. Charles W. Greer and Dr. Alfred N. Goldsmith, the latter also arranging "for a patent on a color television system using one or three guns and a tricolor target on which vertical strips of red, green and blue phosphors are scanned horizontally with circular or elliptical scanning beams to produce tricolor image." This patent was issued Nov. 18, 1947, and assigned to RCA, Mr. Dunlap writes.

A "continuation in part" of the 1944 application was filed by Goldsmith July 19, 1947, seeking patent on a "3-gun color television system using a 'masked-target color kinescope and dot-line screen," Mr. Dunlap states.

In similar detail he reviews the full postwar development of monochrome and color TV up to Sept. 1, 1950. He outlines the background of the 1946-47 color hearing, in which FCC denied CBS petition for commercial color-casting on its wideband system, and the 1949-50 proceeding, in which Brig. Gen. David Sarnoff, RCA chairman of the board, testified before FCC on May 3, 1950, "state color television had advanced technically to the point that justified setting of standards on a regular commercial basis; he recommended standards be based on the RCA all-electronic, completely compatible system operating on the 6-mc bandwidth."

Another historic aspect of radio TV treated as vividly by the *Almanac* includes Gen. Sarnoff's memorandums in 1915-1916, while assistant traffic manager of Marconi Wireless Telegraph Co. of America, proposing a "radio music box" and outlining future possibilities of public broadcasting.

Similarly, the *Almanac* relates the principles of radar were discussed in 1900 by Nikola Tesla, while in 1902 the first patent for FM was applied for by Cornelius D. Ehret of the U. S.

These brief citations serve to show the wealth of historic detail to be found in the *Almanac,* "the log of radio milestones," as the author states, "a compendium of 'firsts' in wireless, inventions, [illegible] events, industrial progress, commercial applications, and 'firsts' in broadcasting, radiophoto, facsimile, television and radar as well as radio's important record in the two World Wars."

Allocations

THIRTY day notice will be given by FCC concerning commencement of the city-by-city allocation portion of its overall TV proceeding, the Commission announced last week. FCC also reported that should any revision in specific allocations be required as a result of evidence adduced in earlier phases of the hearing, due notice of any proposed revisions will be given and all parties will have opportunity to submit comments. FCC fortnight ago completed the major part of the educational TV phase of the case, with remainder to be heard Jan. 15 [BROADCASTING • TELECASTING, Dec 11].

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Duchess

IT IS NO SECRET

On Records: **Jo Stafford—Col. 39082; Three Suns—Vic. 20-3976; Bill Kenny—Dec. 27326; Bob Houston—Lon. 871; Stuart Hamblen—Col. 20724; Ozie Waters—Coral 64069; Ray Smith — Lon. 16051; The Mariners — Col. 39073; Rosalie Allen & Elton Britt—Vic. 21-0405; Joe Allison—Cap. 1308; Hank Garland —Dec. 46281; Kitty Kallen—Richard Hayes—Merc. 5564.**

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NEA COMPLAINT

Charges TV Ad 'Untrue'

FURTHER criticism of the "child appeal" television advertising campaign launched in November by American Television Dealers and Manufacturers was leveled by the National Educational Assn. in a complaint filed with the Federal Trade Commission last Tuesday.

NEA charged that the published advertisement of Nov. 15 is a "distinct departure from the high ethical standards to which most advertisers subscribe today" and questioned the statement that educators agree "regarding salutary effects of television" on children.

The association referred to a portion of the first spread in which some educators and authorities expressed convictions that TV is a virtual necessity to the children's morale and social standings. The tenor of succeeding ads was modified to accentuate "positive" aspects of set ownership.

Meanwhile FTC, which has been conducting an inquiry into the "truth or falsity" of published and broadcast advertisements, revealed last week it has received all data requested from Ruthrauff & Ryan Inc., agency handling the controversial campaign, and individual manufacturers. The probe has been initiated by the commission's Radio and Periodical Advertising Division, which asked set-makers and the agency to furnish "specimens" of all TV ad copy the past three months [BROADCASTING • TELECASTING, Dec. 4, Nov. 27].

File FTC Complaint

In filing its complaint with FTC, which is expected to issue a stipulation-agreement for compliance by the group and agency, NEA asserted that its executive committee and board of trustees had taken similar action. The association claims a membership of about half a million teachers.

"Both the implications and the language of the advertisement . . . are misleading," Willard E. Givens, NEA executive secretary, said in announcing the complaint. "The statement made that educators agree regarding salutary effects of television is untrue."

Mr. Givens declared that some TV shows at present are "harmless entertainment" and even "educative in nature," and felt television can and should be made a "remarkable instrument of education," because it employs long-proved technics of visual education now used in thousands of classrooms.

But, he contended, educators as a whole are "far from approving many of today's television shows" and many, in fact, fear permanent harmful effects on children. The statements in the Nov. 15 ad are "meaningless," and the implications and language are "harmful both to television and education," he added.

film report

AVON PICTURES, new television film production firm has been formed in England by **Sol Lesser,** producer, and **Douglas Fairbanks Jr.,** film actor. Firm to produce 28-minute film versions of Shakespearian plays. Rights to "Julius Caesar" and "Antony and Cleopatra" have been acquired.

The Vitascope, French lens system will be used by Mr. Lesser. System combines use of still photographs of sets and backgrounds with live action on bare stage. Mr. Lesser believes use of lens will effect great economies both for live and filmed television.

Richard Oswald, veteran motion picture producer, has formed new firm in Hollywood, **Richard Oswald Productions.** Studios are located at 7133 Sunset Blvd., phone Gladstone 6777. Firm has completed first in series of 13 half-hour dramatic shows based on incidents in lives of famous people. First film titled "Meyerling," others to include Lord Nelson, Theodore Roosevelt, Beethoven, Wagner, and Nicholas of Russia. Series expected to be completed by March 1951, cost per film is said to run approximately $15,000.

* * *

Sterling Films Inc., New York, has announced sale of "Merry Christmas," Vienna boys choir film, to 53 TV markets. . . . Same firm providing CMQ Cuba with 1,000 TV films during 1951. . . . **Alexander Film Co.,** Colorado Springs, Col., has completed 52 spots for five accounts. Thirteen were for **Apex Electrical Mfg. Co.,** Cleveland, agency **Meldrum & Fewsmith Inc.,** same city; 13 for **Philco Corp.,** Philadelphia, agency **Julian G. Pollock Co.,** Philadelphia, and 13 for **Seiberling Rubber Co.,** Akron, Ohio, agency **Meldrum & Fewsmith Inc.**

Canadian film interests and Ontario government have instigated production of filmed television programs for international distribution. U. S. television technicians are being brought to Ontario to train Canadians for key positions. Studio site has not yet been announced but it is expected to be in Toronto area. Principals in enterprise include **Doherty** theatrical interests of Toronto and **George A. Hirliman,** New York.

* * *

Swank Films, Dayton, Ohio, announces move to new quarters at 627 Salem Ave., phone TA 4192. . . . **John Sutherland Productions,** Los Angeles, doing series of 14 two-minute live-action films for **Ford Motor Co.** (Lincoln-Mercury) for CBS-TV *Toast of the Town.* Agency: **Kenyon & Eckhardt Inc.,** New York. Firm also doing 16 live action films for **Armour Packing Co.** Included are seven two-minute films on behalf of firm's meat products; five 30 second films each for Dial soap and Dash (dog food). **George Gordon** directs. Agency: **Foote, Cone & Belding,** Chicago.

Fairchild Engine & Airplane Corp., Hagerstown, Md., believed to be first aircraft manufacturer to establish TV news release system within its public relation department. Idea was first promoted in Washington and Baltimore areas where film was offered TV stations with no strings attached. Recently Fairchild C-119 Packets were seen by televiewers on Camel News Caravan, Telenews and American Forum of the Air as a "trailer" showing paratroopers bailing out of the twin tailed planes.

Ziv Television Programs Inc. announces its specially TV-filmed *Cisco Kid* sold on syndicated basis to local and regional advertisers is being telecast over 33 stations. Film was first made available Sept. 5.

ASSN. OF Documentary & Television Film Cameramen (ADTFC) announces its affiliation with National Assn. of Broadcast Engineers & Technicians (NABET) with offices at 48 W 48th St., New York.

VIDEO COMPETES

For Magazines' Ad Dollar

MAGAZINES are more aware of television as a competing medium for the advertising dollar than ever before, an independent survey reveals.

The U. S. Chamber of Commerce's Committee on Advertising has released results of its survey of national magazine advertising managers. Representatives of some 46 publications were queried. Of that number, 50% answered. Emphasis was placed on measurement of the effect on national publications by TV, which is "competing for the national advertising dollar."

At least 40% of the replies found TV taking some slice of business, particularly in new accounts. Balance of the respondents reported little effect. The period studied was 1950 in comparison to 1949.

The committee reported specialized publications, such as business news magazines, appeared to be immune from TV competition. One correspondent said TV as a growing advertising medium is competing for the same advertising dollar and therefore there is bound to be some effect. Another observed that "as television became a more important mass medium for information and entertainment, magazines will be forced to adapt themselves to more selective audiences."

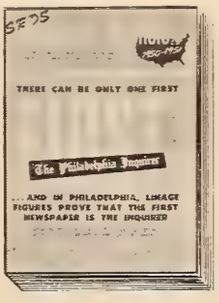
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Note to publishers, radio and TV station managers: Review a copy of the current 1950-1951 Edition of CONSUMER MARKETS and see for yourself why it will pay you to arrange now for a Service-Ad to represent your medium near your market's listing in the forthcoming 1951-1952 Edition. Your prospects use CONSUMER MARKETS when they're comparing markets.



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INTERMISSION time at the TBA Clinic found the following TV-broadcasters seated together (l to r): Seated, Allen B. DuMont, Allen B. DuMont Labs; Eugene Thomas, WOR-TV New York; John Kennedy, WSAZ-TV Huntington, W. Va.; standing, Gaines Kelley, WFMY-TV Greensboro, N. C.; Lawrence Lowman, CBS; Dan Schmidt III, George P. Hollingbery Inc., New York; Paul Raibourn, Paramount Television Productions, New York.

* * *



AMONG TBA members meeting at the Television Clinic (l to r): Seated, C (Ted) Taylor, O. L. Taylor Co., New York; Harry C. Wilder, WSYR-TV S cuse; John Murphy, WLWT (TV) Cincinnati; standing, John Fetzer, WK TV Kalamazoo; E. K. Jett, WMAR-TV Baltimore; Mort Watters, WCPO Cincinnati. Mr. Waters was a featured speaker (see opposite page).

* * *

STRESS LOCAL SHOWS

TBA Clinic in New Yo

STAR performer of the TBA Television Clinic, held Dec. 8 at New York's Waldorf-Astoria, was John M. Outler Jr., general manager, WSB-TV Atlanta, whose comically cogent remarks contained more humor than the highly-heralded luncheon talk of Ed Wynn and more sense than many of the more soberly presented papers.

Mr. Outler "stopped the show" for the TBA audience. Excerpts from his talk, titled "Catering to the Local Audience," follow:

"After batting around for now nearly three years in this fascinating labyrinth of a new phase of mass communications, trying to find the northern passage to India, I've come to at least *one* definite opinion. All television stations and all television markets are peculiar unto themselves, and the average of problems to be found in any one of them is always above the average . . .

"From the very beginning of our operation, we have programmed on a seven-day-a-week basis and at this present moment are pumping out decibels (or whatever they are) some 92 hours each calendar week, with better than 20% of that done as live, studio-produced, honest-to-goodness local programs—home raised and hand spanked.

"In these two short and exciting years of our existence, set population in the area served by WSB-TV has grown from a comparative nothing to the very comfortable total of better than 80,000 homes. And if we don't run into too many set production woes in the near future, we'll be able to do some more boasting the next time we meet. . . .

"Crisis piled on top of crisis—And do you know, there's a very interesting observation right there. As far as I know, not one of those crises was ever completely solved. Before we could get one worked out, another would be looking right down our throat. So, we'd just let the first one lay there in the floor and rot until it got super-imposed . . .

Audience Facts

"There's one fact that stands out clearly in the mists of our television morning—an amazing fact that is stunning in its stark simplicity. The audience is composed of people, ordinary people, folks who have debts and dyspepsia, modern gals not afraid to be seen in a Bikini bathing suit and cautious old men who wear both belt and suspenders, rich folks and poor folks, families who rather like to gather in the living room every now and then and just enjoy being together. . . .

"They are the same people who have been, and still are, in our radio audience. And strangely enough, they haven't changed a great deal. They've got the same tastes and preferences, the same predilections and prejudices, the same phobias and inhibitions. And in a most unreasonable manner, they insist on exercising these emotions. . . .

"All television audiences are local audiences, whether they are tuned to the plush palaces of Manhattan or to a signal coming from a Quonset Hut in Split Lip, S. C. And of fine significance, there's a definite civic pride which arises in the community when a television station gets born there. It's like getting a new public hospital, or a new university, or any community asset for the benefit of all the people. It's front page stuff for the newspapers and if the newspaper happens to be the licensee, mister, it's a reporter's paradise.

"The electronic peculiarities of the television signal warrant further the local aspect of the audience. The engineers tell us that the thing won't bend, it doesn't reflect, and that it ain't on speaking terms with distance like we know a radio signal. Even the folks who sell you the transmitter will tell you that it's limited to local, and even the magic of the coaccidental cable doesn't alter that unabashed reality.

Local Formula

"And it has always seemed to me that when you combine the two elements of local audience and local transmission you ought to get a spark. And you do. The catalyst in the formula is, however, local programming—sure enough local programming—not western hoss-opera or the threadbare by-products of a money-hungry movie producer (though the Lord knows how we would have survived without 'em) but local programs with lights and cameras and action and foils who amount to something within your own city's walls.

"It's entirely true that any well-run station has got to have a backlog of network programming to make the wheels go round. It's mighty comfortable to have a generous sprinkling of top network efforts in your schedules and long as you are operating on blond side of the ledger these work shows don't have to be in top 10. And it doesn't make much difference who the sponso

"But the interest of the audi in network programs is an im sonal matter. The loyalty of audience is a program loyalty not a loyalty to the station w carries the show, or to the netv which originates the effort. Pl believe me, this is by no m putting the whammy on netv shows, or the evil eye on which comes from the flesh-pot Gomorrah On-The-Hudson. point I'm driving home is that only way to tie a local audi into a local television statio with live, local programs. have you any doubts about it, I point to a locally produced prog in Atlanta, *Rich's In Your H* which enjoys a modest 80% tur 5 days a week.

Cites Dangers

"That television operation tent to be a repeater station satellite for two, three or four works, with a little film throw to chink up the cracks in schedule, is living under the s of Damocles and like the man for breakfast just raised the dow and chewed on a foggy m ing. And if you want proof of opinion, just study the set po tion figures in those markets se by stations who do not have a slant in their programming, or are indifferent towards its velopment in their mad scur reach the fiscal break-even p It's pretty plain.

"After all, the only way to money in television is to pr



PLAYS
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ough circulation to justify rates. nd those rates have got to be gh enough to meet expenses and mpetitive conditions and still ave a little for the brave pioneer ho put up the original dough. nd the only way to get that cir- lation is through program appeal your own folks—to the folks who e on your Main Street and not Broadway, the local folks whose es and dislikes should be known the station operator like the es in his hand—through pro- am appeal to the people in your mmunity who begin by regarding e television station as a local set and want to keep on doing so if the station will help.

"And it's tough to maintain very uch local aspect if the entire eek's schedule is flavored of New ork and Hollywood.

"I grant you that this whole at- tude smacks of provincialism but, I see it, it's just simple eco- omics and plain pragmatism. The aim that local live programs— ne in studios—produced by peo- e—utilizing cameras and sets— at all of these things cost money immediately countered with the rd fact that the eventual pros- rity of the station is in direct tio to its recognition of the local ture of its audience—and how uch and how well that audience catered to.

"The television station which nows its audience and programs that audience—the TV station hich is part of the community hich gives it being—which does mething of its own recognition be a part of that community— the TV station which will survive e economic blasts which will come hen the audience finally gets the rivilege of full and free selection."

HURRELL FORMS

New Production Firm

URRELL PRODUCTIONS Inc., ew Hollywood firm to engage in roduction of both live and ani- ated pictures for TV and com- ercial uses, has been organized d filed incorporation papers with alifornia Secretary of State in acramento.

Firm will be headquartered in he Walt Disney Studios, 2400 W. lameda Ave., Burbank, Calif. eorge Hurrell, New York photog- apher, is president and manager, ith Roy O. Disney vice president nd Paul Pease, secretary trea- rer. Gunther R. Lessing is gen- al counsel.

Messrs. Disney, Pease and Les- ng are also officials of Walt Dis- y Productions Inc. Along with eorge and Phyllis B. Hurrell, they so make up the board of directors the new organization which is pitalized for 10,000 shares of $10 ar value. No public issue of stock planned, it was said.

Mr. Hurrell, currently in New ork, will close his studio in that ty, returning to Hollywood late is month. He will continue still hotographic work along with his ew activities.



TV BROADCASTERS assembled after a speech at TBA Clinic, Dec. 8, Waldorf-Astoria, N. Y. (l to r): Paul H. Raymer, Paul H. Raymer Co., N. Y.; John M. Outler Jr., WSB-TV Atlanta; Marshall Rosene, WSAZ-TV Huntington; Dwight W. Martin, WLWT (TV) Cincinnati; standing, Don Campbell, WBRC-TV Birmingham; Walter Haase, WDRC Hartford; Otto Brandt, ABC, N. Y.; Reynold Kraft, Paul H. Raymer Co.

WCPO-TV OPERATIONS

Watters Reports on Progress for TBA Clinic

WHEN WCPO-TV Cincinnati went on the air in July 1949 "it seemed apparent that the income from the few nighttime announcement availabilities and network income would never get WCPO-TV out of the red, let alone provide a profit," M. C. Watters, general manager of the station, told the Television Clinic of Television Broadcasters Assn., held Dec. 8 in New York.



Mr. Watters

So, Mr. Watters reported, his station from its inception started its telecasting day at noon and signed off at 11 p.m. seven days a week, although the other two TV stations in Cincinnati operated only from late afternoon to 9:30 or 10 p.m. and one was on only six days a week. When in October 1949 WCPO-TV became interconnected it pushed its starting time back to 10:30 a.m., running continuous programming until 12:30 or 1 a.m.

"We kept those hours all last winter and spring and finally, in August of this year, our sign-on time became 6 a. m. seven days a week, with sign-off time after midnight or 1 a.m. Saturday sign-off is 2:15 a.m., Mr. Watters said. Noting that with such a schedule "it was and is especially important that our daytime programming be of such calibre that it would make set owners use their sets and to induce further sales of TV sets in the market," Mr. Watters quoted a Videodex survey made in Cincinnati in September showing the following percentage of TV homes with sets tuned to at least one program during the five weekdays:

6:30 and prior to 9 a.m.	27.4%
6:30 and prior to 11 a.m.	35.2
6:30 and prior to 1 p.m.	44.4
6:30 and prior to 3 p.m.	52.6
6:30 and prior to 5:30 p.m.	64.8

"It might be of interest to point out that, with the exception of the one feature film WCPO-TV has at 8:15 a.m., all daytime programs are live and are run back-to-back in one studio," Mr. Watters said, adding: "Our policy of news every hour comes in handy. We use these valuable two minutes to move scenery, cameras and lights to set up for the next show." WCPO-TV is now building a second studio "for better handling of our more formal nighttime local shows," he said.

A typical day's schedule looks like this, he reported:

6-7 a.m.	*Morning Merry-Go-Round* (hillbilly)
7-7:30 a.m.	*Kids' Show*
7:30-8 a.m.	*Santa Claus*
8-8:10 a.m.	*News*
8:10-8:15 a.m.	*Morning Exercises*
8:15-9:30 a.m.	*Morning Movie*
9:30-10:30 a.m.	*Coffee Club* (audience participation)
10:30-11 a.m.	*Bill Dawes* (half-hour disc jockey show)
11 a.m.-noon	*Al Lewis' Drug Store* (local variety show)
Noon-12:15 p.m.	*Man on the Street*
12:15-1 p.m.	*Mid-Day Merry-Go-Round* (hillbilly)
1-2 p.m.	*Kitchen Show*
2-3 p.m.	*Meet the ladies* (audience participation)
3-5 p.m.	*Paul Dixon's Music Shop* (two-hour disc jockey show)
5-6 p.m.	*Six Gun Playhouse* (Western movie)
6-7 p.m.	*Six Gun Theatre* (Western movie)

TV CAN INFORM

Landsberg Cites CD Role

TELEVISION is the only medium that can quickly educate the American people on how to protect themselves and how to give first-aid treatment to the wounded in event of an atom bomb attack, Klaus Landsberg, vice president, Paramount Television Productions Inc., and general manager of KTLA (TV) Los Angeles, told members of the Public Health Assn. of Southern California at a meeting Dec. 8.

Placing the full responsibility of such education on the shoulders of such organizations as the health association, Mr. Landsberg urged it to use television without delay in showing the people how they can protect themselves.

Response to a recent experimental telecast carried by KTLA from the Naval Reserve Training Station, Hawthorne, showing treatment of simulated wounds from an atom bomb attack showed beyond a doubt, Mr. Landsberg said, the "tremendous concern and feeling of insecurity of our population and its resulting desire to learn from the people who know."

"We, in television," he said, are "ready, willing and anxious to deliver to you an audience of 3 million people in Los Angeles alone; the responsibility to use television without delay and to show the people how to protect themselves falls squarely on the shoulders of organizations such as yours . . . there is no time to hesitate."

PROGRAM *KFI-TV University*, aired on KFI-TV Los Angeles, endorsed by 10th District, California Congress of Parents and Teachers as program suitable for all age groups. The 25-minute program, produced in cooperation with U. of Southern California, is telecast five weekly.

IF YOUR AM-TV-FM STATION NEEDS

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Julian Mantell, Sales Manager

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★ We originated sponsored Radio Personalities Picture Albums in 1938, many new program features, and have more sales records and years of experience in selling for over 300 Radio and Television Stations from Coast to Coast than any similar organization in America.

FARM VIDEO

NARFD Group Gives Aids

RADIO farm directors have a "place in television because set sales in rural homes have been strong in those areas where TV is available," according to the National Assn. of Radio Farm Directors 1950 Television Committee.

In an annual report, the outgoing 1950 group, headed by Mal Hansen, WOW-TV Omaha, prepared a number of suggestions to guide future committees to be named by NARFD President-elect Phil Alampi, WJZ New York, when he takes office in January (see story, page 41).

The committee, acting on the premise that many RFDs will be confronted with TV problems, recommended that future committees (1) provide success stories of farm TV shows for stations contemplating such programs; (2) urge the U. S. Dept. of Agriculture and other agencies to orient their own specialists on video's "pitfalls"; (3) provide a list of successful TV shows produced by farm departments, outlining techniques, subject matter and other data, and suggest that RFDs maintain close contact with USDA for research services.

Major Problems

Major TV problems as seen by the Television Committee:

1. Time demands on TV are amazingly heavy for a young industry. RFDs may find that educational programming will be forced into a back seat because of the entertainment schedule. Therefore, RFDs will be forced in most instances, to sell their own organization on the idea that the TV audience is interested in agriculture as a business, a way of life on farming's effect on the daily life of the consumer. Listener interest in food, marketing, and gardening is intense and this factor should be brought to the attention of the station management.

2. The current extension of TV schedules to include more daylight hours, with a trend toward the noon hour will provide a greater outlet for farm telecasting, and provide one of the best possible listening periods for rural people. RFD's greatest opportunity may come at this hour. However, RFDs must attempt to influence TV administrative personnel in the need for Class A time general audience shows in the evening. This means, too, that RFDs must produce TV programs that can compete with entertainment features. RFDs, therefore, have the problem of mustering all the showmanship at their command in selecting, arranging, and producing shows.

3. A low budget for local programming may hinder the assistance that RFDs need in building shows. Therefore, shortcuts in production should be outlined.

4. Specialists provided by extension services, colleges, and universities, know their subject but are often uninformed or lack the imagination necessary to use the demonstration technique properly. TV steps up the need for specialists with a flare for showmanship. They will find a greater outlet in TV.

5. Farm TV shows with an educational purpose often have a tendency to get lost in a maze of detail. Simplicity is a keynote which can be stressed by individuals who can influence TV planning by specialists.

6. There is a lack of understanding among specialists as to type of properties that work best (models, size of charts, color changes, and slides or movies). A standard list of such needs might assist folks new to the field. Educational institutions, extension and government services should provide some means for training specialists in TV techniques and gathering of "tools" for TV presentation.

7. RFDs going into TV should constantly be on the lookout for potential commercial sponsorship as an aid to the commercial department of the station.

8. RFDs have, on occasions, found it important to be able to use both still and movie cameras to build television shows and therefore, a workshop for further instructions on camera techniques should be constituted.

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HOLLYWOOD 38, CALIFORNIA

ATAS ELECTION

Stokey Slated as President

MIKE STOKEY, television producer, is slated as the new president of Academy of Television Arts and Sciences, Los Angeles [BROADCASTING • TELECASTING, Dec. 4], following the withdrawal of the other three nominees.

Klaus Landsberg, vice president, Paramount Television Productions and general manager, KTLA (TV) Los Angeles, and James Vandiveer, manager daytime programming, KECA-TV Los Angeles, both declined the nomination on basis of an agreement previously made that station managers would not hold the office of president. Freeman Lust, moderator of a local TV program, withdrew, pleading "lack of time."

Also declining nominations for the latter reason were H. L. Hoffman, president, Hoffman Radio Corp., now second vice president of the group, for the office of first vice president; and Dick Lane, TV actor, for secretary. Election results will be announced at the academy meeting tomorrow (Tuesday).

Included on ballots which have been mailed to members are nominations for awards in 14 different categories. They include:

Cultural, special events, technical or scientific, sports, public service, educational show, children's show, variety, dramatic news programs, games and audience participation, best TV actor, TV actress, outstanding personality of the year.

Two nominations may be made for each program category with the 15 shows receiving most nominations to be submitted to category committees for judgment. In the first five and last three categories, appearances must have been made before Dec. 1, 1950; in other categories shows must have appeared on TV in Los Angeles for at least seven weeks prior to that date.

Chairman of the awards committee is Don Lauritzen, president, Rocket-Lauritzen Advertising Agency. Joseph Coffin, president, Coffin, Cooper & Clay Inc., TV audience research group, is vice chairman. Awards will be announced and presented at the annual academy dinner Jan. 23 at Ambassador Hotel, Los Angeles.

RCA has shipped third RCA-built TV station for operations in Havana to Telenews Co., Alonso, S. A. Station plans to begin operation in early 1951.



DISCUSSING plans for Pet Milk co-sponsorship of NBC's *Four Star Revue* (l to r): Bea Adams, exec. v. p., Gardner Agency; Elmer Marshautz, age pres.; George Frey, NBC-TV dir. of sales; Henry Whiteside, Pet Milk acc executive; Joe Hibbard, sponsor v. p. and adv. dir.; Edward Madden, v. p., Roland Martini (standing), Gardner head in N. Y.; and Jules Mi pres. Pet Milk.



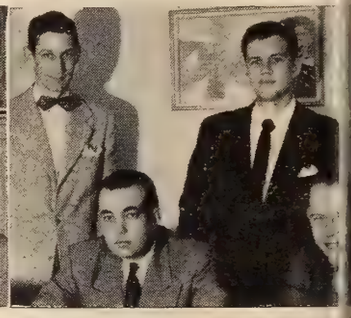
OPENING of new "ranch room" at W. T. Grant Co. in Salt Lake City, prompts KDYL-TV m. c., Emerson Smith, to put on guns for interview with Peter Sando (center), mgr. of restaurants for Grant, and Robert Shurtleff, Salt Lake City store mgr. Store bought hour-long telecast from its new dining facility.



MONTHLY package at cost of $ 000 and calling for daily fea film, 1-2 p.m., on WNBW W ington gets signature of Cla Sanders, adv. dir. of Peoples Stores of Washington. Seated is William McAndrew, WNBW mgr. Standing, Charles deLozier WNBW, Wm. Murdock, Murdock



NASH Coffee Co. sponsorship of *Amateur Chef* on KSTP-TV Minneapolis-St. Paul is made official by (l to r): Miller C. Robertson, sponsor vice president in charge of sales; Lester J. Clark (standing), Nash representative, and Joe MacGaran, account executive, Erwin, Wasey, agency.



CONTRACT for *Santa's Work* series on WFMY-TV Greensboro, C., is reviewed by (seated, l t T. G. Overstreet, vice pres. and of Ellis Stone & Co. departn store, and Bruce Crawford, publi dir. Standing are Robert M. La (l), and Virgil Evans, WFMY-TV.

DRAWING up final contracts for telecasting of annual Pasadena Tournam of Roses parade on New Year's Day via Los Angeles-San Francisco microw are (l to r): Harry W. Witt, L.A. mgr., Calkins & Holden, Carlock, McC ton & Smith; Harrison M. Dunham, manager, KTTV Los Angeles; Harr Volk (seated), v. p. in chg. western operations, Prudential Insurance Edward F. Baumer, dir. adv. sales promotion and public relations, Wes Home office, Prudential. KPIX(TV) will carry the telecasts in San Franci



air-casters



JOHNNY CLARKE, freelance disc jockey, appointed chairman radio publicity committee by New York State Commission for Blind, for annual Christmas sale in N. Y.

JOHN J. TENGE Jr., D'Arcy Co., St. Louis, to KXYZ Houston, Tex., as promotion manager.

IRV FRIEDMAN, assistant photo editor NBC, N. Y., father of boy, Richard Edward, Dec. 6.

ROBERT ANDERSON, research manager ABC Central Division, father of girl, Dec. 1.

JOHN EISENHAUER to WGCB Red Lyon, Pa., as announcer; JOE TUTKA to announcing staff KCOH Houston, Tex.; HARRY ATKINS to WDKD Kingstree, S. C., as announcer; JOHN J. WILK to WTRI Armed Forces Radio Service, U.S. Naval Activities, Memphis.

RAY McLENDON appointed program director WGSV Gunterville, Ala.

PAT McGUINNESS, news and sports director WATL-AM-FM Atlanta, Ga., to WJNO West Palm Beach, Fla.

JOHN MORRIS appointed junior producer WLWT (TV) Cincinnati.

BUD SUNKEL, WDAN Danville, Va., to WXGI Richmond as assistant producer.

JACK FARMER, WATL Atlanta, Ga., to WIBB Macon, Ga., as staff announcer.

RED JONES, disc jockey KNUZ Houston, Tex., father of girl, June Eleanor.

NEWMAN MARSH, auditor NBC-TV Washington, ordered to active duty with Marine Corps.

ROGER STEVENS to WPTR Albany as staff announcer. ERNIE DAVIS, WAGE Syracuse, to WPTR announcing staff. MICHAEL DANYLA Jr., sales staff, appointed continuity director, replacing BETH LEE, resigns to freelance.

BOB VIEHMAN, producer WCCO Minneapolis-St. Paul, father of boy, Edwin Dennis.



BOB ROTH, WOL Washington, to WTOP Washington as staff announcer.

ED PENDLETON, promotion manager WMAZ Macon, Ga., father of girl, Catherine Louise.

MILLARD HANSEN, announcer WJOL Joliet, Ill., to WDWS Champaign in same capacity.

FRITZ BLOCKI, director-writer and one-time drama critic, signed as producer of Progressive Broadcasting System transcribed *Charlotte Rogers' Movietown News* show.

HARRIET LORD to WPEN Phila. as m.c. of program interviewing outstanding officials. Was with WFPG and WMID both Atlantic City, N. J.

FRED FOY, WXYZ Detroit announcer, father of girl.

JACQUELINE SHARPE and GEORGE ADAMS to promotion department WBT-AM-FM and WBTV (TV) Charlotte, N. C.

JIM MITCHELL, announcer-producer WSLS Roanoke, Va., to WDVA Danville, Va., as announcer, replacing HAROLD STEVENS, resigned.

EDDY ROGERS, musical director KOA Denver, will have his poem "Grande Lake" published by Emil Ascher Inc., N. Y., in January.

BILL MALONE to announcing staff WMAL-AM-FM-TV Washington. Was with WAVE-AM-TV Louisville.

JACK STANLEY, announcer WCCO Minneapolis-St. Paul, to Progressive Broadcasting System, Hollywood, as staff announcer.

PAUL BARON, program director WOKO Albany, resigns. Future plans not announced.

BOB SEITZER, KFAB Omaha, to promotion department KMTV (TV) Omaha.

ROBERT GUGGENHEIM, KNBH(TV) Hollywood television film supervisor, and Jean O'Donnell were married Dec. 1.

CAMBRIDGE School of Radio Broadcasting, N. Y., announces placement of following graduates: MURRAY BREISBLATT to announcing staff WHED Washington, N. C.; SEYMOUR MILLER to WCTC New Brunswick, N. J., as announcer; FRANK PIRAINO to teletranscription department DuMont Television Network;

News • • •

WILLIAM D. NIETFELD, director of news KFRC San Francisco, to KCBS San Francisco in same capacity.

GLENN CONDON, news editor KRMG Tulsa, elected president of Tulsa Press Club.

ROBERT FULLER, CBS press information staff, father of boy, Alexander Scott.

ART LEAVITT and FRANK McGEE to WKY Oklahoma City as newscasters. Mr. Leavitt was with KDAC Fort Bragg, Calif., and KREO Palm Springs, Calif. Mr. McGee was with KGFF Shawnee, Okla., and KITO San Bernardino, Calif.

BERNARD H. KAMENSKE, WCOP Boston night news desk, to WORL Boston as news and sports director. WILLIAM COLLINS, *Boston Herald*, to news rewrite desk.

GENE KELLY, sportscaster WPEN Phila., father of girl, Sally Ruth. MATT GUOKAS, sports director, elected president of Basketball Writers Assoc. of Phila.

ELECT GIMBEL

Heads Philadelphia Group

BENEDICT GIMBEL Jr., president, WIP Philadelphia, has been elected president of Philadelphia Broadcasters Assn., which he cofounded with Gordon Gray, WIP vice president. Other officers named are Max M. Leon, owner of WDAS Philadelphia, treasurer, and Patrick J. Stanton, owner of WJMJ Philadelphia, secretary.

The association, made up of station executives in the area, plans to set up a mutually-operated office as a clearing house for advertising agency acceptance, exchange of credit information, clearance and allocation of public service announcements and programs, acceptability of program material, and exchange of personnel data.

STU WAYNE of WPEN Philadelphia gave a Big Tiny Tot fire engine party for 1,000 children. A new fire engine from Brooklawn, N. J., came to WPEN to take the children for a ride.

AGENCIES MERGE

Yambert Heads New Firm

FOUR Los Angeles advertising agencies have merged into a single organization known as Yambert, Prochnow, McHugh & Macauley Inc. with headquarters at 220 N. Canon Drive, Beverly Hills, starting Jan. 1.



Mr. Yambert

Ralph F. Yambert, head of Ralph Yambert Organization, has been named president of the new corporation. Raymond E. Prochnow and Phil D. McHugh are vice presidents. J. Stanley Macauley is secretary-treasurer. The latter three headed their own agencies until the merger took place. Along with Mr. Yambert they have been active in Southern California advertising for several years.

Merger was a long-planned move to bring together the four agencies whose advertising specialties will give the new firm "the broadest possible range of services to California advertisers," it was said.

Mr. McHugh will continue to specialize in radio and television.

WMBG Richmond received award from Virginia chapter of American Cancer Society for distinguished service in 1950. Local chapter praised cancer control program broadcast by station.



allied arts

RCA VICTOR Record Dept. sales, merchandising and promotion executives will move headquarters from Camden to N. Y. Move reportedly being made to bring top department heads in closer contact with activities of artists and repertoire functions located in N. Y. Those affected are **LAWRENCE W. KENAGA**, general sales and merchandise manager; **DAVID J. FINN**, advertising and sales promotion manager; **ROBERT M. MACRAE**, merchandise manager; **EDWARD O. WELKER**, sales planning manager, and **EDWARD DODELIN**, field sales supervisor **GEORGE R. MAREK**, assistant to general manager, appointed to newly created post of director of artists and repertoire.

KATHLEEN DONAHUE, *Chicago Tribune* reporter, appointed editorial director in charge of writing staff Arthur H. Miller public relations office, N. Y.

E-C-O-RADIO PRODUCTIONS, N. Y., announces new 15-minute package program *Newsstand Roundup*. Program made up of highlights from current magazines and will be sold on yearly subscription basis.

C. P. MacGREGOR, Hollywood transcribed library service, announces six new stations have signed as subscribers: KATO Reno, Nev.; KENM Portales, N. M.; KLCB Libby, Mont.; KFDR Grand Coulee, Wash.; KDLA De Ridder, La.; WKBS Oyster Bay, L. I., N. Y. Four subscribing stations also signed for two additional programs: KFRE Fresno, Calif., and WBBM Chicago for *Obsession*, mystery show; WOC Davenport, Iowa, and WONW Defiance, Ohio, for *Hollywood Theatre of Stars*.

ARNOLD MICHAELIS, production supervisor Music Corp. of America, named executive producer for World Video Inc., N. Y.

COFFIN, COOPER & CLAY, L. A. operator of Tele-Que Audience Analysis, to open offices in S. F. in January. **ROBERT T. SEELYE**, from L. A. office, will be in charge.

CHARLES MICHELSON INC., N. Y., radio transcription firm, has sold transcribed Christmas jingles to following sponsors: Washington Shirt Co. over WIND Chicago; Dick's Furniture over WLAD Danbury, Conn.; Joseph's Men & Boys Wear over KSIG Crowley, La.; and Dunlap's Dry Goods over KWB Stockton, Calif.

WORLD BROADCASTING SYSTEM, N. Y., sends Christmas bonus package containing five special feature films for the holiday season. Included among these are: *The Angel With the Cold Nose*, featuring Margaret O'Brien; 15 Christmas songs by The Jesters; *The Christmas Shopping Bag*, a music and continuity program; and musical lists for musical programming during Christmas.

COLUMBIA RECORDS Inc., N. Y., has prepared special half-hour radio scripts for its local distributors to be used in promotion of its "Parades Festival" recordings.

Equipment . . .

HARRY E. McCULLOUGH, assistant to general sales manager Crosley Div. of Avco Mfg. Corp., Cincinnati, appointed manager of radio and television sales section.



Mr. McCullough

JACK M. WILLIAMS, special assistant to public relations director RCA Victor Home Instrument Dept., appointed sales advertising manager.

ROBERT H. PASCHALL, sales manager Reelest marketing and promotion Universal Electronics Sales Corp., Phila., appointed vice president in charge of sales.

JOHN P. BOKSENBOM, treasurer and controller RCA Service Co., appointed vice president in charge of consumer products service division.

TRANSVISION Inc., New Rochelle, N. Y., announces introduction of 1951 TV consoles, combination consoles and table models.

GEORGE W. WALKER, industrial designer and stylist in Detroit, retained by Admiral Corp. for designing TV cabinets.

RCA announces new television antennaplex system, SX-8B, designed and tuned for specified local television channels. The multiple outlet TV antenna system has already been installed in several large cities.

U. S. ELECTRONICS Corp., L. A., moves to new quarters at 2038 Broadway, Santa Monica, Calif.

RCA ENGINEERING PRODUCTS DEPT. releasing new 12-page booklet which provides information on new table model electron microscope.

BARBER-COLMAN Co., Rockford, Ill., now producing reversible motor which can be used as single-phase shaded pole induction motor; single-phase capacitor motor, or two phase motor. Motors available with power ratings up to horsepower for continuous-duty ice.

THE DAVEN Co., Newark, N. J. nounces availability of two new a uator units. RF attenuation netv model 650, has flat frequency resp from DC to 225 mc and can be as all-purpose laboratory and tes strument. Carrier frequency de attenuator, Model 795, is applicab extremely accurate measurements DC to 200 kc. Further inform may be obtained by writing com at 191 Central Ave., Newark 4,

Technical . . .

TED OCZYPOK, studio engineer W Pittsburgh, returns to work afte ness.

RUSH SAWYER, chief eng WDVA Danville, Va., father of g

JACK WHITESIDE, chief engine charge of electronic developn Simpson Electric Co., Chicago, on five month lecture tour for se men throughout country.

BOB DARE Jr. to WPTR Alban studio engineer.

WELCH HUCKABY appointed engineer WGSV Guntersville, A

SENATE CONTRO

GOP Bids for More V

JOCKEYING for Senate co in the 82d Congress which conv Jan. 3 began last week as an a math of the GOP election vict last November and the subsec slimming of the Democratic jority in the Senate to two makers.

First Republican bid for voice in Senate affairs was a posal to increase the size of mittees in the upper chamber, giving new Senators a better portunity to be placed on key mittee assignments. Democ leadership, however, after a p conference, turned down the re mendation.

The GOP would change Congressional Reorganization which provides for 13-man com tees, except on the Senate Ap priations Committee which h membership of 21. The act imposes a limit of two major mittee posts to each Senator.

S. C. Assn. Meet

SOUTH CAROLINA Broadca Assn. will hold its annual con tion Jan. 26-27 in Columbia, Guest speakers and enterta are being selected for the mee which SCBA President Dan land, WCRS Greenwood, hopes be "the best of our several m ings."

Now! The Bay Area's Most Exciting Home Economist

ANNE TRUAX



in

"Adventures in Home-making"

9:05 to 9:30 a. m., Mon. thru Sat.

KLX 910 on your dial

AND KLX-FM

TRIBUNE TOWER • OAKLAND, CALIFORNIA

Radio Listener Surveys Show 151,200 Eastbay people listen to KLX daily! KLX leads all San Francisco and Oakland independents in 11 out of 12 Hooper periods!

(OAKLAND HOOPER, JULY-AUGUST, 1950)

REPRESENTED NATIONALLY BY BURN-SMITH

SOUTH CAROLINA'S SUPERMARKET*

HAS 40% of S. C.'s GENERAL MERCHANDISE SALES

MAKE IT YOURS WITH WFBC

GREENVILLE, S.C.-5000 WATTS

The News-Piedmont Station

*NBC For Greenville-Anderson-Spartanburg Markets

Represented by Avery-Knodel

Advertising PAYS in a DAY — on

WGRD

"The People's Statio

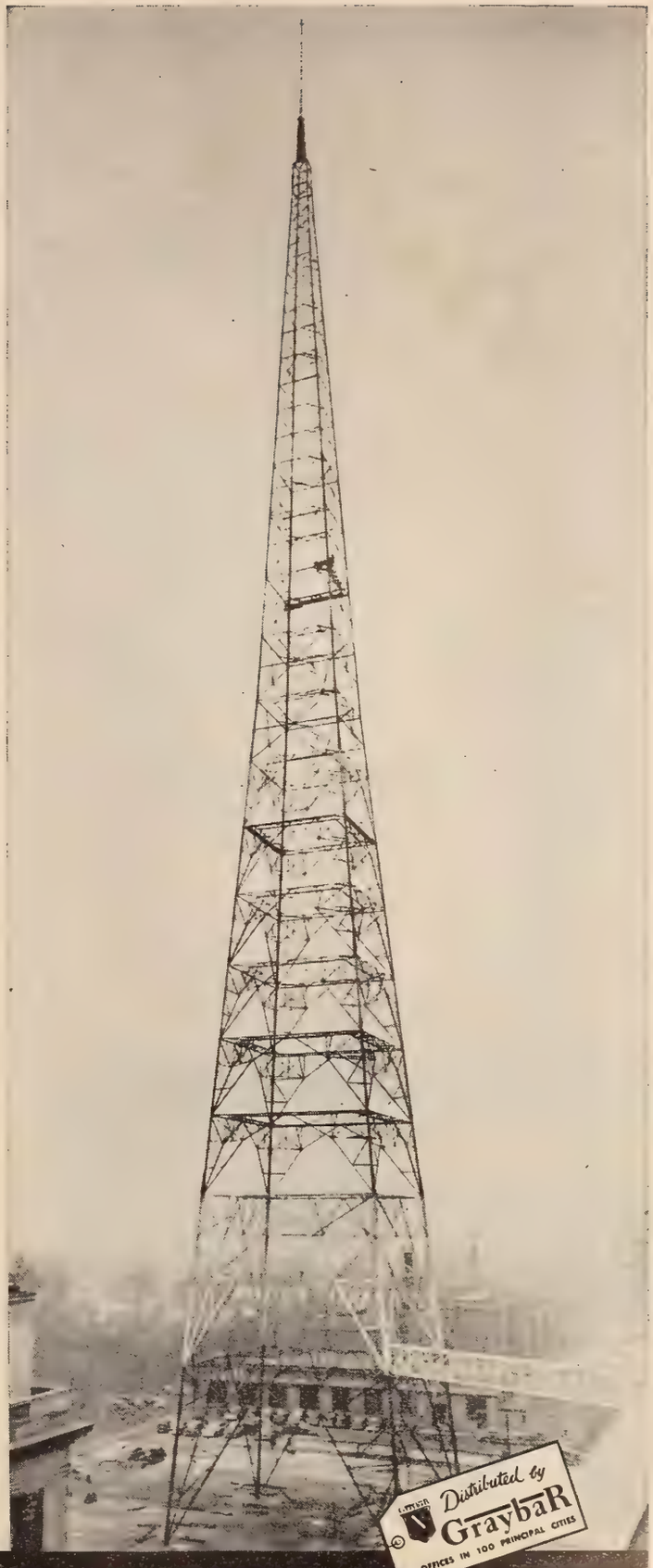
Grand Rapids, Mich

BLAW-KNOX
builds
ANOTHER
RINGSIDE SEAT
to the Events of the World

For its ultra-modern station in the heart of down-town Louisville, WHAS engineers specified a Blaw-Knox Heavy Duty Type H-40 Tower 526 ft. high to support safely its 10,000 lb., 12 bay high gain TV antenna.

Telecasting top-flight national and regional programs, WHAS will open up a new market for TV sets and provide ringside seats for appreciative thousands in the populous and progressive Louisville area.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2077 Farmers Bank Bldg., Pittsburgh, Pa.



BLAW-KNOX ANTENNA TOWERS

December 7 Applications . . .

ACCEPTED FOR FILING

AM—1170 kc

KLOK San Jose, Calif.—CP AM station to change from 1170 kc 5 kw D to 1170 kc 5 kw unl. DA-N. AMENDED to request 5 kw-D 1 kw-N DA-N.

AM—1230 kc

Francis J. Matrangola, Wildwood, N. J.—CP new AM station 1230 kc 250 w unl. AMENDED to request 100 w unl.

AM—1340 kc

Phillip R. Hurlbut, Farmington, N. M.—CP new AM station 1240 kc, 250 w unl. AMENDED to request 1340 kc 250 w unl.

License Renewal

Request for license renewal AM station: WNAB Bridgeport, Conn.: WCVS Springfield, Ill.; WGUY Bangor, Me.; WCJU Columbia, Miss.; KWBE Beatrice, Neb.; WLEC Sandusky, Ohio; KLBM LaGrande, Ore.; KSRV Ontario, Ore.; WPAM Pottsville, Pa.; KCLX Colfax, Wash.; WPAR Parkersburg, W. Va.; WDLB Marshfield, Wis.; KWRL Riverton, Wyo.

WLDS-FM Jacksonville, Ill.—Request for license renewal FM station.

WGKV-FM Charleston, W. Va.—Same.

License for CP

License for CP new FM station; WOPA-FM Oak Park, Ill.; WOOK-FM Silver Spring, Md.

Modification of CP

WJZ-TV New York—Mod. CP commercial TV station for extension of completion date to 6-30-51.

License Renewal

Request for license renewal commercial TV station: WNBF-TV Binghamton, N. Y.; WBEN-TV Buffalo; KOTV Tulsa, Okla.

TENDERED FOR FILING

AM—1320 kc

WMSC Columbia, S. C.—CP AM station to change from 1320 kc 1 kw D to 1320 kc 1 kw unl. DA-N.

AM—580 kc

WKSR Pulaski, Tenn.—CP AM station to change from 730 kc 250 w D to 580 kc 1 kw-D 500 w-N DA-2.

APPLICATION RETURNED

License Renewal

Application for license renewal RETURNED: KBUN Bemidjii, Minn.; WHAW Weston, W. Va.

December 8 Decisions . . .

BY COMMISSION EN BANC

Authority Extended

WAAT Newark, N. J.—Granted extension of auth. for 30 days from Dec. 7 to operate with power of 5 kw-D 500 w-N using center tower of array and with power determined by indirect method, pending repairs, etc.

WMGM New York—Granted extension of authority to operate with power reduced to 5 kw using aux. trans. for period of 90 days from Dec. 8 pending restoration authorized array and submission of new proof of performance, new resistance measurements and forms 302. Authority extended concurrent with period to operate with temporary flattop ant. or temporary 190 ft. vertical radiator after latter installed; power to be determined by indirect method.

WNEW New York—Granted extension of authority three weeks from Dec. 7 to operate with 5 kw and nondirectional ant. using WJZ aux. trans. and temporary 167 ft. ant. pending repairs and receipt of application for new trans. and receipt of sufficient proof of directional array being in proper adjustment; power to be determined by indirect method.

WPRO Providence, R. I.—Granted extension of authority for 120 days from Dec. 6 to operate with temporary flattop ant. and power of 5 kw D 1 kw N, pending restoration of DA submission of new proof of performance and new ant. resistance measurements with Forms 302; power to be determined by indirect method.

WOV New York—Granted extension of authority for period of 30 days with nondirectional ant. using south tower of array and power reduced to 1 kw, pending restoration of north tower and submission of new proof of performance, new resistance measurements and Forms 302; power to be determined by indirect method.

WBRY Waterbury, Conn.—Granted extension of authority for a period of 60 days from Dec. 6 to operate with temporary flattop ant. 300 ft. in length and 60 feet in height and with power reduced to 1 kw, pending restoration of authorized array and submission of new proof of performance, new resistance measurements and Forms 302; power to be determined by indirect method.

Modification of CP

KOOK Billings, Mont.—Granted mod. CP to make change in DA by changing type of towers and top loading towers.

ACTION ON MOTIONS

By Commissioner Edward M. Webster

WGAL-TV Lancaster, Pa.—Granted leave to intervene and participate fully in proceeding re allocation of usage of intercity video transmission facilities.

By Examiner H. B. Hutchison on Dec. 7:

Chief, Common Carrier Bureau—Granted continued hearing from Dec. 11, to Dec. 18, at Washington, D. C. in proceeding re allocation of usage of intercity video transmission facilities.

By Examiner Elizabeth C. Smith

Chief, Common Carrier Bureau—Granted indefinite continuance of hearing, now scheduled to commence Dec. 11 in Washington, D. C., in proceeding re applications of Globe Wireless Ltd. for CP's to authorize the move of certain trans. to transmitting stations of Press Wireless Inc.

WALE Fall River, Mass.—Ordered that record in proceeding for renewal of license of WALE be closed.

By Examiner Fanney N. Litvin

KID Idaho Falls, Ida.—Granted leave to amend application so as to correct a discrepancy in site coordinates shown on figures 2, 3, 5, 10 and 11 and indicated site on figure 2 of engineering statement submitted with amendment filed on Oct. 4, and accepted by Commission on Nov. 24.

December 11 Decisions . . .

BY THE SECRETARY

WMBR-TV Jacksonville, Fla.—Granted license for new commercial TV station; Chan. 4 (66-72 mc), 14.8 kw vis. aur. 7.4; 440 ft.

WEIR Weirton W. Va.—Granted license for new AM station and specify main studio location; 1430 kc 1 kw DA-2 unl.

FCC actions



DECEMBER 7 TO DECEMBER 13

CP-construction permit	**ant.-antenna**	**cond.-conditional**
DA-directional antenna	**D-day**	**LS-local sunset**
ERP-effective radiated power	**N-night**	**mod.-modification**
STL-studio-transmitter link	**aur.-aural**	**trans.-transmitter**
synch. amp.-synchronous amplifier	**vis.-visual**	**unl.-unlimited hours**
STA-special temporary authorization		**CG-conditional grant**

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

WGCB Red Lion, Pa.—Grante cense new AM station; 1440 kc 1 k
WTSL Hanover, N. H.—Grante cense new AM station; 1400 kc 2 unl.
WFNS Burlington, N. C.—Grante cense decrease height of vertical ant. and mount FM ant. on side.
WLRD, KA-2965, KA-6678-9 Beach, Fla.—Granted request for v tary assignment of licenses from nership of three to two—Leo Rob relinquishing his interest in assig Mercantile Bcstg. Co.
WCMN Arecibo, P. R.—Grante to install aux. trans. at present of main trans. on 1280 kc 250 w.
KIUP Durango, Col.—Granted CP to change main studio loca conditions.
WCBS-FM New York—Grante cense change FM station; Chan. (101.1 mc) 2.8 kw; 870 ft.
KNX-FM Hollywood, Calif.—Gr license for new FM broadcast sta Chan. 226, 93.1 mc, 59 kw; 2,800 f
KTYL-FM Mesa, Ariz.—Grante cense new FM station; Chan. (104.7 mc), 50 kw, 140 ft.
Harwell V. Shepard, Denton, T Granted CP & license for new re pickup KA-3764.
Boulder Radio KBOL Inc., Bo Col.—Granted CP & license for remote pickup KA-8043.
Jose Bechara Jr., Mayaguez, P Granted CP & license for new re pickup KA-8044.
Booth Radio & Television Sta Inc., Flint, Mich.—Granted CP remote pickup KA-8045.
Ohio Valley on the Air Inc., polis, Ohio—Granted CP for new mote pickup KA-8042.
KSCJ-FM Sioux City, Iowa—Gr mod. CP for extension of comp date to 3-1-51; condition.
Angel Ramos, San Juan, P. Granted license remote pickup KA
Earle C. Anthony, Los Ang Granted licenses remote pickups 7954.
All Oklahoma Bcstg. Co., Tulsa, —Granted license STL KKA-83.
WMAS-AM-FM Springfield, WLLH-AM-FM Lowell, Mass.—Gr request transfer of control of lic corporations from Ethel A. Moffa ceased, Testamentary Executrix Estate of Albert S. Moffat, deceas Louise F. Chaney, Administratr the Estate of Albert S. Moffat, dec
KFAL Fulton, Miss.—Granted li for new AM station; 900 kc, 250
WCSI Columbus, Ind.—Grante cense new AM station; 1010 kc 250
Illinois Bcstg. Co., Decatur, Granted mod. license to change e ment. KA-5575.
WEBR Inc., Buffalo, N. Y.—Gr CP & license for STL KEB-70.
Agricultural Bcstg. Co., Chic Granted CP & license new r pickup KA-8041.
Delta Bcstg. Co., Escanaba, M Granted CP & license for new r pickup KQB-862.
Earl W. Fessler, Madison, Granted CP new remote pickup 8036.
Oneida Bcstg. Co., Rhinelander —Granted CP's for new remote p KSB-702, KA-8035.
Nueces Bcstg. Co., Corpus C Tex.—Granted CP for new remote up KKE-488.
Colorado Bcstg. Co. Inc., Pueblo —Granted CP's to make changes isting remote pickups KA-6153 change power from 3 to 30 w change equipment to composite.
KUBC Montrose, Col.—Granted CP to change type trans. (condit
KRES St. Joseph, Mo. — Gr mod. CP to change type trans. (tions).

Following granted mod. CP's fo tension of completion dates as s WLOK-FM Lima, Ohio, to 1- cond.; WSAY Rochester, N. Y., to 51; WPAR Parkersburg, W. Va., 12-51; KGGF Coffeyville, Kan., to 51; cond.; WFBC-FM Greenville, to 7-1-51; WLIN-FM Merrill, Wi 5-18-51; cond.; WKAP-FM Aller Pa., to 5-21-51; WHO-FM Des M to 4-1-51.
KGW Portland, Oregon—Grante quest for voluntary assignment cense from Oregonian Pub. C Pioneer Bcsters Inc.
KOL Seattle, Wash.—Granted l install new trans.
WHBI Newark, N. J.—Granted l install of aux. trans. at present s

(Continued on page 72)

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New Rochelle 6-1620

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FCC Actions

(Continued from page 70)

Decisions Cont.:

main trans. on 1280 kc 1 kw, 2.5 kw S-WOV.

Minnesota Bcstg. Corp., Area, Minneapolis-St. Paul, Minn.—Granted CP & license for new television pickup KA-8055.

WAWZ Zarephath, N. J.—Granted extension for 30 days from Dec. 7 to operate non-directional with remaining 188 ft. ant. and power of 1 kw-D, 500 w-N, pending restoration of damaged array. Power to be determined by indirect method.

Radio Electronic Television School—FM Division, Detroit, Mich.—Granted license for reinstatement of CP for new Experimental TV KQ2XBB.

Crosley Bcstg. Corp., Cincinnati—Granted CP for new Experimental Television KQ2XBH.

WHEN Syracuse, N. Y.—Granted mod. of CP for extension of completion date to 6-12-51.

December 11 Applications . . .

ACCEPTED FOR FILING

AM—550 kc

WJDX Jackson, Miss.—CP AM station to change from 1300 kc 5 kw-D 1 kw-N to 550 kc 5 kw-D 1 kw-N DA-2.

License for CP

License for CP new AM station: WHMP Northampton, Mass.; WTIL Mayaguez, P. R.; KJEF Jennings, La.; KUKI Ukiah, Calif.; KGPH Flagstaff, Ariz.

WEIM Fitchburg, Mass.—License for CP AM station to change frequency, install DA etc.

License Renewal

Request for license renewal AM station: WPOR Portland, Me.; WMRA Myrtle Beach, S. C.; KENA Mena, Ark.; KVEN Ventura, Calif.; WOL Washington, D. C.; WTNT Tallahassee, Fla.; WVOP Vidalia, Ga.; WTBO Cumberland, Md.; WMAS Springfield, Mass.; WMIQ Iron Mountain, Mich., WHLS Port Huron; WROB West Point, Miss.; WMBH Joplin, Miss.; KBRL McCook, Neb.; WMOH Hamilton, Ohio; KSIW Woodward, Okla.; WUSN Charleston, S. C.; KDNT Denton, Tex.; WLPM Suffolk, Va.; KBKW Aberdeen, Wash.; WRCO Richland, Wis.

KVME Merced, Calif.—Request for license renewal FM station.

Modification of CP

Mod. CP new FM station for extension of completion date; WHMA-FM Anniston, Ala.; WACE-FM Chicopee, Mass.; WAYS-FM Charlotte, N. C.; WLPM-FM Suffolk, Va.; KSJW Alhambra, Calif.; WRGA-FM Rome, Ga.

WWPF-FM Palatka, Fla.—Mod. CP new FM station to change ERP from 420 w to 975 w, ant. to 80 ft.

WLAP-FM Lexington, Ky.—Mod. CP FM station to change ERP from 2.95 kw to 3.46 kw.

CP to Replace CP

WMMI Meridian, Miss.—CP to replace expired CP for noncommercial educational FM station.

License Renewal

Request for license renewal commercial TV station: WTVR Richmond, Va.; WHIO-TV Dayton, Ohio; WOW-TV Omaha, Neb.; WAAM Baltimore; WDSU-TV New Orleans.

APPLICATION RETURNED

License for CP

KIUP Durango, Col.—RETURNED license for CP AM station to change frequency, power etc.

December 12 Decisions . . .

ACTION ON MOTIONS

By Commissioner E. M. Webster

FCC General Counsel—Granted extension of time to Jan. 10, 1951, in which to file exceptions to initial decision issued in proceeding upon application of Harbenito Bcstg. Co. (KGBS), Harlingen, Tex.

FCC General Counsel—Dismissed as moot petition filed Dec. 4, for continuance of hearing presently scheduled for Dec. 6, to Dec. 22, in proceeding upon applications of Radio Services Co. (WJPR), Greenville, Miss. and that of Magic City Bcstg. Co., (WEDR), Fairfield, Ala.

FCC General Counsel—Granted petition for an extension of time from Dec. 4 to Dec. 19, in which to file exceptions to initial decision issued in proceeding upon applications of James Cullen Looney (KURV), Edinburg, Tex. and that of Giddens & Rester (WKRG), Mobile, Ala.

WPRT Prestonburg, Ky.—Granted petition requesting dismissal without prejudice of application for extension of completion date. Dismissed as moot petition for waiver of Section 1.363 of the Commission's Rules and Regulations.

The Jackson Bcstg. Co., Jackson, Ohio—Granted petition requesting dismissal without prejudice of application.

Athens Bcstg. Co., Athens, Ohio—Granted petition requesting dismissal without prejudice of application.

William M. Bunker, Tacoma, Wash.—Granted petition requesting dismissal without prejudice of application.

Rollins Bcstg. Inc., Georgetown, Del.—Granted request to dismiss petition for removal from the hearing docket and immediate grant filed on Nov. 14, in proceeding upon application; petition of 11/14/50 dismissed as moot.

KLFY Lafayette, La.—Granted petition insofar as it requests leave to amend application so as to make minor changes in spacing, phasing, and orientation of ant. towers; that part of petition which requests reconsideration and grant without hearing is referred to full Commission for action.

Buttrey Bcst. Inc., Billings, Mont.—Granted petition requesting dismissal without prejudice of application.

By Examiner J. D. Bond

KWOC Poplar Bluff, Miss.—Granted motion for continuance of hearing now scheduled for Dec. 19 in proceeding re application and that of Lee Bcstg. Inc. (WTAD), Quincy, Ill.; hearing continued to date to be fixed by further order herein.

W M M B Melbourne, Fla.—Granted leave to amend application so as to show present stock holdings in applicant corporation as specified in amendment accompanying the petition.

By Examiner Fanney N. Litvin

WTOD Toledo, Ohio—Granted leave to amend application so as to correct a typographical error in description in sketch of ant. towers, and to supply information concerning vertical sections toward two stations with accompanying data and clearer designations of tolerance and theoretical values of radiation upon nighttime horizontal radiation pattern.

WWSC Glens Falls, N. Y.—Granted motion for continuance of hearing from Dec. 15, to Feb. 12, 1951, in proceeding upon application.

By Examiner Leo Resnick

KOPR Butte, Mont.—Granted petition for leave to amend application by reducing maximum expected operating value of radiation proposed toward WIBW Topeka from 200 mv/m to 165 mv/m.

December 12 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KWBB Wichita, Kan.—Mod. CP new AM station for extension of completion date.

License Renewal

Request for license renewal AM station: WMFJ Daytona Beach, Fla.; WMVG Milledgeville, Ga.; WASK Lafayette, Ind.; KWCR Cedar Rapids, Ia.; KWCJ Natchitoches, La.; KORE Eugene, Ore.; WDAD Indiana, Pa.; WRIA Caguas, P. R.; WCCP Savannah, Ga.; WCTC New Brunswick, N. J.

Modification of CP

Mod. CP new FM station for extension of completion date: WAZL-FM Hazleton, Pa.; KSRT Beverly Hills, Calif.; WJHL-FM Johnson City, Tenn.

License Renewal

Request for license renewal commercial TV station: WICU Erie, Pa.; WNHC-TV New Haven; WTCN-TV Minneapolis; WPTZ Philadelphia; WFIL-TV Philadelphia; WDEL-TV Wilmington, Del.; WGAL-TV Lancaster, Pa.; WKY-TV Oklahoma, Okla.; WMAR-TV Baltimore; WSB-TV Atlanta, Ga.; WCBS-TV New York; WKTV Utica, N. Y.; WMAL-TV Washington; WSPD-TV Toledo, Ohio; WBAL-TV Baltimore, Md.; WTMJ-TV Milwaukee, Wis.; WDAF-TV Kansas City, Mo.; KING-TV Seattle; WMCT Memphis, Tenn.; WJAR-TV Providence, R. I.; KSD-TV St. Louis; WCPO-TV Cincinnati; WEWS Cleveland; WCAU-TV Philadelphia; WJAC-TV Johnstown, Pa.; WSAZ-TV Huntington, W. Va.; WTOP-TV Washington.

TENDERED FOR FILING

AM—950 kc

KDSX Denison, Tex.—CP AM station to change from 1220 kc 1 kw D to 950 kc 500 k unl. DA-2.

December 13 Applications . . .

ACCEPTED FOR FILING

AM—1320 kc

WMSC Columbia, S. C.—CP AM station to change from 1320 kc 1 kw-D 500 w-N to 1320 kc 1 kw unl. directional.

Modification of CP

WENE Endicott, N. Y.—Mod. CP AM station to increase power, change frequency etc. for extension of completion date.

License Renewal

Request for license renewal AM station: WNER Live Oak, Fla.; WHFC Cicero, Ill.; WHTC Holland, Mich. KWPM West Plains, Mo.; WENE Endicott, N. Y.; WHDL Olean, N. Y.; WKAL Rome, Ga.; WGET Gettysburg, Pa.; WMAJ State College, Pa.; WCRS Greenwood, S. C.; WLAR Athens, Tenn.; WAGC Chattanooga, Tenn.; KMHT Marshall, Tex.; WREL Lexing-

(Continued on page 80)

POLICY CHANGE

WEW To Log 'Good Mu

WEW St. Louis, first station take the air in the Missouri tropolis, will mark 1951, its 3 year, by shifting its programm to "continuous good music," G eral Manager Daniel P. O'Con announced Thursday. "In keep with the cultural and educatio attainments of St. Louis U., ow of WEW, it has been decided t the station should offer the Louis community a programm service not now available," O'Connor said.

"After much study and inve gation of other good-music stati the management has decided to gram only the finest in music, improved news coverage, and lic service or educational progr suitable to the higher standard programs," he said. The change will take effect Jan. 1.

WEW will offer St. Louis lis ers a monthly program guide o subscription basis. The guide list the programs for each day will give a listing by time and of each major work programm and an index. Ten thousand gu have been mailed to listeners, al with letters explaining WE policy shift and reasons for change. Every advertising age in the country also has been n fied.

WEW's present general mana has been in charge of the St. L U. operation since last fall, w Nicholas Pagliara resigned to come national sales manager WIL St. Louis. Alan Thompso in charge of production at WI and Glenn Manley is commer manager. Charles M. Rogers news director. Both Mr. O'Co and Mr. Rogers have M.A. deg from Catholic U., Washington, both have been teachers.

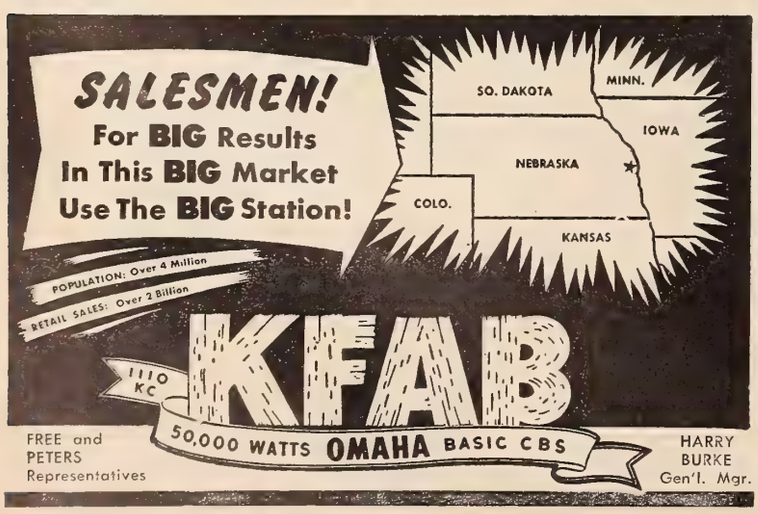
WWCA Gary, Ind., has been na winner of Oberlin Award, annual entation of Lake County Medical ciety to organization making outst ing contribution to public health welfare in area. Award was base program station ran last spring, titled *Drama—M.D.*

MAGAZINE DATA

BAB Distributes Figures

"COUNTY by County Comparison of Magazine Circulation," 7½-pound volume of separate circulation figures of six magazines by county, is being sent by Broadcasting Advertising Bureau to all members.

Purpose of these figures is to enable station owners to draw up comparisons between their own coverage and that of the national magazines, and to demonstrate to local representatives of national advertisers the advantage of using spot radio in that area. Book is available to agencies for $7.50 with additional copies at the same price for all member stations.



In 5 clinical surveys, KFMJ outsells Tulsa newspaper advertising 3 to 1 in dollar volume, actual sales. Ask us for details. KFMJ, the Fred Jones Station, Tulsa, Okla. One of America's top independents. Lawson Taylor, Mgr. Represented by Jack Koste, Independent Metropolitan Sales.

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w with Sears, L. A.

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MBG Richmond, Va., *Wildlife*
gram being presented for out-
r sportsman in cooperation with
mmission of Game and Inland
heries of Virginia. Show gives
est up-to-date news on hunting
fishing, interviews with na-
nal and local outstanding sports-
n and question and answer pe-
d, with questions sent to station
listeners and answers by mem-
of State Game Commission.

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A Exhibition Hall sending bro-
re to trade containing pictures
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cribes halls and studios, avail-
e for lectures, meetings or films.
chure also tells of equipment
d in theatres and studios. Back
er gives list of companies and
anizations that have used facil-
s.

MAN RIGHTS SHOW ● ●
YC New York Dec. 10 broad-
t anniversary of adoption of
iversal Declaration of Human
hts by United Nations General
sembly. Program was simul-
eously broadcast to Latin Amer-
and around the world by UN
io and Voice of America. Show,
ich originated from Metropolitan
era House, featured New York
lharmonic Symphony Orchestra,
s. Franklin D. Roosevelt, chair-
n of the Human Rights Com-
sion, and stars of stage and
een. Show was rebroadcast by
S and CBC Dec. 16.

WS BLACKOUT ● ● ●
VP Beaver Falls, Pa., used
que and expensive method of
s coverage when fire destroyed
teletype rooms of Bell Tele-
ne Co. in Pittsburgh. Station
ned broadcast line between
sroom and temporary newsroom
set up in United Press office space. Staff man stationed there broadcast news from makeshift newsroom during day. Station reports that other stations in area were only able to broadcast news headlines.

★ ★ ★ ★ ★ ★ ★

HUMAN AUCTION

KFXJ Grand Junction, Col., auctioned off 30 prominent business and professional men of Grand Junction for service to listeners with proceeds going to community chest. During two-hour talent show, men were put on block with auctioneer describing their qualifications. Offers of $5 to $35 were bid by telephone for their services to wash dishes, shine shoes, clean bird cages and many other tasks. During show, mobile unit visited several bidders' homes and gave direct reports to radio audience.

★ ★ ★ ★ ★ ★ ★

GOVERNOR REPORTS ● ●
KECA-TV Los Angeles, *Report to the People*, Dec. 11, 10:30-10.45 p.m., PST, Gov. Earl Warren gives monthly report to state. Series based on radio version of *Report* currently heard on ABC Pacific Network Tues. 9:45-10 p.m. Governor in both series discusses current topics of general state interest. Program originates from KECA-TV studios. Frank LaTourette, ABC Western Division director of news and special events, supervises telecasts; Bill Zeck directs and Hank Weaver acts as announcer.

UNADDRESSED MAIL ● ●
WAJR Morgantown, W. Va., can proudly point up to advertisers station's popularity and coverage by showing unaddressed post card station received from another town with station of it's own. Postcard was forwarded to WAJR because of reference to local high school group asking for request tune.

TAX QUESTION ● ● ●
WNBK (TV) Cleveland, *Income Tax*, Dec. 11-15, 12:45-1 p.m. Edward Wallace, station's news director, and Harry X. Robinson, assistant field deputy of Dept. of Internal Revenue, conducted question and answer series on income tax set up. Viewers were asked to submit question either by mail or telephone.

APRON RESPONSE ● ● ●
KSTP-TV Minneapolis, *What's Cookin'*, Mon., 12:45-1:15 p.m., Tues.-Fri., 1-1:30 p.m. Sponsored by Kuehn-Pearson Brokerage Co. and Winston-Newell Co. Show received 2,000 replies from one-time offer of free plastic apron. Bernice Hulin is hostess.

APPROVED SCHOOL SHOW ●
WCPO-TV Cincinnati, *Hi-Time*, Sat., 11-11:30 a.m., Chevrolet Dealers of greater Cincinnati. Agency: Sive & Rosenfield, same city. Show features Paul Dixon, station's disc jockey, and is based entirely on school talent and activities. One school each week is honored, with cheerleaders, entertainers and athletes participating in show. Program also points out safe driving with contest on reactions to driving situations by students. Station announces that Board of Education has given full sanction to show.

ANNUAL PARADE ● ● ●
WMGW Meadville, Pa., representative was named Meadville Halloween Queen from field of 12 contestants representing business firms in city. Gala celebration was topped with show in front of court house and annual parade with Queen riding in new convertible along with her court. Girls in court wore sweaters with letters on them making up call letters of station.

FULL OF FACTS ● ● ●
WKBN Youngstown, Ohio, sending brochure to trade giving many facts about station. Inside is headed "There's no radio confusion in Youngstown! . . . We're outside TV influence. . . . AM is bigger than ever!" It goes on to give list of shows that top city from all stations. On back is coverage maps and Hooper station audience index.

NEWS BULLETINS ● ● ●
KWCR Cedar Rapids, Iowa, has added 11 scheduled three-minute news periods to its programming. News bulletins deal only with international news in condensed form. Programs were added due to intense interest in world situation, station said.



HOWARD J. McCOLLISTER COMPANY
PAUL W. McCOLLISTER, GENERAL MANAGER
Regional Representative
66 ACACIA DRIVE, ATHERTON, CALIF. • DAVENPORT 3-3061
Shows with a Hollywood Heritage ★ Member N·A·B·

LANG-WORTH FEATURE PROGRAMS
SELL JEWELRY!

LANG-WORTH
FEATURE PROGRAMS, Inc.
113 W. 57th ST., NEW YORK 19, N. Y.
Network Calibre Programs at Local Station Cost

Available!

The Happy Kitchen, one of the Midwest's oldest and best liked women's programs, is conducted by Nancy Goode.


Nancy Goode

This 9:15 a. m. week-day feature has been on the air for almost 15 years. The program is deftly handled by Nancy Goode, homemaker, mother and active clubwoman. Her recipes, food and household hints are of great interest to KMBC-KFRM listeners. Nancy also conducts a weekly demonstration before an audience.

Fleischmann's Yeast and K. C. Power & Light are current sponsors, but additional participations are now available!

Promotion and merchandising aids are also a part of the participation. Contact us, or any Free & Peters "Colonel" for details!

KMBC of Kansas City
KFRM for Rural Kansas

Respects

(Continued from page 44)

figure set by officials.

Then to top it, he got Chevrolet Dealers of Southern California to co-sponsor telecasting of 11 home games played in Los Angeles by the U. of Southern California and UCLA, over KTTV (TV) Hollywood.

This deal for college football makes Hoffman Radio Corp. one of the biggest buyers of TV time in the nation, it is said. The firm also sponsors two and three programs weekly on TV stations in each of a dozen different West Coast and Southwest markets, with expansion a continual thing. Les Hoffman is perhaps the only TV manufacturer in the nation who has used the radio-TV media almost exclusively to advertise his product. Hoffman Radio Corp. is also a user of spot radio in cooperative tie-ins with set dealers in various areas.

The Hoffman story began in Chicago on Dec. 23, 1905. Four months later his father died, and shortly after that the Hoffman family moved to Jackson, Mich.

There were no silver spoons in the Hoffman household. Before entering high school young Hoffman held down as many as three jobs at one time. Even today he works best under heavy pressure. Despite a busy work schedule, he found time to participate in sports.

He played end on the Jackson High School football team and guard on the basketball quintet.

When he entered his junior year, his brother enrolled at Albion College at nearby Albion, Mich. In order to "bunk" with him, Mr. Hoffman transferred to Albion High School, a red hot rival of Jackson High, where he continued his football activities, winning All-State prep honors for two consecutive years. As an end, he led the team in scoring both years.

Mr. Hoffman today tips the scale at an even 200 pounds. When he paces the floor in a conference room, it is still easy to detect the football player in his erect carriage and bouncy walk.

Enters College

After working a year following high school graduation Mr. Hoffman entered Albion College as a freshman in 1924. He was elected president of his class at that time.

College curriculum was exceptionally rugged, with philosophy his major. He minored in political science. In addition he held down several jobs to keep himself in board and room. As a student he progressively or jointly was janitor and clerk in a jewelry store, YMCA gym instructor, laborer with street repair department, punch press operator and inspector at a manufacturing plant, clerk in a department store and paint contractor. And he claims to have put all that experience gained to good use over the years.

Because of his heavy college schedule, young Hoffman was forced to give up basketball, but he played three years of football as end. When he broke a leg, that ended his football career. He subsequently coached the freshman football team as a senior and refereed high school games.

Despite multitudious activities, Mr. Hoffman found time to serve as president of his class, the student body, inter-fraternity council and fraternity—Alpha Tau Omega. He was also a member of the athletic board of control.

Upon graduating in 1928 with a B. A., he went job hunting again and joined Sparks-Withington factory at Jackson on a temporary basis. Four months later he was night superintendent in charge of 1,500 persons. But the sports urge was still with him, and he joined Reynolds Spring Co. chiefly because it was pioneering night lighting of baseball and football fields.

Stays in California

Mr. Hoffman visited Southern California in 1929 for the first time as delegate to the national convention of his college fraternity. He decided to stay and became a life guard, for a time. It was the only job then available. Then came a period of stocks and bonds selling, and a fling in the advertising department of a Los Angeles department store. In 1930 he joined Firestone Tire & Rubber Co.

At that time Firestone was establishing retail auto supply stores on the Pacific Coast. Mr. Hoffman was soon given the task of introducing and merchandising all new products. He was sent to Portland, Ore., in 1936 to revive a Firestone store that was bogged down. When he turned loss into profit within six months, his work was quickly noticed.

Returns to L. A.

Next he went to work for an appliance distributing company in Portland on an incentive contract and made the mistake of doubling his quota the first year. His superiors decided young Hoffman was making too much money under that system. They suggested a cut, so he returned to Los Angeles.

He then went into business as a manufacturer's representative and pioneered fluorescent lighting in Southern California. The Los Angeles territory was then 60 cycles. The new fluorescent lighting needed 50 cycles. He overcame this barrier by convincing a local firm to build necessary transformers. Within a year the transformer company was doing 10 times its former volume and the fluorescent lighting systems were selling like hotcakes.

Les Hoffman was on his way financially.

It was in December 1941 that he acquired Mission Bell Radio Co., then manufacturing radio sets in a building hardly larger than the average sized neighborhood auto repair garage. Following some re-organizing, when Mr. Hoffman opened for business he had a tiny plant and just three employes who did nothing but repair old Mission Bell sets. But being a man of vision and action, he established an ambitious program for his newly acquired company.

With the war raging in Europe, the U. S. government was looking for companies to handle war production work and Mr. Hoffman went to Washington to see about it. He came back home with a contract in pocket. Soon he was increasing his plant space, hiring people by the scores and manufacturing electronic equipment for the armed forces.

Expansions

He soon absorbed Mitchell-Hughes Co., manufacturer of custom-built radios. More government contracts followed. In just two years Mr. Hoffman became the largest contractor of Navy electrical equipment in the West.

The fast growing company changed its name to Hoffman Radio Corp. The factory was honored with an Army-Navy "E" production pennant.

With war's end, Mr. Hoffman tooled his plant to manufacture radios, phonograph-radio combinations and home recorders. Four years ago, with television becoming increasingly important, Mr. Hoffman called his corps of assistants, and together they developed the Hoffman Easy Vision TV receiver set.

With his wife, the former El Stevely, whom he married May 1941, and their 6½ year old da ter, Jane Leslie, Mr. Hoff maintains residence in Pasad Calif. He also has a summer h on Lido Island at Balboa, Cal

An avid sports fan, he sel misses a football game and maintains enthusiastic interes basketball.

Mr. Hoffman is a member of Jonathan Club, San Gabriel C try Club, Balboa Bay Yacht C and Los Angeles Chamber of C merce, and also is vice presi of the Academy of Television and Sciences and serves on R & Television Mfrs. Assn. boar directors.

WOV FACILITIES

Opens New Rome Stu

WOV New York was schedule move its Rome operations to and enlarged studios in the Ita city about Dec. 15, to accommo the expanded production activ and the many visitors from A ica.

The new quarters, which ar cated at Via di Porta Pincia include two large studios, ce control room, reception room fices and artists' lounge.

An inaugural cocktail party planned by the station for A ican and Italian governme radio, press and film repres tives last Friday.

Northwestern Alumn

NORTHWESTERN U. has nounced it is compiling a direc of alumni working in radi and allied fields. The unive hopes to complete work on th rectory before January and quests that all alumni in the report their present positions addresses to Donley F. Fedde chairman, Centennial Committ Radio and Television, North ern U., Evanston, Ill.

ABC
AMERICAN BROADCASTING COMPANY IN LOUISVILLE
1080 Kilocycles
WKLO
5000 WATTS-DAY
1000 WATTS-NIGHT
BALANCED PROGRAMING
for better listening...
more listeners
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THE
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MARITIME PROVINCE
ASK
JOS. WEED & CO.
350 Madison Ave., New Y
He Has the Reasons Wh
5000 WATTS—NOW!

NATIONAL NIELSEN-RATINGS* TOP RADIO PROGRAMS

(TOTAL U. S. AREA, INCLUDING SMALL-TOWN, FARM AND URBAN HOMES—and including TELEPHONE and NON-TELEPHONE HOMES)
EXTRA-WEEK OCT. 29 - NOV. 4, 1950

EVENING, ONCE-A-WEEK

Current Rank	Previous Rank	Program	Current Rating Homes %
1	2	Jack Benny (CBS)	20.1
2	1	Lux Radio Theatre (CBS)	19.4
3	4	Charlie McCarthy (CBS)	16.0
4	6	Amos 'n' Andy (CBS)	15.6
5	32	Mr. Chameleon (CBS)	14.4
6	7	You Bet Your Life (NBC)	14.3
7	18	Mr. Keen (CBS)	14.2
8	16	Red Skelton (CBS)	13.5
9	36	Horace Heidt (CBS)	13.1
10	10	Walter Winchell (ABC)	13.0

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 40,700,000—the 1950 estimate of Total United States Radio Homes.
(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

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...ATE REVISION
...WJR, WGAR Announce Hikes

...ATE increases effective Jan. 1 ...ve been announced by WJR ...etroit and WGAR Cleveland, both ... A. Richards' stations.

WJR's increase was confined to ...e-minute and chainbreak an...uncements with the one-minute ...tes being raised to 18% of the ...urly rate, or $180 for Class A ...me, and the chainbreak rates ...ing raised to 15% of the hourly ...te, or $150 for Class A time. ...JR also announced that the Class ... daytime program rate would ...gin at 8 a.m. rather than 8:30 ...m., effective Jan. 1.

WGAR's increases affected its ...ytime rates which went up 20% ...r the period 9 a.m. to 6 p.m. and ...% for the morning period 7 a.m. ... 9 a.m. WGAR also announced ... 50% boost in rates for 11:15 ...m. to midnight.

Worth Kramer, vice president ...d general manager of WJR, said ...at "the new WJR rates are ap...opriate for the excellent audience ...ceptance within the wide coverage ...ea of the Goodwill Station, and ... addition keep pace with the cost ... today's radio operation. These ...w rates," Mr. Kramer continued, ...will not only provide additional ...venue but will effect a more ...uitable ratio between program ...tes and announcement rates."

John B. Garfield, sales manager ...r WGAR, said "principal rea...ns" for rate revisions were "sub...antial increases in population in ...e WGAR area, dominance of ...GAR's daytime programming and ...e cost of doing business." He also ...nounced that current advertisers ...ll enjoy one year protection from ...w increases provided their spon...rship on WGAR is continuous, as ...ovided in Rate Card 15.

...DIO ARTISTS GUIDE, directory ...ntaining listing of over 300 AFRA ...tors, announcers, singers and ...undmen, has been released by Los ...geles local, American Federation of ...dio Artists.

....for the finest in professional tape recording equipment

STANCIL-HOFFMAN CORP.

HOLLYWOOD 38, CALIFORNIA

'Challenge of '50s'

CHEVROLET Dealers will sponsor a one-hour program on both radio and television featuring radio reporters from all over the world in a discussion of "The Challenge of the '50s—Years of Crises," on CBS, Sunday, Dec. 31, 3:30-4:30 p.m. and on CBS-TV, Jan. 1, 1:30-2:30 p.m. Ten reporters headed by Edward R. Murrow will take part. They are Howard K. Smith, Bill Costello, David Schoenbrun, Richard C. Hottelet, Winston Burdett, Ned Calmer, Eric Sevareid, Charles Collingwood, and Larry Lesueur. Campbell Ewald Co., New York, is the agency.

CANADA TOP TEN
One Dominion Show Listed

ONE CANADIAN program made the first 10 most popular programs in Canada in November, according to national ratings released by Elliott-Haynes Ltd., Toronto, Dec. 9. First 10 evening programs for November were *Charlie McCarthy*, rating 31.7, *Amos 'n' Andy* 29.2, *Radio Theatre* 28.8, *Our Miss Brooks* 27.2, *Twenty Questions* 20.8, *Mystery Theatre* 19.7, *Your Host* (Canadian program) 19.3, *Suspense* 18.8, *Boston Blackie* 17.9, and *Guy Lombardo* 17.9.

Daytime programs in November were led by *Ma Perkins* 16.5, *Big Sister* 16.1, *Pepper Young's Family* 14.5, *Right to Happiness* 13.9, and *Road of Life* 12.3. French-language evening programs were led by *Radio Carabin* 28.9, *Un Homme et Son Peche* 25.7, *Metropole* 25.6, *Ceux Qu'On Aime* 24.5, and *Les Amateurs* 23.4. Daytime French leading programs were *Jeunesse Doree* 25.6, *Rue Principale* 25.2, *Grande Soeur* 22.7, *A l'Enseigne des Fins Gourmets* 22.5, and *Maman Jeanne* 22.3.

Ad Council Drive

THE ADVERTISING COUNCIL, New York, is preparing a new version of its economic education campaign to stimulate the defense effort with radio-TV allocations to be announced within 30 days.

TOBACCO NETWORK
Fletcher Elected President

FLOYD FLETCHER, chief owner and general manager of WTIK Durham, N. C., has been re-elected president of the Tobacco Network, comprising eight stations in eastern North Carolina. Effective date of his new term was Dec. 1, beginning of the network's current fiscal year.



Mr. Fletcher

Other officers named were Hartwell Campbell, general manager, WGTC Greenville, as vice president, and Ray D. Williams, WHIT New Bern, as secretary-treasurer. Mel Warner, general manager of WCEC Rocky Mount, and Vic Dawson, general manager, WFNC Fayetteville, were elected to the board of directors of the network.

WFMA (FM) Joins CBS

WFMA (FM) Rocky Mount, N. C., became a CBS network affiliate Dec. 10, according to an announcement by Josh L. Horne, president, of the *Rocky Mount Telegram*. This is the second FM affiliation with a major network, MBS having signed WASH (FM) Washington a few weeks ago. "Many of you will hear them for the first time," WFMA said in a *Telegram* advertisement extolling CBS artists. "This recognition of WFMA by the nation's outstanding network marks the trend over the nation to turn to the superior (FM) radio."

DEDICATE KASM
New Minn. Rural Outlet

SOME 24 communities in the coverage area participated in the dedication of KASM Albany, Minn., Dec. 10, according to Urban J. Keppers, general manager of the new 500 w daytimer on 1150 kc.

Operated by Stearns County Broadcasting Co., the new station highlighted the communities by devoting 15 minutes airtime to each. The station is completely contained in a modern 30' x 40' building 1½ miles from Albany. Programming is specially designed for the rural areas of central Minnesota. Activities of farmers in the area, such as the 4-H Club, high school events and other local features are being stressed, Mr. Keppers said. UP News and Lang-Worth Transcription Library are among the services used by the station.

Executives include Mr. Keppers; Clyde Weivoda, chief engineer; Ron Schaffer, announcer-program director; Sally Hanauska, copy-continuity-women's news; Ray Schnelly, sales manager.

WILSON HONORED
GE Head Gets Navy Award

CHARLES E. WILSON, president of General Electric Co., Schenectady, N. Y., has been honored with the Distinguished Public Service Award by Secretary of the Navy Francis P. Matthews. The award, extended Dec. 5 in recognition of Mr. Wilson's work in World War II as chairman of the Production Executive Committee, is the highest the Navy can bestow upon a civilian.

Accompanying the award was the following citation:

Under his enlightened leadership, tireless and efficient preformance of duty and extraordinary understanding of engineering, production, manufacturing and marketing the production facilities of this country were raised to their highest degree of efficiency.

This unprecedented rise in American productive power was due in great measure to the many associations grouped under and coordinated by the Production Executive Committee of which Mr. Wilson was the guiding spirit. He has focused world-wide attention on American production as an effective instrument of national defense and has contributed substantially toward an understanding between government and industry, of the requirements and responsibilities of each.



CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted, 10¢ per word—*$1.00 minimum* • Help Wanted, 20¢ per word—*$2.00 minimum*
All other classifications 25¢ per word—*$4.00 minimum* • Display ads. $12.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING, 870 National Press Bldg., Washington 4, D. C.

All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Salesmen

Experienced time salesman for local accounts. Want permanent man, who will have chance at commercial management. Good salary, plus incentive. Texas ABC station. Box 110H, BROADCASTING.

Progressive local station, good east coast community 15,000, wants aggressive salesman with car. Permanent, salary and commission. Please give full details first letter and picture, if possible. Box 192H, BROADCASTING.

Salesman. Top station, sound market, 5 kw going net. Must be alert radio salesman. Box 197H, BROADCASTING.

Salesman—Leading independent in major eastern city needs one more aggressive, alert, hard hitting and reliable salesman to complete its staff. Substantial drawing account against liberal commission. The man we want may be working now for a newspaper or station. He must be able to handle local agencies and retailers. He must be the kind of man who can sell and get re-orders. We're interested in neither lazy loafers nor high pressure flim-flam artists, but only in a hard-working, competent man capable of creating and selling ideas and keeping them sold. Box 241H, BROADCASTING.

Sales job with possibility for commercial manager after proof of performance. Small market, accent on local sales. Announcing experience essential. Salary plus commission. Married man preferred. Airmail full particulars. KFRD, Rosenberg, Texas.

Topnotch salesman. If you would like a small western town and can sell aggressively and smoothly to small town people and still meet agency men, maybe we can use you. Interested in a married man willing to settle here and organize his time and efforts to do a real selling and servicing job. If you have additional abilities such as first class ticket, sports announcing experience, etc., they would be of value. Send us complete details about yourself and we'll tell you more about our opening. Position open immediately. Contact KRPL, Moscow, Idaho.

We have an opening for an aggressive, experienced, radio salesman. Our station is growing fast and is the best radio buy in the Tidewater area. You must have a car and be a hard worker. We pay 15% commission against a livable drawing account. Send complete information, or telephone, Earl Harper, WNOR, Norfolk, Virginia.

I need at once good, clean, hard working salesman for Minneapolis regional independent, 14 months old, growing fast. Excellent opportunity right man. Future. Bill Stewart, WPBC, Minneapolis.

Announcers

Wanted, mature, experienced, forceful announcer, strong on sports, news, interviews, commercials. Write full details and expected salary. Box 98H, BROADCASTING.

Announcer, Ohio station. Must have experience news, special events, commerical plus console operation. Excellent opportunity for right man. Box 164H, BROADCASTING.

Combination announcer-engineer wanted. Accent on announcing. $50.00 for 48 hour week, raise in 3 months plus bonus for good man. ABC outlet in Florida, resort town of 30,000. Send disc or tape plus full details, experience and references. Box 186H, BROADCASTING.

Announcer. Straight staff. No sports. Minimum three years experience. Long established midwest local; single station market. No east or west coast applications. Send complete resume plus expected salary first letter. Box 233H, BROADCASTING.

Help Wanted (Cont'd)

Experienced sports and staff announcer. Send qualifications, references and disc or tape. Midwest. Box 238H, BROADCASTING.

At once, 2 single, experienced announcers. Mail disc, photo, qualifications. One experienced, local market salesman for one station New England city. Good opportunity for hustlers. Box 247H, BROADCASTING.

We can use one or two good announcers with first class tickets. Interested in married men with accent on top announcing. Opportunity to work into programming job. Good western town. Contact KRPL, Moscow, Idaho, give complete details, including picture, audition, salary expected and references.

5000 watt Mutual affiliate needs good announcer for news. Record shows and straight announcing shift. Pay starts at $50.00 weekly with increases to right man as he proves himself. Want man for midwest area, bottle chasers and floaters need not apply. Send letter of application and disc to Ray Beals, KVGB, Great Bend, Kansas, indicating experience, age, marital status. Enclose picture.

Need two good announcers with first class ticket. Good pay with opportunity for advancement. Paid vacation. Top small market Mutual station. Excellent working conditions. Send complete story including audition. KXEO, Mexico, Missouri.

Announcer: Some experience preferred but potentialities for development more important. Good voice and knowledge of sports. Send full details to Program Director, WCOJ, Coatesville, Pennsylvania.

Combination announcer-engineer needed immediately. Would consider training good prospect. WKAY, Glasgow, Kentucky.

Staff announcer, sound commercial man, newscaster. Send disc, details to WKBH, La Crosse, Wisconsin.

Immediate opening for an announcer with first class ticket. Starting salary $80 weekly. Talent for all remotes. Contact WMNC, Morganton, N. C.

Staff announcer, good commercial man, permanent position, future for reliable, experienced person. Send disc, photo, details. WPIC, WPIC-FM, Sharon, Pa.

Announcer-engineer for fulltime Mutual affiliate. Send full information immediately. WPNF, Brevard, N. C.

Immediate opening for experienced announcer with first phone license. Wire WVFC, Somerset, Pa. stating total experience and phone number where you can be contacted.

Announcer, experienced on news and all-round announcing, network station, references, photo. Write Box 584, Danville, Illinois.

Technical

Men with at least 8 years combined electrician and radio experience to install and maintain custom built audio devices. Must want to travel throughout any area in the United States continually. Excellent salary plus expenses. Transportation provided. Must have automobile drivers license. Send personal snapshot with record of experiences and references. Box 764D, BROADCASTING.

Transmitter studio operator (no announcing) first phone license to operate tape-disc recorders, turntables. ABC-MBS affiliate. Start $180 per month. Box 196H, BROADCASTING.

Combination engineer-announcer wanted to be chief on 250 watter, plus announcing work. Must have four years experience in both announcing and engineering and must have excellent announcing qualifications. Box 239H, BROADCASTING.

Help Wanted (Cont'd)

Chief engineer. Progressive five kw midwest directional with TV future. Send full details, education, experience. Box 261H, BROADCASTING.

Engineer with announcing capabilities, not necessarily experienced, needed immediately by CBS affiliate. Contact Jim Duncan at KSIL, Silver City, New Mexico.

Engineer. Immediately. Experienced AM, FM. Car necessary. Fifty dollars, forty hours per week. WMFD, Wilmington, N. C.

Engineer, first class, experienced transmitter, control, recording and maintenance, no combo, references, photo. Write Box 584, Danville, Illinois.

First class engineer-announcer, Mutual affiliate station, eastern Montana, 45 hour week. Good working conditions, permanent position. Write or wire Post Office Box 1015, Miles City, Montana.

Production-Programming, others

One woman copywriter and one experienced announcer. Send disc, photo, particulars first letter. Box 116H, BROADCASTING.

Program director, good ad-lib, special events man for only station in city of 50,000. Excellent opportunity for man with ideas and ability. Write at once, giving information on qualifications, draft status and salary requirements. Box 246H, BROADCASTING.

Television

Salesmen

Transcription salesman desired to sell syndicated TV shows. Eastern territory, moderate draw against commission. Box 243H. BROADCASTING • *TELECASTING.*

Salesman—Now contacting TV stations in all areas other than metropolitan New York. No objections to supplementing this with other duties. One of America's most successful juvenile TV program developments is available for other markets. Sensational success story. Can be part of any western film strip in need of hypo. Cost negligible. Box 252H, BROADCASTING, or call Lackawanna 4-1571.

Announcers

TV station, Ohio area, interested announcer and TV personality. Personal interview necessary. Excellent opportunity. Replies confidential. Send all pertinent data and photo. Box 232H, BROADCASTING • *TELECASTING.*

Production-Programming, others

Wanted: Commercial TV writer for large midwest agency. Prefer experienced visual ad-writer with at least 1 year agency work in TV. Box 258H, BROADCASTING • *TELECASTING.*

Situations Wanted

Managerial

Manager with thorough background in all phases of radio available. No miracle worker, but hard, sober business administrator able to operate efficiently and profitably. Strong on sales, promotion and programming. Change necessitated through pending station sale to new owner who will be his own manager. Young, married, reliable. Box 175H, BROADCASTING.

Pennsylvania, New Jersey, Maryland! Manager-sales manager available January 1. Strong on sales promotion, station relations. Energetic, hard worker. Box 225H, BROADCASTING.

Situations Wanted (Cont'd

Can you use the services of a m creative, hard working, commer minded radio man, with all-roun perience as an announcer, pro production and continuity manage side of the big city, plus a tho background in show business an vertising. This man can produ more than one sense of the word. sires opportunity with radio stati agency in or near New York City. 226H, BROADCASTING.

Manager with $5000.00 to invest d change because of station sale. T years radio, ten in managemen sales. Strong on sales. Can o at minimum. Box 245H, BROADC ING.

Manager. A seasoned executive a background of 25 years bottom radio experience, strong on ef management, sales and progran desires to contact station owne needs a man he can trust, depend and most important, keep or pu station on a paying basis. No m status. Prefer Florida or Gulf Box 262H, BROADCASTING.

Twenty years of constructive background. I defy anyone to sh better record or better reference I can give. Seeks job as mana sales manager of substantial s 45 years of age, married, will g place. Box 264H, BROADCASTI

Married, Marine veteran, 29, one wants managership of station e sizing sports. Excellent refer College education, ample experie radio. Besides doing play-by have done selling, news and ann ing. Serious, ambitious and will give fulltime to right job. Capa maintaining a harmonious, but ef staff. Not in reserves. Box BROADCASTING.

Salesmen

Good salesman wants good job 99H, BROADCASTING.

Salesman, experienced all phases dio. Ten years background with and small markets. Best agenc radio references. Box 269H, BR CASTING.

Announcers

Basketball, play-by-play. One tion's best. $150 weekly. Box BROADCASTING.

Sportscaster. Exciting play-by-pl topnotch sports area. Experien basketball, football, baseball, and wrestling. University gra Favorable draft status. Married eran. Authoritative newscastin announcing of high caliber. B BROADCASTING.

Announcer, colored, excellent have promotional ideas, disc quest. Box 95H, BROADCASTIN

Vet, above average background, events, sports, classical music. matical ability. German, Spanis guages. Good voice, personality 170H, BROADCASTING.

Announcer, 4 years experience programming. Interested in an ing position or program director 198H, BROADCASTING.

Not a Godfrey, Murrow or Bloc a competent staff announcer he commercials with four years ence. Draft exempt. Box 209H, B CASTING.

Am not hurray-for-me boy, announcer, experienced. Colleg cation, news, emcee, drama, etc work affiliate 5,000 watt and up. able now. Excellent references 213H, BROADCASTING.

Experienced announcer. Large ket comparable salary. Plea jerkwater towns. Box 214H, B CASTING.

Baseball man. Available now or Experienced all sports-staff. Bo BROADCASTING.

Sports, news interview, hillbill cialist. College degree in radi Desire permanent position. M veteran, three years experience car. Box 228H, BROADCASTIN

Announcer: Ten years expe Good commercial man and tops sonality shows. Wide net and experience. Available Februa Minimum $100.00. Box 229H, B CASTING.

Situations Wanted (Cont'd)

xperienced announcer, have worked large markets. Married veteran, aft exempt. Interested in position ith station that appreciates clean pro- uction. Box 248H, BROADCASTING.

nnouncer: Age 25, veteran (non re- rve), married, one child. 4 years xperience, 2 years metropolitan area. xcel in commercials. Sports, disc ows. Announcer, MC, also write. refer east coast from Washington, C. north. Will forward desired in- rmation. Box 240H, BROADCAST- NG.

nnouncer. Experience? Got it! Avail- bility? I sleep in the terminal! alent? (Blush) Travel? N.S.E.W.! arital status? I did! Military status? have! Need me? Write me! Box 4H, BROADCASTING.

xperienced versatile announcer, spe- alty news, deejay. Knows board. xty-dollar minimum with future. ox 249H, BROADCASTING.

36,000.12 is what this disc jockey with st class ticket and ten years experi- nce is worth, but under proper condi- ons will work for slightly less. What ndition are you in? Box 250H, ROADCASTING.

nnouncer-newscaster, one year Armed rces Radio Service, work board. st, college grad, will settle. Disc ailable. Prefer 100 radius New York. ox 253H, BROADCASTING.

vailable immediately, announcer ombo man). Thorough experience ntinuity writing, religious and clas- al programs. College grad. Age 30. ill travel. Write for disc, resume. ox 254H, BROADCASTING.

nnouncer: Desires experience in far est location, college grad, draft ex- pt. Box 256H, BROADCASTING.

mbination, announcer—1st phone and B.O., single, classical music back- ound, resume, disc, vet. Box 257H, ROADCASTING.

ndy City announcer seeks hot sta- n to defrost in. 26, two years ex- rience. Station north of 38th par- el need not answer. Box 263H. ROADCASTING.

nouncer, college graduate. AFRS d commercial experience. Looking progressive station with well nded programming. Married, 23, eran. Can write copy. Interested sales. Write Box 265H, BROAD- STING.

nouncer-newscaster, 3½ years ex- ience in all phases radio. Mature, p, friendly voice that sells. Strong news, classics, interviews, special nts, straight commercials. Operate rd and remote experience. 2 years lege, 4-F, neat appearance. Jay dredge, WKUL, Cullman, Alabama.

kan, young married veteran. No erve. College background. Recent d of top broadcasting school, desires nouncing job anywhere in Texas. op me a line, I'll come see you. Bob rdon, #1 Hawaii Avenue, N. E., Apt. Washington, D. C.

nouncer-engineer. Available imme- tely. First class phone license with year announcing experience in all Chicago station. Married, veteran, years old with favorable draft status. ling to consider locating anywhere . S. Contact Bud Hutter, c/o Radio titute of Chicago, 165 N. Michigan enue, Chicago 1, Illinois. Telephone dover 3-6767.

Technical

gineer, experience includes 5 years sulting engineering, highly skilled in ectional antenna design and per- mance. Previous experience includes eral years as chief engineer. Draft mpt. Box 813G, BROADCASTING.

ef engineer, 17 years experience. ks change to progressive station. ary secondary to opportunity. Best erences. Box 842G, BROADCAST- .

gineer. Experienced studio, phasing directional equipment, maintenance remotes. Box 952G, BROADCAST- .

gineer, phone first, complete offer contact. Box 974G, BROADCAST- .

gineer, first class radiotelephone li- se. Six years experience, FM, AM, dio, remotes, transmitter. Married, ure, draft exempt, no combo, refer- es. Box 59H, BROADCASTING.

ef engineer with ability and ex- ience to handle the toughest broad- problems-operation, maintenance, struction, any size or type operation. my references tell you. Undraft- g. Box 179H, BROADCASTING.

Situations Wanted (Cont'd)

Engineer-announcer. 1st phone, single, veteran, draft exempt, two years experience. No car. Box 231H, BROADCASTING.

Draft exempt chief. Experienced 250 w up. Two years chief of Western Electric 50 kw. Plenty of DA knowhow. One year NBC television training. Age 30, married, two children. Top references. Box 234H, BROADCASTING.

Available January Fifteenth: Experienced engineer desires position with progressive station in deep south or southwest. Box 237H, BROADCASTING.

Experienced engineer. Willing to train as combination. No announcing experience. Box 260H, BROADCASTING.

First phone, ham, complete station experience. Presently employed but seeking employment with a progressing station having opportunities for my future. Box 267H, BROADCASTING.

Fully qualified engineer seeking position staff engineer large station, chief engineer small station. Experience: Graduate specialized broadcast engineering course CREI; staff, 546 kilowatt ERP FM, 5 kilowatt AM, 5 kilowatt TV: chief, two two-fifty watters, installed last. Announcer. Family, twenty-five. Car. Available immediately. Lester Bryan, General Delivery, Booneville, Mississippi.

Technician, first license, five years broadcast radio, wide experience associated fields, wants transmitter job. 32, single. Available quickly. Please state requirements. Lewis Sherlock, Box 51, Plainview, Texas.

Production-Programming, others

Attention university town stations. Program director seeks same or similar position. Experienced, trained, employed, successful, sales conscious. Age 25. Can supervise any or all phases of station operation. Box 180H, BROADCASTING.

Showmanship! If you need it, nine years background in theatre-radio work is your answer. Want PD in tough market. Keep your promises or don't answer. Box 185H, BROADCASTING.

Continuity writer-traffic manager, currently employed as program director, but prefer continuity and traffic. Eight years experience including announcer-operator and music librarian. Salary requirement reasonable. Would prefer to locate in deep south. Available two weeks notice to present employer. Reply Box 189H, BROADCASTING.

Program director-announcer. Experienced all phases programming production. Draft exempt. Box 255H, BROADCASTING.

Lady with two years experience in net and independent programming, traffic, continuity and promotion desires position in progressive southern station. Available January 10th. Personal interview preferred. Box 259H, BROADCASTING.

25 year old vet, no reserve, good draft status. Still single with 8 years experience. Can handle all phases of radio production with accent on special events. Can sell, handle sports and have had success with disc shows. No floater. Am employed but would like to settle. Good references, sober, dependable, experienced in programming and willing to work. Box 268H, BROADCASTING.

Draft exempt! Program director-announcer. 2½ years experience. Presently employed. All-round staff, play-by-play, operates board, sales background. Personable character, resonant, sincere commercial voice. Present employer best reference. Start immediately at $60.00. For disc and photo, write C.V.S., 709 N. Garnett St., Henderson, N. C. Phone 522J after 3 p.m., E.S.T. All offers considered.

Television

Technical

TV engineer: Married, draft exempt veteran. 2½ years experience in and presently employed by leading TV receiver laboratory. B.S. Degree plus graduate RCA Institutes and first class phone license. Desire TV broadcast position in south or southwest. Box 236H, BROADCASTING ● *TELECASTING.*

Situations Wanted (Cont'd)

Salesmen

Switching from AM to TV immediately. Have a long story to tell you. Box 242H, BROADCASTING ● *TELECASTING.*

Production-Programming, others

Experienced television film director, desires change in TV, from independent local station to network television station. Livewire, good references, willing to re-locate, single. Got TV problems in films, or in TV broadcast operations, contact Box 176H, BROADCASTING ● *TELECASTING.*

Radio producer desires television experience. 10 years radio experience. Background in music and Little Theatre. Box 216H, BROADCASTING ● *TELECASTING.*

Los Angeles TV director just returned from European filming trip. Seeking TV production position. Age 28. Excellent references. Background of theatre, radio, film. Specialist in imaginative treatment of department store shows. Will consider creative opportunity in any area. Box 266H, BROADCASTING ● *TELECASTING.*

TV production. Desires position in TV films with station or agency. Experience: Announcer, 5 years; commercial photographer, 2 years; masters degree visual education. Married, 32. Bill Felton, 519 Garfield, Appleton, Wisconsin.

For Sale

Stations

Will sell profitable 5000 watt daytime station in metropolitan midwest market of over one million. Downtown ground floor studios ideal for TV, if desired. Latest RCA equipment. Building and station can be had for appraised value. Box 251H, BROADCASTING.

Equipment, etc.

Hard to get broadcast, television equipment, G.E., Western Electric, Gates, Collins, used two years, like new. Write for descriptive list and prices. Box 149H, BROADCASTING.

916-A General Radio frequency bridge for sale used by consulting engineer. Good condition. $300. Box 235H, BROADCASTING.

For sale from Ohio storage, one or two new 250 foot self supporting towers with insulators. Ideal for TV or AM. Available west coast storage, complete lighting equipment for two towers and 80,000 feet #8 ground wire. All at less than market prices. Contact KROW, Oakland, California.

Lingo type 175′ guyed antenna A2 lighting available about February 1, 1951, sold standing WICH, Norwich, Conn.

GE 250 FM transmitter, Western Electric 25 console, FM monitor, 1 GE donut, sacrifice. Merger of WJLK and WCAP makes this equipment available. WJLK, Asbury Park, N. J.

Magnecord tape recorder PT 6-JA with 3 channel mixer and microphone. New condition. H. Evans, 392 Rhoads Ave., Columbus 9, Ohio.

Studio-transmitter link. R.E.L. model 694 with 15 watts modulated RF output, in excellent condition. Used less than 4,000 hours by deleted FM station. Suitable for either FM or AM. Cost $6,785. Price $4,785 cash plus shipping costs. James A. Hardman, 27 Bank Street, North Adams, Massachusetts.

Have several used guyed Wincharger towers will sell erected. Tower Construction Co., 107 Fourth St., Sioux City, Iowa. Phone 5-6761.

Wanted to Buy

Equipment, etc.

Equipment wanted. 1000 watt station. Must be bargain. No hurry. Box 208H, BROADCASTING.

Self supporting tower, 200-300 feet. Box 230H, BROADCASTING.

Wanted: Equipment for 250 watter including transmitter, monitors, console, antenna. Kelly Bell, Crawford Hotel, Midland, Texas.

Want to buy good, used, 250, 500 and 1000 watts transmitters. Guarantee Radio Supply Co., Laredo, Texas, Phone 3101.

WINS PICKETS
Observed by N. Y. Mayor

DESPITE a $3,000 loss for time contracted for over WINS New York during the recent election campaign, New York Mayor Vincent R. Impellitteri refused to cross the American Federation of Musicians' picket lines at the station, according to a monthly publication of the union.

In a telegram dated Oct. 31, replying to a query by the union of each mayoralty candidate as to his position, Mayor Impellitteri is reported as saying in part: ". . . Under no circumstances will I or anyone representing me violate your picket line. We have cancelled 12 spots and all scheduled programs on that station until your strike is won, despite $3,000 loss for time contracted and paid for."

The union has been at odds with WINS for almost a year over the station's refusal to maintain a staff orchestra. Although no strike has been in progress, the station was placed on Local 802's unfair list and picketed.

He'lp Wanted

Managerial

FOR SOUTHERNERS ONLY!

Station manager's job open in network affiliate in a leading southern market. City is over 30,000; county about 100,000. Good starting salary plus commissions. Give full details first letter. Enclose snapshot.

Box 217H, BROADCASTING

Employment Service

Experienced salesmen with high reputation for sales available to you now. Contact Wm. J. Brown, Radio & TV Campaigns, 703 N. Downing Street, Piqua, Ohio, for regional sales. Turn your availabilities into cash.

School

SRT • SRT • SRT • SRT • SRT

SRT-Radio

AMERICA'S OLDEST BROADCASTING SCHOOL

Intensive full or part time

COURSES

ANNOUNCING • ACTING

SCRIPT WRITING • ADVERTISING

Outstanding Faculty of Network Professionals

Co-Educational • Day or Evening

Small Classes

Approved for Veterans

Write for Prospectus

School of Radio Technique

RKO Bldg., Radio City, New York 20, N. Y.

228 South Wabash Ave., Chicago 4, Illinois

SRT • SRT • SRT • SRT • SRT

CONTROL NEED?

Sawyer, McGrath Give Views

TWO diverging views on the necessity of controls were set forth by Commerce Secretary Charles Sawyer and Attorney General J. Howard McGrath of the Justice Dept. fortnight ago amid renewed demands for accelerated mobilization.

Secretary Sawyer held out the possibility that the government may have to impose complete controls over all strategic metals by next spring, thus restricting allocation of materials to manufacturers on a priority basis. Copper, nickel, aluminum and steel, already cut back by the National Production Authority for civilian consumption, would be the first materials to be wholly controlled, he said.

Attorney General McGrath called on the government, however, to impose as few controls as are necessary in the interest of "our competitive system." Such a system of regulation, he said, is "undesirable over the long run." He urged the government to alleviate material shortages by increasing production rather than controls.

The Justice Dept. official also recommended that (1) any price controls imposed be "flexible," (2) government should watch for voluntary agreements among producers, (3) contracts for defense items be spread among small business, (4) policy-making power of business advisory committees be limited by government so as not to encourage monopoly, though they perform a "valuable service" [BROADCASTING • TELECASTING, Nov. 27].

RADIO and television shows now are being originated in WGN Chicago's Studio 1A, closed for remodeling since February. Stage is 45 feet square and an 8-by-9-foot electric elevator has been installed at rear and center of stage for lowering and lifting of equipment. Studio seats 400 persons. Twelve new studios are now in operation, and two more are expected to be added.

NAME ROBINSON

Becomes PBS Executive

B. B. ROBINSON, West Coast executive, has been appointed vice president in charge of finance of Progressive Broadcasting System by the network's board of directors, according to Larry Finley, PBS president. Mr. Robinson's headquarters are at the PBS executive offices, 8983 Sunset Blvd., Hollywood, Calif.

Mr. Robinson is vice president of John Sutherland Productions Inc., (TV films), Los Angeles; president of Motion Picture Enterprises, Beverly Hills; president of Highland Oil Co., Beverly Hills, and holds office in other nationally known firms, Mr. Finley pointed out. PBS, which made its debut as a new network Nov. 26-27 with 209 U. S. stations, claims the addition of 33 more outlets to its roster.

KFAR KENI SIGN

Six New Sponsors Added

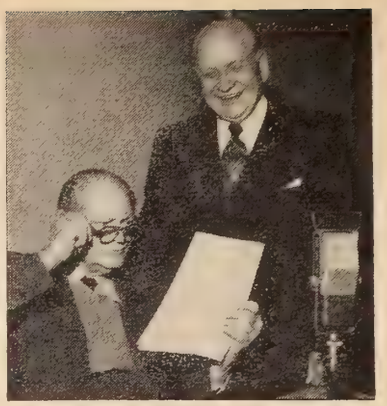
FIVE NEW sponsors have been signed by Midnight Sun Broadcasting Co. (KFAR Fairbanks and KENI Anchorage, Alaska) during the past three months.

These include:

Colgate-Palmolive-Peet for *The Dennis Day Show*, through Ted Bates Inc.; Liggett & Myers for *The Bob Hope Show*, through Cunningham & Walsh; Wildroot Co., for *Charley Wilde Private Eye*, through BBDO; Bristol-Myers, for *Mr. District Attorney*, through Young & Rubicam; Brown & Williamson Tobacco Co., for *People Are Funny*, through Russel M. Seeds Inc.;

All of the programs are NBC shows although KFAR-KENI are affiliated with NBC, ABC and Mutual. Programs are delayed and transcribed for rebroadcast in Seattle.

CFOR Orillia opened its new studios and 1 kw transmitter last month, with Ontario Premier Leslie Frost officiating. Reception was held by Gordon E. Smith, station owner, following inauguration of new transmitter, which marked an increase in power from 250 w.



IT's "old stuff" to Actor Lionel Barrymore but an event for the 1950 sponsor of his traditional Christmas Eve broadcast of Charles Dickens' "Christmas Carol." Mr. Barrymore reads a passage from the script while H .L. Bilsborough (r) of A. O. Smith Corp., maker of Permaglas water heaters, looks on approvingly. Firm will sponsor the 1950 edition of the program on 527 MBS stations, Dec. 24, 4 p.m. EST, and also supply dealers with promotional material, including local radio spot announcement copy. Company claims it is the first time such a product-maker has supported a dealer campaign with a nationwide network program. Mr. Barrymore will play "Scrooge" for the 18th time on radio.

WPIK KWRN

Sales Are Reported

SALE of Howard B. Hayes' 32.4% interest in WPIK Alexandria, Va., for $22,275 to co-founder Carl L. Lindberg, also 32.4% owner and who would gain controlling interest, was reported by the metropolitan Washington station fortnight ago in transfer papers filed at FCC.

Meanwhile, sale also was announced of KWRN Reno, Nev., by Reno Newspapers Inc. for $27,500 to Kenyon Brown, part owner and president of KWFT Wichita Falls, Tex.

In the WPIK transaction, FCC was told Mr. Hayes has resigned as manager of the station and plans to accept employment outside the city. WPIK is assigned 1 kw daytime on 730 kc. Other stockholders are: Barton Philips and Elliott F. Hoffman, 10.4% each; C. C. Carlin Jr., 11.2%; John A. K. Donovan, 3.2%. Messrs. Hayes and Lindberg established WPIK in 1945. They previously had been with WTOP Washington.

KWRN is assigned 250 w full-time on 1490 kc. Reno Newspapers, publisher of *Reno Gazette* and *State Journal*, is part of the Speidel chain of papers which also operates KDON Salinas, Calif.; WKIP Poughkeepsie, and WGNY Newburgh, N. Y., Mr. Brown also is stockholder in KELP El Paso, Tex.; KGLC Miami, Okla., and KBYE Oklahoma City. The KWRN sale was handled by Blackburn-Hamilton Co., radio station and newspaper brokers.

WLIB INJUNCTIO

Granted Against ACA Act

A PRELIMINARY injun against American Communica Assn. activities, alleged by W New York to constitute "econ coercion" of station adverti was granted by New York Sup Court Justice Denis O'Leary halan, Dec. 1 in New York.

Charging the union, which expelled by the CIO as pro- munist, with distributing le and handbills charging unfai to labor outside its retail a tisers' stores, the station al that such activities consti "picketing," the end result of v was a "secondary boycott" hibited by law. On these gr a preliminary injunction granted.

ACA began its activities, ac ing to station officials, two before expiration of the old tract on May 1, because the st refused to consider carrying o clause, providing for its hiri a specified number of engi from the old contract to ne tions for a new one. At the the officials said, the clause w violation of the Lea Act, s quently declared unconstitut Although the union was offer overall wage increase and a shop, they said, it refused to trate the matter unless arbiti was limited to two issues, r than formulation of a whole tract.

A union spokesman charge station with endeavoring to the old contract, which he sai built up over the years, and to everything negotiated anew. denied that the distribution ters and handbills was "picke and claimed that the statio broken off arbitration.

MORE FM SETS

Springfield Survey S

FM'S POPULARITY is in ing in the Springfield, Mass. according to a survey com a fortnight ago by the Sprir area FM stations, including W FM, WSPR-FM, WSFL WMAS-FM Springfield WHYN-FM Holyoke.

FM set ownership increa 29% in the Springfield area, includes Hampden, Hamp and Franklin Counties in M chusetts, as well as part of necticut. This represents a crease of 9% over the survey a year ago.

When the first FM set was made in February 1947 ership amounted to only 5% the fall of 1948 the figur increased to 12%, and by las at this time FM set own amounted to 20%. The figu portedly indicate that FM se increasingly popular in th lying areas where static and ference are more prevalent AM band.

Eastern Dual Market

Opportunity

$60,000.00

One of the most attractive and unusual double market opportunities in the east. This is an independent facility that is the only station for two excellent cities with total population in excess of 35,000, having retail sales of more than thirty million.

Station is very well equipped, owns a desirable transmitter site and building —has studio installations in each city. This is a "made-to-order" opportunity for one or two good operators. Financing arranged.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Harold R. Murphy	Ray V. Hamilton
Washington Bldg.	360 N. Mich. Ave.	235 Montgomery St.
Sterling 4341-2	Randolph 6-4550	Exbrook 2-5672

WHOM Move

MOVE of WHOM Jersey City to New York City, for years a controversial issue before FCC, was granted by the Commission last week upon petition by WHOM to relocate its main studios. FCC's action, in which Comrs. Paul A. Walker and E. M. Webster dissented, follows new relaxed rules on main studio locations announced a fortnight ago which allow such a change under exceptional conditions [BROADCASTING • TELECASTING, Dec. 11]. WHOM for many years has operated chiefly as a foreign-language outlet serving the metropolitan New York area.

Radio Parts Impasse

(Continued from page 30)

e coming out of the military. he delay at the military level is aced to higher-up sources and ese in turn can't act until top-licy government officers and gencies make their decisions.

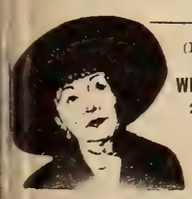
An example of the problems ced in using substitutes is that magnet manufacturers. If cobalt eliminated from an alnico type magnet, then the size of the agnet must be quadrupled and eatly increased quantities of ckel are required. The makers speakers might shift to electro-agnetic types, but these in turn ould use large quantities of arce copper and besides there are w plants with winding machinery ailable since the dominance of rmanent-magnet types.

Representing RTMA at the Tues-y NPA conference, besides the -chairmen, were Robert C. Spra-e, RTMA president; James D. crest, RTMA general manager; G. Zender, Lenz Electric Mfg. ., RTMA Parts Division chair-an; Matt Little, Quam-Nichols ., chairman of RTMA Speaker ction; L. G. Taggart and Arthur Milk, of the RTMA Tube Divi-on; H. G. Beauregard, secretary the Joint Electronics Industry ommittee, and Robert G. Klabin, eneral Instrument Corp.

Among those who attended the eakers-magnet manufacturers ssions were:

Mr. Plamondon; W. F. Dumke and oyd Vanfeld, Zenith Radio Corp.; W. Bahle, RCA Victor Div., RCA; Hugo ndberg and John A. Proctor Jr., rford Electric Corp.; Jack Willson, ectro-Voice Inc.; Thomas White, Jen-n Mfg. Co. and Rolla Co.; Robert Tait d David Rogers, Stromberg-Carlson; bert Arnold, Arnold Engineering rp.; E. L. Hubbard, General Electric oducts Co.

NANCY McIVER
TRAVELS THE WORLD



(Formerly Nancy Grey on WTMJ—NBC)
WHFC Chicago WEHS-FM
2-2:30 Mon. thru Sat.
She entertains—and sells—and sells
Participations Available
ARSHALL PRODUCTIONS INCORPORATED
40th Floor Bankers Bldg., Chicago 3
Radio — Shows to fit your budget — TV

RAW MATERIALS

NPA Issues New Directives

AGAINST the backdrop of the international emergency, portending a lessening of the time lag between appropriation of funds and the actual placement of orders for electronics equipment, the government last week issued new directives governing the use of strategic materials.

The National Production Authority took steps to prevent a complete shutoff of cadmium supplies for non-defense uses. Producers and prime distributors were asked to fill up to 50% of all military orders for the metal.

Cadmium, used widely for electroplating other metals, has been described as a popular and satisfactory substitute for copper in plating steel for radio set chassis. NPA already has signaled cutbacks in copper of 15% for January and February, and 20% in March and in other metals, including cobalt [BROADCASTING • TELECASTING, Dec. 11].

At the same time government officials said that both NPA and the Cadmium Industry Advisory Committee had agreed that an order should be developed establishing inventory controls and specifying usages of cadmium.

Rubber Cutback

NPA also ordered (1) provision for continuous flow of copper scrap "into normal channels of distribution," and (2) cutbacks in civilian rubber consumption of 50% during January and February from the November level, with present supply to be supplemented by use of synthetic rubber.

The order on copper scrap, defined as copper or copper-base alloy materials, by-products of industrial fabrication, applies to brass mill scrap as well.

The growing metals shortage and the concomitant prospect of forced layoffs of skilled workers in industry has evoked the concern of manufacturers, who last week placed their problems before NPA authorities in two different meetings (see story page 30).

Meanwhile, government agencies and the board of governors of the Federal Reserve System warned last week that "despite all efforts to expand output of critical materials, the supply-demand gap may be expected to widen as defense production picks up speed," and the "full impact of supply deficiencies" will be manifested in the civilian economy.

While the government has ordered curtailment in civilian use of various metals, a joint report of agencies and the Federal Reserve System noted, the "consumption of materials has increased substantially" since the first half of 1950, the period used as a base for metal cutbacks. The report also pointed to the increased market prices governing use of these metals.

School Broadcasts

(Continued from page 32)

entitled "We've Been Watching Television," David Robinson, vice president of Price, Robinson & Frank, explored the advertiser's and agency man's viewpoint to the medium. Noting that "television and radio are directly in collision," Mr. Robinson described television surveys as "incomplete and not in agreement." Although the potential of the medium "is the most powerful ever to be opened up to the advertiser," television "has a long, long way to go in learning to use its greatness effectively."

WLS Chicago was host at Thursday's luncheon, during which the regular *Schooltime* program was broadcast direct from the hotel. After the show, Josephine Wetzler, WLS education director, urged educational broadcasters to program about "things in the pupil's daily life, rather than abstract things." She suggested: "You should create a desire in the pupil to learn, to find out about a particular thing, just as a salesman creates a desire for his product."

J. R. Livesay, secretary of the Illinois Broadcasters Assn., and president of WLBH Mattoon and WHOW Clinton, Ill., spoke about the cooperation given school systems by Illinois stations.

Other panel groups and speakers:

The influence of mass media of communication in the world today, Douglas H. Schneider, director, department of mass communication, United Nations Educational, Scientific & Cultural Organization, Paris, introduced by Judith Waller, director of public affairs and education, NBC Chicago, with Kenneth G. Bartlett, director, Radio & Television Center, Syracuse U.; Frances Ferrell, research staff, Chicago public schools; Robert B. Hudson, director of broadcasting, U. of Illinois; John Scupham, head of school broadcasting, British Broadcasting Corp.; I. Keith Tyler, coordinator of radio, Ohio State U.

The operation of the Wisconsin state-wide FM network, Harold B. McCarty, executive director, Wisconsin State Radio Council, and director, WHA Madison, U. of Wisconsin station, with Eugene Foster, Empire State School of the Air, Syracuse; Jim Miles, manager, WBAA Purdue U., Lafayette, Ind.; Seymour Siegel, director, WNYC New York and president, National Assn. of Educational Broadcasters.

The British Broadcasting Corp. serves the schools of Great Britain, Mr. Scupham.

Through radio, universities serve the people of their states, George Johnson, director, radio educational programs, Indiana U., with Waldo Abbot, director, WUOM U. of Michigan, Ann Arbor; John Henderson, education director, WBAA Purdue U.; Mr. Hudson; Richard Hull, director, WOI-AM-FM-TV, Iowa State College at Ames; Carl Menzer, director, WSUI, U. of Iowa station, Iowa City; M. McCabe Day, director, WVSH Huntington, Ind.; Marvin Oakes, program director, WNAS New Albany, Ind.; Esther Olson, Peabody School, Chicago, and Mary Xurafes, audio-visual director, Emerson School, Gary, Ind.

Television in education, practice and potentialities, Garnet Garrison, television director, U. of Michigan, presiding, with Lynn J. Poole, director of public relations and producer of *Johns Hopkins Science Review* for Johns Hopkins U., Baltimore.

LINE CHARGES

Coast Firms Queried

INQUIRY into reasonableness of increased AM and FM line charges by certain independent West Coast common carriers was ordered by FCC last week.

On its own motion, the Commission suspended until March 20 revised tariff schedules of the West Coast Telephone Co. and Pacific Telephone & Telegraph Co., which would have become effective Dec. 20, and set the matter for hearing Jan. 22 to determine the "lawfulness" and "reasonableness" of the new tariffs.

Among the issues involved, FCC indicated, is a proposed increase of program and network switching charges from 25¢ to $2.50 per switch. Another is a proposed line equalization charge of $15 for installation and a $2.75 monthly "recurring charge." The usual Bell System fee for the same service elsewhere is $15 for the "complete job," it was explained. In other respects the general charges of the independents compare favorably with those in the Bell System elsewhere, FCC noted.



BEGIN the New Year right by getting your share of the prosperous and growing Jackson market . . . by spotting your sales message on WJDX, "the Voice of Mississippi".

STOCK OPTIONS
Voted Sarnoff and Folsom

BRIG. GEN. DAVID SARNOFF, RCA chairman of the board, and Frank M. Folsom, RCA president, have been granted restricted stock options for $100,000 and $50,000, respectively. Value was $17.75 per share, purchasable on or before Nov. 3, 1955, it was reported.

RCA board of directors, it is understood, also awarded Mr. Folsom an amended contract protecting him from salary reductions. The contract also allows for increases to be awarded him any year prior to March 1.

Mr. Folsom's contract, which was extended to Dec. 31, 1954, was originally drawn for the period Jan. 1, 1948, to Dec. 31, 1953. An increase of $25,000 last June brought Mr. Folsom's annual salary up to $165,000.

Recalled to Service

CAPT. ROBERT H. ALFORD, FCC broadcast attorney and U. S. Army reservist, was recalled to active duty effective Dec. 16 with the Judge Advocate General Office. He had celebrated his fifth anniversary with FCC on Dec. 7. Capt. Alford originally had entered the Army in 1941, serving in the ground forces in the Italian campaign. He joined FCC after release from service in 1945.

FCC Actions

(Continued from page 72)

Applications Cont.:

ton, Va.; KOPO Tucson, Ariz.; KVMV Twin Falls, Ida.; WFPG Atlantic City, N. J.; KFIZ Fond du Lac, Wis.

Modification of CP

Mod. CP FM station for extension of completion date: KEFM Inglewood, Calif.; WAVZ-FM New Haven, Conn.

License for CP

WFMB Mayodan, N. C.—License for CP new FM station.

FM—90.9 MC

WBUR Boston, Mass.—CP noncommercial educational FM station to change ERP to 27.2 kw.

License Renewal

Request for license renewal commercial TV station: WFAA-TV Dallas, Tex.; WBAP-TV Fort Worth, Tex.; KPRC-TV Houston, Tex.; WTVN Columbus, Ohio; WKRC-TV Cincinnati, Ohio; WAFM-TV Birmingham, Ala.

FCC roundup

New Grants, Transfers, Changes, Applications



Box Score

SUMMARY TO DECEMBER 14

Summary of Authorizations, Stations On the Air, Applications

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM stations	2,231	2,194	121		261	135
FM stations	677	527	154	1*	150	6
TV stations	107	53	56		374	171

* On the air.

• • •

Docket Actions . . .

FINAL DECISION

WKAP Allentown, Pa., WSCR Scranton—Announced decision to grant application of WKAP to change from 1580 kc 1 kw day to 1320 kc 1 kw fulltime, directional night; and granted application of WSCR to change from 1000 kc, 1 kw day to 1320 kc 1 kw day, 500 w night. Grants subject to engineering conditions. Decision Dec. 7.

Falls County Public Service, Marlin, Tex.—Announced decision to grant application of Falls County Public Service new station on 1010 kc, 250 w day. Partnership includes W. L. Pennington and Virgil H. Gage. Mr. Gage is a radio information specialist employed in Waco, Tex. at the Veterans Administration. Mr. Pennington is an engineer with Texas State Highway. Cost of construction of station is estimated at $16,000. Decision Dec. 8.

Telectronics Inc., Waycross, Ga.—Announced decision to grant application of Telectronics Inc., new station on 570 kc, 1 kw day. Principals in Telectronics Inc., include: Mrs. Virginia Price Bowen, president 99⅗%; Virginia Bowen Holm, vice president, 1⅕% and Miss Thelma V. Franklin, secretary 1⅕%. Estimated construction cost of proposed station is $29,930.10. Decision Dec. 8.

INITIAL DECISION

KENE Belen, N. M.—Issued initial decision by Examiner Fanney N. Litvin to deny application of Belen Bcstg. Corp. (KENE) license to cover construction permit on 1230 kc, 250 w fulltime. See story this issue. Decision Dec. 8.

Non-Docket Actions . . .

AM GRANTS

Paris, Ill.—Paris Bcstg. Co., 1440 kc, 500 w day. Estimated construction cost $13,000. Principals include: Adlai Ferguson Jr., salesman Electrolux Corp., president 45.546%; LeAllen French, lieutenant USAF, vice president 15.182%; Herman Slutzky, owner Century Motor Sales, Sam Slutsky Co., broom corn brokerage; G. F. Patterson, manager Paris Hospital 5.06%; Marjorie V. Ferguson, .05% and Holland Roche, salesman H. V. Winn Co., sporting goods. Granted Dec. 14.

Georgetown, Del.—Rollins Bcstg. Inc., 900 kc, 1 kw day. Principals in corporation include: John W. Rollins, Lewes, Del. auto dealer, president 29⅛%; Katherine E. Rollins, treasurer 4%; Orville Wayne Rollins, vice president 33⅓%; Jack C. Gardner, secty. ⅛%; Rollins Motor Co., Princess Anne, Md., 33⅓%. Granted Dec. 14.

Matewan, W. Va.—Three States Bcstg. Co., 1360 kc, 1 kw day. Estimated construction cost $18,791.02. Principals include: Fred A. Staples, pastor Striker Bible Church, president and general manager 25%; Fred L. Morningstar, assistant director Highland Evangel Inc., Biggs, Ky., vice president 25%; Joseph P. Pickering, owner 25% stock in wholesale plumbing and heating business, treasurer 25%; Donna M. Bjork, 25%. Granted Dec. 14.

Fort Valley, Ga.—Peach Belt Bcstg. Co., 1150 kc, 1 kw day. Estimated construction cost $15,950. Principals in Peach Belt include: Ed Stevens, 20.6% interest in Stevens Industries Inc., president and 50% owner WDWD Dawson, Ga., president and 40% owner WGRA Cairo, Ga., president 26⅔%; and William C. Woodall, 50% owner WDWD, 33⅓% WGRA, secretary 26⅔%. Granted Dec. 14.

Sparta, Wis.—Victor J. Tedesco, 990 kc, 250 w fulltime. Estimated construction cost $15,728. Mr. Tedesco is station manager WSHB Stillwater, Minn., has 15% interest WKLK Cloquet, Minn.; 25% S. St. Paul Bcstg, applicant for new station and 10% interest Owatonna, Minn. Granted Dec. 14.

Mt. Jackson, Va.—County Bcstg. Service, 1230 kc, 250 w fulltime. Estimated construction cost $11,000. Frank Fletcher individual applicant is co-owner WARL Arlington, Va. Granted Dec. 14.

Carrollton, Ala.—Pickens County Bcstg. Co., 590 kc, 1 kw day. Estimated construction cost $25,329.51. Roth E. Hook, owner of chain of theatres in Alabama and William E. Farrar, manager Pickens Theatre, Reform, Ala. and Gordo Theatre, Gordo, are equal partners. Granted Dec. 14.

Lake Wales, Fla.—Imperial Polk Bcstg. Corp., 1280 kc 1 kw day. Estimated construction cost $26,900. Sarkes Tarzian Inc. holds 49% stock interest in Imperial Polk Bcstg. Sarkes Tarzian is licensee WTTS and WTTV (TV) AM and TV stations Bloomington, Ind. Granted Dec. 14.

East Rainelle, W. Va.—Greenbrier Bcstg. Co., 1450 kc, 250 w fulltime. Estimated construction cost $16,400. Sam W. Caudill is individual applicant, he is 50% owner Swiss Coal Co., mining operation. Granted Dec. 14.

WMNB North Adams, Mass.—Granted switch in facilities from 1230 kc 100 w fulltime to 1230 kc 250 w fulltime. Granted Dec. 14.

WCEN Mt. Pleasant, Mich.—Granted switch in facilities from 1150 kc, 1 kw day to 1130 kc 1 kw day, 500 w night, directional night. Granted Dec. 14.

New Applications . . .

TV APPLICATION

Chattanooga, Tenn.—WDOD Bcstg. Corp., new commercial TV station Chan. 3 (60-66 mc) ERP 27.7 kw vis., 13.9 kw aur., antenna height above average terrain 1,055. Applicant is licensee AM station WDOD that city. Estimated construction cost $280,240, estimated revenue first year $175,000. Filed Dec. 12.

TRANSFER REQUEST

WJMR (AM) and WRMC (FM) New Orleans—Acquisition of negative control by George A. Mayoral, New Orleans, owner of 24 of total 100 sh outstanding, through acquisition of 26 additional shares under voting trust agreement with William and Ramon Cortada, Ponce, P. R., each owner of 37 sh. Latter each transfer 13 sh to Mr. Mayoral under trust arrangement. No money involved. WJMR assigned 250 w day on 990 kc. Filed Dec. 12.

WJR Hearing

(Continued from page 30)

fornia, and being what I term a s man, I tried to placate him and tr to keep him buoyed up by the i pression that we were doing many the things he requested, because had very little opportunity to ch up on them.

Mr. Fitzpatrick testified un questioning that, as long as he w "in charge," the Democratic part representation on WJR broadca was as fair as the Republic party's.

He said he turned his cor spondence files over to FCC inv tigators on advice of counsel, kn ing they could be subpenaed if refused.

The correspondence between H and Mr. Richards, he said, w available through him only beca of Mr. Richards' insistence t "anything pertaining to me . should be immediately remo from the premises" of WJR.

"I wanted to clear that up," said, "for fear there would b wrong impression that there w any rancor or any vindictiven on my part, which does not ex and it has been for no reason that kind that the files have b retained for some or other p pose."

No hearing session was h Monday, to give counsel for Richards time to examine the pages of letters in the Fitzpatr files in preparation for his cr examination.

Fitzpatrick Questioned

Under defense questioning on subject of awards which WJR won, Mr. Fitzpatrick said the s tion owner was a "victim of a qu ailment we called plaque-happ he loved getting awards."

Counsel for Mr. Richards offe 40 boxes containing some 19, radio scripts for the 1946-1950 riod as evidence of the fairness impartiality of WJR newsca Examiner Cunningham refused accept them as evidence, reite ing that the basic issue of the c is whether news-slant orders w issued, rather than the content what was actually broadcast.

Meanwhile, Mr. Richards pla the support of all three of his tions behind the program of fense Secretary George E. M shall, pledging in a wire to G Marshall "the facilities of [W WGAR, and KMPC] to help inf our people of the problems dangers we face." The stations lowed up the offer with sim telegrams to governors, may and local civilian defense offic in the states where the three 50 stations are located.





RADIO BILLS

Move To Speed House Action

A MOVE is underfoot to give background on proposed radio legislation to the House Interstate & Foreign Commerce Committee's full membership, in order to speed up action. Affected would be the radio subcommittee procedure, a competent source on Capitol Hill revealed last week.

It is understood that a new method may be employed in holding hearings. Under the contemplated procedure, all radio matters would channel through the Congressman designated as chairman of the radio subcommittee, presumably Rep. Dwight L. Rogers (D-Fla.) who was acting head when Rep. George Sadowski (D-Mich.) was ill during the second session of the 81st Congress. Also being considered is the sitting in at all hearings of the full committee.

Reasons for the change, now being weighed by Chairman Robert Crosser (D-Ohio) are three-fold. As seen by a spokesman, the alignment would speed action because in the past (1) the prolonged illness of Acting Chairman Sadowski put a crimp into consideration of radio legislation by his subcommittee, (2) few members were familiar with such technical and specialized matters as communications, and (3) when the full committee was present it assured more than three or four members sitting, as had often been the situation.

AWB - NAB SPLIT

First Step Voted

FIRST steps toward formation of an independent Assn. of Women Broadcasters, separate from NAB, were to be taken Saturday at a meeting of a steering group at NBC headquarters in New York. Katherine Fox, WLW Cincinnati, AWB general chairman, called the Dec. 16 meeting. Doris Corwith, NBC, was to be chairman of the meeting in charge of the steering committee. Bette Doolittle, AWB acting secretary, was to attend.

CENSORSHIP ISSUE

Urge Voluntary Restraint

AMID imminent declaration of a national emergency, broadcasters last week were asked to continue the exercise of "voluntary restraint" on vital security data.

The censorship issue was projected anew in meetings involving the Broadcast Advisory Council (see separate story), the Dept. of Defense, and the nation's Chief Executive, as well as in Korean war developments.

The industry was assured that, while censorship plans are under constant study by the government, there is no immediate prospect of security controls or creation of an Office of Censorship—unless the international situation results in full-scale war.

Gen. George C. Marshall, meeting with the Broadcast Advisory Council at the Pentagon last Thursday, declared that imposition of rigid controls now would only lead to criticism, and felt that voluntary restrictions by the industry itself would suffice at present.

Vital Data Warning

Broadcasters were importuned to remember that release of vital data, in the exercise of free speech, would serve the enemy purpose as well as foreign spy rings. He asked them to use their own good judgment and lauded the industry for the effectiveness of self-imposed censorship during World War II.

The censorship question did not arise specifically when the group met with the Chief Executive last Thursday, but the President asserted that he anticipated no controls beyond voluntary restraints exercised in the last war.

Top-level officials at the National Security Resources Board, presently the key mobilization coordinating agency, confirmed that no plan for censorship is afoot now.

Declaration of a national emergency may serve to lay the groundwork for accelerated planning insofar as the international crisis deteriorates, they explained.

It was felt that all-out censorship would be imposed only under a formal declaration of war. Officials pointed out that censorship implies control of the mail and cables as well as radio and press, and the communications of foreign agents.

In the event an Office of Censorship is set up, similar to that headed by Byron Price during World War II, experienced radio and newspapermen will be called upon to serve. Some veterans already have been sounded out as part of the government's advance planning.

A proposal for censorship in the Korean theatre was turned down last week, but correspondents were issued a new four-point directive designed to tighten security data relating to troop movements.

Gen. Douglas MacArthur's headquarters reiterated previous contentions that censorship should not be leveled in Korea unless it is imposed in Washington and at other world capitals. Disclosures of vital information could be equally as great from those points, officers pointed out.

The question arose when Lt. Gen. Horace Robertson, commander-in-chief of British occupation forces, called on the United Nations to invoke formal censorship "to shield troop movements from a powerful new enemy." He said radio stations and newspapers had carried details of troop dispositions.

Invocation of censorship, on that basis by the United States thus may be affected by what action the UN may take, some authorities believe.

The four new security rules, released by Col. M. P. Echols, Gen. MacArthur's information officer, asked correspondents to withhold information on (1) planned activities or moves in progress, (2) movements with respect to boundaries or positions or undefended lines, (3) effectiveness of specific aims in enemy or UN material, and (4) activities or locations of friendly troops.

Col. Echols outlined these points to radio, newspaper and wire service correspondents. He said they would not be regulatory or would not involve recrimination if accidentally violated.

Meanwhile, the *Washington Post* has aimed an editorial broadside at the tendency of some officials "to blame the press and radio for publishing information" helpful to the Communists.

"The criticism is directed at the wrong source," the *Post* asserted. "For newspapers and radio stations were among the first to call for some sort of guidance to protect them against precisely this sort of thing."

1866 Joseph N. Weber 1950

JOSEPH NICHOLAS WEBER, 84, often called the father of the American Federation of Musicians, died of a heart attack at his home in Beverly Hills, Calif., last Tuesday. Mr. Weber had been president of the musicians' union for forty years when he retired from the post in 1940. He was a native of Philadelphia and had been a clarinetist in the symphony orchestra there before going into union work.

He is survived by his widow, Mrs. Gisela Weber. Funeral services were to be held last Friday in Beverly Hills. Scheduled to attend were AFM President James C. Petrillo and the union executive board, who planned to fly from Chicago in order to act as honorary pallbearers.

Mr. Weber was instrumental in keeping the musicians' union united after two antecedent unions were merged. Upon his retirement in 1940, he was named technical advisor to the AFM for a life term, and Mr. Petrillo was named as his successor.

COVERING WISCONSIN'S LARGEST RADIO VOID

WTTN

ation's Richest Farm Market

Retail Sales, 1949, 18% above ation's Average—1950—higher.

WTTN WATERTOWN, WISCONSIN

when you're comparing radio stations

... make sure to check their Service-Ads as well as their listings in SRDS

"When I'm using Standard Rate," reports a Time Buyer, "I'm looking for certain things. I'm not reading. But, if I see an ad which gives station coverage or other useful facts not in the listing, I make a point to check it."

Have you noticed, too, how Service-Ads in the Radio Section of SRDS, and in Consumer Markets, help — especially when you're working fast? Service-Ads like WIBW's shown here?



Service-Ads like this in the monthly Radio Section of SRDS and in Consumer Markets help time buyers buy.

Such Service-Ads supplement and expand media listings in SRDS Radio Section and market listings in Consumer Markets with information that helps you decide which stations and which markets you want.



STANDARD RATE & DATA SERVICE, Inc.
The National Authority Serving the Media Buying Function
Walter E. Botthof, Publisher
333 NORTH MICHIGAN AVENUE, CHICAGO 1, ILLINOIS • NEW YORK • LOS ANGELES



...at deadline

EFFORT TO DELAY ACTION ON DON LEE CASE CHARGED

GENERAL Tire & Rubber Co. Friday filed reply to Television California's petition seeking return of TV Channel 2 to San Francisco's comparative hearing (see early story page 54) with General Tire charging delaying tactics were indicated in apparent effort to gain new opportunity for Edwin W. Pauley "syndicate" to bid on Don Lee properties.

General Tire told FCC that Television California has no standing in $12,320,000 transfer proceeding [BROADCASTING • TELECASTING, Nov. 20]; question of ultimate disposition of Don Lee's San Francisco Channel 2 bid is irrelevant to disposition of transfer applications and is premature; petition is "wholly friviolous" and interposed solely "for purpose of delay."

CBS COLOR IN CHICAGO

WBBM-CBS Chicago plans to begin color-casting Wednesday, starting with five sets and expanding to seven with five shows daily for public audiences in Studio 10, although date has been postponed several times. Shows, fed on cable from New York, will be aired in four quarter-hours and one from 11:30-12:25.

LOS ANGELES HEADS TV

TV MANUFACTURERS shipped 5,661,000 receivers to dealers in 36 states and D. C. during first 10 months of year, according to all-industry report by Radio-Television Mfrs. Assn. October shipments totaled 781,000 sets, compared to 928,000 in September. Los Angeles led in TV receipts with 44,653 sets shipped into city in October compared to 44,075 in Cook County (Chicago), Ill.

DREW PEARSON ATTACKED

ABC COMMENTATOR Drew Pearson denounced Friday in Senate by Sen. Joseph R. McCarthy (R-Wis.), who called on public to boycott stores handling products of his sponsor, Adam Hat Co. Sen. McCarthy urged newspapers buying his column, as well as radio stations, to see that his voice is stilled.

HOLIDAY SPECIAL

MUTUAL BENEFIT Health & Accident Assn. sponsoring one-time Christmas Day broadcast, *Mutual Calling*, 2-3 p.m. on MBS. Program to feature two-way conversation between troops evacuated from Korea to Tokyo and their parents, with Bill Slater as commentator.

REYNOLDS BUYS DRAMA

R. J. REYNOLDS (Camel cigarettes) will sponsor *Richard Diamond* featuring Dick Powell effective Jan. 5 on ABC Fridays, 8-8:30 p.m. through William Esty & Co., New York.

SWANS DOWN ON 22

SWANS DOWN DIVISION, General Foods, to sponsor *Golden Gate Quartet Sings*, new open-end 15-minute music series produced by Transcriptions Sales Inc., New York, three times weekly over 22 Southern stations. Agency is Young & Rubicam, New York.

CBS CHALLENGES RCA TO ASK FCC COLOR ACTION

CBS OFFICIALS saw RCA's improved color TV system Friday for first time and promptly challenged company to ask FCC "formally" for further consideration "if RCA believes that its system has been sufficiently improved to warrant adoption."

CBS President Frank Stanton, who headed CBS contingent, issued statement shortly after demonstration saying network officials did not think it appropriate to comment on showing in view of RCA's pending suit seeking to upset FCC approval of CBS system. He continued:

The FCC Report explicitly provides for consideration of new or improved systems. If RCA believes that its system has been sufficiently improved to warrant adoption, it can ask formally for further consideration. If in fact the RCA system proves by this procedure that it is so improved as to qualify for further consideration, various claims and observations which have thus far been reported can be dealt with in an orderly manner and through witnesses under oath and subject to cross-examination.

Demonstration followed pattern employed throughout two-week series of showings held in Washington [BROADCASTING • TELECASTING, Dec. 11; also see story page 54]. CBS representatives watched intently, gave no indication of their reactions, asked no questions. An RCA-NBC spokesman said he felt flesh tones during performance were somewhat below level achieved at other demonstrations during two-week series.

Dr. C. B. Jolliffe, executive vice president in charge of RCA Labs., was in charge, with Dr. E. W. Engstrom, vice president in charge of research, RCA Labs., introducing program from studios. NBC group was headed by President Joseph H. McConnell.

CBS representatives: President Stanton; Adrian Murphy, vice president and general executive; Vice Presidents Earl H. Gammons (in charge of Washington office), William B. Lodge (general engineering), and Peter Goldmark (engineering and research development, and inventor of CBS color system); Richard Salant, attorney; John Martin, assistant to Dr. Goldmark; J. J. Reeves, of research staff; Michael Foster, assistant director of press information.

COLOR RULING EXPECTED

SOURCES close to RCA attorneys in Chicago late Friday were expecting imminent notification from Federal District Court there that three judges considering RCA color television suit against FCC and government would be decided early this week. Earlier in week judges conferred on merits of case and indicated they planned to arrive at final decision "as soon as possible." CBS attorneys in Chicago said they had "no idea" when final judgment would be forthcoming.

MARTIN URGES CAUTION

DWIGHT W. MARTIN, chairman, Television Per Program Committee, Friday notified TV stations not to be alarmed by ASCAP letter but to sit tight until Jan. 19 telecasters meeting in Chicago at which time per program license offered by ASCAP will be considered and discussed (early story page 57).

Closed Circuit

(Continued from page 4)

will name president around first of year.

ONE SIDE result of materials shortage m be bluish cast in new TV picture tubes beca of scarcity of chemicals used to attain bla white effect.

FALLACY of campaign for reservation facilities for educational stations in any fi is underscored in action last week of w known university. It politely rejected pro of complete FM transmitting facilities beca it said prospects of continued decline in rollments and income during next few ye made it impossible to take on any kind of r radio activity in predictable future.

JOT THIS DOWN as a certainty: If Sena Ernest McFarland (D-Ariz.) assumes Sen majority leadership in next session, now garded as likely, he'll continue to serve chairman of Senate Communications subc mittee. Reports that he would relinquish p if he garnered leadership, were based on roneous assumption that he would not conti committee membership.

WWJ-TV, which pioneered classroom edu tion by TV, has been besieged with requ for complete information on its format TV stations and educators. Requests for vice increased measureably after U. of M igan President Ruthven had expounded on S day series at TBA convention in New Y

ALL-INDUSTRY radio-TV set production ures of Radio-Television Mfrs. Assn. slate include breakdown on receivers with FM t ing, starting in January.

NAB, TBA DISCUSSION COVERS MERGER PROPOSAL

PROPOSED merging of Television Broadc ers Assn. into NAB moving forward follow first joint discussion Thursday night in N York. Committees representing two gro discussed idea of single organization to fu tion autonomously under NAB aegis.

Meeting was reported as "satisfactory" though discussion was general and no spe decisions were made.

NAB was represented by Robert D. Swe WDSU-TV New Orleans, chairman; Will Fay, WHAM-TV Rochester, N. Y.; Eug Thomas, WOR-TV New York. TBA gr with Paul Raibourn, Paramount Televi Productions, chairman, also included Lawre W. Lowman, CBS; Joseph A. McDonald, A George B. Storer, Fort Industry stations; J Poppele, WOR-TV New York, TBA presid

KATE SMITH NOW SELLOUT

PROCTER & GAMBLE and Hunt Foods sponsor *Kate Smith Hour*, 4-4:15 p.m., M day-Friday, and 4:45-5 p.m., Monday-Fri respectively over NBC-TV effective Jan Agency for Procter & Gamble is Dancer-F gerald-Sample; for Hunt, Young & Rubic Program now sold out with total of 12 s sors.

BOWLING MEET ON TV

BRUNSWICK-BLAKE-COLLENDER (bowling and billiard equipment) joining P Sales Co. in sponsorship of two telecasts 10th annual *All-Star Bowling Tournam* over ABC-TV, Dec. 14, 11:30-12 midnight Dec. 17, 11-11:30 p.m.

RIGOROUS search by Oslo, Norway, p for Lyford Moore, ABC Berlin news chief disappeared in Norwegian capital Dec. 10, fruitless as of Friday. Mr. Moore, 40, appeared while in Oslo with Army mission

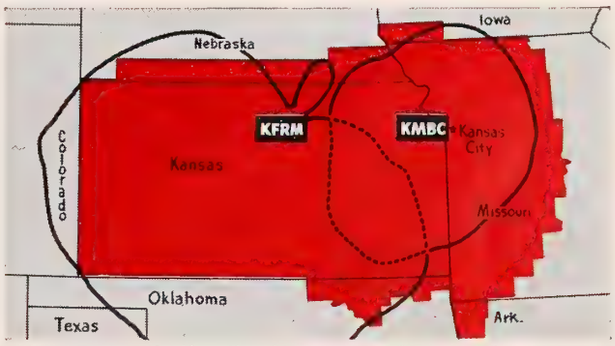
THE KANSAS CITY MARKET

Does Not Run in Circles!



It's a Rectangle...

and Only The KMBC-KFRM Team Covers It Effectively and Economically!



Daytime half-millivolt contours shown in black.

Conlan's 1950 coincidental survey of 146,000 calls in the Kansas City Primary Trade Territory reveals The KMBC-KFRM Team in the lead by a wide margin over all other broadcasters.

In addition, the September-October Hooper report for Metropolitan Kansas City shows KMBC in first place in morning, afternoon and nighttime periods!

The KMBC-KFRM Team provides advertisers with complete, effective and economical coverage of Kansas City's Primary Trade area—without waste circulation. For full information on your best buy in the Heart of America, call KMBC-KFRM, or any Free & Peters "Colonel."



The KMBC-KFRM Team

6TH OLDEST CBS AFFILIATE — PROGRAMMED BY KMBC

radio stations everywhere





but only one...

WSM
NASHVILLE

Basic NBC Affiliate

CLEAR CHANNEL
50,000 WATTS

We aren't suggesting that WSM is Santa Claus. But once you experience the tremendous sales influence which this unique station delivers, you may suspect some close connection with that same red coated gentleman. And there is one close parallel. WSM's power, programming experience, and personnel, like Santa's pack, is virtually inexhaustible. Where else in a single radio station can you find *talent in sufficient quantity and of sufficient quality to turn out 17 network shows weekly in addition to regular station business?*

Want to hear how the WSM touch can turn your sagging sales curve upward? Just contact Irving Waugh or any Petry Man.

IRVING WAUGH
Commercial Manager
EDWARD PETRY & CO.
National Representative

DECEMBER 25, 1950

BROADCASTING
TELECASTING

IN THIS ISSUE

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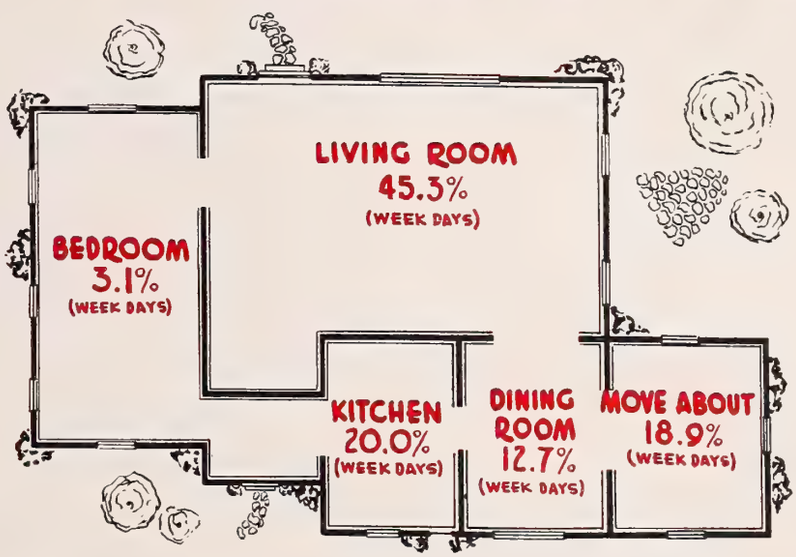
Aliates Arch Back Rate Cut Plan
Page 21

TELECASTING
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Chicago Court Color Television Excerpts
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20TH
Newsweekly Radio and Television.
year
00 Annually
cents weekly

IOWA PEOPLE LIVE WITH RADIO!



One of the reasons why radio is so productive in Iowa is that listening is more than leisure-time entertainment. Our people *live* with radio. The 1950 Iowa Radio Audience Survey reveals that except for Sundays, *less than half of all Iowa home listening takes place in the living room!* Here are all the figures:

	Weekdays	Saturdays	Sundays
Proportion of Listening Done With—			
Living Room Set	45.3%	48.9%	55.1%
Dining Room Set	12.7	11.9	9.4
Kitchen Set	20.0	19.4	18.1
Bed Room Set	3.1	4.2	5.5
"Move About" or "Other"	18.9	15.6	11.9

Extra sets help explain this "all-over-the-house" listening; *48.8% of Iowa's radio-equipped homes now have two or more sets!* The chart in the next column (from the 1950 survey) shows that these extra sets get intensive listenership.

The net result of all this is that the average Iowa radio home listens a total of 13.95 "listener hours," weekdays . . . 15.59 "listener hours," Saturdays . . . and 13.52 "listener hours," Sundays!

WHO continues to get far and away the greatest share of Iowa listening, thus continues to be one of America's great radio buys. Write for all the facts today, including your free copy of the 1950 Iowa Radio Audience Survey.

DAILY USE OF SETS LOCATED IN DIFFERENT ROOMS (Percentages based on number of sets located in type of room named)	
TYPICAL WEEKDAY	ALL DIARY FAMILIES
Percentage of Sets Used at Some Time during Day	
If located in Living Room	95.0%
If located in Dining Room	99.0%
If located in Kitchen	95.8%
If located in Bed Room	75.5%
If "Moved About" or "Other"	91.5%

WHO

+ for IOWA PLUS! +

DES MOINES . . . 50,000 WATTS
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager



FREE & PETERS, INC.
National Representatives

Look at television in the WHAS tradition

...and what's happened since last Marcl



The market is BIGGER!

. . . yes, 200% bigger! When WHAS-TV went on the air last March, Louisville TV homes totaled 25,000. The count right now is more than 75,000.



The programming is BETTER!

WHAS-TV brought to Louisville a new high level of local programming . . . including such important WHAS-TV shows as T-Bar-V Ranch, Sportraits, Square Dance, High-Varieties, Guest Book, Walton Calling and The Herbie Koch Show. To these add the fine CBS shows off the cable and you see why Louisville viewers look first to WHAS-TV for television entertainment.



The schedule is LONGER!

With the arrival of the coaxial cable in Louisville, WHAS-TV doubled its operating time. Starting in the early afternoon, 7 days a week, WHAS-TV now offers an outstanding lineup of local shows with a real Kentuckiana flavor . . . plus the all-star array of CBS-TV programs. Check with your Petry man now for availabilities in local participations and network adjacencies.

Basic CBS interconnected Affiliate

WHAS-TV
Louisville, Kentucky

Serving a market of more than 75,000 television homes

VICTOR A. SHOLIS, *Director* • NEIL D. CLINE, *Sales Director*

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. • ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES

HEADLEY-REED COMPANY

Announces

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PHILADELPHIA

OFFICE







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Closed Circuit

SLIDE-RULE specialist can't believe his own digits as computation points to 1950 national radio spot increase "out of this world," perhaps up 15% to $130 million.

THERE'S LITTLE likelihood that CBS will take on affiliates of other networks because of the current rate reduction furore. Few years ago there were reports of imminent "station raids" because of migration of top NBC programs to CBS. They didn't materialize. CBS attitude is that such shifts can only lead to strife on other fronts.

"VICTORY" model TV sets to start appearing as metal gets scarce, with manufacturers taking off fancy trim, panels and nameplates. Sharp cuts being made internally, including built-in antennas, with U. S. officials and set-makers cooperating to keep electronic industry active and conserve metal.

APPOINTMENT by Joseph H. Short of straight-line newsmen to his White House Press secretariat does not mean that he is not cognizant of importance of radio-TV. New Presidential secretary feels there's no present need for expert in broadcast media since radio-TV newsmen always have cooperated admirably on any special problems. He intends to rely upon such voluntary assistance from both network and radio-TV "specials" covering White House-Washington affairs.

SAMPLE COLOR TV cable rates reported filed with FCC by AT&T pending submission of official color tariff. It's understood rates may be in about this range: Cable rates unchanged, but with extra station connection charge of $450 for CBS color in addition to regular monochrome charge of $500; special use basis to add $250 plus $10 per hour to monochrome charge of $200 plus $10 per hour.

FOLLOWING DISCLOSURE of proposed legislation for control of "electromagnetic waves," relating to possible silencing of radio-TV operations in event of imminent air attack, both FCC and military authorities were surfeited with plans and projects to accomplish desired result with minimum disturbance of operations. Plans for duplicating AM assignments to distort signals and confuse possible air invaders using radio beams for "homing" have been conveyed both orally and in writing.

TEMPERATURES which rose with announcement that United Paramount Theatres was negotiating $45 million loan—on theory that oft-reported efforts to buy ABC were near fruition—plummeted with later disclosure last week that money is earmarked for refinancing program. Latest reports indicate both Paramount Theatres and Paramount Productions (both created in divorcement move following Supreme Court anti-trust decision) have shown interest in ABC, but that no deal is on horizon.

IT'S STILL in negotiating stage but chances are NAB, RTMA and baseball leaders will hold conference in January to work out common problems.

Upcoming

Jan. 9: Provisional NBC Affiliates meeting, Waldorf-Astoria, New York.
Jan. 10: NBC AM Affiliates in TV markets, Waldorf-Astoria, New York.
Jan. 11-12: Canadian Broadcasting Corp. Board of Governors, Montreal.

(Other Upcomings on page 85)

Bulletins

COLGATE-PALMOLIVE-PEET (Cashmere Bouquet soap) through Sherman & Marquette, New York, starting one-minute daytime radio spot announcement campaign Jan. 2 in 60 markets. Contracts for 52 weeks.

LITIGANTS PLEASED WITH COLOR DECISION

ALL SIDES found favorable aspects Friday in three-judge federal court's 2-to-1 decision which dismissed RCA's complaint against FCC adoption of CBS color TV system but banned commercial operation pending decision by U.S. Supreme Court (story page 61).

FCC and CBS showed more elation, but RCA maintained that "by staying the execution of the [FCC decision] until it has been subjected to further review by the U.S. Supreme Court, the court has clearly indicated its awareness of the great public interest at stake."

RCA reiterated that "an incompatible system actually is an 'unready' system" whose "tremendous cost" should not be "saddled" on public. "We will, of course, appeal the decision, confident that the Supreme Court will recognize that the public should not be denied compatible color television," RCA said, adding that in meantime it will continue work on its compatible, all-electronic color technique.

CBS President Frank Stanton called decision "a great victory" which "completely" sustained FCC's "adoption of the CBS system as the best and most practical means of bringing color television to the public." He said "there is no question in our minds that the Supreme Court will also uphold the Commission order, if RCA insists on carrying its case further. In any event, we are now assured that the matter will finally be disposed of within a few months."

FCC, with FCC Comr. Frieda B. Hennock absent and not participating, issued statement saying it is "highly gratified" and that decision "clearly settles the question of whether or not the Commission exceeded its authority and acted capriciously . . ." FCC also called it "a great victory," and voiced confidence Supreme Court will dissolve temporary restraining order and uphold dismissal of RCA's complaint, "thus ending the controversy."

LUCKY STRIKE, CBS DICKER

LUCKY STRIKE through BBDO, New York, negotiating with CBS-TV for possible transfer of its television version of *Hit Parade* currently on NBC-TV.

ANTENNA SITE rule changes made final by FCC Friday. They call for regional aeronautical hearings on site objections and involve other modifications substantially as proposed [BROADCASTING • TELECASTING, May 29].

Business Briefl

SUGAR SPOTS ● National Sugar Refin Co. (Jack Frost) to start spot announcem campaign Jan. 15 using radio and televis Agency, Young & Rubicam, New York.

CAVALIER SERIES ● R. J. Reynolds bacco Co., for Cavalier cigarettes, to spor 2:15-2:30 Mon., Wed., Fri. segment of *Ga Moore Show* on CBS-TV starting Jan. Agency, William Esty & Co., New York.

NO TAX 'CRACKDOWN'; COMPROMISE BILL SET

NO INSTRUCTIONS as yet to Internal venue Bureau agents to "crackdown" on " necessary" or "extraordinary" expenses s as institutional advertising by corporat because of promised higher tax rates, un stood Friday. But because of high tax per agents expected to watch carefully for splur in deductible expenses in profit-loss ledg with enforcement possibly "slightly" tigh than in World War II. Treasury tax exp report few violations during last war.

Compromise corporation tax bill to r $3.3 billion, higher than either Senate or Ho versions, adopted by conferees Friday. carries 2% increase in corporate income ta on earnings over $25,000 and total levy of 7 on excess profits. Final action awaits Ho vote after holidays.

ADAM HAT DROPS PEARSON

ADAM HAT STORES, New York, annour Friday it would cease sponsoring Drew P son in February but not because of Sen. Jos McCarthy (R-Wis.). Sponsor ascribed ac to cessation of Sept. 2, 1949-Feb. 15, 1 contract, with revised media plans envisio many months ago. ABC confirmed Adam dropping Pearson. Mr. Pearson commen "The Adam Hat people are very fine peop Adam agency is William H. Weintraub, N York.

KTBS INTEREST SOLD

SALE of one-quarter interest in KT Shreveport, La., by Allen D. Morris for $75, to three other stockholders reported in tran bid filed Friday at FCC. Mr. Morris understood to be selling his interest in WH Memphis to same group, with papers repo in preparation. KTBS stockholders Ge D. Wray Sr., E. Newton Wray and Pren E. Furlow, each 25% owner, would each come one-third owner after Commission proval to transfer. KTBS assigned 10 day, 5 kw night on 710 kc directional.

WAIVER FOR COMR. WALKE

PRESIDENT TRUMAN signed executive o waiving retirement of Comr. Paul A. Wal FCC reported Friday. His term expire 1953.

AFM LOCALS TO MEET

REPRESENTATIVES of American Fed tion of Musicians locals in New York, Chic and Los Angeles will meet this week in cago to discuss demands to be made w negotiations with radio and TV networks b early in January. President James C. Pet will attend.

MORE listeners for your advertising dollar



WORK goes to 5000 WATTS

This increased power assures far wider coverage, more listeners, a more profitable return from your advertising investment on WORK. For, in the thriving York, mid-Pennsylvania market—listeners *have* buying power. Widely diversified sources of income from both industry and agriculture, and tremendous accumulated wealth make this one of America's *important* markets. Blanket this entire sales-active section by presenting your advertising message on more-powerful WORK—the station with a record of over eighteen years of successful selling.

Represented by:

ROBERT MEEKER Associates

Chicago
San Francisco
New York
Los Angeles

A STEINMAN STATION

NBC AFFILIATE

WORK YORK, PENNSYLVANIA

5000 WATTS day • 1000 WATTS night

WKNA Reports

1,000 KIDS

STORM STORE FOR CISCO KID'S PHOTO!



Rarely has radio seen such a super-salesman as "Cisco Kid"! Within 9 days after the first announcement, 1,000 boys and girls brought their parents to the Western Clothing Department (on Frankenberger's third floor) . . . just to obtain "Cisco Kid's" photo. Says WKNA: "No need to tell you how pleased our sponsor is!"

With many special "Cisco Kid" gimmick-promotions available—from buttons to guns—"Cisco" is one of America's hottest traffic-building programs. Write, wire or phone for details.



LOW PRICED!

½-Hour Western Adventure Program . . . Available: 1-2-3 times per week. Transcribed for local and regional sponsorship.

FREDERIC W. ZIV COMPANY
Radio Productions
1520 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK HOLLYWOOD

Here's the Sensational

LOW-PRICED WESTERN

That Should Be On Your Station!

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

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WASHINGTON HEADQUARTERS

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Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, *ELgin 0775;* James Montagnes.

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•Reg. U. S. Patent Office

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Subscription Price: $7.00 Per Year, 25c Per Copy

This is CBS through 1950 -radio's biggest audiences and lowest costs...

Through 1950,* CBS averaged 8 of the NRI Top 10 nighttime, 7 of the Top 10 daytime, of radio's most popular programs.

Through 1950,* CBS programs averaged a 26% lead (NRI ratings) over those of the second-place network.

Through 1950,* CBS programs reached their audiences at an average NRI cost 33% less than that of the next thriftiest network.



*Latest available NRI data, January 1 — October 10.

In Philadelphia WCAU has 17 of the top 20 local programs*

And they compare favorably with network shows.

For instance:

WCAU's top local program has the same rating as network "B's" top show. It also has a higher rating than the No. 1 program on network "C" and network "D."

WCAU

50,000 watt CBS affiliate—represented by Radio Sales

** Sept.-Oct. Pulse (not including baseball)*

new business

MARYLAND and Virginia Milk Producers' Assn. beginning 24-week campaign using radio spots. Program designed to acquaint consumer with association and part it plays in milk production. Agency: Henry J. Kaufman & Assoc., Washington. R. C. O'Donnell is account executive.

NATURAL HEALTH PRODUCTS Co., Sarasota, Fla. (Marvlizer, liquifying machine), appoints Houck & Co. of Florida Inc., Miami, to direct national advertising. Company now using 15-minute TV films in five markets in East and South.

Network Accounts . . .

KAISER-FRAZER DEALERS renew *Adventures of Ellery Queen* on DuMont TV Network Thurs., 9-9:30 p.m. for 13 weeks effective Dec. 14. Agency: William H. Weintraub Inc., N. Y.

LEVER BROS. (Thomas J. Lipton Division) renews *Arthur Godfrey Talent Scouts*, on CBS and CBS-TV, 8:30-9 p.m., effective Jan. 1 for 52 weeks. Agency: Young & Rubicam, N. Y.

SCHENLEY INDUSTRIES Inc. (Cook's champagne, Dubonnet wine) Dec. 18 started *Andy and Della Russell* on ABC-TV, Monday-Friday, 7-7:05 p.m. Agency: Biow Co., N. Y.

KRAFT FOODS CO., Chicago, renews *Kraft Television Theatre* on 35 NBC-TV interconnected and five non-interconnected stations, Wednesday, 9-10 p.m., effective Jan. 3 for 52 weeks. Agency: J. Walter Thompson Co., N. Y.

WANDER CO., Chicago (Ovaltine), renews 5:45-6 p.m. Friday segment of *Howdy Doody Show* on 35 NBC-TV interconnected and three non-interconnected stations, 26 weeks. Agency: Grant Adv., N. Y.

NATURALIZER DIV. of Brown Shoe Co., St. Louis, sponsors *Say It With Acting* on 18 NBC-TV interconnected and three non-interconnected stations, alternate Saturdays, 6:30-7 p.m., beginning Jan. 6. Agency: Leo Burnett Co., Chicago.

M & M Ltd., Newark, N. J. (candy), renewing 5:30-6 p.m. segment of *Super Circus* over ABC-TV (5-6 p.m. Sun.), for 13 weeks, effective Jan. 13. Agency: William Esty Co., N. Y.

ANHEUSER-BUSCH Inc. (Budweiser beer) renews *Ken Murray Show* on CBS-TV, Sat. 8-9 p.m. Jan. 6 for 52 weeks. Agency: D'Arcy Adv., N. Y.

HILL'S BROS. COFFEE, Inc. Jan 1 starts five participations weekly on half-hour Jack Kirkwood show on full Don Lee Network (45 stations). Contract, 52 weeks. Agency N. W. Ayer & Son, N. Y.

YAMI YOGURT PRODUCTS Inc. L. A. (milk specialties) Dec. 18 started sponsorship of three quarter hours weekly Fulton Lewis jr. news analysis on seven Don Lee stations, Mon., Wed., Fri., 4-4:15 p.m. (PST). Contract 13 weeks. Agency: Hal Stebbins, Inc., L. A.

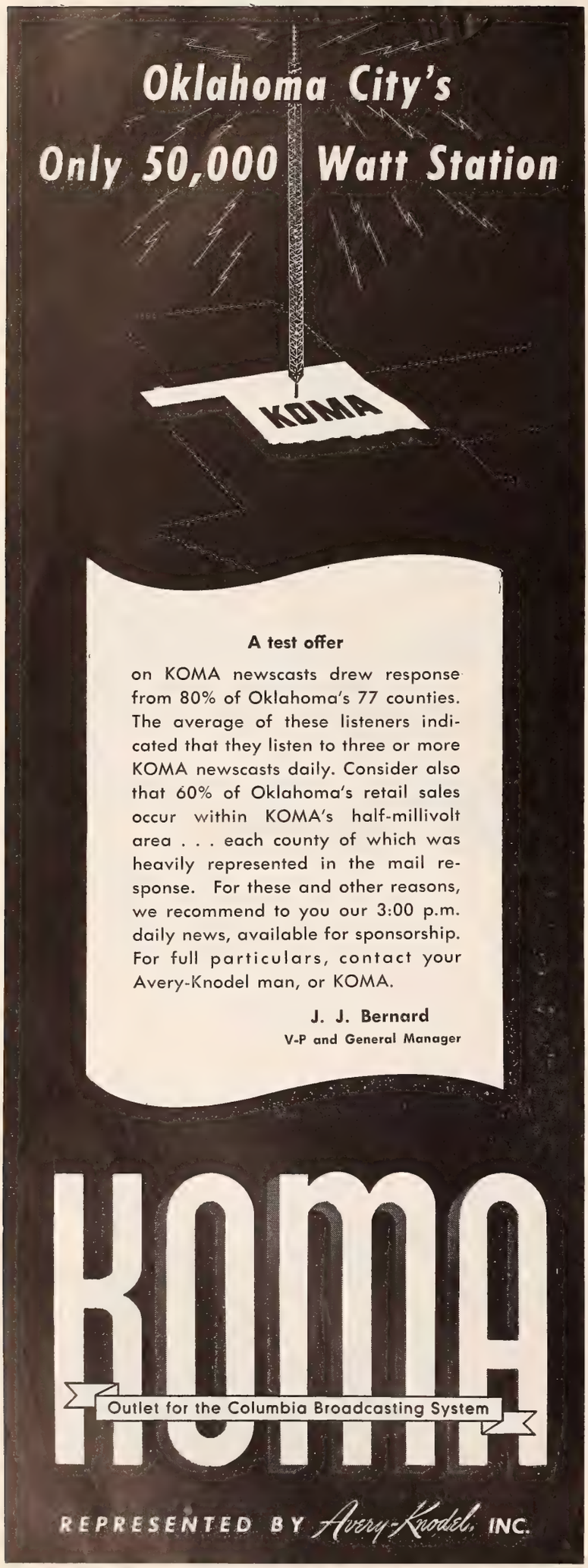
Adpeople . . .

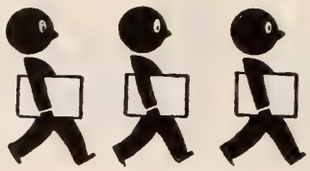
JAMES LEE COCHRUN, executive vice president Seiberling Rubber Co., Akron, Ohio, to retire Dec. 31. He will devote fulltime to Cochrun Industries Inc., which will act as export agent for several small Ohio companies.

JAMES C. HILDRETH, Safeway Stores Inc., S. F., named sales manager Pacific Brewing & Malting Co., S. F., effective Jan. 1.

MICHAEL J. JACKSON advertising and sales promotion Kelvinator division of Nash Kelvinator Sale Corp., Detroit, to Eastern advertising staff Good Housekeeping, New York. GEOFFERY A. COOK advertising director appliance division of Deepfreeze Co., Chicago appointed to Western advertising staff.







agency

HERBERT S. FOX, service executive Cunningham & Walsh, N. Y., appointed vice president in charge of creative production for Texas Co. and AT&T accounts at agency.

ROBERT L. REDD, radio director Erwin, Wasey & Co., L. A., named vice president in charge of radio and TV.

DONALD B. ARMSTRONG Jr., director of research and member of advisory committee on advertising plans McCann-Erickson, N. Y., appointed vice president.

GEORGE LEROY elected vice president New York division of Al Paul Lefton Co.

E. WILHELM, radio and TV timebuyer Maxon Inc., N. Y., is in Union Hospital, Bronx, with fractured skull suffered in auto accident.



on all accounts

GODFATHER to a Schmoo, former wonder-boy at a mail-order chain, Gordon Johnson, now vice president at Dancer-Fitzgerald-Sample, New York, has the sort of background that seems to have gone out of fashion since the death of Horatio Alger.

Mr. Johnson's intimacy with the Al Capp creation relates to his sponsorship of the contest to find a name for the accommodating little creature that was all things to all men, and a promotional bonanza to Procter & Gamble.

But for many years prior to that, Mr. Johnson had been associated with an enterprise fully as American as the Schmoo and quite as versatile in its way: Montgomery Ward.

In 1933, during the depression years, the young Cornell graduate got his first job with Montgomery Ward selling appliances in the firm's Cedar Rapids store. He did such an effective job of selling radios, refrigerators and stoves that he was soon named head of the appliance department in the company's Dubuque store. Thereafter, and rapidly, he moved through Ward's Duluth, Des Moines and St. Paul appliance departments, eventually to assume charge of appliances for all of the firm's 11 western state outlets. This at the age of 24.

From that job he was appropriated by the merchandising department in Chicago where he became assistant to W. H. Nortin, then vice president in charge of merchandising. There, Mr. Johnson learned to merchandise everything from cotton thread to tractors. In addition, his department handled the store's advertising.

Mr. Johnson joined Dancer-Fitzgerald-Sample in Chicago in 1944, as an assistant account executive. He helped service Procter & Gamble's Oxydol and Spic & Span products. One year later the agency appointed him a full executive on the Dreft account. Soon afterward he was named a vice president. In 1948 he moved to the agency's New York office where he continues to supervise all of the Dreft advertising.



Mr. JOHNSON

Dreft, one of the largest selling detergents for dishwashing, sponsors *Beulah*, five times weekly on CBS; *Lorenzo Jones*, five times weekly on NBC; *Beulah*, on ABC-TV, and Kate Smith, three times weekly on NBC-TV.

The Johnson's, she is the former

(Continued on page 62)

beat



ALBERT EVANS-ADV., Fort Worth, Tex., changes name to Evans & Assoc. There have been no changes in ownership and there will be no changes in policies, firm announces.

LUCIE CRIPPS, James Thomas Chirug Co., N. Y., to head new plans-service department of agency, to cover traffic, statistical, typing and filing for media, radio and research.

MARIE J. CALLAHAN, radio-TV director Rogers & Smith, Dallas, to Watts, Payne Adv. Inc., same city. Will specialize in radio-TV.

FRANK H. NEWTON, copy director McCann-Erickson, Chicago, to Leo Burnett Agency, same city, on copy staff, with **JOSEPH H. HOFFMAN**, formerly McCann-Erickson. Other additions to copy department: **CARLTON ZUCKER**, from Carson, Pirie, Scott & Co., Chicago department store where he was advertising manager; **RICHARD E. JOERGER** and **ROBERT J. MURRAY**, from Aubrey, Moore & Wallace, Chicago and **MICHAEL W. R. MEYER. DAVID W. DOLE**, in radio 18 years, named supervisor in broadcasting department. Was with C. E. Hooper and Henri, Hurst & McDonald Agency, Chicago.

BURLINGTON BREWING Co., Burlington, Wis., (Van Merritt beer), names Kaufman and Assoc., Chicago, as merchandising and advertising consultant.

MARION HARPER Jr., president McCann-Erickson Inc., N. Y., appointed publicity chairman of Salvation Army's 1951 Appeal in Greater New York.

A. W. HOBLER, chairman of executive committee Benton & Bowles, N. Y., appointed chairman board of directors, succeeding the late **CLARENCE B. GOSHORN** who drowned a fortnight ago [BROADCASTING • TELECASTING, Dec. 18].

JOHN S. COERNE, vice president and account executive on Carnation Co. account, Erwin Wasey & Co., L. A., to Walter McCreery Inc., Beverly Hills, Calif. as executive vice president. Duties will be mainly administrative, in addition to being associated with agency's creative functions.

GEORGE H. GIESE, vice president and director international division, and **PAUL HOLDER**, vice president and manager Detroit office McCann-Erickson, N. Y., elected directors of agency.

THE EDWARDS AGENCY, L. A., moving to 435 S. La Cienega Blvd.

JOAN HARTLEY, McCann-Erickson Inc., S. F., to Lockwood-Shackelford, S. F., as copy writer.

JEAN WHERLAND, Harrington-Richards, S. F., to Rhoades & Davis, S. F., as radio timebuyer.

MacALAN GARDNER and **RUTH BROWN WARD**, Lockwood-Shackelford, S. F., to Buchanan & Co., S. F., as account executives.

NED BURNS, Alport & O'Rourke, S. F., returns from year's duty with U. S. Army. Future plans not announced.

NOBLE-DURY & Assoc. Inc., Nashville, elected to American Assn. of Advertising Agencies.

Gift to Needy Children

STAFFERS at Olian Advertising, Chicago, decided to cancel their regular office party for friends, clients and employes this Christmas and use money and energy for those needing holiday cheer much more. Agency people contributed money, bought presents, candy, ice cream and cake and visited the Norwegian Lutheran Children's Home in Chicago. Their "office" party, complete with decorations and a Christmas tree, was held there.

WAVE PULLS 23,908 RETURNS FROM 2 NIGHTTIME BROADCASTS!

Recently one of our numerous WAVE geniuses conceived an idea for a nighttime amateur disk-jockey contest, to be sponsored by the Oertel Brewing Co. of Louisville, and to be MC'd by our irrepressible Bob Kay. Voting was invited on a Friday and a Saturday evening broadcast—10:15 to 11:30 p.m. each evening.

Both we and the agency, M. R. Kopmeyer Co., had always known that even after Hooper hours (and even after allowing for six other Louisville AM stations and two Louisville TV stations) WAVE has quite an audience at all times. But we hardly expected to break the postman's back with nearly 24,000 mail returns from just *two* evening broadcasts!

Well, we did it. Furthermore, we still have some shots in our locker. If you like to know you're using *live* stations that reach lots of *people*, with real *entertainment*, you might just let F&P tell you the WAVE story. Or write us direct!

LOUISVILLE'S
WAVE

NBC AFFILIATE
FREE & PETERS, INC.,



5000 WATTS . 970 KC
NATIONAL REPRESENTATIVES

SEASON'S G



EDWARD PETRY AND CO. INC.

REETINGS



To our many friends in radio, and to all who may chance to read this, our sincere and warm good wishes for a joyous holiday season.



SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas / Ft. Worth	NBC / ABC
KSO	Des Moines	CBS
WJR	Detroit	CBS
KARM	Fresno	ABC
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WTMJ	Milwaukee	NBC
KSTP	Mpls.-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
WIP	Philadelphia	MBS
KPHO	Phoenix, Ariz.	ABC
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	ABC
WOAI	San Antonio	NBC
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
WAGE	Syracuse	ABC
KVOO	Tulsa	NBC
WWVA	Wheeling	CBS
KFH	Wichita	CBS

THE YANKEE NETWORK
TEXAS QUALITY NETWORK

REPRESENTED BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO
DALLAS



RELAXED.....?

Yes, and easy listening, too —heard nightly Monday through Friday at 7:00 on WRC. In just a few short weeks, "BATTERS' PLATTERS" has grown to the listening stature of an early evening stand-by.

Charlie Batters' casual style has a long-lasting way with habit audience, based on good music and off-hand comment—spiced but balanced.

This regular half-hour, in peak time has a few participations open, certainly worth your planning for STRONG coverage in the ever-growing Washington market. Batters' style isn't studied . . . it's designed for hard selling. His growing list of sponsors is our best recommendation.

MONDAY THRU FRIDAY
7:00 PM

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON
WRC
NBC
5,000 Watts • 980 KC
Represented by NBC SPOT SALES

feature of the week

'TWAS the night before Christmas, just two years ago, as an oysterman and a blacksmith and a doctor, and some 200 others, jammed into a little church by the side of the road.



Mr. Lewis

It happened in Hollywood — Hollywood, Md. And when it was over, skeptical organ builders were "convinced" and the radio audience were never to forget the broadcast.

A $35,000 home-built pipe organ and 30 youthful choristers, who assembled it, under the direction of Fulton Lewis jr., had vindicated "long hours of work, discouragement, tears and grinding determination."

That description was given in an article by Len LeSourd, associate editor of Guideposts Associates Inc., which publishes *Guideposts*, a non-profit, inspirational monthly (15¢ per copy, $1.50 per year), at Pawlings, N. Y. Dedicated as "A Practical Guide to Successful Living," the December 1950 issue features a story by Mr. LeSourd on Mr. Lewis, titled "The Modern Pied Piper."

Mr. Lewis had helped dedicate the sanctuary in a newly-built Methodist Church just outside Hollywood on his 1947 Christmas Eve broadcast. As a last-minute idea, he had gathered together a small group of kids for a junior choir, Mr. LeSourd recounts. Subsequently they had asked him to serve as choirmaster.

The MBS commentator later conducted the youths on a 60-mile trip to Washington, D. C. for special singing instruction during the course of which they heard a pipe organ in operation.

"None of us ever heard anything as beautiful as that pipe organ today," one of the youths told Mr. Lewis, speaking for the group. "We decided to chip in and buy one for our church. How do we go about it?"

The youngsters looked stunned when Mr. Lewis estimated that even a small one would cost about $25,000. "If you want a pipe organ bad enough, you'll have to go out and build one yourselves," he added.

An unusual sight took place on

(Continued on page 82)

strictly business

WHEN Lillian G. Madden, advertising director of Falls City Brewing Co., Louisville, was elected president of the company last October, she announced she would continue to handle advertising.

This was good news to 50 radio and television stations that currently are carrying Falls City shows, for Miss Madden has been increasingly "sold" on the newer media. It is possible that more stations will be added to the Falls City schedule, for on assuming the presidency Miss Madden predicted greater emphasis on all forms of advertising than ever before in the company's history. She explained that she would continue as advertising director because "advertising and merchandising are among the more important and fascinating phases of the brewing business."

Working hand-in-hand with her on Falls City's advertising campaigns is George L. Prater, president of Prater Advertising, St. Louis, company agency.



Miss MADDEN

* * *

Lillian Madden has lived close to the brewing industry most of her life. Her grandfather, the late Clement Fangman, sold beer in his grocery-saloon at 10th and Walnut Sts., Louisville, when she was a

(Continued on page 51)

IF YOU'RE INTERESTED IN 1951 . . .

You'll Find That, In Milwaukee, WISN Will Continue To Give You More Listeners For Less Money Than Any Other Network Station.

May We Wish You And Yours A Year Filled With Real Success And True Happiness.

You'll Like Doing Business with WISN.

IN MILWAUKEE THEY LIS'N TO
WISN CBS
5000 WATTS
Represented by KATZ Agency

the TOUR-TEST proves

KGW THE ONLY STATION WHICH GIVES THE ADVERTISER COMPREHENSIVE COVERAGE

.....in the OREGON MARKET

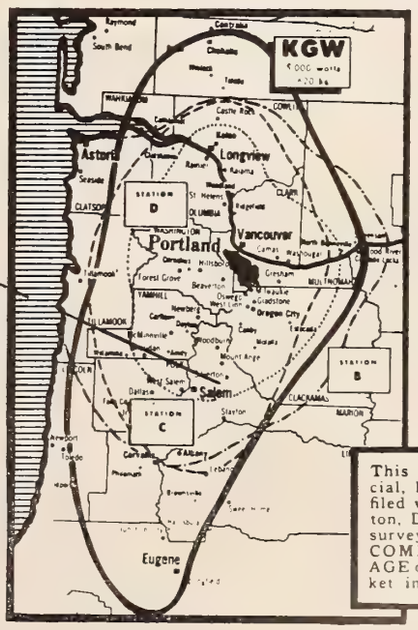


Agriculturally speaking, Oregon's Willamette Valley is one of the most fertile areas in the world. A diversity of crops, unsurpassed growing conditions and ease of marketing combine to push the Northwest's farm income soaring to 44% above the nation's 1944-1949 average. In the midst of this wealth lies Silverton, Oregon, completely under the dominance of KGW's COMPREHENSIVE COVERAGE. This was proved by a recent Tour-Test, held with the cooperation of the Oregon State Motor Association, and witnessed by Ernest Ekman, president of the Silverton Lions Club, shown posing before a Silverton lumber mill. Silverton... and the rest of the rich, growing Northwest... is yours through the COMPREHENSIVE COVERAGE of KGW.

BROADCAST MEASUREMENT BUREAU SURVEYS PROVE KGW's LEADERSHIP

Actual engineering tests have proved that KGW's efficient 620 frequency provides a greater coverage area and reaches more radio families than any other Portland radio station *regardless of power.* BMB surveys bear out this fact. KGW is beamed to cover the population concentration of Oregon's Willamette Valley and Southwestern Washington.

TOTAL BMB FAMILIES
(From 1949 BMB Survey)



DAYTIME	
KGW	350,030
Station B	337,330
Station C	295,470
Station D	192,630

NIGHTTIME	
KGW	367,370
Station B	350,820
Station C	307,970
Station D	205,440

This chart, compiled from official, half-milivolt contour maps filed with the FCC in Washington, D.C., or from field intensity surveys, tells the story of KGW's COMPREHENSIVE COVERAGE of the fastest-growing market in the nation.

KGW

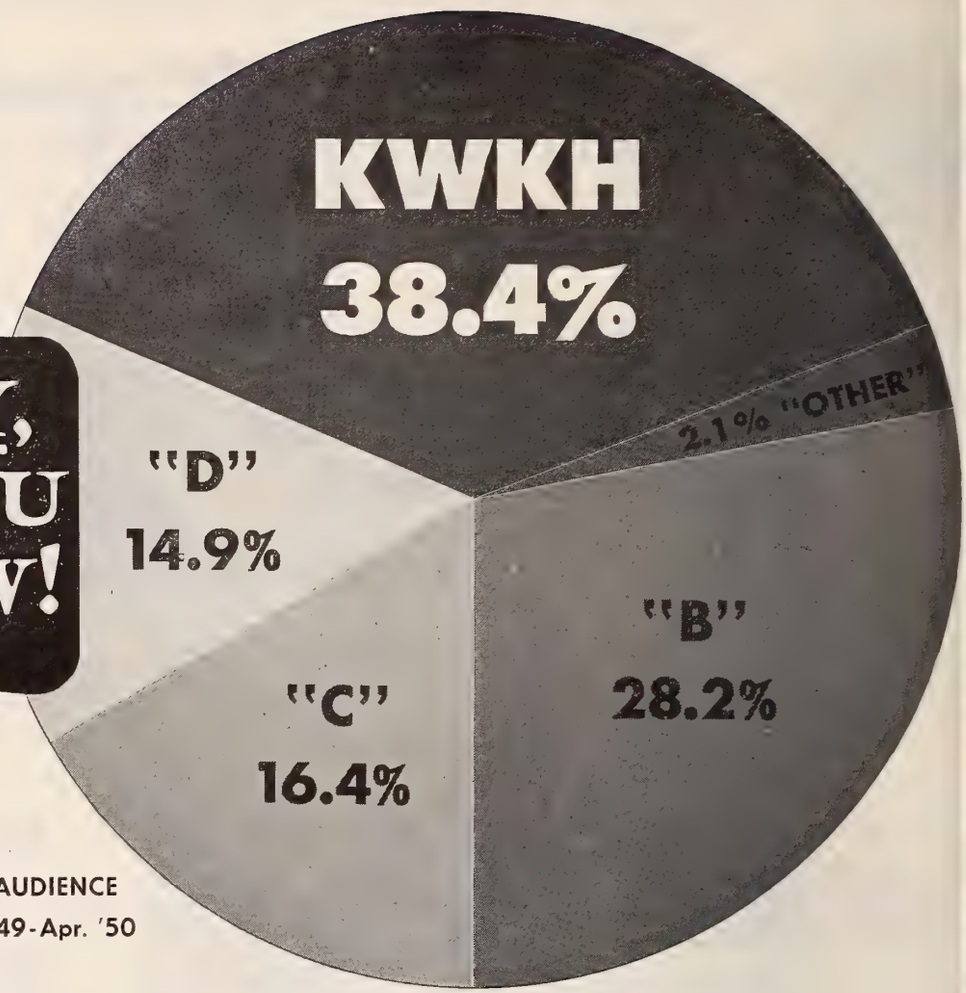
NBC AFFILIATE

PORTLAND, OREGON

ON THE EFFICIENT 620 FREQUENCY

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

IT'S EASY, WHEN YOU KNOW HOW!



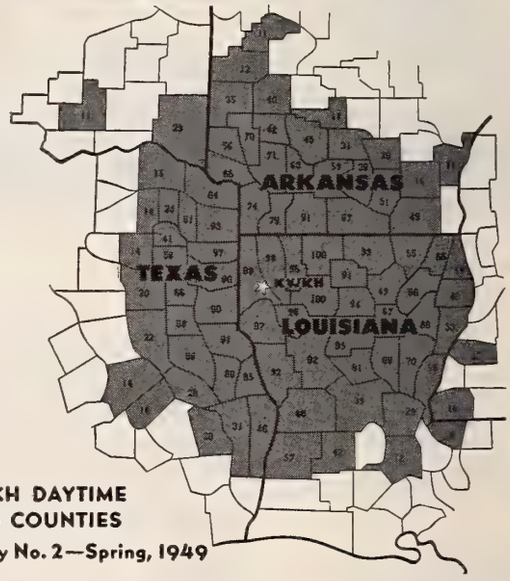
SHREVEPORT SHARE OF AUDIENCE
Weekday Afternoons Dec. '49-Apr. '50

KWKH is the outstanding radio buy in the rich tri-state market around Shreveport. Hoopers and BMB figures prove it.

The pie chart above shows KWKH's Hooper Weekday Afternoon superiority in Shreveport. *KWKH's Share of Audience is 36.2% greater than the next station. On Weekday Mornings it's 101.8% greater — on Weekday Evenings, 81.5% greater!*

But KWKH with 50,000 watts goes on and on and on, beyond Shreveport. KWKH pulls a Daytime BMB audience of 303,230 families in 87 Louisiana, Arkansas and Texas counties. *227,701 of these families are "average daily listeners."*

Yes, KWKH's Know-How really pays off. Let us send you all the proof.



KWKH DAYTIME
BMB COUNTIES
Study No. 2—Spring, 1949

KWKH

50,000 Watts • CBS •

SHREVEPORT
Texas
LOUISIANA
Arkansas

The Branham Company
Representatives

Henry Clay, *General Manager*

BROADCASTING
TELECASTING

Vol. 39, No. 26 WASHINGTON, D. C., DECEMBER 25, 1950 $7.00 A YEAR—25c A COPY

1951: A RECORD YEAR?

War Clouds Temper Optimism

NEW records will be set by the broadcasting-television industry in 1951, judging by the overwhelming views of leading executives.

Both aural and visual segments of the industry will enjoy better—much better—business next year, industry spokesmen insist in the annual BROADCASTING • TELECASTING yearend forecast.

New highs in nearly every type of business are expected, but in practically all cases they insert a big—UNLESS!

The qualification, of course, centers around the possibility that all hell could break loose if the U. S. and Russia started substituting atom bombs and guided missiles for peninsular skirmishes and diplomatic forensics.

Assuming the normal type of warming now conceived in official circles, advertisers, agencies, broadcasters, telecasters and other industry executives look back to World War II for precedents. They recall the anxiety of advertisers to keep trade names alive despite shortages and the extensive use of media due to excess profit taxes.

Network Question

With network radio sales providing the only shadowy element in the overall picture, executives believe the industry will operate in healthy state and join the mobilization effort well-equipped to serve the nation in a dark hour.

Almost startling in the roundup of industry opinion is the frequency of one statement—a belief that radio in general is not suffering from TV. The first flush of derogation against radio, based on charges that people quit listening once they get television, has been dissipated to surprising extent. This anti-radio feeling had been stirred by buyers eager to whittle rates down and by competing media.

Rising operating costs are foreseen by most station officials, partially offsetting expected revenue gains.

General business will be good next year in most branches of commerce and industry, aside from the obvious scarcities that will develop with conversion to a war economy. Here, again, the lessons of recent World War II are recalled.

Many FM operators who sell time (a large percentage don't) are hopeful. Anomaly of the FM picture is the 2 million growth in set circulation in 1950, a trend that hasn't received much recognition.

An obvious adjustment period is anticipated during 1951 during the early mobilization months but this hysteria is expected to simmer as the nation's economy moves along in the transition process.

High production of both radio and TV sets added to the audiences of the two media but this steep upward trend is due for a leveling once the manufacturing industry starts turning out war items in quantity.

In a nutshell, views of industry segments follow:

ADVERTISERS—Radio budgets to be increased by 57% of radio users, with a third expecting to maintain 1950 level (compared to 45% year ago); 70% of TV advertisers plan to increase budgets, with rest planning no cutback. Very few plan to divert funds from radio into TV. (See page 23).

AGENCIES — Radio's upswing to continue in 1951, with TV spending increasing; 57% expect radio budgets to go up, 22% same, 16% decline; 82% to increase TV budgets, 18% to stay same. (See page 19).

STATIONS—Radio time sales will rise, say three-fourths of stations; increase to range from 5% to 15%; local and national spot headed upward, operators feel, but national network prospects aren't considered so bright as only 22% predict increases. (See page 26).

TV STATIONS—Continuation of amazing upward sweep expected by practically all TV outlets; many have worked their way out of the red; FCC's artificial freeze keeping down competition; time sales expected to rise from 15% to 50%, or even more. (See page 63).

TRADE ASSOCIATIONS—NAB and Radio-Television Mfrs. Assn. cooperating to support national mobilization. Broadcast Advisory Council in close contact with government officials; it represents several segments of industry. (See pages 24 and 32).

RESEARCH — Although TV is cutting into radio audience in TV cities, radio is definitely established medium which will continue to sell goods. (See page 37).

NETWORKS—Three of four radio networks had declines in 1950, with possibility of rate reductions considered under pressure from some sponsors and agencies; expected business activity may lead to improved billings. (See page 32.)

TV NETWORKS—Having almost quadrupled time sales in 1950, video networks bothered by shortage of station outlets. (See page 60).

FCC—Chairman Wayne Coy, recalling broadcasting's record in World War II, promised every possible aid to industry participation in defense and noted TV's first chance to serve a defense role. (See page 20).

PROGRAM FIRMS — Despite prospect of materials shortages and rising operating costs, half of program and transcription firms expect business to increase. (See page 24).

LABOR—Uncertainties to bring severe problems to both labor and management as controls increase and supply of labor dwindles. (See page 37).

FILM PRODUCERS—This fast-growing young industry may enjoy spectacular development in 1951 though costs are rising. (See page 62).

Yearend statements for **REGIONAL NETWORKS, STATION REPRESENTATIVES, FM STATIONS, ASSN. OF FEDERAL COMMUNICATIONS CONSULTING ENGINEERS** will appear in Jan. 1, 1951, issue of BROADCASTING • TELECASTING.

[*Alphabetical index of industry executives quoted is on page 22.*]

AGENCIES

Yearend Roundup

Radio Budgets to Increase, 57% Say

BRISK billings in radio and television against a backdrop of good business conditions in 1951 are indicated by advertising agencies surveyed by BROADCASTING • TELECASTING at the year's end. Executives feel the upswing in radio spending during 1950 should continue unabated in 1951, subject to a spotty variance due to defense conditions.

A marked number of respondents, some 57%, expect radio budgets to climb higher than in 1950. Another 22% find their allotments to radio toeing the line set during the current year. A 16% slice of agency opinion looks to some cutbacks, most of the reductions only slight.

The unaccounted for 5% is the segment which is "up-in-the-air" because of the unsettled international scene. These agencies, for the most part, are pegging plans on an almost week-to-week basis.

Breakdown of projected television spending makes the broadcasting baby's coming of age obvious. Forecast for '51 is a budget increase by 82% of those surveyed. A noticeable percentage of 18 are keeping expenditures near 1950's level. Apparently this is explained by the expressed uncertainty over war conditions which seem destined to thicken the freeze of TV stations and skeletonize the production lines of TV set manufacturers.

Time Scarce

Agency spokesmen at key market areas, such as New York, Chicago, and Los Angeles, point to scanty availabilities in nighttime television and a scramble for daytime video openings.

The majority of agency people, in the Midwest as well as on both coasts, base their predictions of a surge in AM buying on the critical role radio will play in a time of crisis, such as the present national emergency. Consensus is that radio is the cheapest buy available for the advertiser to reach the greatest mass market.

Typical comments from agency spokesmen, on an area basis:

NEW YORK

James E. Hanna, vice president in charge of radio and television in New York for N. W. Ayer, puts a finger on "increased use of spots by our advertisers for both radio and television." Spot in radio, he says, will exceed network placement in volume. TV network probably will remain constant "despite the accelerated use of spots" in the medium.

More radio clients and more

(Continued on page 42)

RADIO-TV SIGNALS

Truman Seeks 'Control'

FAR-REACHING plans to empower the President to "control" radio and television broadcasting along with other "electro-magnetic radiations" during times of war, national emergency, or even "strained international relationships" were submitted to Congress last week by the Dept. of Defense.

Although conclusive action at the current "lame duck" session of Congress seemed unlikely, the Defense Dept. asked for prompt enactment and its proposals aroused immediate reaction from the radio-TV industry.

Purpose of the plan, not introduced as legislation but submitted to key Capitol Hill committees as recommended bills, is to lay the groundwork for silencing or "distorting" radio signals which an enemy could use to guide bombers or missiles to U. S. targets.

In the Senate the Armed Services Committee, to which the proposed legislation was submitted, was reported late Thursday to have agreed to refer the whole question to the Interstate & Foreign Commerce Committee, which handles radio legislation.

In the House Armed Services Committee, which also received copies of the suggested bill, Chairman Carl Vinson (D-Ga.) was quoted as saying that action probably would await assembly of the new Congress in January.

Johnson's Views

Sen. Edwin C. Johnson (D-Col.), chairman of the Senate Commerce Committee, is known to be dubious about giving the military *carte blanche* of the kind proposed, barring a positive showing that it is essential to the nation's welfare.

Commenting on the plan, Sen. Johnson said:

"I am greatly concerned about those aspects of this proposed legislation that are rightly worrying the broadcasters—namely the extension of control powers beyond Section 606 of the Communications Act of 1934, as amended, the possible delegation of this broad control power to some Government agency or the military, and the request that this power be available not only in actual hostilities or in periods of proclaimed emergencies but during all times of strained international relationships. Our Committee will examine this whole matter very carefully."

The Dept. of Defense has asked NAB for a conference on the proposed legislation.

FCC, whose Chairman Wayne Coy was awaiting call for secret Congressional testimony on the subject, also was said to be clearly skeptical of certain provisions in the proposed legislation—particularly that which would give the President "control" in times of "strained international relationships" in addition to times of war or proclaimed emergency.

The consensus of industry authorities was that the military must be supreme in time of actual crisis but that its power must be clearly defined and not allowed to extend to all situations—short of crisis—which may develop.

Civilian Defense authorities also were understood to be displeased with the plan, since radio and television have been described as the "nerve system" of civil defense (see separate story).

The original Defense Dept. move, it was learned, would have given the control power not to the President but to the Secretary of Defense, and would have taken the form of an "order" rather than legislation.

When FCC authorities were informed of the plan—late in November—they secured conferences with military authorities which resulted in a tentative "order" putting the control in the hands of the President, presumably on the theory that he would consult the FCC and other government agencies as well as military officials before taking action under the plan.

The FCC authorities apparently did not know that steps would be taken almost immediately to get "control" legislation.

Extensive Power

The proposed bill as now advocated by the Defense Dept. is an extension of Sec. 606(c) of the Communications Act, which gives to the President in times of proclaimed emergency the power to silence or take over, or to suspend or amend the rules applicable to, existing radio communications facilities.

The proposed law would extend the President's power in this regard to other "electro-magnetic radiations" ranging from 10 kc to 100,000 mc—including diathermy, industrial heating, etc.—as well as make it applicable "not only during hostilities or a proclaimed emergency, but also during time of strained international relationships when a surprise attack on the U. S. is a possibility."

To some extent, authorities said AM, FM and TV signals could also be used by an enemy for "homing" aircraft or guided missile to the area of specific targets.

If the proposed legislation were enacted, authorities appeared confident that FCC would have a hand in its application. For instance, they said, the Commission presumably would be represented on any board responsible for making "control" recommendations to the President. And as in World War II, it was noted, FCC personnel probably would man any interceptor command boards, or similar groups, which might be established to act on cue from military authorities to flash "silence" signals and all-clear notices to key stations.

The proposed Defense Bill, prepared and submitted to Congres

(Continued on page 66)

WAYNE COY

Yearend Roundup

Grim Keynote for '51

By WAYNE COY

Chairman, Federal Communications Commission

"OUR homes, our nation, all the things we believe in are in great danger."

These words by President Truman state the grim keynote for American broadcasting for 1951.



Mr. Coy

New problems and and readjustments confront the broadcaster as he faces the new year but the overriding concern of all of us will be the national security.

The national emergency, the President has said, "will require us to make a lot of changes in our ordinary ways of doing things." Just how broadcasters may be called upon to reshape their plans to gear into the defense effort has not yet been delineated. It is a foregone conclusion, however, that broadcasters will have many responsibilities in the campaign to put the nation on a preparedness footing.

In the last war, broadcasting achieved a shining reputation for its service on the homefront. In any crisis that may threaten in the future, I know that broadcasters will again be found able and eager to marshall all their resources to protect "our homes, our nation, all the things we believe in."

Broadcasters may be assured that the Commission for its part will take every necessary step with equal alacrity to facilitate the participation of the industry in the strengthening of our defenses.

We need to take a number of highly important steps as quickly as possible in 1951 to build up American broadcasting to its maximum potential as a weapon of defense and—if necessary—as a weapon of war.

On the day of Pearl Harbor, America's broadcasting facilities to alert the people to their danger, to inform them instantaneously as to how they could best serve, to flash them news from the battle fronts, to rally them for Selective Service, for rationing, for War Bonds, for blood banks, conservation, food production, salvage, and many other measures, consisted of 918 AM stations, 48 FM stations and a half dozen TV stations. Today, we have more than 2,200 AM stations, 700 FM stations, and 107 TV stations.

Especially timely in this period of danger is the successful con

(Continued on page 72)



Drawn for BROADCASTING • TELECASTING by Sid Hix

"Could we borrow Rudolph for a couple hours . . . our tower light has burned out!"

Thank You . . .

AP, UP, INS and Transradio, for carrying over your wires the digest of the Dec. 18 issue of BROADCASTNG • TELECASTING, to help us over the hump caused by the railroad strike emergency. While the strike ended Saturday, Dec. 16, the mail backlog and the Christmas jam indicated late deliveries of all second-class mail. Consequently, the Dec. 18 issue was air-freighted to central points. That the wire news summary served a useful purpose is evidenced by the many telegrams and letters commending the news associations and this publication.

NBC RATE CONCLAVE

Affiliates Seek Preliminary Session

A PROVISIONAL meeting of the 48 NBC radio affiliates that have been asked to cut rates by the network will be held in advance of the Jan. 10 conference called by NBC to discuss rate reductions, BROADCASTING • TELECASTING learned last week.

A committee composed of some of the most influential NBC affiliates telegraphed others among the 48 that had been invited to New York by the network Jan. 10 suggesting that all the affiliates hold a private meeting Jan. 9, preliminary to the NBC conference the next day.

The committee said it believed that all the NBC affiliates to which the network had proposed rate reductions should stand up and be counted on as fundamental an issue as this. They urged the stations not to boycott the NBC meeting, as some had intended to do.

The purpose of the committee in seeking to arrange a Jan. 9 station-only conference was to attempt a solidification of affiliate opinion in advance of what undoubtedly will be a vigorous effort by the network to persuade them to accept the rate cut plan.

Johnson Queried

In Washington, meanwhile, a number of objectors contacted the office of Sen. Ed C. Johnson (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee, it was disclosed last week. They complained the projected NBC attempt to cut AM rates would jeopardize the entire industry rate structure and asked the senator to extend his "influence" to discourage such practices.

However, a committee spokesman emphasized that the issue apparently was an industry one and not the concern of Congress. It was understood, consequently, that Sen. Johnson does not plan to take any action.

NBC invited a total of 53 radio stations in television markets—those that would take evening rate reductions ranging as high as 25% under the NBC proposal—to the Jan. 10 meeting. Five of the stations were NBC owned-and-operated outlets and hence would be represented.

Accept Invitation

As of last Thursday about 25 of the 48 other stations had accepted the invitation, an NBC spokesman said.

An unknown number, however, had declined. Some had not been heard from.

It was thought probable that the receipt of the wire from the provisional affiliate committee, urging all affiliates to attend both the Jan. 9 conference confined to affiliates and the Jan. 10 meeting sponsored by NBC, would change the minds of most if not all of those who had declined NBC's invitation.

The provisional committee consisted of Clair McCollough, Steinman stations, who is chairman of the NBC Stations Planning & Advisory Committee; Tom A. Brooks, Hearst Radio (WBAL Baltimore); Lee B. Wailes, Fort Industry (WSPD Toledo); P. A. Sugg, WKY Oklahoma City; William Fay, WHAM Rochester, and Nathan Lord, WAVE Louisville.

None of the stations represented on the provisional committee was among the six that reportedly agreed to NBC's proposal at the time it was made.

Meeting Set

The NBC meeting is to begin at 10 a.m. Jan. 10 at New York's Waldorf-Astoria Hotel. The provisional committee wants the affiliates to meet at the Waldorf for dinner the night before and a business session following dinner.

Top NBC executives are expected to address the stations at the NBC-sponsored conference, but the final agenda has not been drawn.

Presumably the principal burden of persuasion will fall to Charles R. Denny, NBC executive vice president and acting chief of the radio network. Niles Trammell, NBC chairman of the board, who is vastly respected by the affiliates, also is expected to make an address.

Whatever form the program takes, it is certain that NBC will bring its most persuasive resources into play in an effort to convince the affiliates that rate cuts are needed immediately.

In opening its campaign to reduce rates, NBC endeavored to get station acceptance before Jan. 1. The Jan. 10 meeting was called when it became obvious that a majority of the affiliates was opposed to immediate rate cuts.

The NBC proposal called for evening radio rate reductions in 53 television markets, of percentages ranging from very little to as much as 25%. The average of the proposed reductions in the television markets would be about 12%.

Lounsberry Denies

REPORTS that CBS several months ago broached the prospect of radio rate reductions at a meeting of its Affiliates Advisory Board were strongly denied last week by I. R. (Ike) Lounsberry, WGR Buffalo, chairman of the affiliates board. "At no time at any of our Columbia Affiliates Advisory Board meetings has CBS proposed to us a rate reduction due to television or any other reason," he said. "We have discussed at our meetings the proposed plan suggested by ANA but the tenor of the meetings was to ridicule the idea in full."

RCA, CBS OPPOSED CUT

Aug. Letters Show

AS LATE as last August, the heads of the two largest entities in radio—Brig. Gen. David Sarnoff and Dr. Frank Stanton—were vigorously opposed to rate reductions in radio because of TV penetration, it was learned authoritatively last week.

This came to light in exchanges of correspondence between Chairman Edwin C. Johnson of the Senate Interstate Commerce Committee, and the two executives, representing NBC and CBS respectively.

Sen. Johnson had written them Aug. 17 after receiving "a number of letters from broadcasters" in essence contending that "economic chaos" would result from summary AM rate reductions. Although the Colorado Senator personally declined to release the correspondence or comment upon it, the interest he has manifested in the welfare of the radio and TV pursuits has prompted broadcasters throughout the country to approach him with their problems. A prolific correspondent, the Colorado Senator is both comprehensive and prompt in following through.

Gen. Sarnoff, who as chairman of the board of RCA, heads the policy direction of NBC, wrote Sen. Johnson that the "facts do not justify a reduction in network rates." Under normal circumstances, he said, a "rate increase for network radio would have been clearly justified by . . . larger circulation alone, to say nothing of the increase in operating costs."

Dr. Stanton, in his Aug. 23 reply, said that CBS had not acceded to requests of advertisers and agencies for AM rate adjustments. His network's growth, he concluded, has been possible only because of income from aural broadcasting.

Sen. Johnson's letter, and the responses of Gen. Sarnoff and Dr. Stanton, follow in full text:

Johnson Letter

During the past few weeks I have received a number of letters from broadcasters of which the following is typical:

> "This communication is being sent to you in the strictest confidence on a subject concerning which I feel sure you will want to be apprised. As you are aware, the dislocation of the radio industry, caused by the impact of television, has been nothing short of catastrophic. As one who has been in the radio broadcasting business for . . . years, I can candidly say that the present situation is producing nothing short of the most high-handed dogmatic actions on the part of the networks toward their affiliates that I have ever witnessed.
>
> "The present pending matter wherein the Assn. of National Advertisers is exerting tremendous pressure on the networks to reduce the rates of standard radio stations should receive the utmost consideration. As you know, the ANA has asked the networks to reduce rates in every city where television stations have gone in. They have made this request in spite of the fact that in many parts of the country there isn't the slightest evidence that there has been a decline in radio listening. As a result of this pressure, many affiliated AM stations are apprehensive that the networks will summarily reduce rates without even consulting the affiliates.
>
> "If such a move should be made, it could bring economic chaos in the broadcasting industry. The networks with the vast economic power at their command could force a rate reduction on all affiliates and make them like it. It seems to me that a warning sign should be posted that high-handed economic practices will not be tolerated.
>
> "In the final analysis, it's the independent broadcaster throughout the United States that is the backbone of the broadcasting business. I just don't believe he should be pushed around by the networks or the ANA.
>
> "As stated above, this is passed on to you in the strictest confidence. However, I have reason to believe that economic sanctions would be forthcoming on any independent broadcaster who has the temerity to boldly speak out."

Of course, the problem raised by this proposed reduction in AM broadcast advertising rate under our American system of broadcasting is not properly one for either the government regulatory agency or for this committee. Government could step in only if it should develop that the facts would prove that there was a conspiracy (within the legal meaning of that term) between the networks and the advertisers to reduce AM broadcast advertising rates in return for an agreement to raise television advertising rates. Under such a contingency—and there is no evidence or even an allegation that is taking place—it would be a matter for Justice Dept. investigation and anti-trust action.

However, in view of our close interest in the welfare of the American independent broadcaster and in the progress and health of the broadcasting and television indus-

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1951: Still North by Northwest . . . AN EDITORIAL

RADIO's executives and those of the allied fields — the advertisers, agencies, and station representatives—offer good tidings for the New Year at a time of world crisis when good tidings are all too rare.

Responding to BROADCASTING • TELECASTING'S annual yearend surveys (see stories this issue), they show confidence in the face of domestic and international uncertainties, and predict increased expenditures for both radio and television time in 1951.

Results of the surveys are significant for another reason, too. For they serve further to allay fears which were becoming widespread to the effect that advertisers may be giving up on radio in favor of TV.

The advertisers' survey, for instance, shows that the percentage of respondent sponsors with plans to increase their radio budgets next year is greater now than it was 12 months ago. Television, being a new medium as well as a potent one, understandably is attracting increases from an even greater percentage. But it is reassuring to radio that in only an extremely few instances did advertisers say they're expanding in TV at radio's expense.

Though keenly aware of the unforeseeable impacts of a wartime or semi-wartime economy and in many cases reluctant to forecast general business prospects—and apt to qualify their predictions—those who ventured unconditional opinions were inclined to be optimistic.

It is the consensus that increases are in store for both local and national spot business but that network sales may drop or at best do well to maintain the 1950 level.

A predominant number of radio broadcasters in TV markets contend they aren't hurt by the new medium and many claim TV is pricing itself out of the local market and thereby developing new appreciation of radio.

In any case, a general increase in gross revenues appears to be in the cards—but with a rise also in operating expenses, so that again management is offered a challenge to operate at highest possible efficiency while rendering top service.

Despite dismal world conditions, there is ample reason to face the future with confidence that wise management can handle problems as they develop, and perhaps with a reasonable profit in the best American tradition.

ADVERTISERS

Yearend Roundup

57.2% To Boost AM Budgets in 1951

FACING a New Year of far-reaching uncertainties and many unknowns, major national advertisers in substantial numbers are planning to increase their expenditures in both radio and television in 1951.

This was indicated last week in final tabulations of a BROADCASTING • TELECASTING survey. Confirming the trends outlined by early returns [BROADCASTING • TELECASTING, Dec. 18], the final results showed:

● Approximately 57.2% of the respondent radio users whose 1951 plans are well under way expect to increase their radio appropriations next year, while 33.3% expect their 1951 radio spending to maintain the 1950 level.

● Approximately 70.4% of the TV users who outlined their plans are scheduling TV budget increases, with the rest (29.6%) planning to continue at the rate of this year's allocations.

Further quieting AM fears that sponsors may abandon radio for TV, the survey showed a low number expanding in television at the expense of AM. In the survey group 9.5% indicated reduced radio budgets for one or more reasons, and in most cases it was indicated the reduction would be relatively slight.

Expansions Planned

On the other hand, the percentage of companies planning radio increases was greater this year than a year ago—57.2% as against 45% then. In television, with the number of sponsors vastly increased during the past 12 months, the percentage contemplating larger TV schedules now is somewhat less than a year ago—70.4% compared to 82% then—but again none is planning a cutback.

Uncertainties arising out of the international situation—war possibilities, shortages, government controls, etc.—left many advertisers reluctant to hazard a forecast on business prospects.

Most pessimistic was a spokesman who said the situation is such that he could nost safely predict "even future existence for 1951." But most officials who undertook to appraise the outlook qualified their words with a reference to unsettled world conditions.

Many major companies have not yet drawn up their 1951 advertising budgets. Others, for policy reasons, were unable to provide details.

Highlights of the returns:

For Colgate-Palmolive-Peet Co., Media Director R. C. Robertson pointed out that "it is a matter of record . . . that we have renewed for the first quarter of 1951 all of our AM network radio shows and our two network television shows."

"Further," he added, "we will continue to use AM radio spots extensively and, in addition, we will expand our use of TV spots somewhat. We believe that all of this says that we expect business to continue good, at least during the first quarter of 1951."

A 26% increase in 1951 radio-TV expenditures was forecast for Bristol-Myers Co. by Joseph M. Allen, vice president.

"Barring government restrictions on materials or an all-out war," he said, "indications point to excellent business prospects and a very good year."



Mr. Allen



Mr. Peabody

The Borden Co. plans to increase its radio expenditure "slightly" and its TV outlay "materially," according to Stuart Peabody, assistant vice president. He felt it impossible to estimate the company's 1951 business prospects, "except that they will conform to general level of the economy."

Procter & Gamble, which sets up its budgets on a fiscal year basis, was unable to forecast expenditures beyond June 30, but spokesmen anticipated "no radical change in the current rate of spending for radio and television during the first six months of 1951."

Stokely-Van Camp, Inc., Indianapolis, plans "a big step-up" for its "Honor Brand" TV, with 61% of its budget allocated to the visual medium, Advertising and Sales Promotion Manager Ray N. Peterson reported. He regarded business volume prospects for 1951 as "bright" at this time, "depending entirely on government restrictions."

General Mills Outlook

General Mills expects 1951 to be a good year for foods and plans "some increase in overall radio and TV budgets" for the year, according to Samuel C. Gale, vice president and director of advertising.

Brown & Williamson Tobacco Co., anticipates increased sales and a larger advertising budget in 1951 and expects that "the bulk of our advertising will continue to be in radio and television," Advertising Manager J. W. Burgard said.

Thus far, he said, "constantly increasing sales" have enabled B&W to use spot television for its Kool, Raleigh and Viceroy cigarettes while also making "a slight expansion" of the radio budget. B&W "is completing the biggest year in its history" and looks for "continuing gains through 1951," he said.

Trans World Airlines, for the past three years one of the first and most consistent airline users of radio media, will increase its radio and television advertising in 1951 by about 150%, according to S. J. Henry Jr., assistant advertising director.

Mr. Henry said TWA plans to broaden its use of radio on a national basis. During 1950 it used spot announcements to reach major markets on 45 stations in 18 cities, in addition to foreign-language broadcasts on about 50 stations in 25 cities. In television TWA has used spots in top markets and plans to broaden this effort in 1951. Present plans call for a series of five-minute travelogue programs stressing TWA's service to London, Paris, Rome and other European points, as well as U. S. vacation areas.

The Assn. of American Railroads plans to increase its outlay for its *Railroad Hour* network radio show by approximately $165,000 in 1951, bringing the total expenditure to about $1,315,000, Advertising Manager H. F. McLaury said. Plans do not now include television.

Mr. McLaury said railroads "must anticipate both heavy volume of traffic and heavy responsibilities in 1951 owing to the accelerating demands of national defense, and they have taken steps to meet these demands—first, fully and without delay."

American Home Products Corp.'s William M. Stedman, director of advertising, felt it will be impossible to estimate business prospects for the coming year, but said the company at the present time is not planning to cut back its appropriation for either radio or TV.



Mr. Stedman



Mr. Mintz

Admiral Corp. spent almost $2 million in television this year and plans a similar budget in 1951, Advertising Director Seymour Mintz said. Total advertising outlay approximated $18 million in 1950, he said, but could make no definite estimate for 1951 because of unsettled world conditions, "advertising expenditure being entirely contingent on production possible."

He thought TV production will be down but that "overall business prospects considering both television production and rearmament work will be high volume," though "profits will suffer because of conversion costs when required."

RCA-Victor Division regards 1951 business prospects as uncertain, but expects to spend 25% more for radio and TV than it did this year, according to R. H. Coffin, director of advertising. The com-

(Continued on page 40)

NATIONAL ASSN. OF BROADCASTERS

'51 Will Be Critical Year, But Broadcasters Are Prepared for Role

By JUSTIN MILLER

President, National Assn. of Broadcasters
Chairman, Broadcast Advisory Council

THE TREND of international events is indicative that 1951 will be a critical year for radio and television. With the nation already in the process of converting its economy to a basis of wartime preparedness, grave problems loom on the horizon.

However, America's broadcasters are patriotically alert and, through the Broadcast Advisory Council, have offered their services to the country. In a recent meeting—prelude to future gatherings with leading government officials—the President and other top defense executives accepted the medium's offer, and assured broadcasters that their's is a vital industry with definite services to perform.

The broadcasters are prepared to make their contribution toward the preservation of the American way of life.



PROGRAM FIRMS

Yearend Roundup

See Revenue Gains Offsetting Costs

(Also see page 62 for yearend forecasts of film program producers.)

FACED with the prospect of materials shortages in an emergency economy and a sharp hike in operating expenses, transcription and program packaging firms are, nevertheless, confident they will show percentage revenue gains during 1951.

The consensus of most executives replying to a BROADCASTING • TELECASTING questionnaire is that revenue will more than offset the anticipated rise in operational costs at individual firms, notwithstanding a new AFRA contract calling for increases in performer fees averaging 175% [BROADCASTING • TELECASTING, Dec. 11].

Transcription and program firms, the majority of them optimistic over their own prospects for greater revenue, appear about evenly divided as to radio's outlook. About half (45%) tabbed 1951 as a "bigger" year; another 45% foresaw no great change; and the remaining 10% felt radio's revenue level would drop off from 1950.

Many transcribers painted a dark outlook for national network business, with about 63% contending revenue would drop. The remainder saw no change during 1951. None felt networks would show any gains because of spot radio's growing prominence in the industry.

Total of 80% felt that national spot would jump next year, with none predicting any decrease. Conclusions on local billings were less emphatic, with slightly over 50% forecasting revenue boosts and the remainder divided between "smaller" and "unchanged."

Spot Increase Seen

Estimates for increases in national spot ranged from 10% to 15%; for decreases in national network, from 5% to 20%; and for boosts in local billings, from 9% to 15%.

Reasons given for renewed activity on the spot level included: Expansion of smaller firms because of war economy; addition by small stations of program libraries; expansion by transcription and production firms of their services; trend to spot, partly because of TV's impact on network radio; and extensive use of tape for broadcast duplication.

Predictions on individual company revenue boosts varied from 5% to 35%, with 10% and 15% figures most commonly quoted. One producer was optimistic enough to anticipate an increase in his business from 100% to 300%. On the other hand, two companies felt they would suffer revenue cutbacks of 25% and 30%.

Operating expense hikes ranged in estimates from 5% to 25%, with 5% and 10% increases the most frequently quoted. No executive ventured the bold prediction that operating costs would drop.

Business in general, according to about 65% of the respondents, will be on the upswing, with the remaining executives about evenly divided as to whether business will slow up or remain approximately the same in 1951.

Business forecasts by regions are as follows:

NEW YORK

Most of the program and transcription firms plan to expand their 1951 production schedules, judging from yearend statements received by BROADCASTING • TELECASTING.

John Sinn, president of World Broadcasting System, reports that World, now affiliated with 796 stations, plans to include more new talent, programming material and sales help. Firm will siphon off an additional 32% of its budget for production in 1951. Stations themselves have reported, according to Mr. Sinn, the "highest sales record in their history on World programs and features." He adds:

"With certain materials becoming critically short, there is some question as to how many new sponsors can be supplied with the library facilities in the coming year, since the available material may only be sufficient to service present customers."

Mr. Sinn, speaking also as executive vice president for the Frederic W. Ziv Co., reported a 22% increase in sale of syndicated transcriptions over last year's total.

"This increase was accounted for by a growing interest in radio from many national advertisers who formerly used only network radio, going into the spot radio field. Indications are that business will remain at this level, or go even higher, at least for the first six months of 1951. In anticipation of this, the Ziv Co. has planned the heaviest production schedule ever for the coming year," Mr. Sinn stated.



Mr. Sinn



Mr. Mercer

James Mercer, manager of RCA Recorded Program Services (RCA Thesaurus), reports that the operation "confidently enters 1951 with a projected sales increase of about 30% over this year," based on the "tremendous advertiser acceptance" accorded the Thesaurus "New Era" in commercial programming through a library service. The past year was the "biggest and best" in its history, he states.

"Further developments and innovations in Thesaurus programming and promotion scheduled for introduction during the coming year . . . can only mean greater growth and wider station endorsement of the directions we have taken," Mr. Mercer asserted.

Maurice B. Mitchell, vice president and general manager, Associated Program Service, expects a sharp increase in 1951 due chiefly to a revival of local programming. However, he also predicts increased operational expenses by 25-20% because of new AFRA contracts. Mr. Mitchell observes:

"I don't think there is any question but that 1951 will once again be radio's biggest year, from the station point of view. In fact, I think 1950 has definitely laid the ghost created by those who thought television . . . was going to spell the doom of the greatest advertising force that civilization has ever known."

Mitchell Forecast

Mr. Mitchell, former BAB head, sees a continued upswing of retail billings coupled with national spot advertiser expansion in station time purchases. He cites newsprint shortages "but the basic factor will continue to be the growing recognition of the fact that radio can produce more results, reach more people, deliver more genuine advertising impact per dollar, than any other medium available to local businessmen."



Mr. Mitchell

Harry S. Goodman, president, Harry S. Goodman, Radio and Television Productions, believes that network radio programming "will continue to become less and less attractive to the affiliate," thus improving the position of the transcription companies that have good programs to offer. Mr. Goodman explained:

"We find that the AM stations in metropolitan areas are fast putting in transcribed shows to replace network sustainers, because they can get an income on a transcription in Class A time and sell it to local merchants and make 100% of the income instead of splitting it with the networks. We found that we have sold a good many packages of block programming to stations of this kind that in turn sell out one-minute spots

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BAB

Yearend Roundup

Higgins Sees Bigger Role For Radio in '51

By HUGH M. P. HIGGINS
Director, Broadcast Adv. Bureau

IN 1951, more than ever before in its 30-year history, commercial radio will fulfill its reason for being. It again will be for 150 million Americans the greatest (and in some cases the only) means of mass communication. Hour after hour in every day of the new year it will report the news of the moment, promptly and accurately from every corner of the world. It will be the preferred purveyor of this news and the only medium that the rigors of logistics cannot silence. It will be, as always, the primary mass informational medium giving free and full discussion to all important issues of the day, providing a flexible channel of expression for our national leaders, responsible groups, and constructive points of view. It will be a defender of our freedom, a champion of our way of life. In 1951, commercial radio wears the mantle of democracy. It is an immediate means of national enlightenment, and so of national preparedness. By it we can gird ourselves for the duties, the dangers, the rigors that lie ahead. Through it, the heterogeneous masses of America can be molded into the resolute unity that 1776 envisioned and 1951 demands.



Mr. Higgins

In 1951 commercial radio will continue on the ascendency. In 1951, when manufacturers have to hold their own in brand preference positions; when retailers have to disseminate pertinent customer information to keep stores established as headquarters for certain types of merchandise more new and more old advertisers will turn to radio to register these impressions. I look for a still greater emergence of local, spot and network broadcasting advertisers into expanded use of the broadcast medium. There is every indication that competing media will be faced with problems of scarcity. This is truly unfortunate, but radio's records in a similar period some years ago proved beyond any doubt that its economy, adaptability, flexibility, and effectiveness are inherent characteristics that recommend it for a still greater role in 1951. Commercial radio, after its greatest year, welcomes 1951 with eagerness and confidence."



You get a lot for a little*



*MORE LISTENERS-PER-DOLLAR THAN ANY OTHER TV OR RADIO STATION IN BALTIMORE

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY

STATION OUTLOOK

Yearend Roundup

76% See Continued Increas

THE business of broadcasting (AM) will continue to expand in 1951, in the opinion of 76% of station executives contacted by BROADCASTING • TELECASTING.

Replies of 149 officials representing a cross section of the broadcast industry to a questionnaire on 1951 prospects show that only 1% look for a decline in broadcast revenues next year. Twenty-three percent figure 1951 income will be about the same as 1950 revenues.

Most of those commenting on 1951 prospects point out that conversion to a complete wartime economy or disastrous developments on the international front could upset all predictions. Their observations are tempered by qualifications of this sort.

Of the 76% who expect radio business to increase in 1951, 8% look for a gain of 5%; 26% for a gain of 10%; 10% for a gain of 15%; 3% for a gain of 20%; 3% for a gain of 25%. Another 25% made no attempt to estimate the extent of the increase. One station manager is counting on a 50% gain in AM revenue.

Peering into the possibilities for local advertising, 80% expect an increase, 3% expect a loss for the year and 17% expect local to stay about the same.

Gains Expected

Of the 80% expecting local business to go up, 16% look for a gain of 5%; 30% for a gain of 10%; 7% for a gain of 15%; 7% for a gain of 20%; 4% for a gain of 25%; 16% made no definite estimate. Two persons expect local to go up 50% and another figures on a 30% increase.

Especially hopeful are those who look into the future of national spot, with 82% anticipating a bigger year, 3% expecting a drop and 16% expecting no change.

Of the 82% counting on an increase in national spot, 19% look for a gain up to 5%, 23% for a gain of 10%, 12% for a gain of 15%, 4% for a gain of 20%, 2% for a gain of 25%, 3% for a gain of 30%, 1% for a gain of 45% and 1% for a gain of 50%, with 17% mentioning no specific increase.

The picture is not nearly so bright in the national network field, with only 22% expecting business to go up in 1951 whereas 32% expect it to drop and 46% figure there will be no change.

Of the 22% forecasting an upward trend in national network sales, 7% look for a gain of 5%; 8% for a gain of 10%; 2% for a gain of 20%; 1% for a gain of 25% and 4% no particular amount.

Of the 32% expecting a drop in network sales, 9% look for a loss of 5%, 9% for a loss of 10%, 2% for a loss of 15%, 2% for a loss of 20%, 10% no particular amount.

Principal sources of increased revenue, by type of sponsor, were listed in this order: Retail and department store, automotive, food, drug, industrial, institutional, beer, general, all types, soap, farm, farm implements, soft drinks, services, soft goods, oil, wine, feed, amusements.

Judging by the questionnaire replies, broadcasters in television cities are not suffering from the video competition in a good many cases. Only 17% of the 79 respondent stations located in TV areas admitted they had thus far been hurt. Few mentioned any particular amount of injury, though one said 15% and another 20%.

Seventy-seven percent of those replying said TV has not affected their business, though a number added "not yet." Six percent said TV actually has helped AM sales.

FM Prospects

As to FM, only a fourth of the stations replied to the question about business in that medium. Of these 81% said they expected no change, but in a large number of cases these stations duplicate AM programs and do not charge for FM time. Twelve percent expect an increase in FM business next year, with half of operating transit and/or storecasting.

There's no question about the prospects of operating costs heading upward, judging by the questionnaire replies. Ninety-five percent of those replying expect costs to go up, 4% expect no change and 1% anticipate a decline in costs.

Of the 95% expecting costs to rise, 1% look for a rise of 2% in costs; 7% for a rise of 5%; 71% for a rise of 10%; 6% for a rise of 15%; 2% for a rise of 20% and 1% for a rise of 25%. Seven percent mentioned no specific figure.

Sixty-nine percent of broadcasters expect general business throughout the nation to increase, mostly around 10%, with 24% anticipating no change in business and 7% looking for a decline.

Here are excerpts from typical comments of station executives:

C. Robert Thompson, station manager of WBEN-AM-FM-TV Buffalo, believes TV will make inroads in local and national spot as well as network business and "can only see a bright picture for TV providing economic conditions will permit."

H Quenton Cox, general manager of KGW Portland, Ore., is "cautiously optimistic" with upward local radio business likely to continue as large institutions swing into war production and turn to network billings.



Mr. Cox



Mr. Sholis

Victor A. Sholis, vice president of WHAS Louisville, asked: "Have you a crystal ball?" He looks for local to hold up, with spot rising and network easing. "Radio prospects for first quarter of '51 are good, and this also applies to TV."

Red Cross, commercial manag of WMAZ Macon, Ga., in the mi dle of Georgia's "arsenal area anticipates "plenty" of busine with little profit because of hea taxes.

J. Harold Ryan, vice presider treasurer, Fort Industry Co., e pects a shortage of civilian goo TV will flourish in its early peri and while the number of outlets "artificially limited," he said, wi radio "very good for those who after it."



Mr. Ryan



Mr. Caley

Charles C. Caley, vice preside and general manager of WME Peoria, Ill., said total mobilizati likely will aid AM radio becau "of restrictions on other media a immediate slow-down of TV."

Barron Howard, business ma ager of WRVA Richmond, Va "We will sell time in 1951 just we always have — because we work at it."

Henry P. Johnston, managing rector of WSGN Birmingham: "A though transient business f radio may decrease, an aggressi station should be able to captu the more permanent and far-sigh ed advertisers, and thereby show general increase."

Hugh M. Feltis, manager KING Seattle: "The advertisi industry conducted itself very cre itably in World War II and all that experience will be needed 1951."

Gordon Gray, vice president WIP Philadelphia, said that business, despite controls, continu in 1951 as in the last quarter 1950 the station "would show considerable increase."

L. Waters Milbourne, executi vice president of WCAO Baltimo expects AM business "to be at lea as good as it was in 1950. The ou look for the first few months 1951 is better than was the ca a year ago."

Robert O. Reynolds, vice pre dent and general manager KMPC Los Angeles, sees "a resu gence of local advertisers to A caused by rising rates of TV a other media."

Calvin J. Smith, president a general manager of KFAC L Angeles, predicts "AM radio w hold its own until toward the e of the year when TV will cut sharply. TV will not take the bus ness but will pile up a damagi majority of listener hours."

William B. Way, vice presider of KVOO Tulsa: "The communic

(Continued on page 56)

FCBA

Yearend Roundup

No 'Drastic' Effects Seen In Mobilization Plans

By NEVILLE MILLER

President, Federal Communications Bar Assn.

THE YEAR 1950 has been an exciting year due mainly to the rapid development and growth of television. Were it not for the uncertainty due to the international situation, we could safely predict that the year 1951 would be a year of even greater activity and growth.

The TV allocation proceedings should be completed during the first half of 1951, followed by the filing of an unprecedented number of applications. The tempo at the Commission probably will be reminiscent of the years 1945 and '46, unless the mobilization program, which undoubtedly will make large demands for manpower and equipment, produces another "freeze." The broadcasting industry differs from many other industries in that the great system of mass communication which it provides needs no revamping to be available for use in case of an emergency or to meet war needs. Therefore the progress of the mobilization program will not affect normal operations as drastically as it will affect normal operations of many other industries.



Mr. Miller

In the past year television raised many novel legal questions particularly in the relatively new field of "right of privacy." Undoubtedly legal problems will continue to multiply with the development of television.

From any angle you view it, the year 1951 will be a year of activity with new problems in every field. I am confident the broadcasting industry will meet and solve the problems with the same ability, ingenuity and resourcefulness with which it has solved its problems in the past.

Music... Our Common Heritage carries a real meaning for

Christmas ...1950

DECK the halls with boughs of holly, fill the air with joyous song — Christmas, 1950! A Holy day as well as a holiday, its celebration at times reverent, at times gay, Christmas has a two-fold significance — commemorating the birth of peace, and celebrating the seasonal customs of many people. The ordinary festivity of a usual Christmas season takes on added glow with the happy reunions of family and friends.

Music has always been the most natural expression of the true Yuletide spirit. Hymns and carols have been handed down through the years until it becomes impossible to imagine Christmas without them.

Our heritage of song gives everyone the means to share and spread the brotherhood and fellowship of Christmas.

BMI sincerely extends the greetings and best wishes of the holiday season to everyone.

BROADCAST MUSIC, INC.
580 FIFTH AVENUE • NEW YORK 19, N. Y.

New York • Chicago
Hollywood • Toronto
Montreal

KOREA CENSORSHIP

Ordered Reluctantly

IN A surprise move borne of reluctance but nurtured in military desperation, Gen. Douglas MacArthur's headquarters last Wednesday imposed complete censorship on the flow of information from combat radio and newspaper reporters at the Korean front.

At the same time there were indications that the Defense Dept. had sharpened its vigilance over the broadcast and publication of vital production data with a view to tighter domestic curbs.

There also was mounting speculation, amid tensening international developments, that the government is dusting off blueprints for revival of a war information office and, possibly, an office of censorship, though no confirmation was forthcoming.

These prospects were held out, in any event, following renewed closed circuit discussions last Monday between Defense Secretary George C. Marshall and industry representatives of all media, including NAB [BROADCASTING • TELECASTING, Dec. 18].

It was understood that the industry group was appraised of the need for more stringent voluntary curbs on the use of data dealing with production of vital equipment and other aspects. The subject of possible radio-TV silence, described as a form of "technical censorship," also was aired during the meeting with Secretary Marshall (see separate story).

MacArthur Gets Views

It further was reported that the committee, which met informally on its own Monday, had approved and sent to Gen. MacArthur a memorandum touching on censorship and security. Comments were not disclosed, but, in any event, the imposition of security curbs in the military theatre followed almost within 48 hours.

Attending the closed session were President Justin Miller, Public Affairs Director Robert K. Richards and Government Relations Director Ralph Hardy, all of NAB; B. M. McKelway, *Washington Evening Star*, (WMAL-AM-TV-FM Washington), and Jack Lockhart, Scripps-Howard, representing the American Society of Newspaper Editors; Lyle Wilson, UP; Robert McLean and Frank Starzell, AP; Cranston Williams, American Newspaper Publishers Assn.; Barry Farris and William K. Hutchinson, INS; and representatives of the information branches of the Air Force, Army and Navy, including Maj. Gen. Floyd L. Parks, chief of the Army Public Relations Office.

Failure of the Defense Secretary's Office to request participation of the Radio Correspondents Assn. aroused mild protests from that group. William McAndrew, WRC-AM-FM and WNBW (TV) Washington, association president, said he had apprised Secretary Marshall that the association represents the four major networks and numerous independent stations, and requested that it be included in future planning involving all media.

Mr. McAndrew explained that it probably was an "oversight" and based on the department's premise that NAB, which attended, represents the entire broadcasting industry. He pointed out that ABC and CBS are not NAB members, and that the correspondents' group represents "working radio-TV newsmen from all over the nation."

The whole scope of relation between military censorship and domestic security curbs was explored by members of the committee, who lunched with Secretary Marshall last Monday. Aggravation of the military situation will necessarily lead to greater vigilance over use of domestic data, it was emphasized.

Need for representation by all news media and for coordination among radio-TV, newspapers and magazines was stressed during the session.

The conference was another step in a series of meetings involving participation by broadcasters, the ASNE contingent, and top government officials. The question was explored last August by those groups in talks with W. Stuart Symington, chairman of the National Security Resources Board. Radio and newspaper groups pledged support of voluntary controls on the basis pursued during World War II [BROADCASTING • TELECASTING, Aug. 21, 14].

Echols Issues Memo

The Korean censorship took the form of a memorandum from Gen. MacArthur's public relations officer, Col. M. P. Echols, which requested that dispatches of radio and newspaper correspondents be "screened and cleared" by authorities before being sent out to home offices. No penalties were set for violations.

Last Wednesday the Army announced it had clamped a blackout on release of information dealing with troop movements along the Alaskan seacoast.

While the Far Eastern censorship move caught even the prospective censors by surprise, it was felt that correspondents generally hailed the action as long-awaited and much needed. Many reportedly had requested formal censorship not only to provide real security but to equalize breaks on important stories. This was understood to have been true of many radio newsmen.

Pentagon information officers also expressed belief that the action was generally welcomed by the majority of correspondents. In the face of opposition from Gen. MacArthur, some Defense Dept. officials had openly espoused censorship on grounds that the Korean Theatre was a "war zone" and had contended that similar curbs need not be imposed at other news centers in the world, or that it was not necessarily a matter for United Nations action.

NARND Complaint

Source of radio newsmen's concern—and the basis of a complaint filed by the National Assn. of Radio News Directors last summer—was the banning of two news service men from the war zone on grounds they had violated security at a time when newsmen were asked to exercise their own judgment in the absence of set rules [BROADCASTING • TELECASTING July 24].

The MacArthur memorandum provides that all "press stories, radio broadcasts, (etc.) . . . whose origin is in Japan, will be submitted to the press advisory division for clearance before transmission." The Tokyo Press Advisory Division was established recently in response to newsmen's complaints that they had no responsible source to check on security matters.

It was pointed out that news telegraphed by radio is monitored by the Communists and that, once broadcast or published in the U. S. and elsewhere, it is available to Soviet agents.

Newsmen had been operating on a voluntary basis since the Korean war began June 25. Col. Echols recently issued four security directives which have served as informed guides for correspondents until the announcement of censorship controls.

PBS DEFENSE PLAN

Offers Time To Government

PROGRESSIVE Broadcasting System, which began operations in November as a nationwide network supplying programs to its affiliated stations on a 7 a.m. to 7 p.m. daily basis, last week ordered its program lines kept open until 11 p.m. and offered those evening hours to the government for any messages or programs which PBS can take to its member stations in support of defense and emergency activities.

Inspired by President Truman's broadcast of Dec. 15 proclaiming the existence of a state of national emergency, Miller McClintock, PBS board chairman, on Monday sent a letter to some 60 government departments and agencies including the Army, Air Force, Dept. of State, Office of War Mobilization, Civilian Defense, Price Stabilization Authority, etc. The first letter was addressed to Charles E. Wilson, director of the Office of Defense Mobilization.

PBS' Letter

Text of the letter:

The Progressive Broadcasting System, the fifth national radio network, has a special national emergency service to offer to your agency and to others directly connected with defense and mobilization activities.

We are a national daytime network and our regular programs are transmitted daily from 7 a.m. to 7 p.m. Beginning with President Truman's declaration of the national emergency, Mr. Larry Finley, our president, ordered our lines kept open seven days a week until 11 p.m. each day.

These four additional hours of program lines each day, that is from 7 p.m. to 11 p.m., are for the specific and exclusive purpose of providing an opportunity for you and other defense leaders to have a regular and instant channel for emergency broadcasts or for messages to local groups connected with your specific activities.

This unique emergency communications system is made possible through the world's greatest line system—the American Telephone & Telegraph Co. and its affiliated companies—and through the special operations of the Progressive Broadcasting System. This offer is made exclusively to official or quasi-official agencies connected with the defense effort and is, or course, without any cost.

Please wire me your probable needs and designate the public relations officer of your agency with whom we should make detailed arrangements.

"We hope and expect that this offer will be promptly accepted," Mr. McClintock told BROADCASTING • TELECASTING. He said that PBS would urge each government group to prepare its material for broadcasting in finished program form, to insure these emergency messages reaching the public exactly as the agency intended. He added that he visualized the more active agencies during the emergency period producing series of half-hour programs for broadcast once, twice or even oftener each week.

So far as possible, he said, all of the government programs will be channeled into the same time period each evening of the week, so that PBS listeners can become accustomed to tuning in for emergency information at the same time each night. The ideal time would be 8 to 9 p. m., he said, after dinner, when the whole family can be reached as a group.

To facilitate the delivery of these messages to the American public, the eastern and midwestern links of PBS are being permanently connected into a single network, Mr. McClintock said. Programs will be tape recorded in Chicago and flown to the network's West Coast headquarters for broadcast there.

KSPO To LBS

KSPO Spokane, Wash., has joined the Liberty Broadcasting System as a fulltime affiliate.

Greetings

of the season

and warmest good wishes

for the New Year

from

KDKA
PITTSBURGH

WBZ
BOSTON

KYW
PHILADELPHIA

WOWO
FORT WAYNE

KEX
PORTLAND

WBZA
SPRINGFIELD

WBZ-TV
BOSTON



WESTINGHOUSE RADIO STATIONS Inc

CONGRESS

Yearend Roundup

Radio Bills Hinge on War Status

RADIO-TV industry must prepare in 1951 for a continued operation in a prolonged period of world unsettlement and upheaval; what the industry has done in the immediate past only can be measured as prologue to what will come.

That is the consensus on Capitol Hill by legislators who are close to the radio-communications' role in the current feverish war-or-defense buildup. According to the best radio-informed among national lawmakers, future radio legislation in the 82d Congress hinges entirely on the critical international scene.

Already a series of government steps affecting communications, some of them requiring Congressional rubber-stamping, are underway (see separate stories this issue).

If the defense effort rolls ahead at the present pace, authorities point up, emphasis will grow stronger on the part communications can play militarily, politically (such as Voice of America and other propaganda uses), and defensively (such as in civil defense).

Nevertheless, there are still a number of isues which may appear in the new Congress that convenes Jan. 3, having a direct bearing on the industry. In general they are revenue, agency reorganization, "policing" of air waves, color television, the negotiated North American Regional Broadcast Agreement, TV allocations in the VHF-UHF, and appropriations. Any one of these could well burst forth with radio-active sparks.

Radio's Role

Theme of the responsibility that radio must assume in the days ahead is graphically sounded by Sen. Ed C. Johnson (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee (see statement this page). In his evaluation of radio's future, the Senator said:

"There is no use blinking at the plain facts before us; we stand on the brink of political unheavals which may well affect all progress."

Looking at the effect of war preparation on the industry, Sen. Johnson opines, "the industry is going to have to pull in its belt and do its job under existing conditions." In assessing the broadcaster's function, the Senator cited "Ten Crisis Rules for Broadcasters" [BROADCASTING • TELECASTING, Dec. 11], laying emphasis on rule four—build a better newsroom by realizing "your greatest duty is to inform."

Stressing the informational function broadcasters can perform in times of emergency, the Senator observes "the broadcasting industry must be careful not only to adhere to but actually espouse the free, untrammeled American way."

Another informed spokesman, Sen. Ernest W. McFarland (D-Ariz.), the Senate Commerce radio subcommittee chairman and contender for the post of Senate Majority Leader in the new Congress, was questioned by BROADCASTING • TELECASTING, for his views on the industry outlook.



Sen. McFarland

According to Sen. McFarland "the year ahead—very probably the *years* immediately ahead—are fraught with the gravest responsibilities for American communications—both broadcasting and common carrier."

Pointing up the importance of communications at time of domestic or international difficulty, the Senator said even more duties face the broadcaster, namely "to keep the people promptly and fully informed." A democracy, Sen. McFarland said, "is made up of many groups of minorities and their viewpoints must not be ignored nor thrust aside in the stress and hysteria of the moment."

The Arizona Democrat voiced regret that "we have not before now evolved an overall national communications policy so that we might have entered this twilight zone of readiness-for-war with financially strong and well integrated common carrier communications enterprises."

Cites Policy Board

Referring to the temporary Communications Policy Board, set up by President Truman to study the problem of such a communications policy, Sen. McFarland said it was a step in the right direction and that "all of us look forward to the submission next February of sound, well-conceived long range policies which we may be able to implement promptly in the national interest."

It is his opinion, Sen. McFarland went on, that the U. S. has failed to recognize fully the "vital role of communications" both in peacetime and in the national defense. That an "awakening" may be in the offering is indicated in the Senator's concluding reference to his proposal that an Assistant Secretary for Communications be set up in the State Dept.

From the House side of the Capitol, Rep. Dwight L. Rogers (D-Fla.), a ranking member of the Interstate & Foreign Commerce Committee and probable chairman of its radio subcommittee in the 82d Congress, also underscored the world situation.

Commenting that all U. S. resources must be pledged to win the struggle against those "who seek to destroy our freedom," Rep. Rogers reminded "the radio spectrum is an important resource which can and must be put to best use in this struggle." He said it was his hope the Commerce group "will give prompt and careful consideration to any measure that will enable the many users of the radio spectrum, including particularly the broadcasters, to make the greatest possible contribution to our side in this conflict."

The sphere of radio transmission in the "present world tension" was viewed by Sen. William Benton (D-Conn.), a vociferous supporter of Voice of America, who told BROADCASTING • TELECASTING: "If it is at all possible to gauge the temper of this Congress, I would venture to say it is favorably disposed to re-examining Voice of America facilities with a view to expanding them in the light of the Korean crisis."



Sen. Benton

Radio, he reflected, will continue to play a "major strategic role in the communication of truth to peoples behind the iron curtain as well as those this side of it," urging U. S. leaders to call on the radio industry for its "increased support and technical advice in this special area of communication." Noting that the State Dept. has informed him that top Voice officials "are in constant touch with industry representatives," Sen. Benton said "radio has a large and important stake in the protection of our freedoms. It is heartening to note the industry's concern and cooperation.'"

JOHNSON

Yearend Roundup

Serious Effects on Radio By War Plans Cited

By SEN. EDWIN C. JOHNSON

Chairman, Senate Interstate and Foreign Commerce Committee

WHILE the long-range picture gives us every reason to anticipate that the next quarter-century will bring scientific changes and developments of a miracle-like nature in communications, intervening events of the past few months cast an ominous shadow over everything. There is no use blinking at the plain facts before us; we stand on the brink of political upheavals which may well affect all progress.



Sen. Johnson

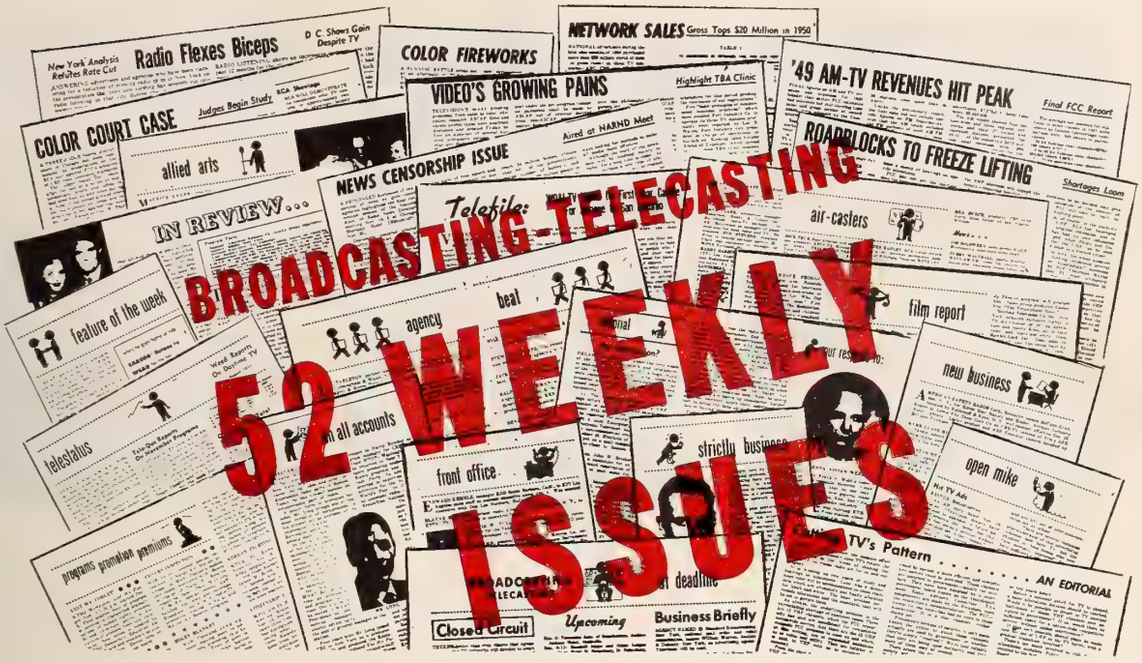
The broadcasting industry will be seriously affected by the current war-preparation activity. The military demand for certain strategic materials coupled with the direct demand which will be made on the electronic manufacturing industry makes certain that broadcasting and television receivers will be in short supply; that new transmitting stations may not be constructed. The industry is going to have to pull in its belt and do its job under existing conditions.

In periods of abnormal military activity those responsible for our communications, and particularly the broadcast licensees, have an important function to perform. The "Ten Crisis Rules for Broadcasters" which appeared in the Dec. 11 issue of BROADCASTING • TELECASTING are proof of this. These rules make sense, and particularly does rule four. If it had said "Your greatest duty is to inform—*completely and without bias or slant*," it might be even more appropriate. This approach really needs emphasis in the light of comments made not so long ago by a certain network executive who reportedly told his affiliates that their duty was to influence the masses ideologically, "no matter how important the speaker may be for the minority." This sort of unwise policy has brought certain broadcasters into hot water in past years; this type of shortsighted undemocratic blindness has resulted in crackdowns and "bluebooks" by regulatory agencies.

No industry of a non-war nature has a more important task to perform in times of trouble than the broadcasting industry. The requirements of voluntary or imposed censorship notwithstanding, the broadcasting industry must be careful not only to adhere to but actually espouse the free, untrammeled American way. It must be remembered that the broadcasting business is basically the business of providing information and the greater the crisis the more the people in this democracy, or in any real democracy, will need instant and full information on whatever is occurring so that they may exercise sound judgment and make wise decisions.

Fly, Beekman Wed

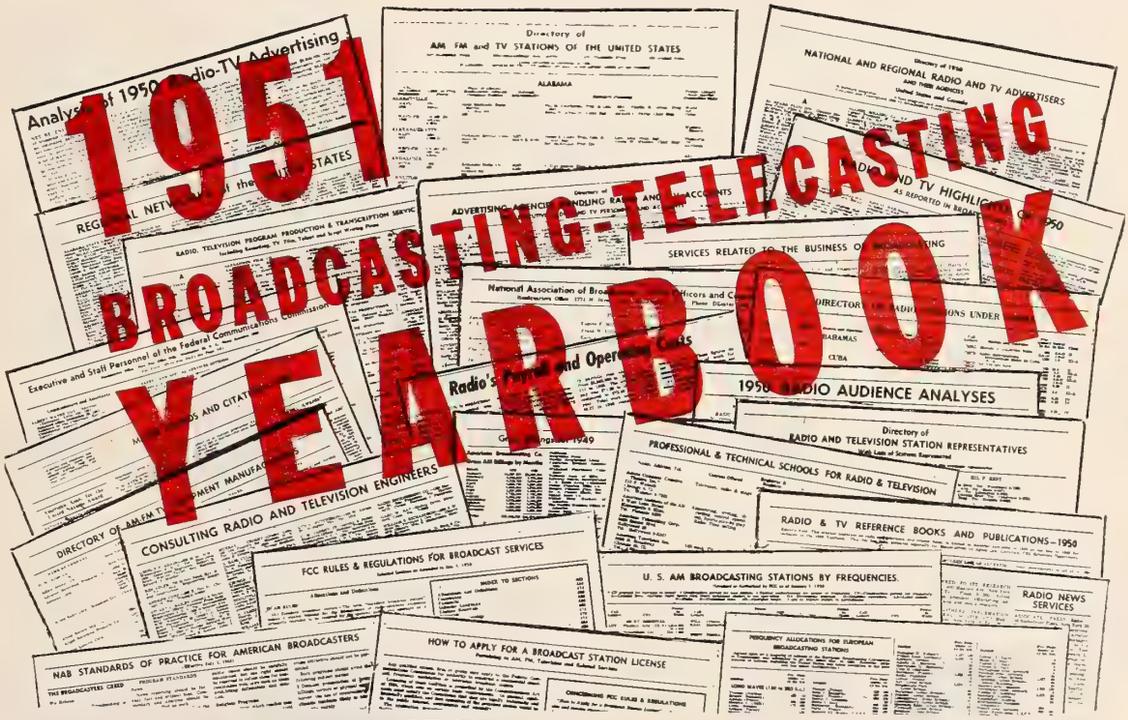
JAMES L. FLY, FCC chairman in 1939-44, and Mrs. Phyllis Beekman, formerly of Chicago, were married last Wednesday in New York. Now practicing law in New York, Mr. Fly also has served the government as head of Tennessee Valley Authority's legal department and as special assistant to the Attorney-General in anti-trust cases.



every week for the whole year...

PLUS

the whole year for every week!



A YEARBOOK WILL BE SENT TO YOU—if you're a BROADCASTING subscriber by January 8, 1951. This 3½ lb. source book contains a complete analysis of 1950 radio-TV advertising, 55 directories including station personnel, network & regional advertisers, 1001 references. You'll receive 52 weekly issues and the new Yearbook if you—

SUBSCRIBE NOW!

Paper restrictions shortly may limit subscriptions

BROADCASTING • TELECASTING
National Press Building
Washington 4, D. C.

Please enter my BROADCASTING subscription immediately and be sure to send the bonus 1951 Yearbook as part of this order.

☐ I enclose $7.00 ☐ Please bill me next February

Name _____

Company _____

Street _____

City _____ Zone _____ State _____



Mr. KINTNER

* * *



Mr. McCONNELL

* * *



Mr. STANTON

* * *



Mr. WHITE

* * *

NETWORKS

Yearend Roundup

Rates Pose Biggest Question for '51

ONE BIG question confronting radio networks at the close of 1950 is whether, or how long, time rates can be kept from collapsing.

With three of the four major radio networks having suffered sharp declines in gross billings during 1950 and with one of them—NBC—having already proposed rate cuts in television markets, network executives are wondering if present rates have any chance to stand up through 1951.

A secondary question: If rates were cut, would enough advertisers buy network radio to overcome the rate decreases and keep total billings up to profitable levels? NBC plainly thought that would be the case. The reluctance of other networks to embark on rate cuts at this moment was indicative that they were not so sure.

At year's end ABC, MBS and NBC will add up gross billings less than those of 1949. CBS, the only major network to increase its gross time sales, will record billings at least $7.5 million bigger than last year.

Network Income

According to estimates, based on BROADCASTING • TELECASTING'S own projections of Publishers Information Bureau figures (which are complete only through October 1950), total gross billings for 1950 by networks (with comparative PIB figures for 1949) will be:

	1950	1949
ABC	$35,500,000	$42,342,854
CBS	71,000,000	63,403,583
MBS	16,200,000	18,040,596
NBC	61,500,000	64,013,296

The total billings of all four networks in 1950, $184,200,000 by BROADCASTING • TELECASTING'S estimate, will be some $3.6 million below the $187,800,329 total for 1949.

A major hope for the maintenance, and perhaps improvement, of radio network billings in 1951 stemmed from the belief that the nation's progress toward a war economy would produce added advertising funds.

As Frank White, MBS President, put it: "The industries of our country will need, perhaps more than ever, to continue communicating with the people of the country during 1951. It seems to me, therefore, that whether Detroit, for example, is selling cars to today's buyers or brand-identity to tomorrow's prospects, the real, practical need for this medium (radio) will continue to be as real and as practical as ever in 1951."

Robert E. Kintner, ABC President, said radio was "getting its second wind." Radio, he said, "is still the most effective medium for delivering the biggest audience for the advertiser's dollar."

But no network chief could make specific forecasts about the shape that 1951 would take. Radio business, like all other businesses, would be profoundly affected by the international crisis.

Some network executives pointed out that an excess profits tax might encourage advertising expenditures, but nobody knew how much money a company would be able to write off for advertising without suffering tax penalties.

The imponderables of the war crisis and its effect on the economy were troublesome in themselves, but the immediate headache of all networks was the rate question.

Rate Cut Problem

Executives of other networks made no secret of their belief that if NBC cut rates in television markets—either by persuading its affiliates to downgrade themselves or by absorbing the reductions itself—it would be only a matter of time until they would have to do likewise.

Year-end statements of the four network presidents follow:

Robert E. Kintner, president, ABC:

"Radio, still way out in front in circulation and billings over its young brother—Television, is getting its second wind.

"Looking over the advertising picture as a whole, it seems apparent that more and more advertisers are turning to radio to do their mass audience selling and that, as in the past, they will concentrate on the medium for this job while using other media, including television, for specialized sales efforts.

"Indicative of this, at least so far as ABC is concerned, are the recent sales in prime evening radio time to Mars Inc., a leading candy manufacturer, and the purchase of ABC's 'Saturation Plan' by the Buick Motor Division of General Motors Corp.

"Mars Inc. contracted with ABC for the largest nighttime program sale of the year, effective Jan. 1, 1951, when this Chicago candy manufacturer will begin sponsoring four different ABC radio programs engrossing one and three-quarter evening broadcast hours each week. Under the ABC 'Satura-

TRADE ASSNS.

Yearend Roundup

World Crisis Sets Pattern

TODAY'S WORLD CRISIS blueprints the role ahead for industry trade associations during the coming year. That is the unanimous assertion of spokesmen for the Assn. of National Advertisers, American Assn. of Advertising Agencies, Advertising Federation of America and the Advertising Council. A strict obligation to pool industry effort in full support of the government and toward a better-educated democracy is stressed by these groups.

Another association, Radio-Television Manufacturers Assn., takes cognizance of the world situation in its yearend forecast, stating that its members are ready to adapt themselves to the days ahead insofar as production and conservation of scarce materials are concerned.

Frederic R. Gamble, president, American Assn. of Advertising Agencies, calling attention to "these days of national need," pointed to his association's common aim in 1951: "To see that advertising and broadcasting continue strong in the public service." Mr. Gamble declared:



Mr. Gamble

"The best reassurance, in time of stress, is to know that strength is on your side. Surely advertising and broadcasting can take confidence in their strength, in these days of national need.

"Advertising has been used by American industry during the past year on an unprecedented scale. There is growing recognition of the fundamental role of advertising in maintaining a strong American economy—the last hope of the world—and helping to keep it healthy.

"Radio is continuing to score its gains—there is now an amazing total of more than 41 million radio homes in the U.S., stations have doubled since World War II, listening remains high, and national spot radio is still growing in volume.

"Television is continuing to move ahead, even though there may be some delays in a mobilized economy, to become a great mass medium.

"Our common aim, in 1951, must

(Continued on page 72)

tion Plan,' Buick will sponsor six prime evening radio programs totalling three and a half broadcast hours during the third week of January 1951.

"The case for radio and television in advertising gets stronger with every passing year.

"Looking first at radio we find that it is still the most effective medium for delivering the biggest audience for the advertiser's dollar. Ninety-five percent of the nation's 42,843,800 families are radio families. Radio sponsorship has been increasing steadily, even against the competition of television and other media, and radio gross billings have swelled from $374,086,686 in 1947 to $428,990,000 at the end of 1949.

"During 1950 production of radio sets—home, automobile, portable—approximated 12,800,000 and current surveys indicate a production of some 4,000,000 sets during the coming year. Certainly this adds up to a picture of a healthy, flourishing industry.

"There is, of course, no gainsaying that television has been the 'glamour boy' of the advertising world during the past year and that the effect of its impact is just beginning to be realized. We at ABC are quite cognizant of this. At the beginning of this year we had eight television advertisers. As this is written, ABC has 43 commercial television accounts — a 500% increase. Our television network comprises 64 stations. ABC's gross television billings are running at the rate of $21,500,000 a year.

"With some 9,845,300 sets installed, television now reaches nearly 24% of the nation's families. Estimates are that seven million more television sets will be produced next year. So that, even with foreseeable cutbacks, the number of TV sets in use during 1951 will be almost double that prevailing during the past year. With the greatly expanded audience thus available, there is no doubt that television will achieve great strides in its every phase—programming, production, advertising impact.

Audience Overlap

"The increasing overlap of the radio and television audience calls for the most stringent attention on the part of the broadcaster and the advertiser for the best utilization of both media.

"With the uncertainties surrounding the world situation and its constantly changing effect on the domestic economy no clear-cut prediction can be made concerning the future for the industry as a whole.

"However, this much is certain. The close of 1950 finds ABC looking back on a year in which much has been accomplished in both radio and television and the advent of 1951 with its many questions and problems looming ahead finds the company's radio and television networks geared to shoulder their full responsibilities and by the same token, to shoulder the needs of local and national advertisers for reaching mass audiences on an intimate basis."

Frank Stanton, president, CBS:

"The past few anxious months have once again served to demonstrate the continuing vitality and importance of radio.

"Once again the people turn to radio as their swiftest and best source of information about the things that most matter to them. It is reassuring to us in broadcasting, as I am sure it must be to our government, to know that radio's power, authority and vigor are undiminished; that today it stands fully prepared to serve the country to its utmost. And now television has assumed a like stature in many of our communities and is equipped to aid in bringing our people a clear and vivid picture of their times.

"We at CBS view the future with the same hopes and the same anxious fears all Americans feel today. But we are confident that the network was never in a better position to serve the needs of the people; to provide them with the fullest, swiftest and most trustworthy news and information; to lighten their burdens with the best of entertainment.

"During the past 12 months, CBS has extended the service of its radio and television networks. Columbia has extended the scope of its listening to the highest point in its history by the introduction of successful new personalities and programs in all areas of programming. And it has won substantial recognition from industry which has expressed its confidence in CBS by sponsoring more program time than ever before in the network's history.

"With this abundant testimony to the strength of the network in both radio and television, we at CBS face the new year with the firm confidence that never in our history have we been in a stronger or more vigorous position to accept the challenge ahead—and to perform the services radio and television are uniquely designed to accomplish."

White Confident

Frank White, president, MBS:

"It may seem unusual at this time to speak of confidence and optimism. But I would like to voice a little of both—with enough supporting evidence to assure you that there is no Pollyanna blood in my system. Or for that matter in Mutual's either.

"Today, staring this particular new year in the face, it seems at first glance that all we can count on from 1951 is the unpredictable. Nobody outside the Kremlin can know the aggressor's plans, or read

(Continued on page 74)

PBS
PROGRESSIVE
BROADCASTING SYSTEM

THE SYMBOL OF PROGRESS...AGAIN IN '51

Twelve hours of Radio's greatest programming . . . featuring the outstanding stars of the entertainment world . . . 7 am to 9 pm daily . . . coast to coast

NEW YORK	CHICAGO	HOLLYWOOD
HOTEL PARK SHERATON JUDSON 6-5526	666 LAKE SHORE DRIVE SUPERIOR 7-6613	8983 SUNSET BOULEVARD BRADSHAW 2-5841

RICHARDS PROBE

To Drop Trustee Plan

FCC'S PROTRACTED hearing on the news policies of G. A. (Dick) Richards ended last Thursday, with counsel for Mr. Richards meanwhile seeking withdrawal of his plan to set up a trusteeship for his three stations.

Hugh Fulton, chief trial counsel for the station owner, announced the dropping of the proposal to name trustees for the Richards stations—KMPC Los Angeles, WJR Detroit and WGAR Cleveland—and said the idea would be reactivated only upon FCC demand.

Before a parade of defense witnesses brought the hearing to an end, he also announced plans for establishment of local advisory councils to help WGAR, WJR, and KMPC, respectively, in their public service activities.

Examiner James D. Cunningham closed the hearing record over protests from both sides that a "clean-up" session was needed to go into legal questions. The hearing which had been tentatively slated for Cleveland was held unnecessary. Examiner Cunningham has indicated his initial decision in the case may be handed down in about six months.

Final witnesses were John Patt, president of the Richards stations, and Carl George, vice president and general manager of WGAR.

Mr. Patt said that "perhaps the safest policy is to avoid any controversial issue, but we have tried to make the maximum use of free speech and present views that we didn't agree with at all."

He quoted Mr. Richards as saying that "business leaders are stupid. They don't use available media to tell the story of free enterprise. They are letting irresponsible union leaders get away with wild accusations against business leaders. Urge business to be more bold and not hide in ivory towers."

Questioned on future policies for the three stations, Mr. Patt said "we're going to continue to have a policy of good broadcasting."

The week's witnesses also included Michigan Gov. G. Mennen Williams who conducts the *Meet Your Governor* program on WJR, and Detroit Mayor Albert E. Cobo, who said he had never heard the station accused of unfairness.

In another in the long series of flareups between opposing counsel that have marked the case, Mr. Fulton charged FCC had violated federal statutes in the seizure of telegraphic correspondence.

He made the charge in offering Ernest C. Bowen, superintendent of the Detroit Western Union office, as a witness who, he said, was prepared to testify that FCC Investigator Charles Hubert gave orders to segregate all telegrams to and from WJR and Mr. Richards.

The testimony was ruled out on protest by FCC Attorney Frederick Ford, who asserted he had no evidence based on the telegrams and branded the charges as "slander."

Discussing the trusteeship proposal, Mr. Fulton said the station owner agreed to the plan "only . . . because he was informed and he believed that it was desired by the Commission and would be approved and would result in preventing the necessity for protracted and enormously expensive hearings.

"This purpose has now been completely defeated by the insistence of the Commission upon proceedings with these hearings at a direct and indirect cost to the stations and the government of several million dollars," Mr. Fulton continued.

Hearing Slated

The trusteeship proposal has been slated for hearing upon conclusion of the hearing on Mr. Richards' news policies. Mr. Fulton quoted FCC General Counsel Benedict P. Cottone as saying that, even if the plan were pursued or modified, appointment of trustees would be no safeguard against "having to deal again with the same contentions raised in these hearings on every major application which [may be filed by] stations, or any of them."

"I have repeatedly sought to ascertain the nature and extent of any objections which the FCC may have or its staff may have with respect to the proposed trustees or the proposed trust instrument, and . . . have been denied any bill of particulars," Mr. Fulton said.

He made his announcement in a statement to Examiner Cunningham in Monday's session of the hearing, held in Detroit. He followed up with a formal petition to FCC to dismiss the trusteeship applications "without prejudice"—a condition which seemed likely to draw the opposition of General Counsel Cottone.

The proposed trustees as originally named were Dr. John A. Hannah, president of Michigan State College; Harry J. Klingler, president of Pontiac Motors, and L. P. Fisher, vice president of Fisher & Co. and a director of General Motors. Mr. Fulton disclosed in September that there had been some re-thinking with respect to the makeup of the group [BROADCASTING • TELECASTING, Sept. 25].

Mr. Fulton said "the past record and magnificent achievement of the three stations under the ownership and management of Mr. Richards is the best evidence of the continued progress and fine public service which may be expected from the stations if he should continue as principal stockholder without the appointment of trustees."

In announcing plans to withdraw the trustee proposal, Mr. Fulton said:

. . . I am authorized and instructed also to state on the record that in the event that the Commission itself should conclude that it wants a trusteeship and shall propose and define the kind of trusteeship which it insists upon and with which it will be satisfied, I am ready at any time to meet with the Commission or its representatives and to negotiate with respect thereto.

In other words, the trustee transfer applications never were intended a a unilateral proposal on behalf of Mr Richards, but were made and offere in the belief that they were what th Commission desired and would mee the approval of the Commission. Eve though the original purpose has bee defeated we will negotiate for th appointment of trustees when, bu only when, we are informed that tha is what the Commission demands an that an acceptance of proposals mad by the Commission would constitut a complete and final settlement of al the questions involved in these hear ings.

Mr. Fulton called Examine Cunningham's attention to the re cent elevation of John Patt to th presidency of all three Richard stations. Lauding Mr. Patt' ability and record, he said he "ha been given full authority to se that the splendid work of the thre stations is carried on in every fiel and in strict conformance with a rules and regulations applicabl thereto."

It was on the joint recommenda tion of Messrs. Richards and Pat he said, that plans were set i motion for the establishment of local advisory board to assist eac station on public service question

Each board will consist of fiv to seven men—"men skilled in la bor, in management, in educatio in religion, and in civilian de fense"—to advise the local Rich ards station on "matters of polic in the above fields," Mr. Fulto said.

Cites Civil Defense

He said "Mr. Richards attache particular significance to the ques tion of civilian defense and rec ommends that there be named t each board on outstanding ma experienced in the problems c civilian defense and selected afte consultation with the appropriat national, state, and local publi officials."

The week meanwhile saw steady stream of Detroit an Michigan political, business, in dustry, labor and civic leader testifying in behalf of WJR t bring the hearing to the point c completion.

The hearing, resulting fro charges that Mr. Richards in structed newscasters to slant new according to his own political, so cial and economic beliefs, was hel for 88 days in Los Angeles befor moving to Detroit in early De cember.

Counsel for the station owne had asked FCC, among othe things, to instruct Examine Cunningham to issue a decisio based on the Los Angeles phas before proceeding with the Detro sessions. But with this petitio still not acted upon, they aske last week to be permitted to with draw this request, but left in ef fect their alternative requests tha FCC reconsider and grant the re newal applications of the Rich ards stations or that it decide th issue on the basis of the station performance since their last reg ular renewals [BROADCASTING TELECASTING, Nov. 27].

LOYALTY OATH

CBS Asks All Employes To Sign Statement

A LOYALTY statement like that required of civil service employes by the federal government was asked of all CBS employes in a memorandum released last week from Joseph H. Ream, executive vice president.

Citing the critical role of broadcasting in the national emergency proclaimed by the President, Mr. Ream said that it was important not only to protect against sabotage and violence, but to see that the "full confidence of our listeners and viewers is unimpaired." Measures for physical security already had been taken, he continued, and employes were now being asked to make simple signed statements, the contents of which would remain confidential unless demanded by a governmental security agency. The "unique nature" of broadcasting made it "most important," both for the good of the country and CBS, that there be "no question concerning loyalty to our country" of any employe, he said.

Questions asked were as follows:

1. Are you now, or have you ever been, a member of the Communist Party, USA, or any other Communist organization?

2. Are you now, or have you ever been a member of a Fascist organization?

3. Are you now, or have you ever been, a member of any organization, association, movement, group or combination of persons which advocates the overthrow of our Constitutional form of government, or of any organization, association, movement, groups or combination of persons which has adopted a policy advocating or approving the commission of acts of force or violence to deny other persons their rights under the constitution of the United States or of seeking to alter the form of government of the United States by unconstitutional means?

Of the other major networks, only NBC has taken similar action. Since 1944, NBC has required its new employes to answer the question: "Are you a member of the Communist Party?" So far as BROADCASTING • TELECASTING could ascertain, none of the remaining major networks was contemplating any like action, at least for the present.

LABOR

Yearend Roundup

War Crisis Dominates Outlook

UNCERTAINTIES produced by the national emergency dominate the 1951 outlook of labor in radio and television. Experience of the last war is not heavily relied upon. Union leaders such as George Heller and A. Frank Reel, national executive secretaries of American Federation of Radio Artists (AFRA), and Television Authority (TVA), respectively, after ticking off possibilities like price-wage stabilization and upsurging radio employment which followed the last war's excess profits tax, pause reflectively as if to ask, "What then?"

On the management side, it is much the same. Network negotiators such as Joseph A. McDonald of ABC, Ernest De La Ossa of NBC, Adolph Opfinger of MBS, and Harry Friedman of DuMont, find defense considerations clouding the prospect of what otherwise might be a relatively peaceful year. Possible technician shortage and unspectacular trends like the dying off of skilled scene painters are superimposed on concern over the longtime effect of the new wage scales in live and kinescope television, in radio, and in transcription.

Apart from whatever comes out of Washington in 1951, labor people will be busy.

Campaign for Independents

Having negotiated the first television code in history, TVA will go after independent stations across the country. AFRA, with 24-plus stations added to its rolls last year, will continue its organizing efforts. A fresh campaign by Radio and Television Directors Guild to penetrate freelance directors, agency staff directors (AM and TV), and transcription directors, as well as independent TV stations has been set in motion, according to Newman H. Burnett, national executive director.

With establishment of new RTDG locals in Philadelphia and Detroit in the past month, a new type of unionizing plan which may spread widely was launched. Directed at localities with memberships too small to sustain diverse union locals, it calls for one union organizing there to bargain for members of other unions as well as its own. Thus, in Detroit and Philadelphia, RTDG will represent Radio Writers Guild, National Television Committee of Authors League of America, and United Scenic Artists. AFRA is understood to approve of the idea and is expected to participate when the occasion arises.

As the 1951 crop of contract renegotiations come up, rising living costs and the newly-agreed rates of networks and transcription companies suggest the likelihood of further wage increases. Although overall industry figures on the number of such re-negotiations are not available, major network figures probably are representative.

NBC will have 15 out of 40 radio contracts, CBS 23 out of 77, and ABC (AM & TV) 19 out of 56 radio and TV contracts. NBC-TV will have 9 out of 20 contracts, CBS-TV 3 out of 11, and DuMont none out of 4.

Outstanding among contracts to be re-negotiated are those of the American Federation of Musicians which expire Jan. 31. These include contracts of Local 802 in New York. Interest will focus particularly upon TV film rates for musicians, a contentious area dealt with in the old contract by a special clause allowing individual negotiations. For the past eight months, AFM has been selling a formula which the networks and industry generally have refused to buy. Network officials anticipate new proposals early in January.

Speaking before the AFM's 53d annual convention in Houston last spring, President James C. Petrillo described television as the "only hope" for musicians out of radio employment (as a result, he said, of the Taft-Hartley and Lea Acts). So it will probably be the battle of the year.



Mr. Petrillo

Radio Writers Guild's one-year contract with the networks expires Oct. 31, 1951, and it too may be expected to show persistence in its demands. There has been no official release of details of this year's contract, which was arrived at on the eve of a scheduled strike and reportedly is contingent upon settlement of items which remained open. Minimums are believed to be $140 for editors, and $130 for senior continuity writers and senior news writers.

Despite these and other re-negotiations, three major labor areas of the industry presumably have been peaceably resolved. Even with living costs spurting, the new contracts in live and kinescope television, radio, and transcription represent substantial gains by performers. Sufficient, in any event, when combined with higher taxes, swelling employment figures, and costlier equipment, to produce a momentary wave of pessimism among management.

The new TV code, embodying scales higher than were generally anticipated and restricting re-use

(Continued on page 36)



WFDF

910 KC

WFDF

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AMERICAN BROADCASTING COMPANY

REPRESENTED BY

THE KATZ AGENCY

With wages 32% above the national average, Flint folks are buying, building and banking way ahead of any previous year. Be sure YOUR products are available in FLINT! Be sure YOUR sales story is told over Flint's *first* station! Buy WFDF* in the rich Flint market!

* *See your latest Hooper*

Associated with: WOOD Grand Rapids—WFBM Indianapolis—WEOA Evansville



K-NUZ of Houston opens its new studios this month at spacious "Radio Ranch," corner of Caroline and Blodgett, in Houston. . . .

What's "RADIO RANCH?" Believe it or not . . .

SOMETHING NEW

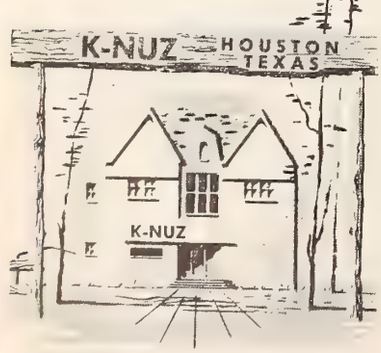
in Radio Entertainment

will feature an outdoor "Corral" for public square dancing and other events, complete in and outdoor facilities for audience participation, and the last word in equipment, including two Master Control Rooms with a glass wall facing the outdoor stage.

All signs point to a highly favorable audience reaction. What else could one expect in the face of the big western welcome extended to one and all? . . "Radio Ranch" will be a boon to K-NUZ advertisers.

Top Hooperatings promise to rise even higher—and that means greater value . . . bigger dollar sales.

Now, as in the past, K-NUZ is Houston's best dollar buy. Why not call your FORJOE representative . . . or DAVE MORRIS, General Manager, at CE-8801, for full details?



Labor

(Continued from page 35)

of kinescopes, was agreed upon in November [BROADCASTING • TELECASTING, Nov. 27]. On its heels, the networks agreed to a radio code which provided a 14.2% blanket increase in sustaining rates, but avoided all except a nominal increase in commercial rates. The transcription code, which came next, and represented an average increase in performer fees of 175%, drove the third peg in the new industry wage structure.

Effects of the new rates were not apparent immediately, although it was generally predicted by management that fewer TV and transcription performers would be employed as a result. Economy measure necessitated, it was said, would include the paring of employes not directly benefitting from the higher scales. Rising employment reported for the third straight year by the networks supported the idea. Particularly in television, where employment has expanded phenomenally, it was prophesied that a new eye and a sharp knife would be applied.

Union-by-union highlights for 1951:

American Federation of Musicians: Nationally some variation of the formula promoted during the past eight months for TV film rates probably will be pressed in negotiations with the networks and industry. Formula is understood to include pay scales comparable to those current for phonograph records, plus payment, into the union's unemployment fund of 5% of either evening time charges by each station (15 and 30-minute TV films), or of gross income from films (3½-minute musicals).

Local 802's Position

Also, AFM demands the banning of music dubbed from other records or films. The New York Local 802, something of a pace-setter, has not released its independent demands, but the unemployment picture among musicians makes drastic proposals in January meetings with the network likely. Reportedly nothing less than abolishment of recorded music over the networks between 8 p.m. and midnight will be demanded. Although Mr. Petrillo is not expected to press 802's demands to the hilt, knowing the full-scale opposition of management, probably he will insist on some substantial restriction of network use of recorded music.

Local 802 membership is understood to have voted other demands, including a classifying system for determining minimum instrumentation on each show, program budget allocations "fair" to musicians, and recognition of a sliding wage scale. Also, employment of staff musicians on an annual basis; paid vacations; health insurance; severance pay; and contract termination notice of eight weeks and new wage scales reflecting higher living costs and income taxes, and rehearsal time allowance.

Radio and Television Directors Guild: Last February, a contract was agreed upon with NBC, CBS, ABC, and WOR-AM-TV, New York stretching from Jan. 1, 1950, to June 1, 1952. Included were weekly minimums of $145 for directors and $100 for associate directors, with provision for re-opening wages of assistant TV directors on Nov. 30, 1951. Directors of commercial shows in radio only (TV left to negotiation individually) are to receive 80% of prevailing freelance rates.

National Assn. of Broadcast Engineers & Technicians: ABC and NBC contract expires Oct. 31, 1951, at which time wage increases undoubtedly are to be demanded. NABET engaged in two jurisdictional disputes this year with International Alliance of Theatrical Stage Employes. One, over lighting engineers at NBC, was settled by an NLRB election which left the parties as they were. Another, over projectionists at ABC, after a New York hearing, is awaiting an NLRB decision in Washington. In a national referendum last January, NABET membership voted overwhelmingly to remain independent, despite offers of affiliation by other labor organizations.

Renegotiations in Offing

International Brotherhood of Electrical Workers: Contract with CBS, its biggest, comes up for renegotiation in May and involves about 500 technicians. Of IBEW's five contracts, two others also come up — with WOR in March for wages, and with WPIX(TV) New York in the spring also, for contract renewal.

International Alliance of Theatrical Stage Employes: Two new radio-television industry locals (Local 764, Theatrical Wardrobe Attendants, and Local 798, Make-Up Artists and Hair Stylists) announced contracts with NBC, ABC, and CBS last week. Included are "substantial pay increases and overtime after 40 hours per week for wardrobe and make-up people." Negotiations are in progress with DuMont, and others are planned for MBS and WPIX(TV). IATSE Local 1 in New York reached an agreement last month with TV networks which reportedly involved wage increases of about 8% for regular stagehands, and 3% for irregulars, plus $5 weekly on top of the general increase for a new classification of "head stage hand" in network theatres. Working conditions were still being negotiated as the year closed, and contract terms had not been released officially.

Richard F. Walsh, IATSE international president, in his biennial report released this year, reported that locals now exist in New York, Philadelphia, Washington, Pittsburgh, Syracuse, and Los Angeles. He said that television will continue to receive major attention, as it has for the past two years. IATSE would become stronger, he predicted, as television more and more originated and was exhibited in the theatres.

Television Authority: Since empowered last year by the board of Associated Actors and Artistes of America, against the vote of Screen Actors Guild (a minority and dissenting member of this group of American Federation of Labor organizations), a jurisdictional dispute between TVA and SAG has been in progress. Both TVA and SAG began by filing petitions in New York and Los Angeles with the National Labor Relations Board, each desiring to be certified as bargaining agent for all TV film talent.

Before NLRB

Despite alternating exchanges of gruff words and peace offers, and TVA's recently successful negotiations for talent on live and kinescope television (an area in which SAG has not challenged TVA jurisdiction), the dispute seems destined to be settled through necessarily drawn-out processes of the NLRB. Transcripts of an NLRB hearing in Los Angeles, relating to TV film talent in Southern California, are in Washington for an NLRB decision, while a similar hearing relating to TV film talent in the East probably will be held in New York next month.

Labor in radio and television during 1950 has won gains even beyond rising living costs; established precedents such as kinescope re-use restriction, and abbreviated further the period of use without repayment of commercial transcriptions. New wage levels may themselves prove something of a precedent, particularly in television where they form a starting point for future bargaining.

Taken in conjunction with a prospective agreement between performers and TV film producers, and AFM and the industry, this year's developments and those of 1951 could change the economic terrain on which the industry rests.

SCRIPT CONTEST

AER Announces '51 Plan

RADIO and television scripts will be accepted for the fourth annual script contest to be supervised by the Assn. for Education by Radio and sponsored by a number of participating organizations. Purpose of the contest, to be held in the spring of 1951, is to encourage good script-writing and to call attention to promising writers, with cash awards totaling over $1,000.

The 1951 list of sponsors includes WJJD Chicago, School Broadcast Conference, Audio Devices and *World Book Encyclopedia*, with others to be added. Opening date for entries will be announced as soon as Sherman P. Lawton, U. of Oklahoma, completes solicitation of scholarships among manufacturers and radio stations. Last year's contest drew entries from 44 states.

RESEARCH Yearend Roundup

Predict More Listeners For Both Radio-TV

AN INCREASE in both the radio and television audience during 1951 is seen by representatives of the radio-television research field who responded to queries from BROADCASTING • TELECASTING. Refinement of techniques and a greater reliance on sound research practices also are envisioned.

C. E. Hooper, president of C. E. Hooper Inc., New York, makes this prediction: "Look for continued use of radio at present levels both in and out of TV areas but with spectacular demonstrations of its more economical use."



C. E. Hooper

This same line of thinking also is reported by James W. Seiler, director of the American Research Bureau, Washington, who says "radio looks attractive for 1951. The vastly increased interest in late news reports and in new programming techniques seems destined to add even more to the already impressive cost-per-listener story this medium has always had."

Advertising is going to be called upon to work harder as selling becomes more difficult, A. C. Nielsen, president of A. C. Nielsen Co., New York, feels. When competition becomes keener for consumer dollars, Mr. Nielsen says "research is generally called into the game to make certain that advertising dollars are most effectively and efficiently used. This has been icreasingly the situations in 1950 and will, I believe, continue in 1951."



Mr. Nielsen

In the television field, Mr. Hooper sees "a continuing expansion of TV's encroachment on all other leisure time activities, both daytime and evening, in TV areas but with no extension of those areas—in short, no resolving of the dilemma which brought about the freeze."

Dr. Sydney Roslow, director of The Pulse Inc., also feels that radio listening will be maintained favorably in 1951. He says "some enthusiasts believe that television has dealt severe blows to radio's audience. It is entirely wrong to hold an attitude that television's audience gains necessarily mean radio's loss in audience. Pulse measurements show that radio audiences are lower as television's audiences climb, but, television's audience has also resulted from new viewers who were not subtracted from radio—they were subtracted from other non-radio activities.



Dr. Roslow

"Furthermore, a television home is a radio home, and in most cases this home has several radio sets. Multiple set usage of both radio and TV simultaneously is not an uncommon event. Thus, both media may claim the same home, but not the same person. Audience characteristics for both radio and television are valuable adjuncts to present measurements. These characteristics reveal differing patterns for the two media. Developments such as these have resulted in radio audiences being favorably maintained rather than suffering severe losses."

American Research Bureau, through Mr. Seiler, reports that "according to most research indications, nothing but increased TV viewing is in sight for the coming year. Of course, the novelty effect of the medium is beginning to wear off, but any loss due to this cause is more than offset by the constantly improving programs and attractive new day time schedules. The decline in average number of viewers per set should continue as more and more families purchase sets of their own and no longer do their watching at friends' homes. Also, cases of two or more TV sets in the same home are becoming much more frequent."



Mr. Seiler

Greater reliance on sound research is seen by all concerned. Mr. Hooper feels that the coming year will see the "emergence of reports which evaluate the productiveness of both radio and TV comparatively market by market. By the year's end expect reports of audience size integrated with consumer use in demonstrable 'cause' and 'effect' relationships."

Speaking of the advances which may be expected in the coming year, Mr. Nielsen reports that "perhaps the greatest progress can be looked for in the interpretation and analysis of research data in order that they may be used to full advantage in these days when research has such an important job to perform."

ADMIRAL Corp., Chicago, will hold its mid-winter distributor convention in Chicago Jan. 4-6 at Drake Hotel.

WDAY IS AS POPULAR AS SANTA CLAUS!



BMB, Hooper and independent surveys all show that WDAY is the pet of almost *everybody* in the Red River Valley—one of the nation's top income groups:

(1) For the second consecutive year WDAY got *the highest Hooperatings among all NBC stations in the nation!*

(2) According to a 22-county survey made by students of North Dakota Agricultural College, WDAY is preferred by 78.6% of all families interviewed *—the next best station by only 4.4%!*

(3) BMB Study No. 2 credits WDAY with a Daytime Audience of 201,550 families—77.7% of whom are *average daily listeners!*

Get all the facts today about fabulous WDAY. Write us or Free & Peters!

WDAY

FARGO, N. D.

NBC – 970 KILOCYCLES

5000 WATTS

FREE & PETERS, INC.

Exclusive National Representatives

WIBG

Announces the Appointment of

RADIO REPRESENTATIVES INC.

EFFECTIVE JANUARY 1, 1951

AS THEIR SALES ORGANIZATION IN THE NATIONAL FIELD

with offices at...

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NEW YORK, N.Y.
MURRAY HILL 8-4342

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FINANCIAL 6-0982

10,000 Watts Philadelphia's Most Powerful Independent

WIBG

CHRISTMAS Ideas Succeed

TODAY radio-TV's intensive promotion and programming for the 1950 holiday season becomes a memory for the ranks of busy planners, advertisers, and entertainers who made it possible.

Christmas promotion stunts were outstanding in freshness and originality. Both networks and individual stations worked hard to make holiday programming more memorable than ever for listeners and viewers.

Among stations reporting their Christmas promotion plans [BROADCASTING • TELECASTING, Dec. 18] were the following:

KYW Philadelphia utilized specially recorded presentations of Phil Harris's novelty tune "The Thing," in cooperation with the Salvation Army's drive for toys, games, and dolls for needy children. Special announcements urged listeners to contribute "things" for the Army to distribute to less fortunate youngsters in the Philadelphia area.

WTVJ (TV) Miami put its promotion power to work for 45 Royal Netherlands Air Force cadets who had been invited to spend the holidays in Miami by one of their buddies at Randolph Field. When the buddy's mother was informed she would have 45 men to put up, she called on WTVJ for help. Ralph Renick's nightly news program took over from there and received immediate offers of free rooms from local hotels and residents. Last reports indicated there would be plenty of parties and luncheon engagements for the cadets who are in training at Randolph Field under terms of the North Atlantic Mutual Defense Assistance Program.

Hadacol Parties

In Norfolk and Newport News, Va., Hadacol Christmas parties climaxed a month-long promotion campaign by the well-known "dietary supplement" and WLOW Norfolk. Promotion included use of 50 billboards in the area, hundreds of lines of newspaper advertising, and the "heavest schedule of advertising WLOW has ever scheduled for any one client in its four years of operation"—24 spot anouncements, two half-hours, one quarter-hour every day. The Christmas parties were held in five theatres in Norfolk and Newport News. One Hadacol box top was the admission ticket. Nearly 6000 children were entertained by WLOW personalities and given presents ranging from bicycles to dolls and skates.

WISL Shamokin, Pa., did a personal bit of promotion for a little girl who was afraid to walk. Having recently recovered from injuries incurred in an automobile accident, five-year-old Joyce Minor of that city was still in a local hospital because she was afraid to turn her head or walk. Joyce's father followed a doctor's advice that a radio be placed at her bedside to develop her interest. Then he contacted General Manager Charles Petrie of WISL and arranged a broadcast that included instructions from Santa, urging Joyce to try to walk. An hour after the broadcast, the child had taken her first steps since the accident and by the next day was insisting that she be allowed to walk around the corridors so that she would be able to go home for Christmas.

Stars from many of WLWD (TV) Dayton shows appeared at the annual Christmas party sponsored for children by the South Dayton Business Men's Assn. in that section Dec. 20. Scheduled to appear were Neal Burris of *TV Rangers*, Neal Van Ells from *Dollar Derby Auction* and Hank Stohl with 8-year-old Sherry Karns from *The Girl Next Door*.

Akron Show

Shara-Christmas, WAKR Akron's annual Christmas charity show lasting for six hours, was held Saturday, Dec. 16 from 8 p.m. through 3 a.m. Sunday. Sponsored this year by WAKR and the Akron Beacon Journal, *Shara-Christmas* raised more than $16,000 for the needy, including more than 5,000 children who benefited directly through gifts of food, clothing and toys. Participants on the program this year included Secretary of Commerce Sawyer, Sen. John W. Bricker, Congressman Walter B. Huber, Congressman-elect William H. Ayers, the mayors of Akron, Barberton and Cuyahoga Falls; city councilmen, network stars Paul Whiteman, Ted Malone, Ted Mack, George V. Denny Jr.; ABC President Robert Kintner; local business, industrial and labor leaders and others.

Kalamazoo, Mich., was considerably enlivened during the Christman season by the news that Barbara Donahue and Chuck Lambert, stars of *Yuletide Shopper* program on WGFG Kalamazoo, would be among the downtown crowds one evening, giving out silver dollars to everyone who correctly identified them. Several pedestrian jams were caused when the two were spotted, and at one street corner the pair were imprisoned by a crowd for 25 minutes. WGFG announced that all available time for the *Yuletide Shopper* programs was sold out as a result of the excitement and enthusiasm aroused by the stunt.

KGAL Lebanon, Ore., which started broadcasting Dec. 5, announced a Christmas success story after only five days of operation. A Junior Chamber of Commerce Santa Claus campaign, promoted only through KGAL, drew thousands of visitors to the Lebanon city area and helped to persuade over 90 business men in the area to sign up for advertising with the station.

KIMO Independence, Mo., announced that it had devoted one entire day of broadcasting to the Salvation Army Christmas Fund. This is the fourth consecutive year that KIMO has raised money for the Army's local branch by playing listeners' record requests for a pledge of $1 or more.

From the desks of the program directors and planners came many fine programs, aimed at bringing out the significance of the holiday season as well as entertaining the Christmas - conscious radio - TV audience.

Following are some of the many reports BROADCASTING • TELECASTING received from individual stations on their Christmas programming plans:

WHEN (TV) Syracuse, N. Y., presented six special 10-minute telecasts of Christmas carols sung by choral groups of central New York churches during the two weeks before Christmas. The programs were aired at 6:20 p. m. and included choirs of First Methodist Church, St. Vincent DePaul's Church, Danforth Church, Most Holy Rosary Choir, First English Lutheran Church, St. John the Baptist Church. The *Candlelight Carol* series was sponsored on WHEN by Will & Baumer Candle Co. of Syracuse.

WPTR Programming

More than 25 hours of special Christmas programs were scheduled by WPTR Albany, N. Y., for the week preceding Christmas and Christmas Day. Shows included a remote pickup of a Children's Christmas Party given by General Aniline Co. in near-by Rensselaer, and a one-half hour program direct from Santa Claus village at Saratoga Spa, N. Y. In addition to a nightly program of Christmas carols and organ music from the lobby of the Ten Eyck Hotel, WPTR broadcast a two-hour presentation of Handel's "Messiah" from Cathedral of Immaculate Conception, Albany. A midnight Mass was broadcast on Christmas Eve from the Diocesan Cathedral, and a special two-hour program was scheduled for Christmas Day, featuring all of the station's personalities.

In Ithaca, N. Y., two network programs originated during the week before Christmas. On Dec. 20 the Ithaca College choir presented a 25-minute concert over CBS at 4:30 p.m., with WHCU Ithaca originating the program. Later in the day, an expanded concert was presented for the Rural Radio (FM) Network with WHCU-FM originating.

All AM, FM, and TV stations in New York state received a special Holiday Safety Packet prepared by the New York State Dept. of Commerce in cooperation with the

State Safety Division. The packet contains one feature script on fire-proofing Christmas trees and 38 spot announcements on 14 different safety subjects. Prepared especially for women broadcasters, disc jockeys, farm and sports editors, the spots cover both the Christmas and New Year holidays.

WBZ-TV Boston presented a telecast of the Lions Club Special Christmas Party from the Hotel Kenmore Dec. 20 at 1 p. m. Guests at the party, arranged for benefit of underprivileged boys, included Mayor John B. Hynes of Boston, Judge John J. Connelly of Boston Juvenile Court, and Red Sox Catcher Birdie Tebbetts. WBZ-TV also telecast a Christmas program from the Chelsea Naval Hospital on Saturday Dec. 23.

Changes Name

Strictly For The Girls, regular WCAU-TV breakfast-club program, changed its name to *Strictly For The Staff* for its Dec. 22 show. Every radio and television personality on the staff of WCAU and WCAU-TV was scheduled to appear to wish the audience a "Merry Christmas."

Two Christmas concerts by the Prisoners' Welfare Assn. were broadcast by KYW Philadelphia Dec. 9 and 16. The programs featured Christmas music by inmates of Holmesburg Prison and Eastern State Penitentiary and included a dramatic sketch outlining the work of the Prisoners' Family Welfare Assn.

WMAL Washington originated the annual ABC network feature "International Children's Christmas Broadcast," Friday Dec. 22 from 5:30 to 6 p. m. Program featured children of foreign diplomats from every part of the world. Paula Pace, 8-year-old daughter of Secretary of the Army Frank Pace Jr., represented the United States.

Church Telecast

WTOP-TV Washington telecast the Christmas Eve Vigil of Christmas and Holy Communion from the Washington Cathedral, originating the impressive service, which had never before been presented on television, for the entire CBS-TV network. Rt. Rev. Angus Dunn, D.D., Bishop of Washington, celebrated the services of Holy Communion. Bill Shadel, veteran WTOP-CBS newsman, described the candle-light service for the television audience.

Also in Washington, WWDC broadcast the Christmas Eve Mass from the Church of the Immaculate Conception with Felix Grant handling the announcing assignment. A special one-hour Christmas service was presented by WWDC on Christmas Day under the auspices of the Washington Federation of Churches and originating from the National City Christian Church.

Washington's Liberty Broadcasting System outlet, WOL, originated a radio adaptation of Dicken's *Christmas Carol* on Sunday Dec. 24 for the network. The play was presented by the American U. Radio & Telvision Guild and lasted for 45 minutes.

WASH (FM), Washington independent, originated a program of Mexican Christmas folk songs for MBS and the Continental FM networks Dec. 22 at 8:30 p. m. The carols were sung by the Orfeon Infantil Mexicano, Mexico City's a cappella boy's choir, under the direction of Rogelio Zarzosa y Alarcon. Program included interviews with Latin American children residing in the District.

WGAY Silver Spring, Md., presented *A Radio Greeting Card* Dec. 24 at 9 a. m., a program which gave suburban Maryland residents a chance to hear personal greetings from the area's leading citizens. WGAY also presented a four-hour *Christmas Festival* Christmas Day, featuring transcribed entertainment.

Carol Program

In Indianapolis, WIRE's Wally Nehrling emceed five days of Christmas Carol broadcasts from the steps of the World War Memorial there. Each of the local high schools sent its choral group for one of the 10-minute concerts.

WBBM Chicago originated the annual CBS network show, *Around The Christmas Tree* on Christmas Eve, featuring singers Billy Leach and Frank Smith's orchestra. Network time was 10:15 to 10:30 p.m. CST. WBBM carried the show a quarter-hour later. Sunday morning Dec. 24, WBBM presented Rev. Harold E. Bosley, pastor of the First Methodist Church of Evanston, Ill., over CBS's regular *Church Of The Air* program.

WDSU and WDSU-TV St. Louis simulcast the St. Louis Cathedral Midnight Mass on Christmas Eve. The broadcast was fed to the entire ABC network, while the telecast was seen by New Orleans televiewers.

For the 15th consecutive Christmas Eve, KMOX St. Louis broadcast the Midnight Mass from the Catholic Church in Ste. Genevieve, Mo., reputed to be the oldest permanent white settlement west of the Mississippi.

Union Electric Show

KSD St. Louis presented "Joe Forchee's Prayer Tree," story of a Missouri miracle, on its *The Land We Live In* show, sponsored by Union Electric Co., St. Louis. Program was scheduled for Thursday Dec. 21 at 9 p. m.

There was only one radio Santa Claus in Macon, Ga. this year. He was Alfred K. Story, an employee of the Georgia State Employment Service. First heard as Santa back in 1936 on WMAZ Macon, Mr. Story proved so popular that his annual Santa Claus broadcasts have been fed to other Macon stations as they went on the air. This year all four Macon stations carried Mr. Story's programs, sponsored at card rates by the Retail

(Continued on page 50)

WBIG
IN GREENSBORO, N.C.

"The Prestige Station of the Carolinas"

HOOPER RADIO AUDIENCE INDEX

FALL 1950 | CITY ZONE | GREENSBORO, N. C.

SHARE OF RADIO AUDIENCE

	WBIG	STATION "B"	STATION "C"
8:00 A.M.–12:00 N. Monday thru Friday	38.7	27.9	22.7
12:00 N.–6:00 P.M. Monday thru Friday	42.3	16.7	19.1
6:00 P.M.–10:00 P.M. Sunday thru Saturday	52.4	20.3	16.7
TOTAL AVERAGE TIME PERIODS	44.5	21.6	19.5

WBIG

Gilbert M. Hutchison, President

CBS Affiliate 5000 watts

EST. 1926

represented by Hollingbery

Your Neighbors Know You Best!

WORD takes pride in serving its neighbors—142 of them in November.

These local business concerns know the radio station that serves the community, has the listeners and comes up with the idea that delivers the advertising punch necessary to attract and sell customers.

Here are a few of the Spartanburg firms from every channel of business which year in and year out use the facilities of WORD:

The Aug. W. Smith Co. Department Store —MGM THEATER

Wright-Scruggs Shoe Company—Baukhage Talking

Montgomery & Crawford Hardware Co.—Carolina Farmer

Coca-Cola Bottling Company—Tex Beneke Show

White Dot Grocery Stores—White Dot Time

Cudd and Coan, Inc., Insurance—Al Willis and the News

Community Cash Stores — Ellie Herrick, Home Maker

Smith Drug Store—Sterling Wright and the News

Spartanburg Lumber & Millwork Co.—Weather Picture

Whitlock Drugs—Meet Me at Whitlock's

Cecil's, Builders of Spartanburg—The Carolina News

Hammond-Brown-Jennings Furniture Co.—Sports at Breakfast

Band and White, Printers—Local News

South Carolina Mills—Dr. Kildare

Duke Power Company—Music of Manhattan

Balentine Packing Co.—Cisco Kid

Greenewald's Store for Men — Headline Edition

Rollins Paint Company—Mr. Whozit

Kosch and Gray, Jewelers — Diamonds, Dollars & Doughnuts

Floyd's Mortuary—John Charles Thomas

Spartanburg Textile Mills—Choir Time

These and many more local concerns buy WORD.

If you are a national time buyer and want results in Spartanburg and the Piedmont—Call Hollingbery.

WORD

SERVING THE HEART OF THE PIEDMONT

ABC

WDXY-FM • DUPLICATION

Walter J. Brown, President

SPARTANBURG

● See HOLLINGBERY

Advertiser

(Continued from page 23)

pany has planned a strong advertising sales promotion program for the first quarter.



Mr. Coffin



Mr. Abrams

Emerson Radio & Phonograph Corp.'s 1951 radio and TV appropriations are expected to be about the same as in 1950, President Benjamin Abrams reported. He preferred to offer no prediction on 1951's business prospects, because of the "uncertainty of conditions."

Arthur Murray, president of the Arthur Murray School of Dancing, said 210 Arthur Murray studios will spend about $1 million in radio and $2 million in television in 1951. Business prospects, he said, "look better because of the opportunity to use television."

No Predictions

Without venturing to predict business prospects, a spokesman for White King Soap Co. said the company's 1951 radio and TV expenditures will be the same as those this year.

B. F. Goodrich Co. plans a "materially" increased TV budget for 1951, according to Advertising Director Frank T. Tucker, who pointed out the company has already renewed its TV *Celebrity Time* network show for the first quarter. No radio use is currently planned.

Mr. Tucker felt that "until America's man-made rubber plants come into full production in 1951 there will be some restriction in the use of crude rubber for civilian uses," but that "if the American people confine their purchases to their own immediate actual needs we believe we shall have no difficulty in supplying all essential civilian and military requirements for rubber products in 1951."

President V. A. Catozella of O'Sullivan Rubber Corp., Winchester, Va., said his company has allocated $20,000 for radio in 1951 but as yet has made no plans for TV.

Among the oil companies, Esso Standard Oil Co. was reported by Vernon G. Carrier, assistant advertising and sales promotion manager, as planning "considerably" increased radio and TV budgets.

Socony-Vacuum Oil Co. Inc.'s Advertising Manager Paul A. Gosman said no "major" radio-TV expenditures are presently contemplated, due to the clouded international and domestic horizons.

Sinclair Refining Co.'s 1951 radio-television contracts "will compare about evenly with 1950 budgets," Advertising Manager J. J. Delaney reported. He said the company will make heavier expenditures in radio than in TV.

Pointing out that final decisions will depend on world conditions, Merchandising Manager George R. Miller said Richfield Oil Corp. currently is planning to continue radio expenditures in 1951 on the 1950 level, and to increase television allocations.



Mr. Miller



Mr. Caperton

Automobile manufacturers were extremely reluctant to forecast business prospects, and their advertising plans were particularly uncertain in the wake of the government's price rollback order.

Chevrolet Dealers and Chrysler's Dodge Division cancelled radio-TV plans following the price-cut order, while Chrysler and its Plymouth Division appeared undecided and Ford and General Motors' Buick Division were understood to be proceeding with their planned schedules (see story page 52). Elsewhere it was reported—before the government's rollback order—that GM's Oldsmobile division was scheduling a 100% increase in TV.

Dr. Pepper Co. was not in a position to offer definite estimates, except to say that "TV and radio, of course, will be part of our 1951 program," according to Advertising Manager A. H. Caperton.

President Harold S. Clark of the D. L. Clark Co. emphasized the uncertainity of general conditions, but noted "a very healthy increase" in Clark candy bar sales in 1950 and paid tribute to the firm's use of "over 40 television stations on a one-minute telecast three to five times per week." He said "we are a great believer in the right type of advertising, and it has demonstrated its effect for us during 1950 over 1949."

Schutter Candy Co., radio user, probably will increase its advertising outlays though plans at present are flexible, John Feinstein, advertising manager, asserted. He said the company is "quite confident of a considerable increase in volume" of business in 1951, although existing uncertain conditions make long-range forecasts difficult.

Coca-Cola Co.'s radio-TV plans, though not yet formalized, are expected to approximate those of this year, according to Robert T. Kesner, assistant to the advertising director.

Petri Wine Co.'s Hugh D. Smith, advertising manager, noted that the business outlook depends on the international situation, "which apparently defies crystal-balling." He said Petri's budget now in the planning stage, is expected to be larger in 1951, with TV getting a "considerable investment" and radio a somewhat smaller expenditure.

Falstaff Brewing Corp. feels business prospects for 1951 are "entirely dependent on extent of shortages created by rearmament," but plans a 50% increase in both radio and TV budgets, according to Karl K. Vollmer, acting advertising manager.

Thomas J. Lipton Inc. was understood to be planning no significant changes in its present radio and television lineups.

Gruen Watch Co. finds TV "our best advertising medium" and accordingly plans to increase television expenditures by 50%, said Bernard M. Kliman, advertising director. He said some of the increase would come from radio, the rest from magazines.

Benrus Watch Co. plans a 30% boost in radio-TV appropriations, bringing the total to $2 million. Advertising Director Harvey M. Bond asserted. The budget was broken down thus: Network $750,000; radio spots $500,000; TV spots $750,000. He expected steady increases in Benrus business to continue in 1951.

The Toni Co. expects further expansion of the home permanent wave market and plans to continue to spend 50% of its advertising budget in daytime radio while doubling its TV outlay to about 10% of the total, according to Don P. Nathanson, director of advertising. He said Toni intends to "continue to be America's No. 1 advertised cosmetic."



Mr. Nathanson



Mr. Piggott

F. W. Fitch Co. considers business prospects "excellent" and will increase both radio and TV budgets if material shortages do not prohibit, Advertising Manager Robert J. Piggott reported.

Officials of a national proprietary advertiser asked to remain unidentified but said they expected to boost radio expenditures by

Call Denied

BECKLEY Newspapers Corp., permittee of new AM station on 730 kc with 250 w day at Beckley, W. Va., and licensee of four-year-old WCFC (FM), has been denied use of the call WCFC-AM for the standard outlet by FCC on grounds the Commission rules limit AM calls to four letters. Firm wanted to retain WCFC for its FM outlet because of large audience and seniority. In other instances FCC has allowed switch of a four-letter call from FM to cover a newly acquired AM outlet, with the FM call then becoming WXXX-FM.

$100,000 but have no definite plans yet for TV use. They looked forward to an increase in business in 1951, though perhaps affected by packaging material shortages.

Walgreen Drug Co. plans to devote about $600,000 to radio and around $150,000 to television—a $100,000 increase for television with no change from the 1950 radio outlay, according to Orville G. Gile, director of advertising.

On behalf of United Cigar-Whelan Stores, Edward Kletter of Product Advertising Corp. reported that "we will spend in behalf of Whelan next year approximately $350,000 for television" as compared with about $200,000 in 1950.

For International Latex Corp., Stephen P. Parks, publicity director, noted that the company is just initiating its television budget. He said 1951 business prospects are "excellent, providing the world situation does not affect raw materials."

Among companies which reported their advertising plans still uncertain were Pabst Sales Co., Roma Wine Co., Eastman Kodak Co., A. G. Spalding & Bros. Inc., Planters Nut & Chocolate Co., and Williamson Candy Co.

Those which said their present planning does not contemplate active use of radio and television during 1951 included E. R. Squibb & Sons, Western Auto Supply Co., Bell & Howell Co., Mentholatum Co., Lockheed Aircraft Corp., and W. A. Sheaffer Pen Co.

WJOC EXPANDS

Names Kane Sales Executive

WJOC Jamestown, N. Y., has announced that Harold P. Kane, former advertising executive with WJTN Jamestown, has been named vice president in charge of sales for WJOC. Announcement was made by Harry E. Layman, president of Air Waves Inc., operator of WJOC.



Mr. Kane

At the same time, Mr. Layman announced other additions to the staff: J. Ralph Carlson, special events and news announcer; William M. Winn, chief announcer for WJOC; and Frances Balcom, advertising copywriter. All are former associates of WJTN. Having recently received FCC approval to go on a fulltime broadcast schedule, WJOC will do so as soon as its 150-ft. antenna is completely installed, Mr. Layman said.

WFIL Philadelphia executives and staffers recently were typed for atomic warfare blood-tags. Tests were made during broadcast to enlighten listeners in requirements and arrangements for getting blood types in case of emergency.

TRANSIT RADIO

Yearend Roundup

Bigger Gains In '51

By R. C. CRISLER
President, Transit Radio Inc.

STEADY progress in 1950 by this music-as-you-ride radio medium forecasts bigger gains in 1951.

With 19 markets in operation by year-end plus six more imminent, which should be signed within the next few months, the national advertiser will have wider scope in using Transit Radio to meet individual market problems as well as broadening the base of its general usage in national advertising.

National business on Transit Radio by the end of 1950 was approximately double that at the beginning. Much of this was of an experimental or testing nature, with advertisers and agencies using only one or a few markets. Successful outcome of these tests resulted in expanded use and increased billing, and this trend is expected to continue in 1951.

Transit Radio commences 1951 as a recognized factor in civilian defense, and if wartime economy places restrictions on other media, Transit's growth should be greatly accelerated.

Under any kind of conditions, the essential characteristics remain: Its audience increases with the use of public transit, it is not subject to changing entertainment tastes and the cost remains admittedly cheap to advertisers facing increased expenditures elsewhere.

We expect 1951 to be a good year.

Campbell Named

VICTOR CAMPBELL, program director of WBAL-TV Baltimore, has been appointed assistant business manager for WBAL-AM-TV, it was announced last week. Mr. Campbell, creator of *Howdy Doody*, and several other children's shows for TV, joined station in 1949. Arnold Wilkes, of WSYR-TV Syracuse, will replace him as TV program manager. The station also announced addition to its staff of Kent M. Redgrave, WMID Atlantic City, N. J., as writer-producer.

ALEXANDER (Buddy) GAVITT Jr., 16-year-old high school boy who conducts regular *4-H Club of the Air* on WERI Westerly, R. I., awarded first place in national 4-H community relation contest for boys. He received trip to National 4-H Congress and $300 scholarship.



WGR REALLY MEANS "WOW!" IN BUFFALO

Thanks to the best wave length on the dial, WGR's 5000 watts reaches western New York's prosperous markets with radio's biggest dollar's worth in this area. BIGGER COVERAGE with top-rated programs . . . Columbia and local . . . makes WGR the best buy in Buffalo.

WGR 550 Broadcasting Corporation

COLUMBIA NETWORK

RAND BUILDING, BUFFALO 3, N. Y.
National Representative, Free & Peters, Inc.
Leo J. ("Fitz") Fitzpatrick
I. R. ("Ike") Lounsberry

Agencies

(Continued from page 19)

business booked on more stations is the current picture painted for Harry B. Cohen Advertising, by President Harry B. Cohen. TV also is an important factor in 1951 plans, he adds. The agency is buying heavily in both network and spot for Grove Labs., Chattanooga Medicine Co., Pearson Pharmacal Co. and others.

The national emergency is not holding back Aubrey, Moore & Wallace billings. Its radio-TV director, J. H. North, comments: "We are already placing more month-to-month business due to the emergency than we were before World War II."

Increased spending on daytime TV is envisioned by a number of spokesmen such as Adrian Samish, vice president, Dancer-Fitzgerald-Sample, who sees daytime televisions as extensive as radio by the end of 1951. Also expressing a similar opinion is Ray Vir Den, president of Lennen & Mitchell, who sees daytime radio continuing to "hold its own."



Mr. Vir Den

Substantial increases in both radio and television is the 1951 outlook for Foote, Cone & Belding, according to President Don Belding. Recalling that radio-TV volume in 1950 was higher than the preceding year at the agency, Mr. Belding reserves predictions on general business conditions because they would be as "precarious as guessing which way a flea will jump."



Mr. Stauffer



Mr. Belding

Surprise in radio operations at Sullivan, Stauffer, Colwell & Bayles is the surpassing of last year's budget, according to Don Stauffer, vice president and partner. But no surprise is TV's rapid gain in 1950, Mr. Stauffer says. As to 1951, however, Mr. Stauffer would want to know "the advance thinking of Mao, Malik, Stalin and the FCC" before he could make a "nifty prediction."

Normal rise in expenditures is the word from Arthur Pryor, vice president in charge of radio and television at BBDO, New York. Dave Lyons, vice president in charge of radio and TV, Cecil & Presbrey, says the agency plans to do more in radio in the coming year than in 1950 by about 20%.

Frank Gilday, C&P TV director, believes there will be a greater selectivity among TV program sponsors. C & P, he says, plans greater '51 expenditures for video with major efforts on programs coupled with a "substantial increase in the use of TV spots."

A "major resurgence" of radio is forecast by Marion Harper Jr., president, McCann-Erickson, since the medium is not only "flexible" but "appropriately immediate." Mr. Harper thinks only an all-out war could dampen the "accelerated growth of television." He looks for daytime TV to approximate the rapid growth in 1950 of nighttime TV.

Myron P. Kirk, vice president and executive director of radio and TV, Kudner Agency, says 1951 prospects at the agency "are for increased use of both TV and radio for our clients." TV is bound to make great strides, he opines, while "in radio we certainly have not reached our fullest accomplishment."

"Marriage of ingenuity and discipline" to aid TV's development and curtail the trend toward costly productions is prophesized by W. M. Tuttle, vice president in charge of radio and television, Ruthrauff & Ryan. Radio, "still an advertising giant . . . still wears its Seven League Boots," Mr. Tuttle says.

Another agency executive, Newman F. McEvoy, vice president of Cunningham & Walsh, underscores need for "ingenious programming and production ideas" to cut high costs in TV. He notes the "startling development" in television of greatly increased competition, program vs. program.

Across-the-board opinion is given by Thomas J. Harrington, partner and radio-TV director, Ted Bates & Co. He finds "advertisers and agencies on the horns of a broadcasting dilemma—should they continue the surge into television, or should they hold onto their franchise spots in AM radio and sit tight for the expected TV freeze?"

Continuing that the first three months should give an answer, Mr. Harrington observes if industry goes full-scale into defense "the day of the 20 million TV receivers may indeed be far off and the scramble to return to radio will be a rout, not a retreat."

PHILADELPHIA

Radio waves in Philadelphia, while war troubled, will carry an increased amount of advertising, agency sampling in the Quaker City indicates. Manifold increases in television allotments are expected.

Varying rises of 50-100% in TV buying over last year's time purchases are reported by responding agencies. Radio billings are expected to go up although not as spectacularly as television.

General business prospects are good for 1951, Solis S. Cantor, president of the agency bearing his name, informs BROADCASTING • TELECASTING. "Whether there is war or not, the country is going on a war basis which means no unemployment and a high wage scale," he says.

Sensible trend to "more guns and less butter" in the nation is noted by Edmund H. Rogers, radio and television director of Gray & Rogers, and he reflects that despite various government controls on production and consumption "business prospects are bright for 1951." He adds "radio continues to regain its position as one of the most powerful tools ever devised to reach a mass audience quickly . . . and with forceful impact. In conjunction with other media, therefore, it holds its proper importance in the planning of any soundly reasoned campaign."



Mr. Rogers

S. A. Tannenbaum, president of Weightman Inc., expects business to be better in 1951 and his firm accordingly is spending more in radio and in television. Edward B. Harvey, director of radio and television, Geare-Marston Inc., discloses more money going to AM with an increase of more than 100% to sister TV.

BOSTON

Continued expansion in radio and TV is the word from New England's hub city. Boston agencies predict increases down the line, not one agency expects a radio or TV cutback and only one spokesman feels radio spending will stay at the 1950 level. Allotments to national spot for both media take preference in Boston over allocations to network.

"Radio and television picture for 1951 looks very good this moment but with the world situation as it is, it's practically an impossibility to forecast even tomorrow's trends," is the comment from Janet A. Gilbert, radio-TV director of Harold Cabot & Co.



Mr. Shea



Miss Gilbert

Week-to-week planning because of current world conditions is forecast by Edmund J. Shea, director of radio and TV, James Thomas Chirurg Co., who feels "as of the moment, the prospects look very good for next year, in fact much better than a year ago at this time."

Other opinions vary with Charles F. Hutchinson, vice president Chambers and Wiswell, predicting general business will be good and belief that "chances are still good

HOW'S OUR SHAPE?



Mrs. America—1950-51
Betty Eileen McCallister

Representing WARD
in National Finals

WE'RE IN GREAT SHAPE AT WARD!

HOOPER—FIRST—MORNING*AFTERNOON*EVENING
WARD is your very best radio buy in Western
Pennsylvania's Industrial Rich 2nd Largest
Market of nearly 300,000

WARD JOHNSTOWN CBS WVAM ALTOONA

Represented by Weed and Company

of "no all out war with Russia," and Edward Parent, executive vice president of John C. Dowd, which plans an increase in radio and TV, flatly labeling business prospects as "gloomy."

WASHINGTON

Washington, D. C., executives eye a hand-in-hand advance in radio-TV expenditures for the coming year. Conditions are most optimistic for radio. This view is emphasized particularly by Jeffrey A. Abel, radio and television director, Henry J. Kaufman & Assoc., who says the lack of TV availabilities in the Nation's Capital will help the radio scene. Mr. Abel looks to a 15-20% increase in both radio-TV budgets.



Mr. Abel

Courtland D. Ferguson, head of Courtland D. Ferguson Inc., reports TV exceeding radio in the 1951 budget but with expeditures for both media outrunning the 1950 allotments.

Basing his opinions on the World War II experience, Lewis Edwin Ryan, owner of the agency bearing his name, believes radio and television will assume a sharpening importance as the means for community expression. His agency plans a minimum "slight increase" in 1951 radio-TV budgets over the preceding year.

Alvin Q. Ehrlich, vice president in charge of radio and television, Kal, Ehrlich & Merrick Advertisers, says his agency is setting its sights on a 25% boost of both media. He sees greater radio-TV spending mainly because of newspaper rationing. A good portion of radio will go to daytime programming, he says.

CHICAGO

Radio-TV's pulse is rapid in the Midwest's media-active city. Agency executives agree that 1951 in Chicago will be a year of good business and crowded advertising ledgers.

"We expect to spend more than ever on radio and television, and will probably be billing no less than $1 million a month on radio and/or television by the end of January. We now have 20 different television and radio network shows out of the agency headquarters in Chicago," states William Weddell, manager of radio and television, Leo Burnett Agency.

Mr. Weddell cites a renewed radio popularity during the emergency because of its flexibility. "It adapts better to fluctuations in contracts program changes, conditions and rules," he says. And Mr. Weddell observes, "television is and will be terrific . . . because it has proved itself. . . ."

Radio is Arthur Meyerhoff Co.'s "merchandising medium with television as an adjunct—and a spectacular one," according to Mrs. Carol Perel Colby, timebuyer. Spot buying in afternoon TV will be the coming practice in 1951 because of the shortage of nighttime TV spots, she says. "We have found that the buying of integrated commercials in the afternoon pays nationally, regionally and locally," Mrs. Colby concludes.

An apparent greater radio-TV volume in 1951 is prologued by Phil Bowman, radio-television director of Young & Rubicam, Chicago. Most of the agency's TV money in the coming year will go to spot placement, he says, with the newly-contracted TVA wage increases having little effect.

To Hal Rorke, radio-TV director of J. Walter Thompson's Chicago office, radio has become the "value" medium with TV becoming the "excitement medium." He says "radio is an extremely good value, and this is true nationally, regionally and locally. Purchases in radio are now being made on a value basis rather than on a glamour basis."

Paul Schlesinger, timebuyer of Tatham-Laird Inc., anticipates substantial increases in TV billing with both AM-TV spot down from last year which, he adds, is now studying effect of TV on all advertising including radio.

Radio-TV Director Phil Stewart of Roche, Williams & Cleary Inc. calls for a buckling down and belt-tightening in the advertising field in view of providing a greater service. TV, he says, is near adulthood.

Increase in the number of advertisers in 1951 is forecast by Harry Hobbs, media director at Dancer-Fitzgerald-Sample. Chief reason, he thinks will be such government measures as an excess profits tax.

DETROIT

Radio should have good traveling in the Auto City. Reporting agencies see spot and regional placement increasing in the year to come, particularly if TV bookings are solid and a newsprint shortage develops.

Charles Rosen, executive vice president, W. B. Doner Inc., says the Detroit market looks "especially good." There will be full employment, he adds, and people will have plenty of money to spend.

According to Bob Powell, president of Powell Advertising, "as specialists in radio and TV, we are expecting several accounts to go into TV, but some others will get better results from a radio schedule." His firm plans an increase in its radio budget and a varied rise of 15-25% in TV.

Another Detroit agency executive, Jack Trustman, vice president of Rex Advertising, which is expecting to boost radio by 10-15% while keeping TV spending on the same level as 1950, says radio spot will increase. "Think TV is rapidly pricing out of local market, except on a package deal with participations. Many present local TV ad-

(Continued on page 44)



Agencies

(Continued from page 43)

vertisers will return to radio and other media."

SOUTHWEST

Plunge into television in Texas markets is headlong. Radio is more than holding its own, with some agencies etching an average 25% increase in 1951 plans. Majority expect to boost TV allocations 100-200% with only one respondent limiting an increase to 20%. A lone cutback in radio by half is attributed directly to loss of a network account.

Business will hold up quite well and possibly show an improvement, Monty Mann, vice president and manager, Glenn Advertising, Dallas, and an active leader in advertising associations, observes. He expects increases in placement to come from "war baby advertisers as they did before."



Mr. Pitluk



Mr. Mann

More radio billings are planned by Tracy-Locke Inc., Dallas, and Pitluk Advertising Co., San Antonio. Jack N. Pitluk, partner of the latter firm, which is boosting its radio allotment by 25%, finds radio and general business prospects "better" for 1951. Philip L. McHugh, director of radio and TV for Tracy-Locke, comments his agency "is looking forward to its biggest year. New business was up about 20% in the last quarter of 1950 and present indications are for that trend to continue. Radio and TV will be on the increase with TV up at least 100% in the coming year."

LOS ANGELES

Despite war jitters, agencies on the West Coast are lifting sights to higher radio and TV levels. Forecast for 1951 is an appreciable increase in radio spending and a rapid climb of TV budgets.

A rise in radio billings is expected by 40% of the respondents who plan an average 22% increase in their broadcast budgets. Another 40% see an AM outlay to correspond to last year's spending. Only a fifth of agency spokesmen plan an average 16% cutback in 1951 radio budgets. A slight edge is given to spot placement although network radio in the Los Angeles market also will be heavy. Some 26% of respondents also plan to spend more in media other than radio.

The feeling is unanimous that 1951 will be the year when TV spending by agencies will reach a new peak. All agency officials estimate expenditures for the visual medium will fatten. Average increase planned is 62.8% with individual agency estimates ranging from 20-200%. Some of the big spenders in TV also expect to boost radio ledgers as much as 30%.

National spot will receive most TV increases with an average 60% of money pegged. However, one agency plans an 85% allocation to TV network advertising.

Predictions on the eve of a new year hedge on the war situation. Frederick N. Polangrin, vice president in charge of Buchanan & Co.'s Los Angeles office, urges "constant re-evaluation of advertising plans" with the advertising pattern contingent upon wartime measures affecting the nation's economy.

This faith in radio as an effective salesman is voiced by other agencies. Among officials supporting the broadcasting medium are Jack Runyon, manager of The Biow Co., who finds radio "not out of the advertising picture . . . every day will see more and more good buys in radio;" Robert Temple, executive vice president, Raymond R. Morgan Co., whose firm is increasing radio spot for "purpose of making sales . . . never before have we harnessed the advertisers' sales departments and their radio together to such an extent as in '51."



Mr. Hixson



Mr. Temple

Other comments come from Robert M. Hixson, president, Hixson & Jorgensen Inc., who doesn't believe "radio or TV will be decreased in any way . . ."; Hilly Sanders, vice president, Dan B. Miner Co., whose business "has been constantly on the upgrade in both radio and TV," and which anticipates majority of clients maintaining present radio schedules during 1951 "as well as increasing advertising budgets to make room for television"; Marvin Young, radio and television director, Ruthrauff & Ryan Inc., who says "it should be a very good year" because additional advertising may be needed for certain firms in an economy tailored to defense and a shift to radio may follow the "growing shortage of good TV time in Los Angeles."

Stressing radio-TV's importance in light of world conditions are the following agency spokesmen:

Walter McCreery, president, Walter McCreery Inc. — "Obviously even rigid controls will still make it possible to advertise brand names via radio and television, but the size of such budgets cannot be foreseen."



Mr. Young



Mr. McCreery

Richard C. Francis, Pacific Coast vice president of Campbell-Ewald Co., prefaces comments with the view that a sellers' market in many lines controlled by the government will re-emerge. Advertising, he feels, again must take up its key role of selling ideas, maintaining morale and providing service to the country as it did nobly in the last war.

Many clients of Barton A. Stebbins Adv. suggest commitments be kept flexible, according to Barton A. Stebbins, president of the firm. Costs of radio should be reduced to include TV in "important markets." Ingenuity will be tasked in agency blueprinting that could call for elimination of costly AM productions or consolidation of video with radio shows, he predicts.

Greater reliance on broadcast media is seen by Ralph Yambert, president, Yambert, Prochnow, McHugh & Macauley Inc., who points to tighter newsprint supply and rising newspaper rates. Mr. Yambert, as well as other spokesmen, expects channeling of additional monies to such advertising media as radio because of higher taxes on swelling profits of advertisers. His firm plans to handle a 30% increase in radio spending.

James L. Thompson, manager of J. Walter Thompson Co.'s Los Angeles office, thinks a war economy will have little adverse effect on advertising since advertisers must protect markets as they did in the last war "to the tune of millions of dollars." Similar view is expressed by Carl K. Tester, vice president and general manager, Philip J. Meany Co., who concludes that prospects look "good" for radio, TV and for advertising generally.

Believing radio "is still the most efficient medium to reach the mass market," Whitney Hartshorne, general media director of Erwin Wasey & Co., predicts an increase in the value of radio during 1951. His firm plans a 20% rise in its radio budget and a 75% boost in its TV outlay.

W. F. Gardner, president, Allied Advertising Agencies — Warns against "throwing up hands" by the advertising industry in the face of the national emergency. "If . . . advertising has helped the country grow strong, then surely now as never before we have a chance to be more useful."

Ted H. Factor, owner of agency bearing his name—Believes radio may feel the "brunt of loss" because of television which he labels a "good salesman" when business conditions are doubtful.

Frank Bull, partner, Smith & Bull Advertising — Predicts a "marked increase in advertising budgets" premised on booming business if world unrest calms, and on release of corporation funds for advertising if all-out war materializes.



Mr. Neally



Miss Sanders

W. W. Neally, BBDO vice president in Los Angeles—Sees radio TV delivering "messages more effectively to more people at a lower cost" at a time when even under wartime conditions the U. S. can expect a good business year.

Henry Mayers, president, The Mayers Co.—Says the "wave toward TV will continue" and emphasizes the agency's development of a "TV agency network" of independent level affiliates. Another TV enthusiast, Harry W. Witt, Pacific Coast manager of Calkins & Holden, warns that AM's big 1951 problem is the issue of AM rates and cites NBC's attempt to apply cuts in certain market areas.

SAN FRANCISCO

Confidence in increased radio budgets comes from nearly 50% of leading San Francisco agencies who plan rises as high as 33⅓%. Some two thirds of agencies expect to channel more money into television with a third standing pat on 1950 TV expenditures. Most of the Golden Gate radio budget increases will go to network spot as compared to regular network time. The difference is not as sharp in television allotments.

Katherine Pavia, manager of

Claims Scoop

WMID Atlantic, N. J., claims it got scoop in announcing the sale of the Press-Union Publishing Co. and its radio station, WBAB, to R. L. Adams, Bethlehem, Pa., publisher, Thursday, Dec. 14. WMID reports it issued a special news bulletin at 7:14 p.m., announcing that the newspaper and station had been sold two hours earlier. Switchboard was swamped with calls requesting information about the sale, WMID said. A little after 10:30 p.m. WBAB officially confirmed the sale and the Associated Press, which services the newspaper, released the story at 11:04 p.m.

Pavia Agency, points up the general feeling with "radio and general business should be excellent in 1951." Llew Jones, media director, Foote, Cone & Belding, warns that radio may be destined to become "a smaller and more specialized medium as television competition continues to increase," but he concludes "we also feel that new program ideas and new sales policies may make for extraordinarily good advertising opportunities in radio."

News importance of both radio and TV at this time is emphasized by E. L. McDonald, account executive, Ruthrauff & Ryan, who reflects "generally speaking, business outlook is bright in most directions." John J. Wiley, San Francisco manager of Kenyon & Eckhardt, seeing total mobilization by the beginning of 1951 holds back on predictions. His office expects budget lines for both media to hold fast.

Beaumont & Hohman Inc. plans additional outlays in radio and TV, according to Anne E. Hohman, of the agency.

NORTHWEST

More radio is marked for the Northwest in 1951 with TV receiving a 100% vote of confidence.

Comments range from "what's your reserve status?" asked by Gerald A. Hoeck, partner and radio director, Wallace Mackay Co., who says the firm's expansion in TV won't be at the expense of radio but "may dip into newspaper budget," to a strong belief by Ted M. White, manager of the Beaumont & Hohman Seattle office, that radio "should continue strong in the Pacific Northwest."

"I feel reasonably certain that, come peace or war, radio and TV will play an increasingly important role in our economy," according to J. P. Heverly, radio and TV director of Botsford, Constantine & Gardner, who is supported by Frederick E. Baker & Assoc.'s partner, Robert A. Baker, saying "we believe prospects are particularly bright for radio for the immediate future" as well as for TV. Mr. Baker's firm, which is projecting a 50% increase in radio budgeting over that of last year, handled the substantial advertising account of United Voters for School, College and Institution Bonds, a statewide promotion in the last election.

Harry S. Pearson, owner of Harry S. Pearson & R. E. Morgan Advertising, reports several clients not only using radio but "planning increased schedules." The agency, which only now is beginning to develop TV in the area, expects to outlay more for the medium in the coming year.



RADIO will never be driven from the advertising spectrum by TV, but those who fail to properly evaluate AM on a qualitative basis, rather than a quantitative, are "whistling in the dark." These opinions were expressed to members of the Boston Radio Executive Club, at the December meeting, by Arthur Pryor Jr., vice president and director of radio-TV, BBDO, New York. Chatting after the meeting are (l to r): Mr. Pryor; John Wright, radio director, BBDO, Boston, and Harold E. Fellows, general manager, WEEI Boston, and club president.

CANADA

Up in Canada, radio is set for an overall increase in budgets. In TV, where placement is possible on U. S. stations, a rise in billings also is indicated.

Frank Flint, radio-TV director of McKim Adv. Ltd., Toronto, feels radio will go ahead in the area as will TV where placement is on U. S. stations. Audrey Brown, timebuyer of James Lovick & Co., Toronto, also predicts a bigger volume in 1951.

Another agency spokesman, Jack Horler, radio director of Baker Advertising in Toronto, says the future "looks perfectly okay for radio until June" but that the prospects for the fall season are uncertain. His agency plans a 5% boost in radio spending.



Mr. McQuillin

Wis McQuillin, radio director, Cockfield-Brown Co. Ltd., sees an advertising cut to last temporarily should shortages occur. Nevertheless, C-B is earmarking 10-15% more funds to radio and an increase in TV film spots for U. S. station use.

Atomic Booklet

EVERY home in the United States would receive a free copy of the National Security Resources Board's booklet, *Survival Under Atomic Attack*, under joint resolutions now pending in two Congressional committees. The proposals were introduced in the Senate by Sen. Warren Magnuson (D-Wash.) and in the lower chamber by Rep. Hugh B. Mitchell (D-Wash.) and referred to respective Administration committees. The resolutions (SJ Res 210 and HJ Res 549) call for distribution of the document by NSRB to every home. The booklet details the need of radio receivers, including battery sets, and touches on TV's role [BROADCASTING • TELECASTING, Nov. 6].



Advertisement

From where I sit *by* Joe Marsh

Now They're Sitting Pretty!

Squint Miller, who's working as a telephone lineman, was telling me about some birds that got into a fight with his company.

Seems a couple of woodpeckers set up housekeeping in a telephone pole. Nobody minded them *living* there, but they kept pecking at the wires—causing one short circuit after another.

Finally, the telephone people—who had nothing personal against the birds—just stopped up the hole where they lived. But they kept coming back. At last, the company donated that pole to the woodpeckers and set up a brand-new one for their own use!

From where I sit, we'd all be better off if we were as tolerant with our own kind as that telephone outfit was with the woodpeckers.

Let's consider the other fellow's point of view—whether it's his right to live where he wants, or to enjoy a friendly glass of temperate beer or ale when and if he pleases.

Joe Marsh

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IT'S ALWAYS FAIR WEATHER
WHEN GOOD SELLING FELLOWS GET TOGETHER . . .



OW'S Business? It's good with us; has been for 20 years. And it's good with the radio and TV enterprises represented by this Honor Roll of advertising agencies. With acumen, and the knowledge derived from facts, these agencies selected BROADCASTING • Telecasting in 1950 to carry the messages of their clients to the decision-makers—all valued and regular subscribers to BROADCASTING • Telecasting. It's the infallible equation that produces the results: Editorial integrity, plus leadership that brings the paid readership.

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Peoria, Ill.
Atlantic Advertising Agency
Newark, N. J.
Atlas Adv. Agency
Sioux City, Iowa
Axelband & Brown
Cleveland, Ohio
Axelsen Advertising Agency
Salt Lake City, Utah
Ayer, N. W. & Son, Inc.
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Aylin Adv. Agency
Houston, Texas
Azarel Adv. Agency
Baltimore, Md.
Baker, Jim Associates, Inc.
Milwaukee, Wisc.
Baldwin, Bowers & Strachan, Inc., Buffalo, N. Y.
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Bartz, Rudolph, Advertising Co
Peoria, Ill.
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Bass & Company
New York City
Bass, Louis Company, The
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Batten, Barton, Durstine, Osborn
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Beaumont & Hohman, Inc.
Kansas City, Mo.
Benton & Bowles, Inc.
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Benson, Vickers, Ltd.
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Bennett Adv., Inc.
High Point, N. C.
Berger, Alfred Paul, Inc.
New York City
Bergman-Jarrett Co.
New York City
Bernstein, Bo & Co., Inc.
Providence, R. I.
Biow, The Co.,
New York City
Black, Fred Adv. Agency
Reading, Penna.
Blumberg, Frank L. Adv.
Baltimore, Md.
Boone, Robt. W. Adv.
Los Angeles, Cal.
Boynton, Stanley, Agency
Detroit, Mich.
Bowman & Block, Inc.
Buffalo, N. Y.
Box, Steven A. Adv.
Albuquerque, N. M.
Bozell & Jacobs, Inc.
Indianapolis, Ind. & Chicago
Bridge, Harry P. Co.
Philadelphia, Pa.
Brodsky, Geo., Adv.
Chicago, Ill.
Brooks, S. M. Adv.
Little Rock, Ark
Browne, Burton Adv.
Chicago, Ill.
Brown, E. H. Adv.
Chicago, Ill.
Buchanan & Co.
New York City
Bull Adv. Agency
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Burke Dowling Adams, Inc.
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Cahn-Miller Inc.
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Los Angeles, Cal.
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Clarke, Robert E. & Assoc.
Miami, Fla.
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Cohan, Arnold Corp.
New York City
Cohen, Miller Advertising
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Cole, L. C., Co.
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Cole, Marsh & Associates, Inc.
Omaha, Nebr.
Collins, Cusick, Schwerke & Wild
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Comstock, Duffes & Company
Buffalo, N. Y.
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Copp, Wm. C. & Assoc.
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Dayton, Johnson & Hacker Adv.
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Denman, William I. Inc.
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Doner, W. B., Co.
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Dowd, Redfield & Johnstone
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Ebersold, Fred H., Adv.
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Erwin, Wasey & Co.
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Esmond, Lawrence Adv. Corp.
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Evans, David W. Adv. Agency
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New Orleans, La.
Flack Adv. Agency
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Foote, Cone & Belding
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Ford, Frank Adv.
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Ford, Marshall, Adv. Agency
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Fuller & Smith & Ross, Inc.
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New York City
Goerl, Stephen Associates
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Goodman, Harry S. Agency
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Minneapolis, Minn.
Goodwin, The Co.
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Lynch, Showalter Agency
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Marshall, Gordon Inc.
St. Louis, Mo.
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Martin, George Homer Assoc.
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Mathes, J. M. Inc.
New York City
Maxon, Inc.
New York City & Detroit
Maxfield Advertising
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Maxwell Advertising Co., Inc.
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Morse International, Inc.
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Morris Timbes Adv.
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Moss Associates
New York City
Nelms, Ralph, Inc. Adv.
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Nelson, George R. Inc.
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Newhoff, Theodore Agency
Baltimore, Md.
Newman, Lynde & Associates
Jacksonville, Fla.
Newmark's Advertising Agency
New York City
Niemann, Hal, Associates
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Noble-Dury & Associates
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Nolan, Charles H., Advertising
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O'Brien Adv. Ltd.
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Olian Adv. Agency
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Parker, Luckie & Associates
Birmingham, Ala.
Penman-Neil Adv. Agency
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Pfeiffer Adv. Agency
Omaha, Nebr.
Pitluk Adv. Co.
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Port, Harry F. Adv.
Chicago, Ill.
Potts, R. J., Calkins, Holden
Kansas City, Mo.
Presba, Fellers & Presba
Chicago, Ill. & Davenport
Ramsey, L. W. Co.
Chicago, Ill. & Davenport
Randall Company, The
Hartford, Conn.
Ratcliffe Adv. Agency
Dallas, Texas
Reinhardt, Emil Adv.
Oakland, Calif.
Reiss Advertising
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Reese, James R. Adv. Co.
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Remington, Wm. B. Inc.
Springfield, Mass.
Rex Advertising Agency
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Richards, Wilbur O., Adv.
Syracuse, N. Y.
Rickard & Company, Inc.
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Richardson, Sanders & Sample
Atlanta, Ga.
Ridgway Co.
St. Louis, Mo.

Riordon, John H. Co.
Los Angeles, Calif.
Robertson Advertising
Denver, Colo.
Robinson-Rapp Agcy.
New York City
Rockett-Lauritzen Adv.
Los Angeles, Calif.
Roland-Bodee Advertising
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Rosenberg, Arthur Co.
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Rosengarten & Steinke, Inc.
Memphis, Tenn.
Ross, H. L. Advertising
Indianapolis, Ind.
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New York City
Rumrill, Charles L., & Co., Inc.
Rochester, N. Y.
Runkle, Lowe, Co.
Oklahoma City, Okla.
Ruthrauff & Ryan, Inc.
Chicago & New York City
San Diego Adv. Agency
San Diego, Cal.
Sawdon, Frank B., Inc.
Chicago, Ill.
Schneider, Joseph P. Inc.
New York City
Schuyler-Hopper Agency
New York City
Schwimmer & Scott, Inc.
Chicago, Ill.
Schoenfeld, Huber & Green
Chicago, Ill.
Seeds, Russel M. Inc.
Chicago, Ill.
Sherman & Marquette
Chicago, Ill.
Simon & Gwynn, Inc.
Memphis, Tenn.
Simmonds & Simmonds, Inc.
Chicago, Ill.
Seeman & Peters Inc.
Saginaw, Mich.
Shafer, E. W. & Co.
San Francisco, Cal.
Shappe-Wilkes, Inc.
New York City
Silver, Chas. & Co.
Chicago, Ill.
Smith, Gordon Advertising
Yakima, Washington
Smith, Louis Agency
Chicago, Ill.
Smith, R. C. & Son, Ltd.
Toronto, Canada
Snead, C. N., Adv. Agency
Roanoke, Va.
Snow, Walter B. & Staff, Inc.
Boston, Mass.
Spitz & Webb Advertising
Syracuse, N. Y.
Stout, C. R. Adv.
Detroit, Mich.
Southern Adv. Agcy.
Lexington, Ky.
Southwest Advertising Agency
Waco, Texas
Spartanburg Adv.
Spartanburg, S. C.
Spaulding, C. Jerry Inc.
Worcester, Mass.
Spier, Franklin, Inc.
New York City
Stein, Lawrence S. Adv.
Chicago, Ill.
Strauchen & McKim Adv.
Cincinnati, Ohio

Stuart Bart & Getschal, Inc.
New York City
Sullivan, Daniel F., Co.,
Boston, Mass.
Swink, Howard Advertising
Marion, Ohio
Teplitz, Henry H. Adv.
Chicago, Ill.
Teters, William G. Adv.
Baton Rouge, La.
Thompson, J. Walter Co., Ltd.
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New York City
San Francisco 4, Calif.
Thurston, Smith & Jenkins Adv.
Flint, Mich.
Tobias & Company
Charleston, S. C.
Towell, Arthur Inc.
Madison, Wis.
Tri-State Advertising
Huntington, W. Va.
VanDiver & Carlyle, Inc.
New York City
Virginia Electric News Inc.
Richmond, Va.
Von Zehle, Wm. & Co. Inc.
New York City
Wagenseil, Hugo & Associates
Dayton, Ohio
Walker & Downing
Pittsburgh, Penna.
Wallace-Lindeman, Inc.
Grand Rapids, Mich.
Walker-Saussy Advertising
New Orleans, La.
Wapshare, James A. Co.
Newark, N. J.
Waterston & Fried, Inc.
New York City
Watt, W. H., Adv. Agency
Upper Darby, Pa.
Watts-Payne Agency
Tulsa, Okla.
Weightman, Inc.
Philadelphia, Pa.
Weiner, J. J. Advertising
San Francisco, Calif.
Wellam Adv. Co.
Lansing, Mich.
Welsh-Hollander Advertising
Los Angeles, Calif.
Wertheim & Brieg
New York City
Weston-Barnett, Inc.
Waterloo, Iowa
Western Agency, Inc.
Seattle, Wash.
Westmoreland, H. E. Inc.
Duluth, Minn.
Whalen, Frank E. Agency
Kansas City, Mo.
White, Dan & Associates
El Paso, Texas
White Advertising Agency
Tulsa, Okla.
Wiley, Frazee & Davenport
New York City
Winius-Drescher-Brandon, Inc.
St. Louis, Mo.
Workman, Ted, Advertising
Dallas, Texas
Wyatt Adv. Agency
San Antonio, Texas
Young & Rubicam
New York City
Yount Agency
Erie, Pa.
Zimmer-McClaskey-Kintner Adv.
Louisville, Ky.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

editorial

Christmas, 1950

THERE'S an ominous rumble behind the clear ringing of Christmas bells this year, as there was on another Christmas now nine years past. Again people are saying "Merry Christmas" with a catch in their throat.

This is the 30th Christmas for American broadcasting, and thus not the first in which it has been called upon to amplify the sounds of world distress in the holiday of peace.

Many of those whose faith and purpose built this nation's free radio are now names on the honor roll, graven memories to hundreds who lived and worked with them. Frank Conrad, Chuck Meyers, Joe Maland, John Shepard, Johnny Gillin and how many others?

Is there a package under the Christmas tree for them this year?

Radio remains, by virtue of the struggle of these and others like them, the last great voice of freedom in the world today. Its carol this Christmas season should be as always a song of a free people. Its purpose, more surely taken in the disturbing days ahead: Sensitivity and courage and clarity in counselling and informing millions of Americans.

With a steady hand, then, and thoughtful courage, radio again may do its part in bringing the spirit of Christmas to this land and all lands and all peoples for all time.

That's a Christmas package, isn't it? It will be taken up by loving hands and perhaps, such is the magic of this season, you may find it replaced beneath the tree in the Yuletides yet to come.

Radio-TV 'Silence'

DEMAND of the Defense Dept. for authority to silence radio and TV in event of air attack, of itself should cause little alarm. The concern should be with the precise language of the enabling act, to guard against arbitrary or unnecessary moves by the military.

It's no secret that invading craft can "home" on broadcast frequencies—visual or aural. Engineers, however, attest that it's perhaps easier to locate targets by riding the interference-free aeronautical beams direct to strategic locations. Every important area has a nearby airport. Most radio and all television channels are shared by multiple station operation, rendering long-range "homing" difficult.

In this tortured era of jet propulsion and guided missiles, the broadcast station is simply one of many means of range-finding for air attack. Even atmospherics, or the variations in temperature over targets, can be employed.

There's a contradiction in the Defense Dept.'s demand, for civil defense planning contemplates the use of radio and TV as the "nerve system" on the home front.

In a national emergency, the military is supreme. It should have available to it the machinery and the authority to prevent invasion and to defend the homeland. President Truman, within the last fortnight, has reassured broadcasters that the government has no thought of commandeering radio and TV; the exemplary service of radio in the last war dispelled any such notion. It will be recalled that during World War II, the then military organization had sought authority similar to that now proposed—which, indeed, would not be limited to time of war or proclaimed emergency, but would apply also during periods of "strained international relationships."

It is encouraging to see Congressional leaders and FCC approaching the proposal with caution, in full knowledge that broadcasters can be counted upon to react properly, as history demonstrates.

We do not contend that certain emergency powers should not be conveyed to the military. Our premise is that there should be no blank check and that the authorizing legislation be spelled out so that the very objective of maximum home-front protection and security will not be invalidated by ill-contrived or hasty authorization.

Wanted: Salesmen

HYSTERIA caused by the mid-year thrusts of the Assn. of National Advertisers for AM nighttime rate cuts had just about evaporated when NBC, within the last fortnight, brought the cauldron to the boiling point again with its announced intention of "adjusting" rates downward on some 50 AM stations in TV markets. The change was to have been effective Jan. 1, but the loud protests brought a quick shift, with a "talk it over" meeting of the involved stations now called for Jan. 10 in New York.

The fallacy of NBC's reasoning appears to us to become more evident with each passing day. A war is on. Everything comes higher. Multiple increases during the past year in newspaper and magazine rates for the acknowledged purpose of offsetting increased overhead, makes all radio—including network—the most economical buy in advertising. Tune-in is up and will continue up, because radio is the top spot news medium.

TV is too well entrenched to become a casualty of the emergency, but, by the same token, it isn't destined to expand materially either in the number of stations (107) or market areas (63) for the foreseeable future. Set production is destined to decline. If conditions worsen, there will be problems of tube and parts replacements—and of set servicing.

If proof be needed of advertiser acceptance of radio, even in TV markets, one has but to peruse the complete 1951 business survey which appears in this issue. Here money talks; not shrill voices of buyers seeking bargains.

Radio's worst failing has been the program rating. Advertisers have been weaned on the "Top Ten" or the "First Fifteen." Most agencies have used this easy selling device—the least common denominator approach.

The upshot has been that even the networks are sheepish in attempting to sell against a Jack Benny or a *Lux Theatre*. Suppose a Benny does have an 18? What about the other 82% potential, or any part of it?

The fact is that radio has sold itself short—networks in particular. And the agencies and advertisers—fed a consistent diet of ratings—have bought only "preferred positions." They haven't been sold on the vast potential that can be tapped opposite the best of the top-rated programs, if the vehicle is right.

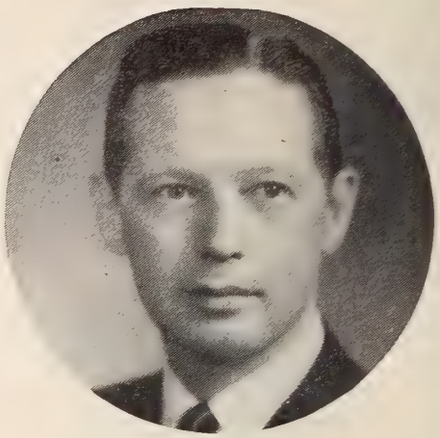
When advertisers (and their agencies) buy publications, they usually consider the media in this order: (1) circulation; (2) cost per thousand; (3) editorial content; (4) calibre and prestige of management; (5) the Starch Report, or some commensurate *rating* service; (6) promotion.

In network radio it's a one-two punch: (1) ratings; (2) program competition.

But radio sells markets, not ratings. Instead of putting all chips on such glib slogans as the "Top Ten" or the "First Fifteen," the networks should sell a potential circulation of 95% of 150 million hardy American souls.

There's nothing wrong with the radio picture that good salesmanship can't cure.

our respects to:



JOSEPH LUTHER SMITH JR.

ALTHOUGH H. Allen Smith completely ignored him in his latest laugh-book, *All About Smiths*, Joseph Luther Smith Jr. of Beckley, W. Va., has had no trouble earning recognition and respect from the people of his state and his profession.

Mr. Smith is a radio man in the truest sense of the word. Service to the citizens of West Virginia has been his constant aim.

In radio, Mr. Smith was a pioneer in his own home town of Beckley. He was vigorously opposed by the local newspapers when he conceived plans for the city's first radio station in 1938. But his faith in radio's ultimate value to the community did not waver, and his own company, Joe L. Smith Jr., Inc., put WJLS

(Continued on page 50)

Static and Snow

By AWFREY QUINCY

SENATOR McCARTHY and Drew Pearson are alley-catting again, beating each other over the head with well-worn cliches. In the middle is Adam Hat, which any day now might tell Mr. McCarthy to go whistle in his own hat.

* * * *

Hutchins resigns his college job to join Ford Foundation. It's a break for radio which the erudite Bob abhors. Wonder whether his past record reveals an anti Tin-Lizzie fixation.

* * * *

Gradually the facts of life dawn on us. Johnny Outler says he fired a high-priced producer for cutting out paper dolls, and we've always thought that all producers had to learn paper doll cutting before graduating to a stop watch.

* * * *

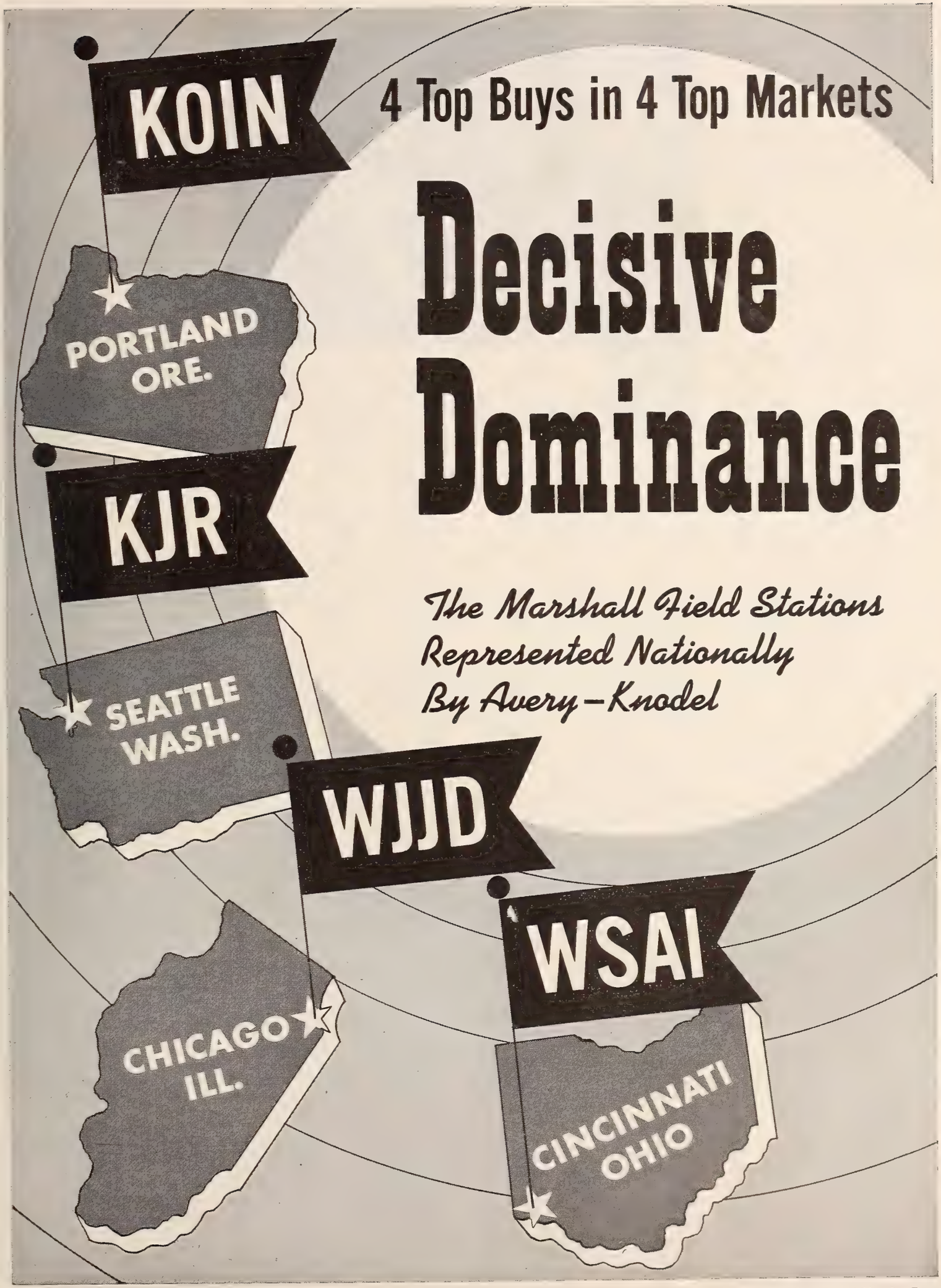
At that, cutting paper dolls sounds like more fun than cutting nighttime rates. "Boy, get that large paper-doll scissors for good Marse Joe McConnell."

* * * *

Now, television studios are being built to sustain six elephants. There was a time when our television studios held lots of elephants, plus numerous giraffes, zebras, snakes, etc., all pink and green and indigo. Every day, before sign-on, we'd chase them out, but they'd always come back. Then, one fine day, not so long ago, they miraculously disappeared.

* * *

There's more merit than appears at first glance in the suggestion that 25% of all television channels be set aside for education. Who knows, with all that education available, maybe future generations might understand just how much is 25%.


KOIN
4 Top Buys in 4 Top Markets
Decisive Dominance
PORTLAND ORE.
KJR
The Marshall Field Stations
Represented Nationally
By Avery-Knodel
SEATTLE WASH.
WJJD
WSAI
CHICAGO ILL.
CINCINNATI OHIO

Respects

(Continued from page 48)

Beckley into operation March 5, 1939.

The station proved a boon to residents and advertisers of the surrounding southern West Virginia coal mining country. Its success encouraged John B. Reynolds of Wheeling to approach Mr. Smith on the possibility of starting a station in Wheeling.

Seeing an opportunity for service, and perhaps even at that time envisioning a state-wide network, Mr. Smith joined Mr. Reynolds in forming Community Broadcasting Inc., and WKWK Wheeling came into being in May 1941.

Then the war and several years of service as a lieutenant colonel in the European 12th Army Group intervened. But Mr. Smith was able to keep in touch with radio through his brother, Hulett C. Smith, who looked after the radio interests while he was overseas.

During the last days of the war, the two decided to file for a construction permit in the capital of the state, Charleston, and thus create a triangular network capable of serving over half of West Virginia's population.

The third station, WKNA Charleston, broadcast for the first time in January 1946. By this time Mr. Smith was back in civilian clothes. He immediately banded the three stations together into the Personality Network. Advertisers were then able to reach a large audience at reasonable cost, and listeners were able to enjoy special broadcasts of news and sports from many parts of the state.

Installs FM Service

Mr. Smith did not stop here. He decided that the interests of the audience would be better served if FM were available too—so an FM affiliate was constructed for each of the three stations.

As well as providing static-free broadcasts for those listeners with FM sets, the set-up makes it possible for the three stations to link together at a moment's notice by using the FM signal.

In the operations of the Personality Network, each station's main objective is service to its immediate community, but the three are frequently joined together for special broadcasts.

The first Smith station, WJLS, is ably managed by Mrs. Virginia Cooper, who started with the station at its very beginnings and assumed the managerial responsibilities during the war.

Mr. Smith's civic life has been as active as his business career. A leader in the Beckley Junior Chamber of Commerce, he has served as vice president of the state organization. He also has served on the board of governors of the Beckley Rotary Club.

In 1948 and 1949 he headed the Beckley Community Chest drive. He is a member of the board of governors of the local Elks lodge and a Sigma Nu alumnus. The West Virginia Chamber of Commerce last year selected him as one of the five outstanding young men in the state. He remains active in the Army's reserve program.

Another of Mr. Smith's civic interests is active work in the Appalachian Council of the Boy Scouts of America. Although he headed the council recently and directed initiation of a five year building program, local businessmen in Beckley chuckle when they remember their early scouting days.

He was a "good scout" all right, and attained the rank of Life Scout, but he never won a merit badge in cooking. The day he was to prepare the meal for a camping trip and qualify for his badge, young Smith looked at the pile of ears of corn waiting to be shucked and decided he would save a lot of trouble by preparing a sack of rice instead. When the hungry scouts returned to their meagre rice feast, a near riot is said to have ensued, and Mr. Smith was out one merit badge.

Engineering Flair

During his younger days, Joe Smith was mechanically inclined, and spent much of his spare time "tinkering with gadgets," an interest that led naturally to the field of radio engineering.

Born Aug. 8, 1915, in Beckley, he graduated from Woodrow Wilson High there in 1931, matriculated at Virginia Military Institute, then returned to get his B.A. from West Virginia U. in 1935.

While at the latter school, he had occasion to join the honorary fraternity "Fi Bater Kappar" which originated at West Virginia U.

Joe Smith's first business experience after graduating was a job as teller in the Beckley National Bank. He is a director of that bank today. A year after taking the bank job, Mr. Smith became interested in the Telerad Co., a radio sales and service organization in Beckley. Soon thereafter, he began formulating plans for construction of WJLS.

Mr. Smith's present business connections include Community Broadcasting Inc., Wheeling (WKWK-AM-FM) of which he is president and director; Joe L. Smith Jr. Inc., Beckley (WJLS-AM-FM, WKNA-AM-FM), president; Beckley National Bank, director and stockholder; Home Insurance Agency, Beckley, director and stockholder; First Beckley Corp., Beckley, vice president and stockholder; South Beckley Land Co., Beckley, stockholder; Biggs - Johnston - Withrow Inc., Beckley, stockholder; and director of investment securities for Beckley, W. Va.

He is single and makes his home with his parents in Beckley.

Mr. Smith has had a tradition of community service in his family for many years. Joe L. Smith Sr. also is a native of West Virginia, born and raised in the "Panhandle State." Serving his district as Congressman for 18 years, Mr. Smith Sr. was chairman of the state's Democratic Executive Committee and is now active in many corporations in his area, including that of his son, Joe L. Smith Jr. Inc.

Hulett C. Smith, Mr. Smith's brother and business associate, also is active in many corporations and civic groups. At present he is president of the West Virginia Junior Chamber of Commerce and chairman of the state's Aeronautic Commission.

Joseph L. Smith Jr. at 35 is a vigorous and conscientious businessman and not in any sense an "absentee owner." He is active general manager for his entire organization and carefully supervises its policies and operations.

Applications for TV stations in Charleston and Beckley are now on file, and there is no reason to doubt that the citizens of the area will have public-spirited, community-conscious television with Joe Smith Jr. at the helm.



COMMEMORATIVE placard is given the Northern Trust Co., Chicago, sponsor of *The Northerners* for 20 years, by Frank Schreiber, general manager of WGN Chicago, at the 1,000th broadcast. Present at the presentation (l to r): Solomon A. Smith, president, Northern Trust; Solomon B. Smith, executive vice president, Northern Trust; Mr. Schreiber; Edward B. Smith, executive vice president, Northern Trust, and Chicago Mayor Martin H. Kennelly.

Christmas

(Continued from page 39)

Merchants' Bureau of the Macon Chamber of Commerce as a business builder. WMAZ also reports that "Santa" Story has nine children of his own to play Santa for.

WAZF Yazoo City, Miss., presented remote interviews with Santa Claus from the local Firestone Store. Santa is located in the station's studio, his voice being carried to a loud spaker in the store where a remote microphone picks up the children's request and the announcer's voice, as well as Santa's replies.

A special Christmas concert was presented by KSTP-TV Minneapolis on Friday Dec. 22 featuring the Choraliers, nationally famous group consisting of 40 boys and girls who have received national recognition for their singing accomplishments.

KNBC Program

KNBC San Francisco presented a special Christmas Memorial program Dec. 16 from Santa Rosa, home of Luther Burbank. The traditional ceremony, featuring a narrative of Burbank's life, music by the Madrigal Singers of Santa Rosa Junior College, and a description of the lighting of the giant Cedar of Lebanon under which Burbank is buried, was fed to the NBC Pacific Coast Network.

KGO-TV San Francisco moved its cameras into the city's St. Mary's Cathedral on Christmas Eve to present the church's annual midnight Mass to the televiewing audience. A special Balowstar lens, necessary to meet lighting requirements, was flown from New York for the telecast.

AWARDS COMMITTEE

Announced by Aschbach

CREATION of the "Mighty Monarch of the Air" television awards committee, to judge monthly the outstanding contributor to TV programming, has been announced by Leonard Aschbach, president of Majestic Television and Radio Corp., New York.

Members of the committee, originated by Mr. Aschbach, include: Harry Hershfield, humorist; Irving Caesar, composer; Aaron Katz, president of Official Films, New York; Sigmund Spaeth, writer; Loel Schenker, producer; Nat Kahn, associate editor, *Variety;* Sol Paul, BROADCASTING • TELECASTING; Marvin Kersch, *Radio Daily;* Leo Shull, *Show Business*; Bob Gillham, director of TV Films, Music Corp. of America.

Committee will base its award of the citation, "Mighty Monarch of the Air," on a poll of TV critics and editors throughout the country. Taking into account both local and network programming, first award will be made in January 1951, to newscaster "who has developed the freshest, newest and most informative technique in presenting news via television."

DEME CD PLAN

Urges Conn. Organization

PROPOSAL that Connecticut broadcasters unite and form an association to discuss civil defense and other mutual problems has been set in motion by John Deme, president and general manager of WICH Norwich, Conn.

Mr. Deme, who submitted a 10-point communications program to the Federal Civil Defense Administration earlier this month, has urged broadcasters to "make every effort to convince your listeners that we must get a strong civilian defense program into operation before it is too late." He asked them to press the issues for a good program.

"Many of us have gone through World War II, and are acquainted with the emergency that arises," Mr. Deme noted. "However, should another war come . . . attack by the enemy on our Connecticut cities is entirely possible. Civilian defense should be the most important theme of such an association."

Early Meetings Asked

Mr. Deme suggested that plans be formulated "for an early meeting" and asked interested parties to contact him. He also urged support of "quick action" on the Administration plan (S 4217), sponsored by Sen. Brien McMahon (D-Conn.), the "most important bill before the Senate."

The WICH executive's CD plan calls for interconnection of stations, provision for auxiliary power and antenna systems, and availability of battery-operated radio sets to civilians, as well as secret monitor stations in larger cities [BROADCASTING • TELECASTING, Dec. 18].

KGAL LEBANON

New Oregon Liberty Outlet

KGAL Lebanon, Ore., took to the air Dec. 5, 59 days after the construction permit was granted by the FCC. Station operates with 1 kw fulltime on 930 kc. KGAL is affiliated with the Liberty Broadcasting System.

President of the new Oregon outlet is W. Gordon Allen, formerly associated in executive capacities with KYAK Yakima, Wash.; KSLM Salem, Ore.; and WGEZ Beloit, Wis. Chief engineer is Ed McElroy, formerly with KOCO Salem, Ore. Madeline Allen, formerly with KIT Yakima, KIRO Seattle and other stations, is program director.

WAKE To CBS

WAKE Greenville, S. C., joins CBS Jan. 1 as the network's 195th radio affiliate. WAKE operates with 250 w on 1490 kc and is owned by Piedmont Broadcasting Co. James Ayres is general manager.

front office



ROBERT A. STREET appointed network and national spot radio account executive ABC Western Division. L. B. (Bill) LARIMER appointed network and national spot TV account executive.

ROBERT SMITH, commercial department WSAZ Huntington, W. Va., to active service with Armed Forces as public relations officer.

DOUGLAS D. KAHLE appointed general manager KCSJ Pueblo, Col., replacing DALE SCOTT, resigned. Mr. Kahle is owner KOKO LaJunta, Col., and has been with several stations in Colorado.



Mr. Kahle

C. PAUL SPIDELL appointed commercial manager KRCT Baytown, Tex. Was with KAKC Tulsa.

FELIX ADAMS Jr., program director WVIM Vicksburg, Miss., to WGGH Marion, Ill., as commercial manager.

WILLARD L. DOUGHERTY, account executive WSRS Cleveland, appointed assistant sales manager.

CJCH Halifax appoints Radio Times Sales, Quebec, as representative in Montreal.

DOROTHY E. ALEY, Universal Match Co., to WIP Philadelphia sales department.

LEE F. O'CONNELL Co., station representative, moves from Los Angeles to 111 N. LaCienega Blvd., Beverly Hills, Calif. Telephone Crestview 5-2022.

PAUL MULVIHILL, Toronto, starts representative firm under his own name at Room 300, 21 King St. East, Toronto. Will represent CJCH Halifax, at Toronto. Was with National Broadcast Sales and J. L. Alexander, both Toronto representative firms.

COHN & MARKS, Washington law firm, moved last week to new offices in new Cafritz Bldg., 1625 I St., N.W.

WIBG Philadelphia appoints Radio Representatives Inc., N. Y., as national sales representative effective Jan. 1.

TERRANCE A. HAYWARD, KTSL-TV Los Angeles and CBS Hollywood, to Katz Agency, L. A.

HOWARD L. GOSSAGE, Richard Meltzer Adv. Agency, S. F., to KCBS San Francisco as sales promotion manager.

Personals . . .

VICTOR A. SHOLIS, vice president and director WHAS-AM-FM-TV, cited by Kentucky Div., American Cancer Society, for his interest in fight against cancer, mentioning specifically WHAS documentary *Time and Her Life*. . . . NORMAN H. SLOANE, ABC Western Division program operations manager, named assistant to RICHARD A. MOORE, director of network's Western Division TV operations. NORMA OLSEN, assistant program operations manager, succeeds Mr. Sloane as program operations manager.

ROYAL HOWARD, president KIKI Honolulu, appointed director of communications staff Disaster Relief Agency for Hawaii . . . WILLIAM WYLIE, ABC station relations department, received commission as aide de camp, with grade of colonel, to Gov. Lawrence W. Wetherby of Kentucky . . . ROGER RICE, national advertising manager KING Seattle, elected president of Advertising and Sales Club of Seattle for 1951. Has been first vice president . . . WESLEY I. DUMM, president KSFO-KPIX (TV) San Francisco, and Mrs. Dumm, vacationing in Hawaii, return to California Jan. 15.

Strictly Business

(Continued from page 16)

school girl. Her father, the late Michael Joseph Madden, was operating the same establishment when Falls City was founded in 1905. "Miss Lillian," as she is known to the company's 380 employes, joined Falls City in October 1915, and has been there ever since.

A third-generation Kentuckian, Miss Madden attended Ursuline Academy and business school in Louisville. Later she took special courses at the U. of Louisville and St. Helena's College. When, 35 years ago, she became secretary to the late Ben Schrader, then secretary-treasurer of Falls City, she was the company's first woman employe.

Miss Madden advanced to bookkeeper in various departments, general bookkeeper, then secretary to the president. In June 1929 she was elected assistant secretary-treasurer, and six years later she became a member of the company's board of directors. In August 1936 she was elected secretary-treasurer, a position she relinquished on her recent election to the presidency. Her appointment as advertising director came in March 1943.

Production Accelerated

There were only 50 employes at Falls City when Miss Madden went to work there. She remembers when the brewery produced only 20,000 barrels of beer annually. (In 1950, production was more than 700,000 barrels.)

A native of Louisville, Miss Madden is known as one of the most astute business women in the city. She is a member of the Louisville Women's Credit Assn. In the brewing industry, she holds memberships on the board of directors of both the Louisville Brewers' and the Kentucky State Brewers' Assns., and has played a prominent part in the U.S. Brewers' Foundation project to establish beer as a family refreshment and a beverage of moderation.

Miss Madden has a reputation for Irish wit and profound religious faith. At a recent dinner of Falls City officials, their families, and friends, who gathered to celebrate her election to the presidency, "Miss Lillian" was called on to make a speech. Instead, she led the group in prayer.

WBIW Goes Mutual

WIBW Bedford, Ind., has announced it will join MBS on Jan. 1. Station operates on 1340 kc with 250 w and has been on the air since Oct. 17, 1948. Owned by Radio Bedford Inc., WBIW's president is William C. Smith Jr.; commercial manager is Louis Gaines; supervisor of operations is James D. Baker. Other executive personnel include Harold B. Rothrock, vice president, and Carl Finger, chief engineer.

AUTO ACCOUNTS

2 Cancel as Price Cuts Set

AT LEAST two automotive advertisers have cancelled 1951 radio and television advertising plans as the result of the government's price roll back order, and the possibility of cut-backs in car production.

Other advertisers such as Plymouth and Chrysler are undecided about the continuation of their "bullet selling" plan on CBS, whereby they were to sponsor eight half-hour sustaining shows for a two-week period. N. W. Ayer & Son handles Plymouth and Chrysler is serviced by McCann-Erickson.

Two advertisers, Ford Motor Co., and Buick Motor Division of General Motors Corp., are understood to be going ahead with their radio and television plans. Ford has a schedule on more than 800 stations, while Buick will spend approximately $150,000 in a short-term schedule Jan. 14 to 20 using ABC, NBC and a spot announcement campaign in radio daytime.

Dodge Division of Chrysler Corp. has cancelled effective immediately its projected giant spot announcement campaign starting Jan. 14, in about 600 markets, through Ruthrauff & Ryan, New York.

Chevrolet Dealers, through its agency, Campbell-Ewald Co., New York, will eliminate effective Jan. 16 its sponsorship of the latter half of the Madison Square Garden events on WPIX (TV) New York, and *Famous Jury Trials* on DuMont TV Network.

On All Accounts

(Continued from page 12)

Jan Munks, have been married for the past 16½ years. They have one son Billy, 9 years old. The family lives in Manhattan, New York.

Mr. Johnson's favorite hobby, aside from golf, is sailing model boats with his son in Central Park and at Candlewood Lake where the family spends its summers.

air-casters



FAY EMERSON, TV star, and **SKITCH HENDERSON,** orchestra leader and star WNBC New York early morning show, announce marriage.

KEITH SAMPLES, graduate Northwest Broadcasting School, Portland, Ore., to KASH Eugene, Ore., as announcer-operator. **CARL KARPSTEIN,** also graduate, to KFRG Forest Grove, Ore., as announcer-operator.

GENE DAVIS and **BEN SWORTS** now conducting *WGAY-1050 Sports Circus,* Mon.-Sat., 1 p.m. on WGAY Silver Spring, Md. Mr. Davis was with WCUE Akron as sports director.

JERRY LEIGHTON, announcer WSAZ-AM-TV Huntington, W. Va., father of girl, Leslie.

JOHN CORRIGAN, disc jockey KXOK St. Louis, father of boy, Michael Anthony.

VAL LINDER, announcer-producer KEX Portland, Ore., appointed continuity acceptance director. Replaces **HAL BRATSBERG,** resigns to take position with KING-TV Seattle.

PEGGY MURDOCH replaces **PATTI MALLOY** on *A Guy, A Gal & A Song,* Mon.-Fri., 11:15-11:30 a.m. on WIND Chicago. **RAY WHEAT,** announcer WJIM Lansing, Mich., to WIND in same capacity, replacing **JACK CAREY,** who joins PBS Staff in Chicago.

HOWIE LEONARD, staff announcer-disc jockey WALE Fall River, Mass., appointed chief anouncer.

ARNOLD WILKES, TV director WSYR-TV Syracuse, N. Y., to WBAL-TV Baltimore as program director.

JAMES E. HOPKINS, new to radio, to WTIC Hartford, Conn., in continuity department.

CLIFF ST. JAMES to WTMA Charleston, S. C., as announcer and disc jockey.

OSCAR TREADWELL, disc jockey WDAS Philadelphia, elected president of Sunday concert featuring popular name bands appearing at local night spot.

LINUS J. ALLAIN, French commentator WHOB Gardner, Mass., selected to receive L'ordre Acadenique Honneur et Merite by La Societe du Bon Parler de Francais, Montreal, Quebec, Canada. Award will be made next month.

HARVEY KIRK, announcer CKBB Barrie, Ont., to announcing staff CKXL Calgary. **BUD COLLINS,** announcer CHAT Medicine Hat, to CKXL announcing staff.

ROY NEAL, TV personality WPTZ (TV) Philadelphia, presented Red Feather award in appreciation of generous publicity given on station in recent funds drive.

IVOR McLAREN, producer *Don McNeill's TV Club,* to production staff ABC-TV Chicago.

NANCY McIVER, WHFC-WEHS (FM) Chicago commentator, in California to record "color" at Rose Bowl game and parade and opening of Santa Anita race track. Will be in Washington, D. C., later in January for series of interviews with Congressional leaders and government officials, and also invited to record several embassy parties and other Capital social events.

BOSH PRITCHARD, star halfback for Philadelphia Eagles, now has own show on WPEN Philadelphia for Crosley Products, nightly, 6:30 p.m. Account handled by Weightman Agency, Phila.

News . . .

KEN MOORE, news department KXOK St. Louis, father of girl, Dianne Noel.

CHESAPEAKE AP RADIO Assn. publishing and distributing *Radio Newswriting Guide,* written and compiled by **DENNIS SARTAIN,** news editor WWDC Washington. Mr. Sartain is also president of association.

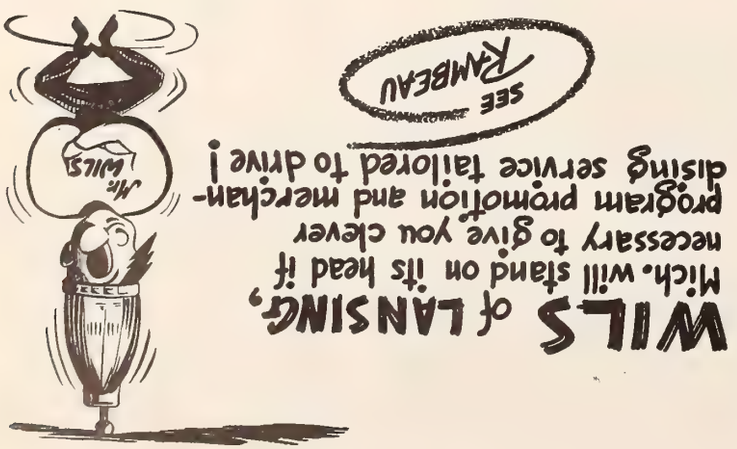
CHUCK DULANE, announcer-disc jockey WGAY Silver Spring, Md., appointed news and special events director.

JAMES S. ALDERMAN, news editor WRR Dallas, resigns to join management of local restaurant firm.

CARROLL HANSEN, sports director KCBS San Francisco, selected to handle color commentary during CBS Rose Bowl coverage New Years Day.

TOM EATON, news director WTIC Hartford, Conn., appointed chairman of public information committee of Hartford Civilian Defense Organization.

ONE HUNDRED and six employes of RCA, who in 1950 completed quarter century of service with company, have been inducted into RCA Victor 25 Year Club, making a total of 1,062 employes who have become members since club was organized in 1948.



CENSUS

Cities Over 100,000 Listed For South and West

OF THE 106 cities with population of over 100,000 in the 1950 census, 31 are located in the South, the Census Bureau announced last week. In 1900 only five southern cities were in this population classification. Eight cities in that region entered the list for the first time and one, El Paso, returned in 1950 after having dropped out in the 1940 census.

In the West there are 15 cities with over 100,000 population, a gain of three from the 1940 total. Of western cities with over 50,000 population, eight were added in the 1950 census to bring the total to 29 for the area.

The number of places of 25,000 or more population has risen to 477, an increase of 65 from 1940. Most of the places which have entered this population classification are in the South and West, the Census Bureau reports.

The 29 cities of the West with 1950 population of over 50,000 were reported as follows:

City	1950 Population	1940 Population
Los Angeles	1,957,692	1,504,277
San Francisco	760,753	634,536
Seattle	462,440	368,302
Denver	412,856	322,412
Oakland	380,576	302,163
Portland, Ore.	371,011	305,394
San Diego	321,485	203,341
Long Beach	244,072	164,271
Salt Lake City	181,718	149,934
Spokane	160,484	122,001
Tacoma	142,975	109,408
Sacramento	135,761	105,958
Berkeley	113,217	85,547
Phoenix	105,442	65,414
Pasadena	104,087	81,864
Richmond, Calif.	99,218	23,642
Albuquerque	97,012	35,449
Glendale	95,398	82,582
San Jose	95,044	68,457

★

City	1950 Population	1940 Population
Fresno	90,618	60,685
Burbank	78,318	34,337
Stockton	71,660	54,714
Santa Monica	71,259	53,500
Pueblo	63,561	52,162
Alameda	63,425	36,256
San Bernardino	62,792	43,646
Ogden	56,910	43,688
Alhambra	51,284	38,935
South Gate	50,684	26,945

The 31 southern cities with 1950 population of over 100,000 were shown as follows:

City	1950	Increase Over 1900
Baltimore	940,205	431,248
Washington	802,178	523,460
Houston	594,321	549,688
New Orleans	567,257	280,153
Dallas	432,927	390,289
San Antonio	406,811	353,490
Memphis	394,012	291,692
Louisville	367,359	162,628
Atlanta	327,090	237,218
Birmingham	298,720	260,305
Fort Worth	277,047	250,359
Miami	246,983	245,302
Oklahoma City	242,450	232,413
Richmond	229,906	144,856
Jacksonville	203,404	174,975
Norfolk	188,601	141,977
Tulsa	180,586	179,196
Nashville	173,359	92,494
Charlotte	133,219	115,128
Austin	131,964	109,706
Chattanooga	130,333	100,179
El Paso	130,003	114,097
Mobile	127,151	88,682
Shreveport	125,506	109,493
Knoxville	124,183	91,546
Tampa	124,073	108,234
Baton Rouge	123 957	112,688
Wilmington	109,907	33,399
Savannah	119,689	65,445
Corpus Christi	108 053	103,350
Montgomery	105,098	74,752
Little Rock	101,387	63,080

Program Firms

(Continued from page 24)

locally. That applies to stations that are in metropolitan areas where they have TV station competition."

As to TV, Mr. Goodman thought transcription firms would have a "tough time" getting availabilities in one-station towns for one-minute spots, because of the television freeze. "We're spending a lot of money on films . . . and plan to continue," he said.

Mr. Goodman felt that advertising will be good in general unless the government levies restrictions.

C. O. Langlois, president, Lang-Worth Feature Productions anticipates a marked 30% boost in revenue during 1951, with local stations using more transcriptions. Operating expenses will drop about 10%, he feels. Using a survey as a basis, he declared:

". . . Due to the inroads of television, radio stations everywhere realize they must develop local commercial programs to offset the advertising income that will be lost to television. Station operators are unanimous in the thought that local shows of a quality to attract substantial advertisers and agencies can be produced only through the facilities of a specialized transcribed program service. Phonograph records, satisfactory for local participation programs, have been ruled wholly inadequate to satisfy the specifications of important advertisers who demand a local program that cannot be duplicated in content by anyone within easy reach of a microphone and a fistful of phonograph records . . ."

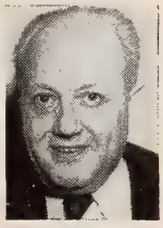
SESAC Expectations

K. A. Jadassohn, general manager, SESAC Inc., expects any sales increase to derive from "building of new business establishments such as hotels and theatres." Though freeze on construction may have "some effect" on operational expenses, he feels SESAC's revenue may remain about the same.

The company plans to expand its repertoire and transcribed library service, "barring the interruption of a national or world emergency." Paul Heinecke, SESAC president, stated that "without such a crisis, we expect a banner radio and business year."



Mr. Ullman



Mr. Goodman

A 100% increase in business revenue of Richard Ullman Inc. is foreseen by Richard Ullman, president, primarily on the strength of four programs which the firm sells. He also sees a 25% rise in operating expenses. Mr. Ullman states:

". . . Barring an all-out war, syndicated radio programs will increase in usage by advertisers materially in 1951. . . . Television will take large appropriations which will affect network advertising. . . . There are still a great many important non-TV markets which must be covered by national and regional advertisers. The syndicated radio program answers this need without duplicating TV markets."

HOLLYWOOD

George R. Jones, general sales manager, C. P. MacGregor, believes actual business for his company will increase about 12% on the theory that local advertisers in TV areas will want to reach the AM audience. Some advertisers, he points out, formerly devoted the entire budget to radio and now are splitting between the two media.

"The only way we can maintain a good radio listening audience is by still giving them good high quality programs, which is the prime factor of good transcription shows. In other areas where television has not reached markets, the local advertiser wants to be represented in his area and good radio programs featuring name personalities have helped him associate his company with well-known and proven talent," he states.

Capitol's Outlook

"Radio broadcasting has certainly never in the past been on its toes as it is today," comments Clifford E. Ogden, general manager, Capitol Records Inc. (Broadcast Division). While Mr. Ogden foresees no great change in radio's revenue or in general business conditions, he predicts about a 20% jump in Capitol's revenue, partly on the premise that operational expenses will not increase substantially.

". . . Higher taxes and certain shortages compensate in more liberal advertising expenditures by corporations and luxury item advertising," he points out. "In other words, while some present advertiser classifications may retrench, conditions will bring activity by others to offset the loss."

Gerald King, president, Standard Radio Transcription Services Inc., thinks the outlook for AM-FM broadcasting in 1951 is "very encouraging," with less uncertainty over the impact of television. Stations have set to work to "do a good job of selling and promoting broadcast advertising," he feels, adding:

"Program library services generally have had to absorb rather sharp increases in costs of materials, with no similar rise in rates, so we will have to work a little harder and garner a few more customers to try to offset our increased expenses. Count on us to be cheerful and optimistic for a productive 1951."

Television and tape duplication should provide a 30%-35% hike in the revenue of Universal Recorders, according to Will H. Voeller, firm's president, who believes the defense effort will slow down TV and give AM radio a new lift. He states:

"In the recording industry, future developments will depend on the extent of restrictions placed on aluminum, copper, and vinylite—essential items in the manufacture of records. Vinylite cutbacks would affect the production of LP records. As a result, tape duplication for broadcast and domestic use might develop much faster than is now anticipated."



Mr. Reichenbach



Mr. Voeller

Bob Reichenbach, general manager, Cheshire & Assoc., notes that, while Cheshire is a new firm in the transcription field, 80% of its gross sales come from markets having strong TV competition. He prophesies a 5% to 15% rise in revenue for the company.

"Possibly a strong competitive prod from TV sparks the AM stations into more furious action," Mr. Reichenbach observes. "Unquestionably certain accounts found TV too costly and have already returned to radio. Whatever the reason, (our firm) has enjoyed a prosperous initial year."

Next year should repeat 1950 as one of "record" volume for custom transcriptions, in the opinion of Daken K. Broadhead, president of Allied Record Mfg. Co. Noting that Allied has stepped up its pressing by some 5,000 discs a week, Mr. Broadhead contends that radio's "strong competitive reaction" to the TV surge has brought "refinements" in national and local programming depending heavily on custom transcriptions.

"Notable examples are the steady expansion of transcribed spots, increasing use by national advertisers of local ET shows and local ET cut-ins, increased foreign shipments by U. S. program packagers, and the fast-growing quality and range of transcribed library programs," he points out.

Shortages of steel and other materials during 1951 will materially affect the appliance and automotive industries to such a degree that radio will suffer in smaller markets through loss of co-op advertising, B. A. Joslin, executive vice president, Mayfair Transcription Co., believes. He predicts losses almost across the board—for radio and business in general, local billings, national network and on his company's own revenue ledger. One exception: National spot should rise, by as much as 20%.

"My opinion is that, should the Korean situation continue, radio will be off from 25% to 40% in 1951," Mr. Joslin asserts.

A status quo for radio and business prospects does not deter Walter White Jr., president, Commodore Productions & Artists Inc., from predicting a flat 50% jump in Commodore's 1951 income. He adds:

"As unfortunate as the paradox seems, business will be better if our country is involved in war. That is not an opinion or a prediction, but a statement of facts as I've observed them."

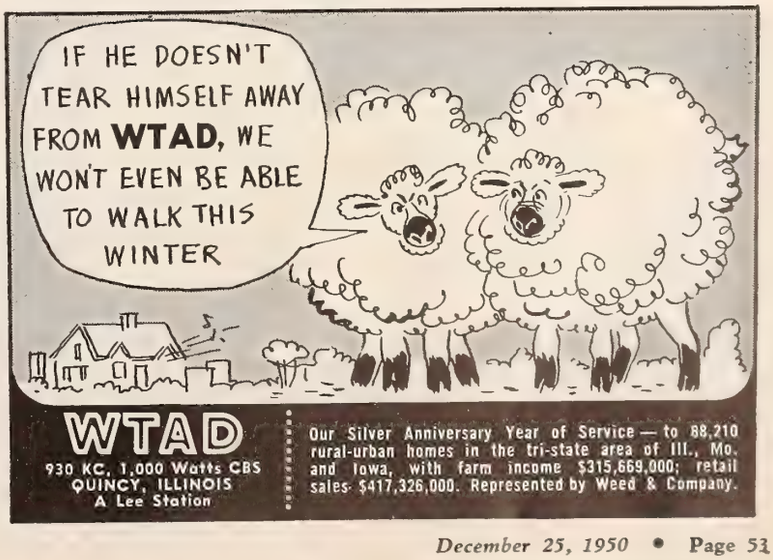
A 10% increase in the transcription business—and a 15% hike in national spot and in its own revenue—was forecast by Teleways Radio Productions Inc. Charles A. Kennedy, president, said any increase would be largely because of the national spot picture, which, however, could be complicated to some extent by merchandise shortages of the local advertisers. He states:

"As a result he may delay use of transcriptions. However, I believe the increased use of transcriptions by national advertisers will more than offset the decrease. . . ."

EAST, SOUTHWEST

Charles W. French, president

(Continued on page 55)



WKBW OFFERS

Facilities To State Dept.

WKBW Buffalo, 50-kw ABC affiliate, last Monday offered to lend its facilities to the State Dept. for rebroadcast of certain Voice of America programs which may be deemed "suitable" for domestic U. S. consumption.

The station, in a letter to the Secretary of State, offered time "on a regularly recurrent basis, in any period deemed suitable" for a digest of Voice and other programs which would serve to implement American foreign policy and familiarize WKBW listeners with the government's objectives.

The offer was made by Dr. Clinton H. Churchill, president of WKBW Inc., who said he had instructed the station's program department to contact the Voice of America in order to accomplish the plan if State Dept. found it "agreeable." Mr. Churchill pointed to a WKBW coverage area of nearly two million listeners, and added there is "considerable interest in the State Dept.'s activities regarding Iron Curtain countries."

Copies of the letter also were sent Reps. Chester C. Gorski and Anthony F. Tauriello (D-N. Y.), both of whom represent Buffalo in the House of Representatives.

EXEMPT RADIO

From Assets Sale Measure

FCC APPROVED transactions involving sale of a radio station's physical assets are specifically exempted in an anti-monopoly bill which Congress passed and sent to the White House last week.

The measure (HR 2734) would tighten loopholes in the Clayton Anti-trust Act by prohibiting corporations from acquiring other corporation assets when such action is judged to lessen competition. The bill exempts government agencies which have the authority to pass on sales of one corporation to another within their jurisdiction.

CANADIAN Admiral Corp. declared initial stock dividend of 15 cents a share, payable Dec. 29 to stockholders of record Dec. 15.

allied arts



CHARLES MICHELSON Inc., N. Y. (transcription firm), signed 6 new accounts, and announced 42% increase of new and renewal contracts over last year's same period. New stations include: WCTC New Brunswick, N. J.; WFPG Atlantic City, N. J.; KCRG Cedar Rapids, Iowa; KSYL Alexandria, La.; KWRE Warrenton, Mo., and KSET El Paso, Tex.

PAUL WHITE, head Paul White Productions, N. Y., and vice president National TV Film Council, elected vice president in charge of motion pictures Prockter Productions Inc., N. Y. (radio and TV producer).

SELVAGE & LEE, Washington (public relations), moves to new offices at 1625 I St. Telephone, Republic 4040.

GRAHAM S. MASON and **JOHN C. BELFIELD** appointed vice presidents Lewis & Gilman Inc., Philadelphia (public relations).

C. E. HOOPER INC., N. Y., announces signing of Maxon Inc., Leo Burnett Co., William Esty & Co. and Foote, Cone & Belding as subscribers to "expanded Hooperatings service."

HAROLD P. SEE, director of TV KRON-TV San Francisco, elected president local chapter Academy of Television Arts and Sciences. Other officers elected: Vice President, **HOWARD McGILL**, Zack Radio; second vice president, **EVANGELINE BAKER**, KGO-TV; treasurer, **LOU SIMON**, sales manager KPIX-TV; secretary to Academy, **MELBA FORD**, KRON-TV.

Equipment . . .

JACK M. WILLIAMS, special assistant to director of public relations, named advertising and sales promotion manager RCA Victor Home Instrument Dept.

GEORGE R. MAREK appointed director of artists and repertoire for RCA Record Dept.

JOHN P. BOKSENBOM elected vice president RCA Service Co. in charge of Consumer Products Service Division. **DONALD H. KUNSMAN** elected treasurer and controller RCA Service Co.

O. O. SCHREIBER appointed assistant to president of Philco Corp. Has been with Philco for 17 years, was assistant secretary.

AMPLIFIER Corp. of America, N. Y., announces addition of Magneribbon premium sound recording tape to its line of high fidelity magnetic tape recorders and accessories.

HENRY A. VAUGHN, superintendent of specialty and standard instruments manufacturing divisions General Electric Co., appointed manager meter and instrument division at Lynn, Mass. He replaces **HERBERT L. ROSS**, appointed manager of GE river works same city.

FRANK H. URIELL, Chicago tax attorney, appointed vice president and general counsel for Admiral Corp., Chicago.

RALPH J. ROBERTS resigns as vice president Muzak Corp., N. Y. to join Pioneer Suspender Co., Darby, Pa., as assistant to president.

SOL PREDIGER, vice president in charge of purchasing Garod-Majestic Corp., N. Y., to Tele-King Corp., N. Y., in same capacity.

PRECISION APPARATUS Co. Inc., Elmhurst, Long Island, N. Y., announces new cathode ray tube tester, model CR-30. Instrument will test all TV picture tubes, scope tubes and industrial CR tubes, including special tests for all tube elements. Model can test tubes without removing them from sets or cartons.

FREDERICK W. BRIGHT, in charge of visual aids Metropolitan Life Insurance Co., N. Y., appointed assistant sales manager Transfilm Inc., N. Y.

W. E. HENGES, assistant to president Graybar Electric Co., N. Y., appointed vice president.

Technical . . .

BILL ROBINSON, WIP Philadelphia sound engineer, now making sound films for TV.

FRANK CANDELARIO to WTMA Charleston, S. C., as studio technician.

FTC Dismisses

FEDERAL Trade Commission last week closed "without prejudice" a long-standing complaint against Procter & Gamble Co.'s alleged "deceptive advertising" of its liquid dentifrice, Teel. P&G, which discontinued in 1946 most of the advertising challenged by FTC, and which stopped all advertising of the product a year ago, told the commission it had no intention of using the challenged advertising in promoting the dentifrice or any similar preparation.

ABC HOLLYWOOD

Leasing Additional Space

CONSOLIDATION of all ABC Hollywood and KECA Hollywood radio operations will be effected in nine months with long-term leasing by the network of additional space at 1539 N. Vine St. from S & P Co., Los Angeles. Announcement was made by Frank Samuels, vice president and general manager in charge of ABC Western Division. Amount was not disclosed.

The network is now leasing three auditorium type studios at the site and acquires 58,000 square feet, according to terms of the contract, to be made into office and studio space for radio broadcasting facilities in Hollywood. Estimated $175,000 will be spent on building improvements and $150,000 in equipment. Construction is starting immediately and will involve development of 20,000 square feet for three general studios, three announcer studios, one remote studio, one emergency studio, and office quarters for network radio executives and their staffs.

Improvements also include construction of a full mazzanine floor plus completely redesigned and improved front exterior and modern master control. Property will have 200 front footage.

ABC radio personnel, now quartered in the network's Television Center, at KECA studios, Highland Ave. and in the NBC building, will move to the new location upon completion of the project. ABC West Coast television headquarters remain at the TV Center, Prospect and Talmadge Sts.

Philip G. Caldwell, ABC Western Division engineering director, supervises overall construction improvement.

CBS RENEWALS

Three Sponsors Sign 10 Shows

TOTAL of 10 CBS programs have been renewed by Lever Bros., Procter & Gamble, and Richfield Oil Corp. (New York). Renewals include:

Lever: *Lux Radio Theatre*, Monday, 9-10 p.m., and *My Friend Irma*, Monday, 10-10:30 p.m., effective Jan. 1. J. Walter Thompson Co., New York, and Foote, Cone & Belding, New York, are agencies, respectively.

Procter & Gamble Co.: Six Monday-Friday, daytime serials, *Rosemary*, 11:45 a.m.-12 noon, through Benton & Bowles; *Big Sister*, 1-1:15 p.m., through Compton Adv., New York; *Ma Perkins*, 1:15-1:30 p.m., through Dancer-Fitzgerald-Sample, New York; *Young Dr. Malone*, 1:30-1:45 p.m.; *The Guiding Light*, 1:45-2 p.m., and *Brighter Day*, 2:45-3 p.m., all through Compton.

Richfield Oil Corp.: Two CBS newscasts, *Larry Lesueur and the News*, Saturday, 6:45-7 p.m., and *Charles Collingwood and the News*, Sunday, 12:45-1 p.m., through Morey, Humm & Johstone.

FARM STATION?

Yes! For almost a quarter-century our entertainment and services have been planned for farmers in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

Program Firms

(Continued from page 53)

and chief engineer, Trans-Radio Recordings, Boston, sees a 25% jump in his company's business revenue from tape and Microgroove recordings. The national crisis, he feels, probably will keep TV's billings to "current figures or below" and "prevent much drop in present network radio billings." National spot and local billings should show a "slight increase," he thinks.

Most business will be down 10% but the transcription and radio business will be down 25%, according to William P. Robinson, president of Robinson Recording, Philadelphia. He also expects a 25% hike in operational expenses.

In Dallas, Tex., James E. Sellers, manager and partner in Sellers Co., points out that the much-debated excess profits tax levy coupled with inflation could incline many companies to spend on advertising. He sums it up this way: "War industries will increase their business, others will show a decline. I don't think department stores or the automobile industry, for example, will do as much next year. Scare buying is fairly well over. Controls will also slow down some fields."

TORONTO, ONT.

Canadian firms look for "generally favorable" business developments, with stress on tightening of critical materials and possibly more advertising if excess profits taxes are levied.

Hal Williams, president, Dominion Broadcasting Co., feels that scarcity of materials may force the industry to use glass for 16-inch recordings and looks for smaller firms to expand. Radio's outlook is likely to remain unchanged from this year's, he adds.

Spence Caldwell, president of S. W. Caldwell Ltd., thinks business will generally remain the same, but anticipates that "fairly new business" will mushroom the company's 1951 revenue by anywhere from 100% to 300%. Any boost in operating costs will be proportionate to the general business increase, he adds.

Stuart Mackay, assistant general manager, program division of All-Canada Radio Facilities, looks for a "bigger" revenue year for radio and for his firm, partly because of demands for package programs on the regional and national basis. Next year should be "good" judging from the "experience of World War II," he adds.

WDRC

CONNECTICUT'S PIONEER BROADCASTER

SEASON'S GREETINGS FROM WDRC

CONNECTICUT'S FIRST STATION

CBS

BBC Plans Color Tests

EXPERIMENTAL color TV tests are to be started by British Broadcasting Corp. according to Sir William Haley, director general of state-controlled monopoly. Color contracts are to be placed with three firms. Equipment orders may reach $2 million. Government plans to complete five high-power relay stations by 1954.



BONNETED Ken Ovenden, WEEI Boston announcer, grows up as a member of the station's Fifteen-Year Club. Inducting him is Harold E. Fellows, WEEI manager, at the club's seventh annual dinner meeting. Mr. Ovenden is the 19th club member. He came to the station in 1935, taking time out to serve with a civilian defense unit during World War II.

RED CONTROL *Broadcasters Weigh Effects Of SCOTUS, NLRB Actions*

SPECULATION is mounting that the Communist Party and its "front" organizations may seize upon the new Supreme Court decision as a legal means for refusing to register under the subversive-control act, and thus escape that provision of the newly-enacted bill which would require them to identify sponsorship of radio and television broadcasts.

In a unanimous decision Dec. 11 the court held that any witness appearing before a grand jury may decline to answer questions relating to Communist affiliations on the ground of possible self-incrimination. The decision would not apply to alleged invasion of free speech and made no specific reference to Congressional committees.

Communist Party officers already have steadfastly refused to register under the McCarran bill, now law, for which the 81st Congress created a Subversive Activities Control Board headed by Seth Richardson.

Sponsorship Mention

While FCC rules and regulations specifically require mention of sponsorship of all radio and television programs, authorities note there is no provision which would force organizations to identify themselves as "front" or "action" groups of the Communist Party, or as "subversive" organizations so labeled by the Justice Dept. but not yet determined by law.

The problem of determining what organizations fall within this category has been delegated to the newly-created board, whose nominations must still be confirmed by the Senate. The board will act on the recommendations of the Justice Dept., which already has published a list of subversive organizations, including the Peoples Radio Foundation Inc., applicant for an FM station grant in 1945.

The board has set up machinery preparatory to holding hearings on the Communist issue, with a view to determining what organizations may be regarded as subversive. And the 82d Congress, mindful of speculation that legality of the act may yet confront the courts, has indicated it may re-examine the legislation next year and possibly revise it.

Broadcasters, more security-minded than ever in view of the international crisis, also are weighing the potential effects of a National Labor Relations Board ruling, that failure of a union to file non-Communist affidavits does not, at the time of negotiations, excuse the employer from bargaining with the union.

In its majority opinion, NLRB upheld an earlier Court of Appeals decision which stated: "We do not think an employer may take the matter into his own hands and refuse to bargain with a union because its officers have not filed . . . It is thus the board which refuses its processes to the non-complying union, not the employer."

The board ruling overruled a 1949 finding which provided that an employer had no obligation to bargain unless the union had already complied, at the time it sought to bargain, with the filing requirements of the Taft-Hartley Act.

The recent majority decision was held by NLRB Chairman Paul M. Herzog and Members John M. Houston and Paul L. Styles. A minority report, filed by James J. Reynolds Jr. and Abe Murdock declared that a union's right to exclusive recognition is a "privilege" granted by Congress, which "effectively and completely extinguished the privilege" with respect to any union whose officers have not filed non-Communist affidavits.

In a recent labor case involving a broadcaster, the labor board disallowed a protest by Seaboard Radio Broadcasting Corp., licensee of WIBG-AM-FM Philadelphia, that the American Communications Assn. Local 1 had alleged Communist affiliates which would disqualify it from participating in a board election. "The authenticity or truth of affidavits" is properly the function of the Justice Dept., the board asserted [BROADCASTING • TELECASTING, Dec. 11, 4]. ACA previously was dislodged from the CIO on the Communist issue.

Resolution Approved

Meanwhile, the Senate Judiciary Committee has approved a resolution which would authorize it to "make a continuing study of the administration, operation and enforcement" of the 1950 Internal Security Act—the so-called McCarran subversive control bill.

The resolution (S Res 366), sponsored by Sen. James O. Eastland (D-Miss.), supported by Sen. Pat McCarran (D-Nev.) and five other Senate members and reported by Sen. McCarran, singled out "the agents and dupes of the world Communist conspiracy . . . engaged in activities (including the origination and dissemination of propaganda) designed and intended to bring such protective laws into disrepute or disfavor and to hamper or prevent effective administration and enforcement. . . ."

Sen. McCarran plans to hold hearings on the Communist issue sometime early next year after the 82d Congress convenes. The resolution was introduced Nov. 30 and reported without amendment Dec. 11.



Stations

(Continued from page 26)

tions business in all its forms must survive and we must have profits in some manner to give the government to service the enormous debt we are going to have."

Edgar T. Bell, general manager of KTOK Oklahoma City, said most of the station's increase has come from new business, with 10% from old accounts increasing. "We are bullish on AM but are getting set to file for TV. We will go color at the start."

Hugh B. Terry, general manager of KLZ Denver, expects institutional advertising to appear if an excess profits tax is applied, offsetting drops in autos, appliances, housing and other items affected by credit restrictions and scarcity. National spot and local should gain, he said, but AM network likely will not increase. "Sales will be tougher, advertising more necessary," he observed.

Richard H. Mason, general manager of WPTF Raleigh, N. C., looks for "an extremely active year" and finds military installations "an increasingly important business factor" in Eastern North Carolina.

AM Holding Up

Norman Boggs, executive vice president and general manager of WMCA New York, says spot AM is holding up particularly well despite the first flush of hysteria over TV. He said 1951 should find "AM listening on independent stations constantly increasing to new heights" and cost-per-thousand listeners going even lower.

James Murray, station manager of KQV Pittsburgh, said a war would have little effect on radio in that industrial city.

Harold P. Danforth, president and general manager of WDBO-AM-FM Orlando, Fla., said the area's population has been rising for a decade and promises to attract more people due to the war scare and growth of small industries.

Craig Lawrence, executive vice president of WCOP Boston, predicts better local and national spot business will continue throughout 1951. Radio is the best summer medium in New England, he reminded, because of resort and tourist industries.

I. R. Lounsberry, president of WGR Buffalo, predicts increases "for good AM stations" despite TV's dollar and audience competition.



Mr. Shafto



Mr. Lounsberry

G. Richard Shafto, general manager of WIS-AM-FM Columbia, S. C., looks for a good radio and business year in that area, aided by a projected H-bomb plant and other defense activity.

Pierre Boucheron, general manager of WGL Fort Wayne, Ind., feels radio "should be good during 1951" whether the U. S. enters an all-out war economy or simply rearms.

Allen M. Woodall, president of WDAK Columbus, Ga., looking back on a record year, expects 1951 to be "bigger and better." Military activity is high in the area.

William B. Quarton. general manager of WMT Cedar Rapids, Iowa, contends "inflation and defense spending are bound to put dollar volume above 1949-50."

Hugh M. Smith, general manager of WCOV Montgomery, Ala., expects more all-time business records in Central Alabama due to military activity, high meat prices and possible newsprint shortage.

Cy King, general manager of WEBR Buffalo, said: "At this moment local and national spot prospects appear good."

Robert J. Burow, manager of WDAN Danville, Ill., expects employment to hold steady or perhaps increase but notes that rationing might hurt business "a little." He looks for at least a 10% increase in station business over 1950.

Ray P. Jordan, manager of WDBJ Roanoke, Va., believes "the constant growth of the Roanoke market will be continued." Industrial and farm prospects are "good," with defense activity increasing.

Grant F. Ashbacker, WKBZ Muskegon, Mich., finds industrial employment increasing so "business looks good" in 1951.

Jerome Sill, general manager of WMIL Milwaukee, expects taxes to open new sources of advertising. As a result of TV, he said, buyers of Class A time on network stations, program or spot, are now shopping for daytime on independents. Retail and industrial activity is "extremely high," he said.

Transit Profitable

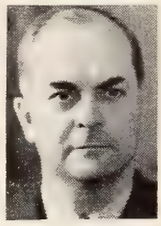
Paul R. Fry, vice president of KBON-AM-FM Omaha, said local and national spot are at a record level and transit is becoming profitable. He added: "This successful two-station TV market should show no decline in general radio activity as radio, TV and transit all promote the industry together."

Bill Michaels, station manager of KABC San Antonio, a military center, finds retail sales rising but reminds that San Antonians, like the rest of the country, are concerned primarily with the international situation and only secondarily with the effect on business.

H. C. Wilder, president of WSYR Syracuse, anticipates higher factory employment and wages in case of a war economy, offsetting declines in hard goods, autos and building. Spending will be shifted to luxury items, however, and entertainment enterprises will do better, he believes, with TV and AM advertising continuing "good."



Mr. Thomas



Mr. Wilder

Chet Thomas, general manager of KXOK-AM-FM St. Louis, said advertisers are now agreeing that radio is the only truly national medium though TV has, and will continue, to make great strides. "FM is showing signs of life for home listeners," he said, "and transit radio's year will be 1951."

E. K. Hartenbower, general manager of KCMO-AM-FM Kansas City, sees "every indication" that business will continue to improve. Agriculture and livestock will continue at a high peak.

E. J. Gluck, president of WSOC Charlotte, N. C., figures national spot and local sales will be good, with sales and promotion plans "directed towards aggressive selling on all fronts."

Charles W. Balthrope, manager of KITE San Antonio, said "it will happen again," in recalling the transfusion advertising received in the last war, with high prices and tax developments.

William Newens, vice presiden of KOIL Omaha, believes an exces profits tax will stimulate radio buy ing though there will be shortage during an adjustment period. This in turn, would bring a transitio from selling to institutional copy "resulting in rather heavy sched ules."

Simon R. Goldman, vice presi dent and manager of WJTN-AM FM Jamestown, N. Y., predicte retailers will use more radio to in crease volume and keep costs down Local industrial firms and nationa spot advertisers are showing greater interest in radio, he added

R. B. Westergaard, WNOX Knoxville, Tenn., notes increase activity in Tennessee Valley Au thority and Oak Ridge projects. I case of industrial conversion to wa production he predicts "advertising from certain categories could de crease with others taking up th slack."

Harry S. Hyett, manager o WEAU Eau Claire, Wis., antici pates "a conservative increase i both local and national spot," with several inquiries from farm ac counts.

Anticipate Business Increase

Ken Church, vice president an general manager of WIBC Indian apolis, said a local Chamber o Commerce survey showed leadin firms anticipate a 6.7% busines increase in 1951.

Robert R. Tincher, vice presiden of WNAX Yankton, S. D., expect food and drug expansion whil durable goods advertising budget decline. Production controls wil permit "very little increase in TV sets-in-use" during 1951, he sug gested, whereas newsprint short ages will bring more income to AM radio.

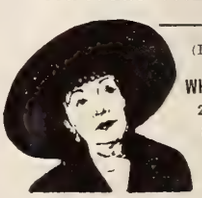
Victor C. Diehm, managing part ner of WAZL Hazleton, Pa., fear rising operational costs as busines rises. Local stores and such re gional establishments as bakerie and breweries are buying mor time, he said.

J. M. Higgins, manager of WTH Terre Haute, Ind., looking at 30% increase over 1949 after fou years on the air, expects an addi tional gain in 1951 "sufficient t air more public service needs. Business runs along at a stead pace in Terre Haute, he said.

Harben Daniel, president an general manager of WSAV Savan nah, Ga., contended radio "as Amer ica's No. 1 mass medium will ge



NANCY McIVER
TRAVELS THE WORLD



(Formerly Nancy Grey on WTMJ—NBC)
WHFC Chicago WEHS-FM
2-2:30 Mon. thru Sat
She entertains—and sells—and sells
Participations Available
MARSHALL PRODUCTIONS INCORPORATED
40th Floor Bankers Bldg., Chicago 3
Radio — Shows to fit your budget — TV

more than its share of the increased advertising revenues in the year ahead."

Al Johnson, manager of KOY Phoenix, finds prospects for new highs in holiday retail sales and expects dollar volume of retail sales and general business to be higher in 1951.

Marshall Rosene, general manager of WSAZ-AM-TV Huntington, W. Va., believes local and national spot for both radio and TV will continue to increase during the defense preparation period, provided there is no serious upset in the coal industry.

Charles G. Burke, general manager of KFGO Fargo, N. D., said: "With early TV experimenting now over in many markets, there is a noticeable return to the sanity of broadcasting." He predicts "increased broadcast activity."

J. Frank Jarman, vice president and general manager of WDNC-AM-FM Durham, N. C., contends merchants and dealers "will have to use more advertising to get sales back to the normal level." He sees prospects of a banner year for radio.

E. J. Paxton Jr., manager of WKYB Paducah, Ky., said: "Outlook here for all types of business is for such a volume it will be difficult to cope with."

Higher Radio Budget

Lester W. Lindow, general manager of WFDF Flint, Mich., anticipates higher radio budgets due to newsprint shortage and the tax situation. He feels 1951 "should be a very good year for both the radio business and business in general."

H. B. Hook, manager of KGLO Mason City, Iowa, said banks, brick and tile, and feed companies are planning increased use of radio, with garages and implement companies getting set to promote service departments when new units become scarce. Food, jewelry and other retailers will buy more time, though "it all depends on how good a selling job we do."

James M. LeGate, general manager of WIOD Miami, suggests "radio competition is probably one of the toughest in the nation and can get no worse." He feels the TV situation probably won't change because of wartime restrictions. "We hope to keep our operation flexible enough to meet changing conditions," he said.

Frank V. Webb, general manager of KFH-AM-FM Wichita, expects "business to continue to advance and broadcast advertising revenues for Wichita to show a substantial gain for 1951, assuming the world situation doesn't fall apart."

Walter J. Damm, vice president and general manager of radio, WTMJ Milwaukee: "Milwaukee because of its varied industries which are largely devoted to heavy machinery and allied products will not feel any negative reactions as a result of the war crisis until long after other communities. . . .

WTMJ expects some curtailment of nighttime sales but expects to see morning and afternoon business increase."



Mr. Esau

John Esau, vice president and general manager of KTUL Tulsa, said "1951 should be bigger and better so long as we sell radio—the greatest mass medium of all—and believe in it."

H. R. Krelstein, vice president of WMPS Memphis, looks at prospects of price and wage controls, raw material shortages and higher taxes as big question marks affecting general business.

Joe L. Smith Jr., president of WJLS Beckley, W. Va., said a war boom will aid the bituminous area, with radio billings reflecting such a boom. "Personally, we prefer less business," he commented.

Jerry Geehan, manager of KMO Tacoma, Wash., expects a banner year as the Northwest continues to expand, with 1951 to exceed the record gross of 1950.

1951 Keeps Pace

Gayle V. Grubb, general manager of KGO San Francisco, finds every indication that 1951 will keep pace with the increased net in 1950. "We are beginning to do the selling job we should long ago have done," he said.

John E. Fetzer, president of WKZO-AM-TV Kalamazoo, Mich., said: "We are profoundly impressed with the ability of television to make advertisers AM conscious. It is our feeling that TV may yet prove to be the greatest advance salesman for radio yet devised."

M. C. Watters, vice president of WCPO-AM-FM-TV Cincinnati, expects expansion of morning and afternoon TV, with TV billing continuing upward. "Radio in TV markets will suffer even more than it did in 1950 with the invasion of TV into radio's last stronghold, morning time," he said. "In non-TV markets radio may expect a good year."

S. Fantle Jr., president of KELO Sioux Falls, S. D., said any increase in business would come from competitive fields such as chain stores, clothing and appliance shops, along with automotive and farm machinery lines. Mr. Fantle added: "It does not seem possible, at least at this time, that we will ever return to normalcy at least within the foreseeable future."

James E. Gordon, president of WNOE New Orleans, said, "radio's position will improve and it will again render the greatest service to the public."

Bob Venn, general manager of WMIE Miami, figures 1951 will be a banner year as radio is "gradually convincing newspaper advertisers of the lower cost advantages of the medium. TV here has so far developed new revenue."

F. E. Fitzsimonds, vice president of KFYR Bismarck, N. D., suggests the high tempo of the national economy should be reflected in this farm area with spending dependent on crop conditions.

Eugene T. Flaherty, manager of KSJ Sioux City, Iowa, said livestock population is largest in history and grain production was better than expected so business generally should be good.

Rex Howell, president of KFXJ Grand Junction, Col., recalled that broadcasting "assumed its full stature as an industry of great importance during World War II." He said defense preparations will stimulate industrial development in the Rocky Mountains.

Will Enjoy Increase

G. David Gentling, general manager of KROC Rochester, Minn., said that "because Rochester is mainly a service town I expect business to enjoy an increase up to 15%."

Todd Storz, vice president and general manager of KOWH Omaha, thinks both radio and general business prospects are "extremely favorable." Radio listening is up because of the war crisis, he said, "ultimately attracting more advertisers and larger expenditures."

Walter Wagstaff, general manager of KIDO Boise, Idaho, predicts high business levels because of demand for lumber and pulp, farm products, metals, wool and livestock. Value of the dollar has increased in terms of radio circulation cost, he said.

Charles E. Denny, general manager of WERC Erie, Pa., says new customers, anxious to get their names before the public, will replace clients lost by shortages.

Bevo Whitmire, manager of WFBC Greenville, S. C., figures excess profits taxes will bring more business to the industry. As to FM, he said: "Oh, brother!"

C. B. Locke, general manager of KFDM Beaumont, Tex., thinks network business will show some improvement with perhaps little change in local and national spot.

Phil Hoffman, manager of KOB Albuquerque, is confident radio "will more than hold its own in 1951, with population and general activity constantly increasing in the Southwest." He looks for a 25% increase in national billings.

A. J. Mosby, president and manager of KGVO Missoula, Mont., concedes a clamp down on manufacturing civilian goods and change to a war economy "will hit us hard in 1951" but suggests "a possible recovery in 1952." He predicts a drop in 1951 for the first time in KGVO's history.

C. J. Lanphier, president and general manager of WFOX Milwaukee, predicts "a bigger year for AM if the AM operator carefully watches the changing times and points his sales activities accordingly. TV will not be a competitive factor for either local or national business in Milwaukee as there will probably be a constant SRO sign on the only TV outlet."

Confusion May Hurt Radio

Bill Weaver, station manager of KLIF Dallas, fears present Korean confusion will hurt radio but a full-fledged war would bring an increase, especially if newsprint is short.

Daniel C. Park, general sales manager of WIRE Indianapolis, expects another good year though automotive and appliance lines may be affected. "Television has not hurt AM in this market as yet," he said, "and in some cases has helped make some advertisers more radio (AM) conscious."

Hugh Boice, general manager of WEMP Milwaukee, said the station's sales volume hit an all time high one year after return to non-network operation, in competition with four new licensees. Increasing national spot is in sight, he said,

(Continued on page 58)

windometer



WIND SPEED?
WIND DIRECTION?
TEMPERATURE?

NOW YOU CAN GIVE ACCURATE, UP-TO-THE-MINUTE LOCAL WEATHER NEWS!

Cabinet with constant-reading dials sets right on your desk. WIND VELOCITY calibrated in leading Universal Wind Tunnel for extreme accuracy. (Self-generating.) WIND DIRECTION built to aircraft standards. OUTSIDE AIR TEMPERATURE reads −40 to +120 Fahrenheit. All instruments and transmitters highest quality aircraft type with Gold-Palladium and Silver contacts. Plugs in 110 AC. Brochure on request. Complete as illustrated. $89.50

AIRCRAFT COMPONENTS, INC.
1560 Woodland Ave., Benton Harbor, Michigan

Time Buyers, NOTE!

NO TV

Stations within 60 miles of

YOUNGSTOWN, O.

Ohio's 3rd

Largest Trade Area

Buy

WFMJ

The Only ABC Station Serving This Market

5000

All programs duplicated on WFMJ-FM

50,000 Watts on 105.1 Meg.

WATTS

CALL

Headley-Reed Co.,

National Representatives

Stations

(Continued from page 57)

though automotive, appliance and TV set accounts may drop.

Dale Drake, managing director of WRR Dallas, looks for a surge near the end of the tax year on the basis of an excess profits levy. Otherwise a continuing inflation would raise revenues as well as operating costs.

R. W. Welpott, assistant stations manager, WGY-WRGB (TV) Schenectady, N. Y., said business prospects for 1951 are "excellent" in that industrial area. Personal income is up with multi-shift operations and longer working hours. "Prudent advertisers will take advantage of this increased market potential and expand their advertising and publicity accordingly," he said.

Ben Ludy, general manager of WIBW Topeka: "Looks bigger than ever."

William T. Kemp, president and general manager of KVER Albuquerque, said newsprint shortage and taxes will encourage many newspaper advertisers and non-advertisers to turn to radio. "Our faith in the future of radio in general and in the West in particular is shown by our application for a new standard broadcast station at Cheyenne, Wyo.," he declared.

Patt Statement

John F. Patt, president of the G. A. Richards stations: "The step-up in war production will be accompanied by a comparatively small decrease in consumer goods production, in my opinion. Radio should benefit from higher taxes, from war manufacturers wanting to keep their trade names alive, from newsprint shortages, and from generally fair retail business."

John M. Rivers, president of WCSC Charleston, S. C., estimates radio will be good, particularly at the local level and national spot is steady and headed upward. "The weak spot is network sales and here we have men who should be thinking big things becoming prisoners of their own environment," he said. "They look at television and think everybody else only looks at television. . . . This temporary 'blind spot' will begin to disappear when logic and reason once more assert themselves in the proper appraisal of network radio."

John J. Hurley, general manager of WNEB Worcester, Mass., said payrolls are up, reflected in better local business, but government controls and return to a seller's market will change this situation.

Pill's Views

Howard E. Pill, president and general manager of WSFA Montgomery, Ala., comments on "the ridiculous numbers of stations in practically all markets," with the increasing income "cut thinner." He said local merchants have to see so many radio salesmen that some are placing their business with newspapers, usually under single ownership, because they only have to talk to one salesman.

Claude Frazier, sales director of WAGA Atlanta, said the station expects to continue increasing its volume, particularly at the retail level, by a more thorough presentation of radio and its stature as an advertising medium. Recent newspaper merger in Atlanta places radio in a stronger position, he contends.

K. K. Hackathorn, general manager of WHK Cleveland, is optimistic but concerned over the war crisis. Plants are at full capacity, he said, which is reflected in good retail business.

George D. Coleman, general manager of WGBI Scranton, Pa., predicted radio in Northeastern Pennsylvania would hold the high level of 1950. Competition for audience will increase, he said, as programming techniques improve.

H. W. Cassill, president and general manager of WEOK Poughkeepsie, N. Y., said radio "has only scratched the surface of the business available to it." He advocated constructive radio selling instead of selling on "alleged demerits of other stations."

Frank R. Smith, president of WBVP Beaver Falls, Pa., said limited retail operation may affect radio business and advised stations to adjust operations to meet the situation in the local communities.

Greg Rouleau, manager of WEDC Duluth, Minn., said development of the area's resources will be to the advantage of radio and general business conditions.

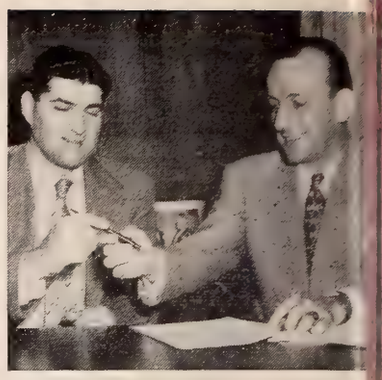
George Cranston, manager of WBAP Fort Worth, expects local, national spot and network to increase.

Willard Schroeder, general manager of WOOD Grand Rapids, Mich., expects the local "sellers market to continue for all goods and services." He indicated the current business pace indicates "radio will continue to compete successfully with newspapers, billboard space and TV."

Ernest C. Sanders, manager of WOC-AM-FM-TV Davenport, Iowa, declared 1951 "looks good" as industrial activity increases.

FCC Change

STATE-Local Government and Amateur Division of FCC's newly established Safety and Special Radio Services Bureau has been changed to Public Safety and Amateur Division, it was announced last week by the Commission.



SMILES indicate satisfaction o Worth Kramer (r), WJR Detroit vic president and general manager, an Boaz Siegel, secretary of Detroit' AFRA local, as they put their signa tures to the first WJR-AFRA contrac a fortnight ago.

ROSE BOWL

CBS Warns on Right

SHARP REMINDER to Los An geles area theatre exhibitors tha CBS holds exclusive rights to th radio and television broadcast o the annual New Year's Day Pasa dena Rose Bowl football game wa given recently in letter sent b Howard S. Meighan, CBS vic president and chief executive office on the West Coast.

The letter, similar to those sen in the past by the network befor the event, read in part:

By agreement dated Sept. 28, 194 between ourselves, the Pacific Coas Intercollegiate Athletic Conferenc and the Pasadena Tournament o Roses Assn., we were granted the ex clusive radio and television rights fo the Rose Bowl Game to be playe Jan. 1, 1951. Under this agreemen we are not permitted to authorize o grant permission to anyone to us the television broadcast of the gam in any theatre (auditorium) or othe establishment for a commercial pur pose or where an admission i charged. The right to make any suc use of the television broadcast ca be granted only by agreement wit the three parties to the contract o Sept. 28, 1949, and it is not the pres ent plan to make such a grant.

Mr. Meighan's letter stated tha "legal proceedings" would be use against any individual or firm who attempted such exhibition.

WTIC Hartford recently received le ter of appreciation from Suffiel Conn., board of Police Commissioner for work in locating persons soug by police. Letter cited case of bo seriously injured and station co operation in locating injured youth parents.

HADACOL'S GROWTH

Sen. LeBlanc Cites 'Tremendous' Radio Role

"TREMENDOUS" growth of Hadacol, a dietary supplement, can be traced largely to use of radio as a basic selling medium, State Sen. Dudley J. LeBlanc said Dec. 14 at at testimonial dinner given in his honor at Lafayette, La.

"If it had not been for advertising, Hadacol would not have attained the success it has in such a short period of time," Sen. LeBlanc said, noting that his corporation assets had increased to $7 million in 2½ years.

"Radio has done a tremendous job for me in that respect," he told James Gordon, WNOE New Orleans, in a statewide radio network carrying the event.

Net profit of his LeBlanc Corp. this year will be approximately $6 million on a $20 million gross, the Senator said. He hopes to gross between $75 million and $80 million next year if he can obtain enough materials, and expand his payroll from 800 to 1,500 by spring.

Sen. LeBlanc added that he had purchased $500,000 worth of toys for Christmas parties to be conducted by over 570 stations in theatres throughout the product's market area. He received a $1,500 solid gold plaque at the dinner, given by public, business and civic leaders throughout the state.

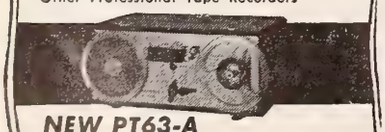


Sen. LeBlanc (l) tells Mr. Gordon and a statewide radio audience how use of spot radio for Hadacol helped build a near $20 million gross for LeBlanc Corp. during 1950.

* * *

KUGN Eugene, Ore. USES Magnecorder

Used By More Radio Stations Than All Other Professional Tape Recorders



NEW PT63-A

Unit Construction permits portable or rack mount operation. 3 separate heads to monitor from the tape! Prevents recording errors! New 3 head unit also available to convert present PT6 Magnecorder.

WRITE Magnecord INC.
360 N. Michigan Ave.
Chicago 1, Ill.

RCA INSTITUTES, INC.

One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.

Address inquiries to Placement Director
RCA INSTITUTES, INC.
A Service of Radio Corporation of America
350 W. 4th St., New York 14, N. Y.

DECEMBER 25, 1950

TELECASTING

A Service of BROADCASTING Newsweekly

IN THIS ISSUE:

Television's Outlook For 1951
Commences on Page 60

Chicago Court Decision On Color
Page 61

Latest Set Count By Markets
Page 64



Credit shrewd casting in bringing "Ellery Queen" into TV being. Richard Hart in the title role, is alert and forceful, extracting all the suspense qualities out of the initial script. Du Mont, rushing to the front with provocative programming may have a winner here.
TELEVISION DAILY

Too often in those TV crime dramas these days, the producers are content to allow a name star to carry too much of the acting burden. An exception last Thursday night, however, was "Ellery Queen" (Du Mont), in which Richard Hart and Florenz Ames are the weekly regulars. Outstanding among the support were Joan Westmore and Richard Purday.
VARIETY

The most notable feature of this show is that Ellery Queen is played by Richard Hart. Just recently Mr. Hart left a role in "The Happy Time", a current Broadway play to do the television series. His ability as an actor on the stage and in the movies has not failed him in television.
NEW YORK TIMES

—adapted from the best-selling detective fiction of all time

THE ADVENTURES OF ELLERY QUEEN

are now making exciting mystery fare for millions of television fans.

Sponsored by:

KAISER-FRAZER EVERY THURSDAY

at 9:00 P.M. on the

TELEVISION DUMONT NETWORK

62 STATIONS
THE NATION'S WINDOW ON THE WORLD

515 MADISON AVENUE
NEW YORK 22, N. Y.
PHONE: MURRAY HILL 8-2600

Copyright 1950, Allen B. DuMont Laboratories, Inc.

A Service of Broadcasting Newsweekly

TELECASTING

National Press Bldg.
Washington 4, D. C.

DECEMBER 25, 1950

BROADCASTING, Telecasting
$7 annually, 25c weekly

NETWORKS

Yearend Roundup

Gross Jumps to $45 Million; Time Scarce

NETWORK TELEVISION grew so rapidly in 1950 that it almost burst out of its pants.

From a gross volume of $12 million in 1949, the four TV networks jumped to an estimated gross $45 million in 1950. But network television, like a stripling who grows faster than Dad can buy clothes, needed bigger britches desperately at year's end.

The trouble was that there were not enough stations to go around. The biggest problem an advertiser had in buying a television campaign (aside from finding the money to pay for it) was in getting availabilities.

The biggest problem a network had was persuading stations to scuttle another network's shows in order to clear time for whatever program the first network was selling.

The scarcity of outlets led to a bitter inter-network row over the allocation of AT&T network facilities. Two networks, ABC and DuMont, wanted the facilities spilt even-steven among all four. CBS and NBC held out for a system which gave them the big shares, on the grounds they had more sponsors than the other two and thus their affiliates wanted to take more programs from them than from ABC or DuMont.

Compromise Formula

The wrangle finally was settled, at least temporarily, by a complicated compromise formula that gave ABC and DuMont more nearly equal first call on the cable, and at year's end the four networks were starting operations that way [BROADCASTING • TELECASTING, Dec. 18].

The compromise settlement on the use of AT&T facilities was at best a temporary solution, however. Until the FCC opened for television station business again, the lack of enough outlets to go around would continue to plague network television.

Despite the freeze on TV stations, which had been in force for more than two years, television grew big and lusty in 1950. With 107 stations on the air in 67 cities, the four networks increased their gross billings enormously.

According to BROADCASTING • TELECASTING projections of Publishers Information Bureau figures (which are complete only through October, 1950), the gross billings for the entire year, network by network (and comparative PIB figures for 1949) were:

	1950	1949
ABC	$6,750,000	$1,391,991
CBS	12,750,000	3,446,893
DuMont	4,500,000*	955,525
NBC	21,000,000	6,500,104
Total	45,000,000	12,294,513

* DuMont 1950 total is DuMont's own estimate.

The phenomenal growth of television is even more remarkably shown in a comparison with total gross billings of all television networks in 1948. A scant two years ago all four networks billed total of about $800,000.

Except for the artifical limitations imposed by the FCC, 1950 was a year of uninhibited TV growth. But television executives feared that 1951 would bring even more severe limitations than the FCC freeze.

Television seemed almost sure to suffer from the diversion of materials and production facilities to defense purposes. Production of television receivers was bound to be reduced.

As of year's end, there were nearly 10 million TV sets in use in the 67 cities where television is available. NBC estimated there would be more than 14 million sets out by next October—but that was barring serious cutbacks in production.

It was plain that unless the war crisis unexpectedly evaporated and the nation's defense effort slackened, the growth of TV circulation would be arrested in 1951.

From the way things were going, it looked doubtful that FCC would reopen its doors for television station applications. With defense-created shortages in sight, the pace of television expansion in 1951 seems destined to slow down.

In a year-end statement, Comdr. Mortimer W. Loewi, director of the DuMont Television Network, the only network exclusively devoted to TV, said (for statements by other network presidents, see page 32):

"The DuMont Television Network, like the industry generally, hails 1950 as video's banner year. Our billings, like telecasters' generally, attained new peaks; our list of sponsors doubled and our affiliates grew till our programs were seen regularly in every section of the country.



Mr. Loewi

"With network business alone up 350% over 1949, to reach $4.5 million, our gross billings, on network and local stations combined, during the year soared 185% above last year's totals, and the network's national advertisers rose from 14 to 26.

"The network's expanded sponsor list helped to strengthen programming for both daytime and evening telecasts in 1950. Fifty-eight programs were being aired weekly by the end of November, compared with 56 in November 1949. Thirty-six and a half hours a week were served to network affiliates and 64 hours to WABD (TV) New York and the network combined.

"DuMont scored on programming, too. It secured the telecasting rights to all Notre Dame home football games for the second successive year and serviced them to 46 stations covering 44 cities. This was the largest number of cities ever linked to air a program offered by a single sponsor (National Chevrolet Dealers). Eighty-three percent of all U. S. telesets were within range of transmitters offering these broadcasts.

"Other memorable programs included the pickup of critical sessions of the United Nations when statesmen at Lake Success debated the problems of the Red Chinese in Korea. The exclusive telecast of Secretary of State Acheson's significant November speech on the Korean crisis also evoked widespread praise.

"The year also saw accelerated

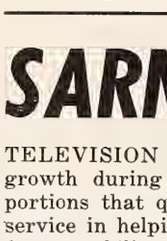
(Continued on page 68)

SARNOFF

Yearend Roundup

Sees Major Defense Role for TV

TELEVISION in performance and growth during 1950 reached proportions that qualify it for major service in helping to speed the defense mobilization efforts of this nation, Brig. Gen. David Sarnoff, chairman of the board of RCA, declared in a year-end statement issued in New York today.



Gen. Sarnoff

"At this time of national emergency, America is particularly fortunate in that since the end of World War II television has been developed to the extent that 40 million Americans now comprise the television audience," said Gen. Sarnoff. "This is of tremendous importance to the country since it provides a new medium to supplement radio's vast audience in achieving fullest unity of purpose.

President's Audience

"When President Truman declared the existence of the national emergency, he was viewed by one of the largest audiences ever to see and hear a President of the United States at a single time. His audience surpassed in numbers the total population of the country in 1850.

"The great effectiveness of television for service in training air raid wardens, for Red Cross work and direct appeals, for the spreading of visual information into the home, as well as the other classifications pertaining to defense, is a new and vital factor in the interest and welfare of this nation."

Gen. Sarnoff asserted that as the year ends there are approximately 10 million television sets in the United States and 107 television stations. He said that 1950 brought to fruition years of television research, engineering and planning, with the result that "the signpost on the road of progress is marked television—in both black-and-white and color."

The year 1950 was the biggest in the history of RCA, with television accounting for approximately 75% of the gross income, declared Gen. Sarnoff. He reported that profits and dividends to stockholders were larger than ever be-

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COURT UPHOLDS FCC

Approves Color Order, Bars Commercialism

A DECISION upholding FCC's approval of the CBS color television system but prohibiting commercial operation pending a ruling by the U. S. Supreme Court was handed down Friday by a three-judge federal court in Chicago.

The court dismissed the complaint in which RCA, NBC and RCA Victor Distributing Corp. sought to upset FCC's color decision. But it also continued its temporary restraining order against commercial use of CBS color until next April 1 or such time as the Supreme Court dissolves the restraint.

The action, on a 2-to-1 vote, a little more than five weeks after the argument, was widely interpreted as a serious blow—if not a knockout blow—against color TV for the duration of the present emergency.

The majority decision itself said one reason for extending the restraining order was the growing shortage of electronics materials and manpower.

"It is a matter of common knowledge that the situation . . . becomes more acute with each passing day, and the prospects are that it will be far worse before it is better," the majority said.

"It is hardly conceivable that either the Commission or the government would under such circumstances desire, much less insist, that the order in controversy be made effective."

Both sides are free to appeal the decision to the Supreme Court—RCA on the dismissal of its complaint, and FCC on the extension of the temporary restraining order.

Appeal Seen Certain

The certainty that an appeal would be taken, regardless of the decision, raised questions in the judges' minds as to "why we should devote the time and energy which the importance of the case merits," for they felt that the Chicago phase "is little more than a practice session where the parties prepare and test their ammunition for the big battle ahead."

Circuit Judge J. Earle Major wrote the majority opinion for himself and District Judge Philip Sullivan.

District Judge Walter LaBuy dissented, labelling FCC's color decision "precipitous" and arbitrary, and holding that its enforcement should be restrained.

"There is ample basis for the conclusion that the scientists laboring in the laboratories of the industry may soon resolve the problem of compatibility," Judge LaBuy said. "In view of the admittedly fluid state of the art, it is difficult to understand why the Commission refused to hear additional evidence and chose instead a course of action, using its own words, based on 'speculation and hope rather than on demonstrations.'"

The court refused to consider Pilot Radio Corp.'s charges that Sen. Ed C. Johnson (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee, put undue pressure on FCC to adopt the CBS system. Subpenas for correspondence between Sen. Johnson and the FCC and CBS were quashed.

On this score the majority noted that no participant in the suit charged that FCC was "influenced, cajoled or coerced by Sen. Johnson or anybody else." Nor was there any other charge or "even an intimation" that FCC did not act in good faith, the decision added.

Condon Report

The majority also said it had no authority to consider the so-called Condon Committee's color TV report to the Senate commerce committee, although "no doubt this report refutes numerous of the findings made by the Commission and gives a far more favorable appraisement of the RCA system than that attributed to it by the Commission."

Nor did the court give weight to RCA's protest that E. W. Chapin, head of the FCC laboratories, invented an automatic adapter useful with the CBS system and was allowed nevertheless to continue participation in the case. The opinion said:

It appears to us that the interest of the witness if it had any relevancy went to the weight or credit to be given his testimony, and that this was a matter for the determination of the Commission. In any event, it furnishes no basis for invalidating the Commission's order.

Emphasizing the limited scope of its authority in reviewing administrative agencies' actions, the judges quoted from several Supreme Court opinions, including one which said the judgment of such an agency, "if based on substantial evidence of record, and if within statutory and Constitutional limitations, is controlling even though the reviewing court might on the same record have arrived at a different conclusion."

The court did not agree with RCA that it could receive testimony from RCA as part of the trial: "We reiterate that under well-established principles our function is to hear and determine the questions before us solely on the record made before the Commission."

In the majority's view, two courses were open: (1) Dismiss the complaint, or (2) set aside FCC's decision and send the case back for further consideration in view of recent developments.

"A pursuance of the latter course," the opinion said, "assuming we have such authority, of which there may be doubt, would inevitably result in the prolongation of the controversy which badly needs the finality of decision which can be made only by the Supreme Court.

"In other words, the interests of all, we think will be better served with this controversy on its way up rather than back from whence it comes."

The majority recognized apparent "inconsistency" in its decision to dismiss the complaint and yet stay the operation of CBS color.

Conversion Cost Cited

But, the court reasoned, there are now no sets outstanding which are capable of receiving CBS color in either color or black-and-white, and to convert the estimated 9 million existing black-and-white sets to receive color in color would cost $1½ billion. Further, the court said, manufacturers would need six to eight months to get adapters and converters on the market. The opinion continued:

So it seems reasonable to conclude that if the [FCC] order was now in effect, there would be no broadcasting under the proposed standards for many months, for the simple reason that there would be no sets capable of receiving such programs.

And it does not square with common sense to think that manufacturers would rush into the business either of manufacturing adapters and converters for existing sets or manufacturing sets with built-in adapters and converters while this controversy is pending. And to maintain that the public in any considerable number would purchase adapters and converters, assuming they were available, under the existing state of doubt and uncertainty, is to cast a reflection on the intelligence of people.

To FCC's contention that the color decision should not be stayed because delay will encourage further sales of unadapted black-and-white sets, the court replied:

This argument is based on the assumption that the Supreme Court will sustain the validity of the order. It ignores a contrary possibility. Certainly this court is possessed of no such omnipotence, and we doubt if the Commission is.

Even if the order was in effect the owners of existing receivers could not within the next several months obtain the equipment which would enable them to receive the authorized broadcasts. But assume that they could and did so. Where would the public find itself in the event the order was held invalid by the Supreme Court?

The majority felt that "the public interest in this matter has been magnified far beyond its true perspective." Any merit which exists in the contention that manufacturers stand to gain financially by delay in the production of color sets, the decision held, "is completely overshadowed by what appears to be evident, that is, that the contest is mainly between two great broadcasting systems for a position of advantage in this rapidly developing field of television."

The opinion said that "perhaps the most substantial attack made upon the Commission's order is the adoption of standards which call for an incompatible system which, as admitted by all the parties including the defendants and CBS, is less desirable than a compatible

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COLOR PROGRESS

Johnson Cites Senate Work

ALTHOUGH the war situation may preclude introduction of any color system for the foreseeable future, Chairman Edwin C. Johnson of the Senate Interstate and Foreign Commerce Committee believes that his committee's activity in TV resulted in "speeding up the timetable several years."

Participating in a forum on color TV conducted by the District of Columbia Bar Assn. over WWDC Washington Dec. 17, Sen. Johnson said he was pleased with the vast improvement made in the RCA color system, based on the most recent demonstrations. He said he felt that the color was "not quite as good as the CBS picture" but that while there is the advantage of compatibility in the RCA system, he "wouldn't say whether it was acceptable."

Stuart L. Bailey, of Jansky & Bailey, Washington consulting engineers, and last past president of the Institute of Radio Engineers, likewise stressed the improvement made in the RCA system, but added that from his observations he felt that RCA "could not meet the FCC requirements" as to minimum criteria even with its present system. The improvement in color fidelity, however, he said, was marked.

Both Sen. Johnson and Mr. Bailey agreed that color is only a part of the TV proceedings and that RCA, of course, is interested in the entire project. Mr. Bailey commented that black-and-white TV is still the "bread and butter" and that RCA probably had not asked for a re-hearing because it did not want to delay the allocation proceedings and a final decision.

They agreed also that there might be "plenty of time" in which to appraise the whole matter, in view of cut-backs in production occasioned by the national emergency. Sen. Johnson commented that some of his own constituents were very anxious to have the proceedings closed, looking toward operation of stations in Denver and the Colorado area.

Sen. Johnson made mention of

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FILM PRODUCERS

Yearend Roundup

Upswing in 1951

FILM PRODUCERS, that mushrooming segment of a giant infant television industry, envision 1951 as another year in which uninterrupted business could increase anywhere from 10% to 300%. However, on the other side of the ledger, some firms surveyed by BROADCASTING • TELECASTING, point to those two factors:

(1) Operational costs seem destined to swing upwards.

(2) A worsening of the world crisis could complicate the outlook for these firms.

Jerry Fairbanks, president, Jerry Fairbanks, Inc., Hollywood, believes that the television film industry which has heretofore played only a minor role in the tremendous new medium development, is slated to make great strides in 1951. Film is finally being recognized as the "one sure way of achieving professional perfection in video advertising and in program presentation," he said.

"A doubling of today's output is indicated and we'll not be greatly surprised if we are producing a year from now triple the present product," he continued. Because of higher wages and material costs, Mr. Fairbanks, anticipated a slight increase in operational costs. As for general business for 1951, Mr. Fairbanks estimated it will be about the same as for 1950.

Sees Business Growth

Stephen Bosustow, president, United Productions of America, Burbank, Calif., declared television is more likely to show an increase in revenue than radio. The latter will decrease about 10%, he estimates. He anticipates an increase in revenue for his firm of about 25%, through sale of films for the Army and Navy for educational and training purposes as well as for entertainment. "The war in Korea, accompanied by the general demand for greater defense effort, will stimulate general business activity," according to Mr. Bosustow.

"Of course, we, like a lot of other people, believe that television is the big thing for 1951," said J. A. Thomas, president of Telefilm, Inc., Hollywood. "We do not expect a landslide, but we do expect a healthy growth over 1950," he continued. However, the gathering war clouds and what effect they will have on the nation's economy, make predictions too risky, he said. Mr. Thomas does anticipate an increase in radio over 1950 with about a 25% increase in his own business and an increase in operating expenses of about 15%.

"General business prospects for 1951 will be excellent, exceeded only by the prospects for TV in that year." This is the optimistic viewpoint expressed by Louis D. Snader, Snader Telescriptions Corp., Beverly Hills, Calif. Mr. Snader sees increased revenue for television amounting to 90%, with radio falling off about 10%.

Mr. Snader estimates an increase of 150% in operating expenses for the coming year. "Television will prove, with the extension of markets and the passing of time, to be the cheapest possible method of sales promotion . . . 1951 will be a big, big year for television," is Mr. Snader's forecast.

Gifford Phillips, president of the TEEVEE Co., Hollywood, in response to BROADCASTING • TELECASTING queries said:

"The big question in the radio-TV picture this year is, of course, the development of the present war crises. If the crisis worsens, or if war comes there will be general levelling off of the rapid rise in business revenue and television development, because television programs are very complicated and very expensive to develop, and production and allotment of scarce materials will prevent further expansion of the existing television market which could defray these expenses. The AM radio field will receive quite a 'shot in the arm' by such a development and will start rising rapidly, as in the last war."

Mr. Phillips anticipates about a 50% increase in revenue over last year's business for TEEVEE Co. He feels that the answer to better programming for television is the use of film—"a good film program can far surpass the most elaborate live program." He expects his increase in revenue to stem from the national sponsor turning to Hollywood for better programs. Mr. Phillips, like others

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Educational TV

NAB's petition to participate in the further educational TV hearing Jan. 15 was granted by FCC last week. NAB told the Commission it was taken by surprise by some of the testimony presented during the earlier hearing relating to reservation of VHF as well as the UHF channels specified in FCC's proposal since the educators had not mentioned this in their comments filed last August. Similar position was taken respecting educators' request for sharing of existing VHF channels in those areas where all VHF facilities already have been assigned [BROADCASTING • TELECASTING, Dec. 11, 4].

STANTON DENIES

Color Offer to Admira

FLAT denial that CBS ever offered its color television system to Admiral Radio Corp. "at any time" was issued in Chicago early last week by CBS President Frank Stanton as Admiral President Ross Siragusa planned to make that assertion before the Investment Analysts Club there. Mr. Stanton, who received an advance copy of Mr. Siragusa's speech before it was given on Wednesday, issued the following statement Tuesday:

After reading the advance handout on Siragusa's talk, I phoned him to say that I have never made Admiral such an offer. He contended that during the spring of 1949, I had made an offer to him personally. I advised Siragusa that I was in Europe at the time he said I made the offer. Moreover, I had no conversation, meeting, or correspondence with Siragusa on any subject during 1949, and I have never made any offer to Siragusa on color television at any time. Accordingly, if Siragusa makes a statement about my offer as in the publicity handout, it is false.

Mr. Siragusa went ahead with his full speech, as planned, charging Wednesday that Mr. Stanton in May 1949 asked in a phone conversation: "Why don't you with some other manufacturers bail us out of this color development?" He said he rejected the "offer" because he "didn't believe in it (the system)". "I hope the final decision will be left to the public," he said.

After the speech, the manufacturing executive answered questions from the floor at the luncheon meeting. Reporters queried him on the portion of his statement in which he said Mr. Stanton "offered to sell Admiral its color system, lock, stock and barrel, for $3 million."



GUESTS at CBS color television demonstration in Philadelphia a fortnight ago [BROADCASTING • TELECASTING, Dec. 18) include (l to r): Neal D. Ivey, president, Neal D. Ivey Adv.; David R. Albright, vice president and treasurer of McKee & Albright Inc.; Louis Hausman, CBS vice president in charge of advertising and sales promotion; Roy McKee, president, McKee & Albright Inc., and Edmund H. Rogers, partner in Gray & Rogers Agency.

In May 1949, Mr. Siragusa said he and "three or four other manufacturers," one of whom reported was Motorola, were concerned over the closed circuit color TV medical demonstrations planned for showing in Atlantic City. Because the manufacturers did not want a public "uproar" about color just as black-and-white was getting under way, they telephoned William S. Paley, CBS board chairman, to request that the demonstrations be dropped.

Mr. Siragusa said Mr. Paley referred him to Mr. Stanton. Mr. Siragusa, at that time a CBS-TV sponsor, said Mr. Stanton offered the CBS color system for $3 million, "the amount spent in 10 years of research."

Exchange of Calls

Mr. Siragusa returned Mr. Stanton's call of Monday, telling him he was still going to mention the "offer" in his speech and asking if it would be more desirable if Mr. Paley's name were mentioned instead of Mr. Stanton's. The latter said no, he reported.

In the remainder of his speech the Admiral president said "The long term outlook for TV is sound but the immediate future uncertain. The industry will have a poorer year in 1951 than in the record year of 1950."

He estimated Admiral's 1950 sales at approximately $230 million, TV accounting for $173 million.

"More than 25%" of the television industry will be in defense work in the immediate future, Mr. Siragusa said. He anticipates an industry production maximum of 5 million units because of shortages of materials. "Volume will be high but conversion costs will make profits suffer," he said. He predicted a 95% TV saturation within five to 10 years.

STATION OUTLOOK

Yearend Roundup

Rapid TV Rise To Continue in '51

AMID mounting speculation that the "freeze" on new television station applications will continue—or at least that the question is now "academic" in the light of international developments—executives of the nation's 100-plus TV outlets are confident they will reap a rich harvest of additional revenue during 1951.

Almost unanimously, the 107 stations look for continuation of a trend which, for the first time this year, pushed many of them over the "break-even" level into black ink operation.

While competition isn't likely to increase in individual station markets because of the freeze, video operators are not unmindful of hard goods shortages occasioned by an emergency economy or of mounting operational expenses.

Despite these factors they feel that (1) general and radio business will be good; (2) national spot and national network, as well as local billings, will show appreciable gains; (3) operating costs will rise, probably as much as 10% or 15%.

Most of the new business, they feel, will derive from food, drug, automotive, retail store, petroleum, soap and other accounts, with utilities possibly coming into the TV picture on a larger scale. The existence of available daytime TV sponsorship also was cited by some executives as a cause for optimism, with daytime programs beginning to come into their own. Increased TV rate scales also were mentioned.

Big Increases Seen

Estimates on TV revenue boosts ranged from 15% to 50%, with possibility that the industry might even enjoy increases up to 70% or 100%. Operating expense hikes probably will hover around the 15% mark, according to executives replying to questionnaires sent out by BROADCASTING • TELECASTING.

Rosy prospects were held out for national network and spot, and local revenue. TV station executives felt national spot's expected prosperity would not arise at the expense of network billings. Latter may rise anywhere from 20% to 50%, according to comments supplied by the station operators.

Liberal revenue boosts also were anticipated from local accounts.

Typical of the comments received by BROADCASTING • TELECASTING:

Murray B. Grabhorn, vice president and manager of ABC O&O stations (WJZ-TV New York, WXYZ-TV Detroit, WENR-TV Chicago, KGO-TV San Francisco and KECA-TV Los Angeles), is convinced that business is bound to be "stimulating" after the pattern of World War II.

"Unemployment will continue to decrease, which will maintain buying power at an all-time high notwithstanding increase in taxes," he feels. Revenue boosts will be reflected more in the television industry than in general business conditions, he indicates, singling out food, drug, automotive and retail store advertisers.

Mr. Grabhorn sees an approximate 50% jump in TV revenue, with 60% and 25% rises in the local and national spot fields, respectively, which would more than offset a possible 25% increase in operational expenses.

John S. Hayes, vice president of WTOP-TV Washington, concedes that while "business is always better in Washington"—a WTOP radio-TV advertising byword—it would be impossible to appraise radio and general business prospects for the nation's capital without taking careful note of the international situation. He thinks business will be "better than better," however.

"With the continuing growth of the government in and around Washington, every indication is for a larger and growing population with an attendant increase in the purchasing power during 1951," Mr. Hayes states. "It can be expected, therefore, that retail business . . . will increase considerably . . . with an accompanying increase in concentration on the Washington market on the part of national clients as well."

Mr. Hayes is hopeful for increases in network daytime sponsorship on TV.



Mr. Streibert



Mr. Lasker

A bigger revenue year for video, with local and national spot billings on the upbeat, also is forecast by Theodore C. Streibert, president of WOR-TV New York, who envisions a "war economy with controls." He predicts that the new excess profits tax will, among other things, stimulate advertising in general.

One of the more optimistic television executives, H. P. Lasker, general manager of WLWD (TV) Dayton, Ohio, is forecasting a 100% hike in TV revenue during 1951, with upwards of 20% rises in local, and national and network spot business. Department stores and food concerns will help make this possible, he believes.

"With the entire economy working at top-speed business should be good throughout 1951," he adds.

A more conservative appraisal of TV's 1951 prospects is voiced by Wesley I. Dumm, president, KPIX (TV) and KSFO San Francisco. His own estimate of increase in KPIX's operating expenses (25%) may be reflected in a prediction placing the rise in TV revenue at 15% for the industry as a whole. Mr. Dumm feels that institutional firms, such as utilities and banks, may come in heavily to augment increased billings from department stores and food and clothing retailers.

Mr. Dumm states: "Business in the San Francisco area is being predicted in an optimistic vein for 1951 and prospects continue to be excellent. . . . As under former similar circumstances, employment steadily increases in this area . . . due to industrial changes from peacetime prosperity to meet the emergency requirements. A steady flow of population from other states continues in anticipation of such

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Mr. Grabhorn



Mr. Hayes

COLOR TV PARTS

NPA Urged To Postpone Orders

A RADIO-TV appliance industry advisory group last Wednesday called on the National Production Authority to "postpone consideration" of all orders which permit end products or component parts to be used in color TV equipment.

A three-point resolution was adopted by the Radio, Television and Household Appliance Wholesale Industry Advisory Committee and submitted to NPA Administrator William H. Harrison for his consideration.

Stressing the shortages of critical materials and skilled electronic engineers, the committee in effect sought fulfilment of equipment needs for black-and-white TV and postponement of color equipment "until such time as materials and components shall be in safe, adequate supply to meet the requirements of the present emergency."

Gen. Harrison reportedly had not studied the resolution as of Thursday, but close associates indicated he probably would not take immediate action. They felt that the NPA administrator would be inclined to table it on the grounds that color television is not in the domain of the NPA.

On the other hand, amid a report that NPA is preparing limitations on all end products using copper and aluminum for television equipment (see separate story), authorities felt that the advisory group's recommendations were merely "academic" now. NPA has issued no limitations on end products.

When broached on the television question — parts shortages for black-and-white and for color equipment in lieu of FCC's decision favoring the CBS system—Gen. Harrison previously told electronic producers that the problem must be resolved by the industry and the FCC, and not by NPA [BROADCASTING • TELECASTING, Oct. 30].

Offer Recommendations

The appliance committee presented its recommendations at a meeting held last Wednesday by the NPA's Office of Civilian Requirements, which is expected to offer its own suggestions once Gen. Harrison has studied the resolution.

The group offered the proposal as "one way" of alleviating the acute shortage of materials and skilled personnel and thus save existing metals and personnel for civilian production of tubes and other TV equipment and for military uses.

The wholesalers group reminded NPA officials that cobalt, used for alnico magnets in radio-TV speakers, already has been cut to 50% for December, and felt that monochrome TV should be permitted to use the available supply of cobalt and other metals without diversion of any material to color television.

Technical "know-how" and tubes and other parts could well be channeled to defense usage, they stressed.

In its resolution the industry committee felt that "under these emergency conditions" there is "no likelihood whatever for the usage of electronic equipment by the public for the reception of color television broadcasting." Color receivers would require use "of at least double the number of tubes" used in ordinary black and white sets, as well as the development of new types of tubes and other components, the group explained.



Mr. Simon

James H. Simon, president of Simon Distributing Corp., local

(Continued on page 66)

YESTERDAY
and
TODAY
in
Central Indiana
at
WFBM-TV
"First in Indiana"

•

Yesterday . . . .

On May 30, 1949 there were 2500 Sets in WFBM-TV's coverage area.

Today . . . .
there are
102,000
Sets in use
in WFBM-TV's
coverage area

In planning your TV coverage remember to TAKE A CLOSE LOOK at the Central Indiana Market—COMPLETELY COVERED by WFBM-TV.

Represented nationally by
The Katz Agency Inc.

WFBM-TV

Channel
6



"First in Indiana"

telestatus



Reasons For Set Buying Studied in Survey

(Report 143)

GOOD programs rank as the number one reason why people who don't own TV sets are considering purchase of one, according to a survey completed last month for Electric League of Los Angeles Inc.,

The consumer study made by Facts Consolidated, research firm, in cooperation with Hixson & Jorgenson Inc., advertising agency servicing the ELLA account, included interviews with approximately 500 non-set owners in about 12 major areas of greater Los Angeles.

It showed that 31% of interviewees would purchase a receiver set because of the good programs now appearing on TV screens. Inexpensive entertainment at home and family considerations closely followed programming as primary arguments carrying most weight with the non-set owning public.

It revealed (1) 25% of those interviewed felt TV is good for shut-ins; (2) 24% thought TV keeps the family together; (3) 24% believe video is good for children.

Other considerations were an expectancy that credit controls would become stiffer and that prices would rise. One portion of the survey revealed that most of the non-set owners did not know prices of TV receivers had dropped in the past year. Nearly 75% of those interviewed either thought prices were higher, the same or didn't know if any change had taken place.

Further breakdowns revealed that the younger age group place a higher value on the fact that "television is cheaper than going out" than do their elders. This younger segment, particularly families with children under 15 years of age, also attach more meaning to the fact that "TV keeps the family together."

* * *

KING-TV Seattle Sets New Rates

KING-TV Seattle will put Rate Card No. 7 into effect on the first of the year, raising the basic hourly rate to $400. One minute announcements in Class A time (6:59-10:31 p.m., Mon.-Fri.; 12:59-10:31, Sat., Sun., holidays) will become $70.

In class B time (5:59-6:59 p.m., Mon.-Fri.; 10:31-11:01 p.m., daily) the new hourly rate on a one time basis is set at $300 and minute spots at $50. For Class C time the basic rate is $200 an hour and $35 for spots of one minute or less.

* * *

KPRC-TV Houston Surveys Viewers

IN the Houston television market, serviced by KPRC-TV, 65.5% of the set owners view TV every night of the week. This was among the facts gathered by the station in a survey to determine set owners program wants in the area.

Jack Harris, KPRC-TV general manager, reports that TV owners want more straight dramatic shows, mystery dramas, western dramas, full length feature films and educational features. Over 1,500 set owners responded.

It also was found that TV is viewed for three hours or more a night in 97.4% of the homes. Viewing of six hours or more per night was reported in 39.3% of the cases TV set-owning families stay at home more, 89% of the respondents said. The reading of evening newspapers is done less now by 32% while 53% of those responding said they read magazines less. A decrease in radio listening was reported by 91%.

* * *

Sponsor Identification Surveyed by Trendex

STATISTICS on sponsor identification on network TV program are being included in the December Trendex television report, Trendex Inc., New York, has announced.

Programs with the highest sponsor identification index during October-November, the months included in the December report were:

Program	Correct	Wrong	Don't Know
1. Godfrey's Talent Scouts T. J. Lipton Co.	94.7	0.0	5.3
2. Toast of Town Lincoln-Mercury	90.3	0.8	8.9
3. Kraft TV Theatre Kraft Food Co.	87.2	0.7	12.1
4. Lux Video Theatre Lever Bros.	86.5	2.0	11.5
5. Star Theatre Texas Co.	86.4	2.1	11.5

Weekly Television Summary—December 25, 1950, TELECASTING Survey

City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	5,700
Ames	WOI-TV	30,198
Atlanta	WAGA-TV, WSB-TV	67,800
Baltimore	WAAM, WBAL-TV, WMAR-TV	252,226
Binghamton	WNBF-TV	27,154
Birmingham	WAFM-TV, WBRC-TV	27,500
Bloomington	WTTV	12,200
Boston	WBZ-TV, WNAC-TV	609,388
Buffalo	WBEN-TV	160,180
Charlotte	WBTV	43,504
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	737,407
Cincinnati	WCPO-TV, WKRC-TV, WLWT	223,000
Cleveland	WEWS, WNBK, WXEL	372,213
Columbus	WBNS-TV, WLWC, WTVN	122,000
Dallas, Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	91,877
Davenport Quad Cities	WOC-TV Include Davenport, Moline, Rock Isc., E. Moline	32,199
Dayton	WHIO-TV, WLWD	146,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	376,706
Erie	WICU	42,576
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	91,877
Grand Rapids	WLAV-TV	97,166
Greensboro	WFMY-TV	35,901
Houston	KPRC-TV	55,054
Huntington-Charleston	WSAZ-TV	30,000
Indianapolis	WFBM-TV	102,000
Jacksonville	WMBR-TV	22,000
Johnstown	WJAC-TV	54,472
Kalamazoo-Battle Creek	WKZO-TV	95,860
Kansas City	WDAF-TV	83,450
Lancaster	WGAL-TV	71,951
Lansing	WJIM-TV	32,500
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH KTLA, KTSL, KTTV	831,232
Louisville	WAVE-TV, WHAS-TV	65,75
Memphis	WMCT	64,42
Miami	WTVJ	45,00
Milwaukee	WTMJ-TV	189,50
Minn.-St. Paul	KSTP-TV, WTCN-TV	188,10
Nashville	WSM-TV	16,72
New Haven	WNHC-TV	114,70
New Orleans	WDSU-TV	43,59
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	1,875,00
Newark	WATV Inc. in N. Y. Estimate	
Norfolk	WTAR-TV	44,54
Oklahoma City	WKY-TV	61,74
Omaha	KMTV, WOW-TV	53,58
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	725,00
Phoenix	KPHO-TV	22,90
Pittsburgh	WDTV	180,00
Providence	WJAR-TV	100,33
Richmond	WTVR	51,71
Rochester	WHAM-TV	61,11
Rock Island Quad Cities	WHBF-TV Include Davenport, Moline, Rock Isc., E. Moline	32,19
Salt Lake City	KDYL-TV, KSL-TV	33,95
San Antonio	KEYL, WOAI-TV	35,85
San Diego	KFMB-TV	69,50
San Francisco	KGO-TV, KPIX, KRON-TV	127,06
Schenectady Albany-Troy	WRGB	125,00
Seattle	KING-TV	55,60
St. Louis	KSD-TV	221,50
Syracuse	WHEN, WSYR-TV	88,11
Toledo	WSPD-TV	60,00
Tulsa	KOTV	48,15
Utica-Rome	WKTV	30,20
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	205,83
Wilmington	WDEL-TV	53,46

Total Markets on Air 63 Stations on Air 107

Estimated Total Sets in Use 9,822,00

Editor's Note: Totals for each market represent estimated sets within televiewing area. Where coverage areas overlap set counts may b partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV Circulation committees, electric companies an manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessaril approximate.

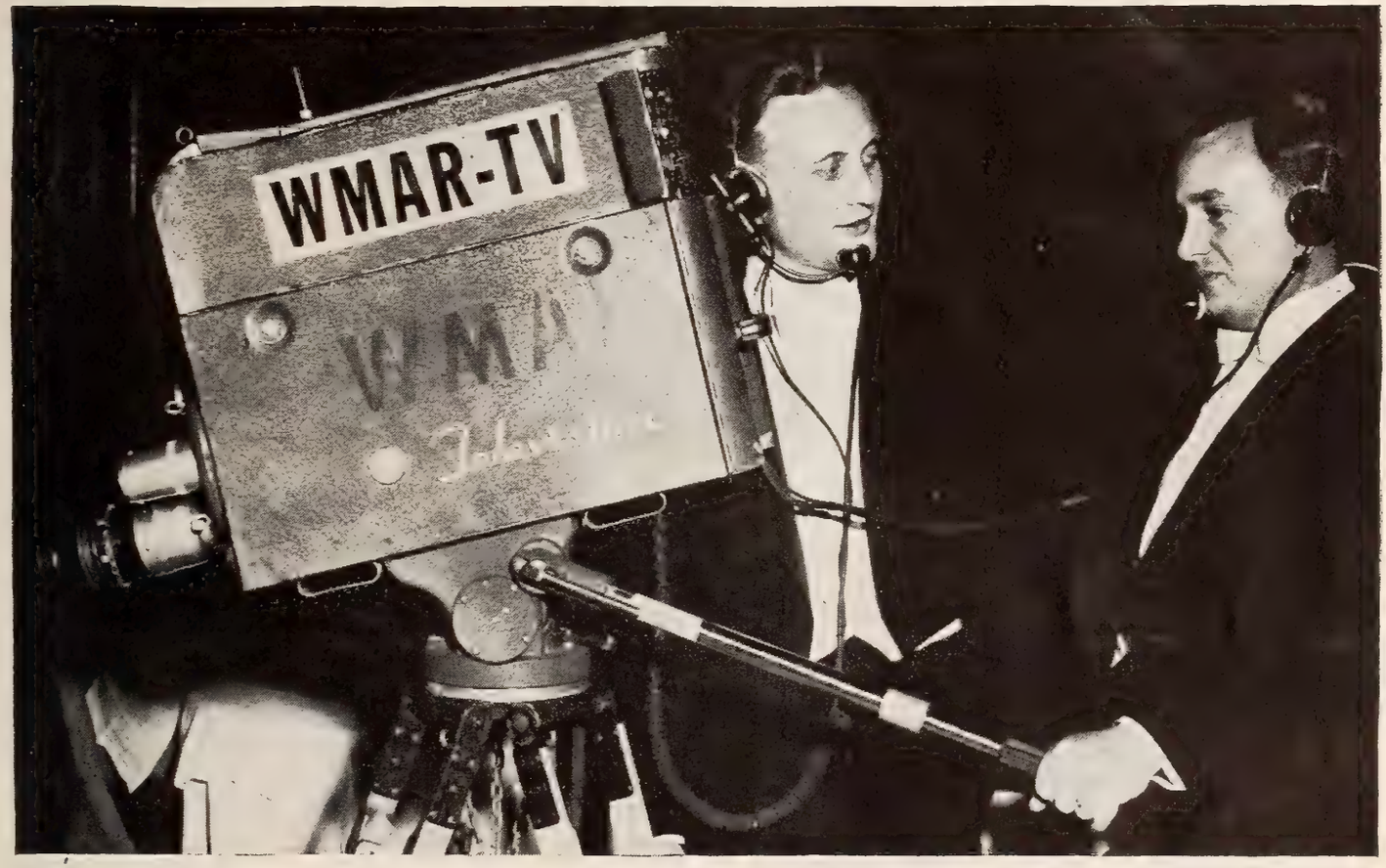
WMAR

THE SUNPAPERS STATIONS

THE A. S. ABELL COMPANY — BALTIMORE 3, MARYLAND

Not the Board of Directors

—but WMAR-TV cameramen dressed for an evening show



There's something bright and new doing all the time. Just added for your viewing pleasure are:

★ "Dinner at the Sheraton Belvedere" (pictured above) Fashions on Parade, notabilities on view . . . Wednesday 7:00 P.M.

★ Saturday Afternoon Sports Series featuring Army and Navy basketball and special sports events . . . Saturdays 2:15 P.M.

★ The First 100 Years, television's first adult daytime serial drama starring Jimmy Lydon . . . Monday thru Friday 2:30 P.M.

★ Marvin Ellin's "Block Party", a new and interesting studio quiz with giveaway prizes for hundreds . . . Thursday's 1:00 P.M.

★ Luncheon With the Ladies. Brent Gunts in a mad-cap whirl of talent and games... Wednesday's 1:00 P.M.

WMAR wishes to take this opportunity to extend Christmas Greetings and best wishes for the New Year to all its many friends.



WMAR-TV

CHANNEL 2

REPRESENTED BY THE KATZ AGENCY, INC.

NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
CHICAGO • ATLANTA • DALLAS • LOS ANGELES

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Color TV Parts

(Continued from page 63)

wholesaler of electrical products, is vice chairman of the advisory group. He was also named as civilian chairman of a task group to formulate policies of the committee.

Mr. Simon heads a company which handles such products as Motorola television and radio, General Electric traffic appliances, Hotpoint items, and other lines. Group plans to hold its next meeting in Chicago Jan. 9.

The task force will make recommendations to NPA on problems relating to (1) equitable distribution of scarce appliances; (2) provision for furnishing appliances to "disaster" areas; (3) "immediate stop" on production of color TV equipment.

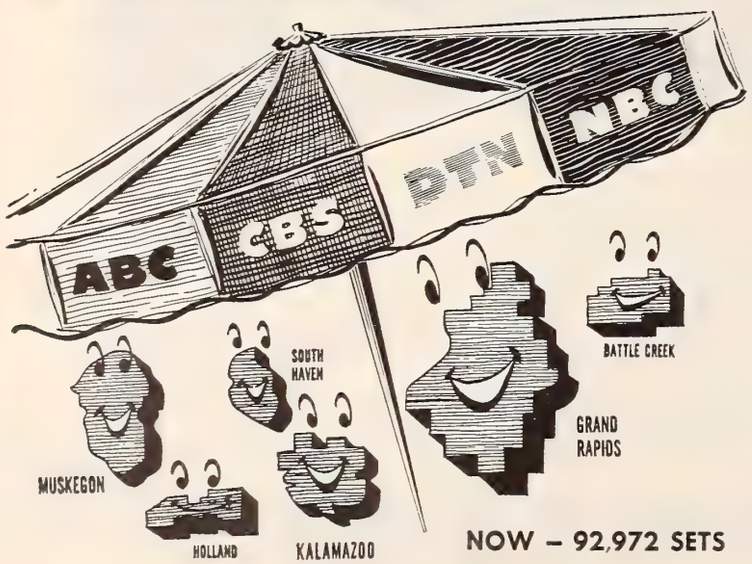
The committee expressed concern over possibility that manufacturers might tend to concentrate future output in high-priced lines, thus eliminating low-cost appliances. Electrical manufacturers are already simplifying designs and developing substitute materials, as well as cutting down on use of scarce copper and aluminum, NPA said. Text of committee's resolution:

WHEREAS, the President has declared a national emergency for the purpose of mobilizing production and manpower as a major objective in the defense effort, and, WHEREAS electronic devices constitute critical and vital component parts in most military equipment calling for the utmost efforts and time of expert electronic engineers, whereby design and production development becomes a prime essential immediately for the early commencement of the manufacturer of military electronic devices, and

WHEREAS, such expert scientific and engineering manpower is already in scarce supply, together with adequate laboratory facilities, testing, equipment and personnel, and

WHEREAS the facilities of the electronic manufacturing industry will be required at a rapidly increasing rate to fulfill the urgent need of production for the maintaining of balanced output with military equipment, using such electronic devices, it is recommended that since there is, under these emergency conditions no likelihood whatever for the usage of electronic equipment by the public for the reception of color television broadcasting, and since components and vital raw materials, both of present types and others that will have to be developed, are in serious short supply and, further, since color television receivers will require the use of at least double the number of tubes than used in ordinary black-and-white television sets, as well as probable development of new types of tubes and other components calling for the absorption of seriously vital raw materials, that all consideration of production of components or devices intended for the receiving equipment to be used for color television reception be postponed until such time as materials and components shall be in safe, adequate supply to meet the requirements of the present emergency.

nothing but smiles under our umbrella!



NOW – 92,972 SETS



WLAV-TV

CHANNEL 7 – GRAND RAPIDS

LIVE – INTERCONNECTED

Represented by John Pearson

Court Upholds FCC

(Continued from page 61)

system."

The opinion also held:

While the findings of the Commission are severely criticized, it is not contended in the main that they are not supported by substantial evidence. It is pertinently pointed out, however, that a number of critical findings are based upon evidence which was taken in the earlier stage of the proceeding which is not representative of the situation as it existed at the time the findings were adopted.

Admittedly, much progress was made during the latter portion of the hearings, and, as claimed, after the hearings closed, in the development of a compatible system of color television. Particularly was such progress made by RCA, and as we view the situation the most plausible contention made by plaintiffs is that the Commission abused its discretion in refusing to extend the effective date of its order so that it might further consider the situation, and particularly the improvement which it is claimed had been made by RCA and others.

On the merits of the case, however . . . much of plaintiff's argument—in fact a major portion of it—is predicated upon matters outside the record made before the Commission, and without going into too much detail we think it relevant to refer to some of such matters.

While many affidavits offered by the plaintiffs as well as the intervening plaintiffs are proper, no doubt, to show damage in support of their asserted right to an injunction, many of them go far beyond this purpose and contain a recitation of alleged facts directly in conflict with the findings made by the Commission.

Typical of such affidavits is that of Dr. C. B. Jolliffe, executive vice president in charge of the RCA Labs. His affidavit, in addition to showing damages which will be sustained by RCA as a result of the order, goes extensively into the alleged merits of the RCA system, the alleged demerits of the CBS system, and the alleged errors committed by the Commission. . . . And much of plaintiff's argument is predicated upon matters brought before the court in this fashion.

In our view, such asserted facts are not properly before the court. A consideration of such matters would in affect amount to a trial de novo, which we are without power to grant. Thus, much of plaintiff's argument, predicated upon such immaterial matter, appealing as it is, must be discarded.

Both the majority and Judge LaBuy cited Comr. George E. Sterling's dissent from FCC's final decision, in which he noted manufacturers' problems of production, procurement, and manpower as well as fast-breaking developments in the TV field. Judge LaBuy also quoted from Comr. Frieda B. Hennock's dissent in which she proposed to defer final decision until June 30, 1951.

He pointed out that RCA asked FCC on Oct. 4 to review RCA's progress before issuing a final decision, and noted that FCC replied that delay "would not be conducive to the orderly and expeditious dispatch of the Commission's business." But, Judge LaBuy argued, "the Commission recognized and the record before the Commission is replete with evidence that rapid strides are being made toward the perfection of a fully compatible system. . . ."

He continued:

. . . If hope and speculation may lawfully be substituted for evidence as a foundation for an important part of its decision, it was an abuse of discretion not to have indulged this speculation and hope in the public interest.

The Commission chose a speedy determination on an issue of great public interest in preference to the more patient consideration which the magnitude of the question warranted. To prohibit the broadcast of color in completely compatible systems, whether it is RCA or any other fully compatible system, is a bar to competition between compatible and incompatible color and is unreasonable and arbitrary.

It is my opinion the Commission's precipitous action in entering the order, the impact of which will require owners of television sets to install equipment at a cost of many hundreds of millions of dollars, and its refusal to hear additional evidence clearly indicates an abuse of discretion and constituted action which was arbitrary and capricious.

TWA SIGNS

Sets NBC Series Contract

FIRST major airline to adopt network radio as a primary medium is Trans World Airline, which will sponsor the new Cary Grant comedy series *Mr. Blandings* on NBC. Series will start Jan. 21, 5:30-6 p.m.

Series is based on novel, *Mr. Blandings Builds His Dream House.* It is understood the TWA series carries a half-million dollar budget. Mrs. Grant (Betsy Drake) will take part. Agency is BBDO, New York.

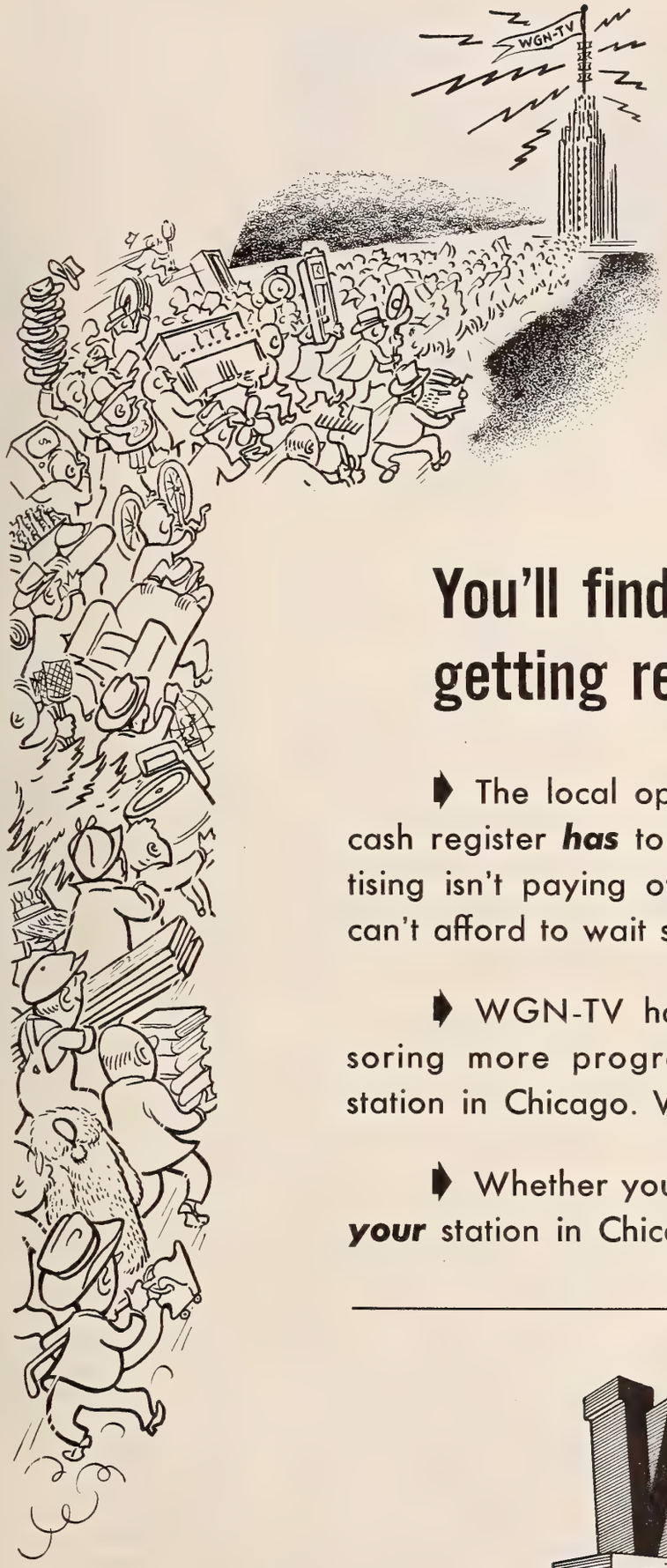
Radio-TV Signals

(Continued from page 20)

by Marx Leva, Office of the Secretary of Defense, would impose a maximum $10,000 fine or five years imprisonment on any individual who "knowingly" uses transmitting devices in violation of U. S. security. A $50,000 fine could be levied on corporations found guilty.

The bill, which would amend the U. S. Code to impose such penalties, also would empower the President to compensate the owners of equipment which transmit "electromagnetic radiation" or radio waves. If the owner were unwilling to settle for an amount set by the President, he would be paid 75% of the sum and be entitled to sue the government in the Court of Claims, or in a district court, within three years after the amount of compensation had been determined.

The Defense Dept., in submitting the draft, said that the bill had been coordinated among departments and boards in accordance with procedures proscribed by the Secretary of Defense.



LOOK FOR THE STATION WITH THE MOST LOCAL RETAIL ACCOUNTS

You'll find the station that's getting results . . .

▶ The local operator ***has*** to get results . . . his cash register ***has*** to ring the next day or his advertising isn't paying off. Unlike the big advertiser, he can't afford to wait six months or six days for results.

▶ WGN-TV has more local advertisers sponsoring more programs than any other television station in Chicago. WGN-TV ***gets*** results.

▶ Whether you're big or small . . . WGN-TV is ***your*** station in Chicago.

DUMONT

WGN-TV

CHANNEL 9 · CHICAGO

The Chicago Tribune Television Station

Networks

(Continued from page 60)

activity in DuMont's station relations and the number of affiliated stations increased from 50 to 62. Added to the web were WOI-TV Ames, Iowa; WKZO-TV Kalamazoo, Mich.; WDAF-TV Kansas City. Mo.: WJIM-TV Lansing, Mich.; WTAR-TV Norfolk, Va.; WOW-TV Omaha, Neb.; WJAR-TV Providence, R. I.; WKTV (TV) Utica, N. Y.; WSM-TV Nashville, Tenn.: WTTV (TV) Bloomington, Ind.; KEYL-TV San Antonio, Tex., and WHBF-TV Rock Island, Ill.

"Forty-six affiliates are now connected by coaxial cable or microwave relay. Sixteen affiliates, serving 17 cities, are non-interconnected and are serviced by DuMont Teletranscriptions.

"The Teletranscription department, incidentally, played an increasingly important role in network operations during 1950, especially in those areas served by non-interconnected stations. The department processed and recorded 1,035 programs on film, representing 11,750 showings over DuMont-affiliated outlets. Utilizing 15 to 20 million feet of film, it completed more film than the entire annual feature film output of Hollywood's major studios combined. These films were re-telecast weekly by DuMont affiliates in as many as 45 cities.

Pioneering Tradition

"During 1950 DuMont maintained its tradition of pioneering. The debut of its closed circuit telecasting system, for example, marked a new use for the medium. Both press and industrial leaders hailed it as an important new business tool. The system permits a corporation to hold national sales, stockholders or other business meetings without participants having to journey to one central meeting place. Television carries the entire proceedings to local gatherings in cities hundreds of miles apart, all in complete privacy.

"In cooperation with Baltimore affiliate WAAM, the network during the winter made its facilities available for the first televised medical consultation in history. This was conducted as a part of our weekly program, *Johns Hopkins Science Review*. It presented surgeons, each in a different city, who, utilizing television, examined a patient under X-ray and compared ideas on his problems while viewers in six cities looked on the X-rays and followed the physician's discussion.

"All these elements of progress leave telecasters optimistic at this year's end, but alert to the many critical problems that they face. Some of these problems are peculiar to the industry, some arise from the national emergency.

"Twenty-three million families and a good 40% of the geographical area of the United States are outside the present range of TV broadcasting. In spite of that fact, we have reached the end of station construction with only 107 transmitters in 64 cities on the air—yet the FCC-imposed freeze, now 26 months old, continues and the date of its lifting is as uncertain today as it was a year ago. But the FCC itself, distracted for more than a year by the color controversy, now has taken time out to ponder proposals of a hastily-organized committee of educators. Meanwhile, its urgently needed decision as to where television will find space in the spectrum, subjected to a new delay, is stymied and, meanwhile, more than 300 would-be station builders are denied the opportunity to serve their communities. It is doubtful if any new stations will go on the air during 1951; and it would be a rash man, indeed, who would predict when any of the 100 metropolitan areas now without TV will have a chance to enjoy it—what with war demands for raw material probably precluding construction.



SPONSORSHIP details for *Ford Time* on KRON-TV San Francisco are worked out by (l to r) Alvino Rey, star of the show; Jack Hasty, TV supervisor of J. Walter Thompson Co., San Francisco; Earle C. Dahlem, president, Ford Dealers Advertising Assn. Inc., Richmond district, San Francisco, and Victor Armstrong, Ford account executive at J. Walter Thompson.

Cites Set Sales

"Ten million families now own television sets (as compared to 3,950,000 a year ago) and during 1950 they bought them at a rate that made our industry the most dynamic in our economy. From September to November they kept manufacturers turning out receivers at the rate of 200,000 a month. Then a series of moves by various federal government agencies fell upon manufacturers—and receiver sales dropped more than 50%.

"First, the FCC authorized a non-compatible color system, and the action caused thousands to fear that sets they might buy now would be obsolete within a few months. Soon thereafter, Congress imposed a 10% federal excise tax on receivers and the Federal Reserve Board, as part of its program to check inflation, further limited sales by requiring a 25% down payment on set purchases and by reducing the financing period to 15 months.

"In this manner our expansion has been brought to a stop and the rapid growth of TV circulation checked. And at the moment an excess profits tax is on its way through Congress.

"If it becomes law with retroactive provisions now proposed, its enactment will wipe out entirely the financial gains that the industry made this year, because the levy will render it impossible for telecasters—networks and station owners alike — to retrieve from future profits the investments that they made during the last three or four years to get video started.

"Grave as these problems are, perhaps there isn't much that we can do about them in a war economy.

Other Problems

"But there is another set of problems that we can do something about — because they are mostly industry-spawned.

"In 1949 I spoke at Ohio State U.'s Institute for Education by Radio. I observed that even then signs were appearing which indicated a certain looseness in thinking in television programming which, if followed, could easily lead to almost certain economic disaster. Particularly I called attention to the fact that television was being regarded too much as an entertainment medium; was expected, further, to begin at the same high level as Broadway and Hollywood had reached after many decades of development. As radio struggled into existence the public accepted the $25 a week Jack Bennys and Bob Hopes—but now at the turn of a dial it can see the top "names" of show business, night after night, week after week, in extravaganzas that cost $50,000; $70,000; $100,000 — more than it cost to mount an elaborate Broadway production 10 years ago.

"With what result?

"Viewers generally are sated and unimpressed.

"The more acute inquire despairingly—and properly, too, I think—Is this all that we can expect of such a promising medium?

"More important, major advertising agency executives and their sponsors are proving by word and deed the danger that lies in this extravaganza psychology; are offering all the proof that we telecasters should need that it could easily lead to disaster. Agency men note that they can buy a coast-to-coast AM radio network of 160 stations for the price of a 60 city TV hookup, and they warn that the medium is being priced right out of reach of their clients. Manufacturers who are footing the medium's bills at the same time are asking 'Can't we get our sales messages to the public at a lesser cost?' and their answer is written into cancellation after cancellation. Yet TV costs are still rising—all across the board, and rates with them.

Educational Potential

"Television, we telecasters must realize, is more than high-rated, high-priced comedians. It is up to us to make it 'the window of the world' that we call it, the great instrument for education and enlightenment that we recognize it can become.

"In DuMont this year we have demonstrated that education can be interesting as well as informative. Educators and showmen alike repeatedly cite our weekly program, *Johns Hopkins Science Review*, as an indication of what can be done in this field. So, too, our use of critical United Nations sessions as 'live,' integrated parts of daily news shows illustrates how television can be utilized to give immediacy and urgency to significant events.

"Through 1951, we must do more of this kind of useful programming. I do not mean to suggest at all that we shall forego entertainment but I am sure that during the next 12 months we must program not alone so that we can demonstrate the capacity of our medium to be more than a parlor movie but so that we can sell competitively, too, so that we can meet the tremendous rate cuts that radio is about to make.

Chance to Serve

"In addition, during 1951, television will have its first opportunity to serve this country in a great national emergency, perhaps even a war. President Truman and the heads of all governmental departments recently made clear that they would call upon it to carry a substantial burden.

"I am sure that telecasters, rising to the opportunity to utilize its gifts of sight and sound, will quickly demonstrate television to be the greatest communication medium since the printing press and one of the most effective weapons in the arsenal of democracy."

Sarnoff

(Continued from page 60)

fore and employment increased substantially.

"Vision and planning, plus confidence in the service that television could render, enabled RCA to maintain leadership in television," continued Gen. Sarnoff. "No other organization has contributed as much to the creation or more to the advancement of the new science and art as a service to the American people and an important tool for industry."

Regarding dividends to RCA stockholders, he reported that, with payment of those declared, the total disbursed by RCA during 1950 amounts to $23,938,800, consisting of $3,152,800 on the preferred stock, and $20,786,000 on the common stock.

Gen. Sarnoff listed major achievements in 1950, as follows:

Development of the RCA tricolor television picture tube, an essential element of any practical color television system.

Improvement and simplification of the RCA compatible all-electronic color television system.

Extension of television network program service to Florida and westward to Nebraska.

Development by RCA laboratories of the electronic analogue computer, which shows great promise in contributing to the nation's air power by speeding up the design of guided missiles and airplanes.

The enthusiastic public acceptance of the RCA-Victor "45" Victrola phonographs, high-quality vinyl plastic disks, and the quickest record changer ever devised; also extension of RCA Victor's record catalog to include improved long playing 33⅓ RPM wide tonal range recordings.

Empire State Project

Erection of 200-ft. multiple antenna designed by RCA, atop the Empire State Bldg., New York, enabling five television stations to operate simultaneously from one location. It simplifies the directive setting of home antennas, thereby improving reception in the metropolitan area.

Describing the expansion of manufacturing facilities in 1950, Gen. Sarnoff said:

"Construction of two new RCA manufacturing plants at Marion, Ind., was begun in October 1950, one for the production of luminescent powder for phosphors used in television picture tubes. This plant, in addition to a similar unit at Lancaster, Pa., will augment the production requirements of phosphors for RCA needs and those of the industry.

"The other factory at Marion, will produce components for receiving tubes to aid production in RCA plants at Cincinnati and Indianapolis. Both the new Marion plants are scheduled to be completed in the summer of 1951.

"During the year a modern plant was purchased at Harrison, N. J., providing additional space for developmental work and expanded production of television tubes.

"In September a plant was purchased at Cincinnati and will be devoted to the production of miniature receiving tubes for radio and television and help to alleviate the industry's shortage of such tubes. It is scheduled to begin operations in the middle of 1951."

Color television in 1950 "was a revelation and a provocation," declared Gen. Sarnoff. "As a rainbow arches across the sky after a storm, so television in color broke through one of the greatest tempests of controversy and conflicting opinions.

"As creator and leading proponent of a compatible all-electronic color television system, RCA fought to assure its development and approval over the outmoded incompatible mechanical scanning apparatus.

"The FCC closed its public hearings in May, and in October adopted an incompatible system as the standard for commercial color television despite the fact that eminent scientists and virtually all of the radio-television industry warned against such a move. The Commission set Nov. 20 as the date when commercial operations were to begin.

Chicago Court Case

"Acting in the public interest, RCA carried the case to court and on Nov. 16 the United States District Court in Chicago issued a temporary restraining order which deferred the establishment of commercial color television until further order of the court. RCA maintained that the outlawing of its compatible electronic system was indefensible and contrary to the public interest. It pointed out that the FCC order was arbitrary and capricious and unsupported by substantial evidence; that it would bring irreparable injury to the television industry and to the public."

Gen. Sarnoff recalled that eight major improvements in the development of the RCA compatible color television system were featured in a series of progress demonstrations in December before leaders of the radio-television industry and representatives of the press in Washington. He said the improvements were widely acclaimed.

Discussing progress of radio broadcasting, he said that with more than 2,000 broadcasting stations serving 85 million radio sets, radio continues as a powerful industrial and social force, possessing a nation-wide and world-wide range that television has yet to achieve.

"New discoveries in electronics have been applied to radio as well as to television," he pointed out. "Radio sets for home and automobile have been improved and made more attractive through increased efficiency, styling and compactness. There are portable radios today no bigger than the average book, and amazing in performance. They weigh less than four pounds and, in their stylish plastic cases, they have provided a new upswing for those instruments known as 'personal' radios."

Gen. Sarnoff declared that RCA, "founded upon the bedrock of science and upon service to the nation and its people, continually plans for the future." He said that in all of its operations the corporation is mindful of its responsibility to stockholders and employes, to the public and to industry.

Describing RCA Laboratories at Princeton, N. J., as one of the world's greatest centers of research in radio, television and electronics, he commented: "From there have come many of the major advances in the art, including the latest triumph—the tri-color television tube. Such research gives solidarity to RCA's future growth."

Gen. Sarnoff said that because of the uncertainties of the international situation and the great importance of having America fully prepared for any emergency, the radio and television industry, like other industries, is faced in 1951 with restrictions on normal expansion. He concluded:

"RCA has pledged to the President of the United States its fullest cooperation in the national effort to resist aggression and to help preserve world peace. RCA is 'at the ready' with all of its resources, facilities and manpower to do its part in helping the nation to emerge from the crisis into a new era of peace and prosperity."

D. C. BASKETBALL

Gunther Buys on WMAL-TV

GUNTHER Brewing Co., Baltimore, Md., has concluded negotiations with WMAL-TV Washington for video coverage of a portion of the remaining home contests of the Washington Caps basketball games. The contract covers rights to telecasts of the second half of Caps' Wednesday home games. Gunthers reportedly turned down a similar arrangement for Saturday night games.

The Caps, who reportedly have been losing about $3,000 per week and who are marooned in last place in the NBA's eastern division, had prohibited basketball telecasts last year after permitting them in 1948. It was reported unofficially that club management, embarking on a long-range policy of making Washington basketball-conscious, had decided to reinstate television as a first step.

Chesebrough Sponsors

CHESEBROUGH Mfg. Co., (Vaseline Hair Tonic) will sponsor a quarter-hour segment of the *Kate Smith Show*, starting Jan. 8 on NBC-TV for 52 weeks. The quarter hour will be on Monday, 4:30-45 p.m. Agency is McCann-Erickson, New York.



KPIX, San Francisco's Pioneer Television Station, celebrates its second anniversary this week. The two years since KPIX introduced TV to the Bay Area have moved as rapidly in pace as in progress. Under the able guidance of Northern California's first men of television—Wesley I. Dumm and Philip G. Lasky, they have been two years of continual expansion and improvement in facilities, personnel, operating techniques and programming. Two years in which television has been developed from a magic word to an integral part of the community's life.

When KPIX took to the air in December, 1948, there were 3500 sets in the Bay Area. Programming ran six days a week, with 17 hours of telecasting.

Today, KPIX has a 7-day-week schedule, sending out 65 hours of programming to over 120,000 television homes.

These notable increases have meant an impressive list of television firsts and programming events for KPIX. The pioneer station's contributions to San Francisco television were recognized within the industry last year, when KPIX received the Academy of TV Arts and Sciences top award for outstanding station achievement.

KPIX's ever-increasing hours of programming include the top offerings of the CBS and Dumont networks, in addition to approximately 30 hours a week of local productions. Sports also rate high, and include the recent UC football games and the forthcoming Rose Bowl game and parade via micro wave.

Currently heading the list of public interest campaigns is the "TV Sets For Vets" drive, fostered by Philip Lasky.

And, KPIX looks forward to its third year, with a sense of pride and achievement for the past, and even greater expectations for the future.

KPIX CHANNEL 5
Represented by The Katz Agency, Inc
560 KC KSFO 6.50
Represented by Wm. G. Rambeau Co.
SAN FRANCISCO

"CAN'T BE BUILT," they said... but General Electric Built It!

Highest gain TV



GOING UP—THE ANTENNA THAT COULDN'T BE BUILT. When others gave up, General Electric solved the most difficult high-gain TV antenna problem ever undertaken by a manufacturer. Two developments here are noteworthy. First, a special feed design saved several thousands of dollars for the broadcaster. Instead of the usual two, this antenna requires only one transmission line to feed it, a simplification achieved by designing and building a special slot diplexer, first of its kind to be used in high channel operation. Second, G-E engineers were able to maintain desired antenna characteristics by compensating for increased pole diameter through the lower portion of the antenna.

At Louisville the WHAS-TV antenna is driven by a G-E 5 kw high channel transmitter.

antenna* in the world!

Spectacular 12-Bay Superturnstile for WHAS-TV is first ever made for Television Broadcasting—gain measured from input better than 12.5

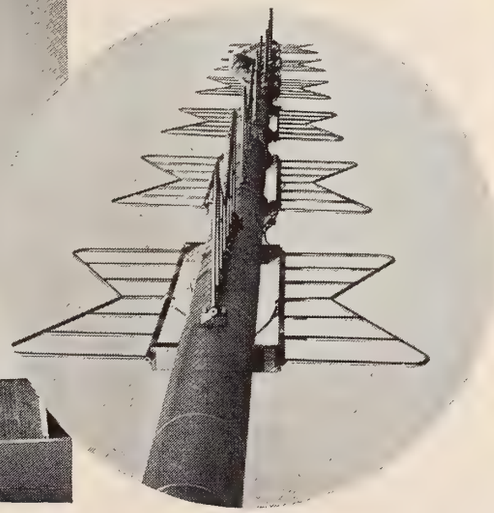
UNIQUE SLOT DIPLEXER PERMITS SINGLE LINE ANTENNA FEED!

RIVAL manufacturers said it couldn't be done—that nobody could build a 12-bay antenna of superturnstile design and make it work. Why not? Because the required mast diameter would be so large it would affect the antenna characteristics.

General Electric television engineers didn't think so. They accepted the challenge, took the problem back to Electronics Park, put to work the immense research, engineering, and manufacturing facilities of this great plant...and delivered the complete antenna to Louisville four months later!

Building TV station equipment is a precision job. If your station plans present difficult problems of design, engineering, or construction, put G.E. on your team. Offices in all principal cities. *General Electric Company, Commercial Equipment Division, Electronics Park, Syracuse, New York.*





LARGEST LOW BAND HIGH GAIN ANTENNA!

At KRLD-TV, Dallas, Texas, this 10,000 pound, heavy-duty antenna provides an effective gain of 6.2. It is designed and built to withstand a 50-pound wind loading, equal to a 150-mile-an-hour gale. Inset shows batwings of heavy-walled tubing.



WIND LOADING 60 POUNDS! Rising 1050 feet above the Hudson River, the WOR-TV tower at North Bergen, N. J. is the highest structure in the state. General Electric FM and TV antennas, mounted together on a special mast, can resist a wind velocity of 165 mph. WOR-TV is also equipped with General Electric FM and TV transmitters and a custom built control console.

**for VHF commercial operation*

You can put your confidence in—

GENERAL ELECTRIC

Trade Assns.

(Continued from page 32)

be to see that advertising and broadcasting continue strong in the public service.

"This will demand, it seems to me, a constant mindfulness of long-range needs, without short-sighted opportunitism; a constant effort toward mutual understanding, not excessive self-interest; toward reasonable cooperation, not greedy self-advancement."

Paul B. West, president, Assn. of National Advertisers Inc.:

"No one can positively foresee what lies ahead—whether we will have war or peace, or, as we have now, something in between. Fortunately, however, the radio and television industries, along with other advertising media, the agencies and advertisers, are ready to do whatever needs doing.



Mr. West

Through The Advertising Council and the experience gained during the last war, we can put the skills, facilities and techniques of our vast American communications system to work quickly and effectively.

"Our ability to make sure our country knows what is required of each of us so that we can act intelligently and on a united basis is one of our greatest individual and collective assets."

Elon G. Borton, president, Advertising Federation of America:

"1951 will offer unusual opportunity to advertising people. The public is confused and fearful, management is doubtful and undecided.

"Courageous counsel by us on fundamentals—the need for high production, for maintenance of a vigorous business economy along with adequate defense activity, and for intelligent cooperation of the public in war activities—is needed. We can influence management, advise the public about both products and war needs, and keep our economy and business thinking on a sane level.

"The amount that will be spent in 1951 for advertising is not the most important question before us. Our real problem is how our industry can best serve the country in this troublesome period."

Robert C. Sprague, president, Radio-Television Mfrs. Assn., and president, Sprague Electric Co.:

"The radio-television manufacturing industry added 13,750,000 radios to the broadcasters' markets in 1950. In the television field the industry's greatest development occurred, with 7,250,000 TV receivers produced or more than twice the 1949 output.



Mr. Sprague

Total billings for the radio and TV sets produced during the year exceeded $1.5 billion, a rise of more than 60% over 1949 and almost double that of 1948.

"While over-shadowed by television, production and sales of radios should have been encouraging to both AM and FM broadcasters. The industry's output of about 13,750,000 radios of all types approximately equalled its greatest prewar record, reached in 1941 before the commercial manufacture of television sets had begun.

"The industry's 1950 record made the greatest year of peacetime production, sales and expansion in its history. At the peak of the fall boom, the industry was producing television receivers at an annual rate of 10 million sets and radios at the rate of 17 million units.

"The entire output of the radio-television industry, when military production, transmitting and communications equipment, and replacement parts are included, exceeded $2 billion by a good margin, at manufacturers prices, with retail values totalling more than $3 billion.

"No one at this time can predict with accuracy what the civilian production of the radio-television industry will be during the next 12 months, or perhaps even during the next three months. The radio-industry has frequently demonstrated its ability to adapt itself to rapidly changing circumstances, and I am confident it will do so now if given half a chance. Conservation measures and substitutions of less scarce materials for those in shortest supply will, no doubt, keep civilian production going at a higher rate than might seem possible on the basis of materials available."

T. S. Repplier, president, The Advertising Council:

"When America faced war mobilization in 1941, one of the first things advertising people did was to pool their radio time and talent and share it regularly with war information campaigns. In war and peace, radio support given to public interest campaigns has been *big and generous and effective*, in terms of circulation, dollar-value and results.



Mr. Repplier

"The Council sees these facts illustrated every day. We are proud of the Radio Allocation Plan and depend upon it heavily.

"Now, as we face war mobilization in 1951, practically the same American business companies have again come forward and pooled their valuable time and talent in television to share with government and private agencies to help solve national problems and to further any information projects that may be needed.

"The directors of the Council well know, and the government knows that, this time, radio—in all its phases—is ready."

Wayne Coy

(Continued from page 20)

clusion of the North American Regional Broadcasting Agreement. Here is a practical demonstration of neighborliness and mutual helpfulness in this region of the globe. Experience has shown that we can only build global goodwill block by block. In the NARBA we are setting a most important block in the structure of our immediate international relationships. There is some opposition to this agreement in this country, but anyone who goes to the trouble to get the facts instead of the propaganda will understand quickly why it is beneficial to the industry as a whole as well as to the American public.

Retain Protection

The new NARBA, which runs for five years, gives practically all stations the same protection they had before. It will result in a significant improvement in rural service over what existed since the expiration of the old NARBA and the Modus Vivendi and over what we could reasonably expect in the absence of an agreement. While in some ways it is not quite as satisfactory as the 1937 agreement or the Modus Vivendi, anyone at all familiar with the negotiations knows that we could hardly have expected to maintain that status quo. The NARBA is now up for ratification in the various signatory nations.

The current emergency offers TV its first opportunity to win its spurs in a defense role. Its unique capabilities to show, to teach and to demonstrate and to bring the actualities of our danger into our livingrooms should make it one of our most powerful mediums in mobilizing our democracy.

Much remains to complete the blueprints for our improved and expanded TV system. The statutory court in Chicago which issued a temporary order restraining the Commission's color TV decision has announced that it will issue its ruling on the petition for a permanent injunction at an early date. Commission decisions yet to be made include those on the use of the UHF band, on non-commercial educational broadcasting and on

Color Progress

(Continued from page 61)

the "bad public relations that exis between the FCC and the RCA." He pointed out that the Commis sion has its "hands tied" in view of the pending litigation in Chicag restraining the FCC from making the Columbia standards effective He said the FCC might reopen the proceedings on its own motion, bu he doubted whether that could b done until after the litigatio is ended. He pointed out that a far as he knew, RCA had neve requested a re-hearing.

Declaring that he was "much impressed with the new RCA pic ture," Sen. Johnson said that a the original demonstration, an en gineering advisor commented "i stinks." "I didn't know that colo smelled bad," the Senator asserted

"RCA has made this tremendou progress because it has been unde the whip of CBS," Sen. Johnson asserted. "For once they've bee forced to do something else beside create a rumpus."

One of the big questions abou RCA color, the Senator asserted is the factor of cost. He declare that no testimony had been giver to that end.

Other participants in the forun were Irving Panzer, Washingto attorney, moderator; Henry G Fisher, Washington attorney wh directs the Pike & Fisher Report on Radio Law.

specific allocations.

The pro and con arguments ad vanced to make AM broadcastin more effective in the clear channe case confront the Commission for decision in 1951. The lottery cas will be argued before a federa court. It may even reach the Su preme Court. The decision of federal court in Pennsylvania tha a state cannot censor films on tele vision is being appealed to th Supreme Court.

The more productive utilizatio of our FM facilities will engag the Commission's attention in 1951 Here is a broadcasting medium i which the nation has invested man millions of dollars in nearly 70 stations and 7,000,000 sets capabl of receiving FM. Eighty percen of the operating stations are no licensed. The development of FM on a realistic basis within an limitations that the emergenc may impose will add to our com munications resources.

The coming year more than eve will be a time to fight shoulder t shoulder against the threats of ag gression. We will need the utmos goodwill, tolerance and understand ing of each other's problems t present a united front to enemie beyond our gates.

I know that I voice a commo sentiment when I say that th gravity of the hour lends new an deeper meaning to the greeting we exchange at this time of th year. It is in this spirit that give the broadcasters of Americ my best wish for a Merry Christ mas and a Happy New Year.



Film Producers

(Continued from page 62)

in the industry, expects an increase in operating expenses of about 10%.

Hal Roach Jr., president of Hal Roach Studios Inc., said the outlook for television films for 1951 is extremely encouraging. According to Mr. Roach, the production of TV film in Hollywood increased 300% in 1950 and expectations for 1951 are even greater.

Mr. Roach anticipates a 20% increase in his own business and a like increase for business in general, with his own operating expenses increasing about 5%.

A 35% increase in operational expenses due to high TV film costs was forecast by Charles Michelson, president Charles Michelson Inc., but he expressed belief at the same time that his company's revenue also would rise because of the growth of TV film shows and the growth of stations using film. He looks to service firms, like banks and insurance companies, to continue advertising on the same scale.

Robert P. Newman, president of Telepix Corp., expects that 1951 will be the first year local sponsors' budgets will include a considerable, rather than a token allowance for the already proved merits of TV advertising. The growing "choosiness" of viewers will force the advertiser to switch to filmed programs, where attention to pacing, transitions and camera scope can be given, according to Mr. Newman.

Harry Wayne McMahan, owner-executive producer of Five Star Productions, said "Five Star has sold one radio property, is selling another to concentrate almost entirely on TV spots." Mr. McMahan optimistically looks for a 100% increase in his own business, with the overall picture for TV advertising bigger and better than ever before. "Early in October we were sold out for 1950 and now are booked 60 days ahead into 1951," he said.

MUSIC LICENSES

ASCAP Delays Mailing

NEW per program TV licenses which ASCAP in its letter of Dec. 14 to telecasters said would be ready "shortly" [BROADCASTING • TELECASTING, Dec. 18] were not forthcoming last week and probably will not be sent out until after the holidays, according to an ASCAP spokesman.

Meanwhile, the announcement that the society was going to issue its own terms for the use of its music on TV on a per program basis, breaking off negotiations with a TV broadcasters committee after a year of discussions have failed to produce an agreement, had evoked no reaction from the TV station operators. Apparently the telecasters were following the advice of Dwight W. Martin, chairman of the TV per program committee, to "keep an open mind on the problem" but to take no action until after the Jan. 18 special meeting of TV broadcasters at the Stevens Hotel, Chicago.

Mr. Martin's letter, sent to all TV stations Dec. 15, day after Otto A. Harbach, ASCAP president, had written the telecasters concerning ASCAP's decision to end negotiations by issuing licenses according to its own ideas, read as follows:

By this time you have received ASCAP's form letter of Dec. 14, 1950, addressed to interim licensees. Do not be alarmed by it or by anything you may read in the press. As the last extension of the interim licenses, under which telecasters have been paying fees to ASCAP for use of music since Jan. 1, 1949, was to Dec. 15, 1950, it was necessary for ASCAP to give you a further extension at this time.

Instead of giving you the customary extension to a stated fixed date, ASCAP has extended the interim license to a date 30 days after the receipt by you of a per program form of license which it intends to prepare and send to you within the next few days. This turn of events grew out of meetings of our committee with an ASCAP committee on Dec. 12 and 13 which we shall explain briefly here.

On Dec. 12 we again urged ASCAP to negotiate with us a flat percentage royalty rate on programs, including spot announcements, containing ASCAP music without any charge on spot announcements or other types of programs containing no ASCAP music inasmuch as the government's consent decree which ASCAP signed last March stated that no royalty need be paid on programs which contained no ASCAP music.

ASCAP flatly refused this request and stated that it would not negotiate a flat rate with our committee but would instead announce a rate without discussion with our industry committee, and that it would discuss with our committee only a formula which would include charges on adjacent spot announcements. Faced with this firm statement of position, we could do no more than continue our meetings through Dec. 14 with a discussion of details of a compromise which the industry committee might be in a position to submit to the industry for approval with recommendations of acceptance.

After canvassing our committee yesterday morning, we informed ASCAP that our committee could not possibly recommend the terms which had been discussed unless ASCAP would concede certain points which the industry committee felt were reasonable. ASCAP declined our suggestions and announced it was going to send out the above letter and would follow it with an unnegotiated form of per program license. We want to say further that there was no bitterness in our discussions and that there has been no breakdown in the negotiations at least insofar as our industry committee is concerned. We shall continue to function whenever the occasion presents itself.

On Jan. 19, 1951, there is scheduled at the Hotel Stevens in Chicago a meeting of telecasters to discuss the newly proposed autonomous Television Board of Directors of NAB. Already over 60 stations have agreed to attend. We therefore propose to hold a meeting at the same place during the evening of Jan. 18 to discuss fully all phases of this matter and we suggest that you try to make your plans accordingly.

By that time you will doubtless have received and studied ASCAP's form of per program license and the discussions should assist each person present in deciding whether to accept ASCAP's unilateral per program terms, or resume negotiations, or sign a blanket license, or take the matter to the courts. In the meantime, we urge you to keep an open mind on the problem. We expect to be writing you further prior to Jan. 18 as developments occur.

TV FILM & PRODUCTION SERVICES

ALEXANDER FILM CO.
(producers of short-length films since 1919)
5,000 TOP-QUALITY COMMERCIALS
LOW-COST RENTAL SERVICE
COMPLETE PRODUCTION FACILITIES FOR ANIMATED AND LIVE ACTION COMMERCIALS
WIRE OR WRITE
COLORADO SPRINGS

ATLAS FILM CORPORATION
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CREATORS and PRODUCERS of TELEVISION COMMERCIALS
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CHICAGO: AUSTIN 7-8620

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EXTENSIVE LIBRARY OF FILMS
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GRAY—O'REILLY
COMMERCIAL SPOTS FOR TELEVISION
480 LEXINGTON AVE.
NEW YORK
PLAZA 3-1531

RKO PATHE, INC.
624 MADISON AVE.
NEW YORK, N. Y.
PLAZA 9-3600

SARRA, INC.
TELEVISION COMMERCIALS
MOTION PICTURES
SOUND SLIDE FILMS
NEW YORK - CHICAGO
HOLLYWOOD

TELEFILM, INC.
COMPLETE FILM PRODUCTION FOR TV SPOTS-PROGRAMS
All Production Steps In One Organization
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HOLLYWOOD 28, CALIF.
HOLLYWOOD 9-7205

TELESCRIPTIONS
ANIMATED AND LIVE ACTION FILM SPOTS
20-SECOND AND 1 MINUTE
823 VICTOR BUILDING
WASHINGTON, D. C.
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VIDEO VARIETIES CORP.
TELEVISION PROGRAM FILMS
TELEVISION COMMERCIALS
BUSINESS MOVIES
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-FROM SCRIPT TO FINISHED PRINT
OWNERS AND OPERATORS OF
WEST COAST SOUND STUDIOS
510 W. 57TH STREET, N. Y. C.
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MURRAY HILL 8-1162

BROADCASTING - TELECASTING
FILM & PRODUCTION DIRECTORY
IS PRINTED THE LAST ISSUE OF EACH MONTH
GUARANTEED PAID CIRCULATION EXCEEDS 15,000

Network

(Continued from page 33)

his time-table. And not even inside Washington can anyone know how much and how long it will take to counteract those plans.

"But we in the network broadcasting business should wipe the panic off our lenses and take a square look at that unpredictability. The industries of our country will need, perhaps more than ever, to continue communicating with the people of the country during 1951.

"The corollary to that fact is another equally important fact: Nobody has yet devised a better mass communications method than this network broadcasting business. It seems to me, therefore, that whether Detroit, for example, is selling cars to today's buyers or brand-identity to tomorrow's prospects—the real, practical need for this medium will continue to be as real and as practical as ever in 1951.

Network Problem

"This quite obviously puts it up to each of the major networks to meet that need with the most effective 'facilities' it can muster. I put quotation marks around 'facilities' because I mean it to include not only the watts and kilocycles and towers that we in this industry talk about so much—but also the brain power that really makes radio tick.

"On the physical side, I am more convinced than ever that the watt-and-kilocycle setup of Mutual offers its users, today, telling advantages which are available literally nowhere else. Count them: 540 stations placed throughout the 48 states — and 325 of them, in 45 states, each serving its own market as the only network voice in town. This of course spells flexibility which can't be had elsewhere—at a time it was probably never needed more. It provides unmatched impact at the community level, throughout a full fourth of the U. S. And it also gives a sponsor his sturdiest anchor—to windward available anywhere in these times of TV's fastest growth.

"On the brain-power side, the careful studies which we have made of the sales and programming strategies of network radio over the past 18 months are beginning to pay dividends for our advertisers. And in 1951, I believe that our new methods of approach can help solve many of the problems which the medium has never really solved before.

"So when I speak of confidence and optimism, I really base my reasoned hopes for the year ahead on the new approach which our clients are taking to network radio through their imaginative and realistic re-evaluation of what radio can do both today and tomorrow."

Joseph H. McConnell, president, NBC:

"In a world of change the radio and television industry is at home. Growth and constant innovation are the nature of our industry. Indeed, a world of change of development and expansion, creates the climate in which our versatile industry thrives. These are the very elements which give us stability. Thoughtful men are rightfully concerned for the future, but we would fail to understand the basic characteristics of our own business if we did not look ahead to 1951 with confidence.

"Of course 1951 will be a year of growth for radio and television. To my mind, it is a question only of velocity, of the rate of growth. The nation's defense needs, beyond question, will be our No. 1 priority. Production facilities may be required for military purposes. The field of scientific research will also give precedence to defense needs. In whatever degree these requirements may develop, they will not affect the quality of programming of either radio or television.

"Television, in a few swift months in 1950, expanded from its bare infancy to a truly first-rank medium for advertising and entertainment. This was a momentous development. But as we look ahead we ought steadily to remember that in 1950 we recaptured our self-confidence, and then the advertiser's confidence in radio as the great medium of high circulation and low cost. There were some hard lessons learned in both radio and television. These—what we have learned—are our assurance that we will continue to progress through 1951 in the face of all the imponderables.

"At the end of this year, television covered areas in which live 90 million people. Advertisers, through experience, demonstrated increased appreciation for its pulling power. Picture quality, programming and production were all immensely improved. There was no question that television had come of age as a truly national advertising medium. Should the government rescind its freeze on new stations, television will be extended to new areas in 1951. Additional stations and receivers will mean more hours of broadcasting, better programs.

"Besides finding ways to meet television's drain on creative talent, at NBC we have pioneered in finding ways for smaller advertisers to join in major shows previously only available to high budget sponsors. This should provide a wider economic base for television and make it available to more sponsors in the coming year.

"Public response to NBC's Sunday night *Big Show* brought the entertainment value of radio to a fresh summit. And 'Operation Tandem' proved that new techniques can sell radio on a basis which is healthy for both the network and the advertiser, and yet bring the cost of radio advertising to a new low.

"We face the new year with the greatest mass communication medium in America—radio and its vigorous and intense new partner, television. We plan for peace and stand ready for any emergency. Radio and television have only the future ahead—and it cannot be other than great."

LIBEL SUIT

SCOTUS Appeal Seen in Phila. Case

APPEAL to the U. S. Supreme Court may develop out of an appellate decision which held last week that the Communications Act does not prohibit radio stations from censoring political broadcasts by persons who are not candidates.

The decision was handed down in Philadelphia Thursday in the case of Felix v. Westinghouse Radio Stations Inc. by the U. S. Court of Appeals, Third Circuit [BROADCASTING • TELECASTING, March 20]. It reversed a district court decision which had dismissed three $50,000 libel suits filed against Philadelphia stations.

Attorneys familiar with libel law indicated the latest decision still leaves broadcasters in a precarious position in connection with political broadcasts. In effect, the decision upholds the case of Weiss v. Los Angeles Broadcasting Co., a circuit court decision holding that Section 315 of the law does not operate until there are two or more legally qualified candidates for the same office and a station has allowed one candidate to use the facilities with another candidate seeking equal opportunity.

Still in effect is the FCC's Port Huron Broadcasting Co. case, in which the Commission held that once a station decides to carry a broadcast by one candidate in an election, and examines the script, it cannot change its mind and decline or censor any broadcast by a candidate for the same office even though a submitted script is deemed defamatory.

The FCC has never stated a positive opinion as to whether broadcasts on behalf of candidates by others than candidates themselves are governed by Section 315.

In the district court decision $50,000 libel suits filed against KYW (Westinghouse), WCAU and WFIL Philadelphia, charging libelous remarks in political broadcasts because of purported implications of Communistic leanings, the court had in effect upheld the FCC's Port Huron doctrine. The stations had contended they are not permitted to censor political speeches.

Judge Albert Maris, in last week's consolidated opinion, reversed this district court ruling with Judges Gerald A. McLaughlin and Austin Staley concurring.

The appellate decision held in part:

We are unable to assent to the conclusion thus reached by the district court for the reason that we do not think that Section 315 of the Communications Act of 1934 may be given the construction which the district court has here placed on it.

On the contrary, the language of the section itself and its legislative history compel the conclusion that the section applies only to the use of a broadcasting station by a candidate personally and that it does not apply to the use of such station by other persons speaking in the interest or support of a candidate.

We find that this very question of including supporters of candidates within the purview of that section has been specifically considered and rejected by the Congress, which has made it perfectly clear that the section is intended to apply only to the personal use of broadcasting facilities by the candidates themselves.

It follows that the section did not prohibit the defendants from censoring Meade's speeches. The defendants are, therefore, not entitled to assert the defense that they were not liable because the speeches could not have been censored without violating Section 315 and that accordingly they were not at fault in permitting the speeches to be broadcast.

PROTECT YOURSELF, your STAFF, your CLIENTS

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LIBEL, SLANDER, INFRINGEMENT OF COPYRIGHT, INVASION OF PRIVACY

Arising from Editorializing, Speeches, Newscasts, Ad libs, Financial Comment, Mystery Plots, Gossipy Announcements, Man-on-the-street Interviews.

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USE CAUTION—LADY LUCK IS A DESERTER!
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programs promotion premiums



CORRECT SPEECH ● ● ●

WTIC Hartford's Bob Steele, who conducts morning show, was cited by state supreme court judge for correct pronunciation. It came about when two lawyers were arguing a case before Connecticut Supreme Court each using the word "status" differently. Both attorneys asked judge for ruling on correct pronunciation of word. Justice replied, "Let's ask Bob Steele."

STORY OF PRAISE ● ● ●

WDTV (TV) Pittsburgh, DuMont outlet, sending reprint from *New York Times* to trade. Story praises DuMont Network's telecast of speech by Secretary of State Acheson. Story by Jack Gould discusses why other networks did not telecast speech and cites one network for not broadcasting speech at the time it was delivered. Mr. Gould congratulates Dr. DuMont and network, "that did its job."

CONTEST AWARD ● ● ●

WGN Chicago, *Share the Wealth*, Mon.-Fri., 3:30-3:45 p.m. CST, Kroger Foods Co., Chicago, awarded $10,000 to local housewife. Mrs. Ruth Mills, winner, was presented her winnings by L. R. Musselman, merchandise manager of Kroger Co. At presentation, 10,000 $1 bills were hung on a Christmas tree that was given to her.

CHEMICAL AWARD ● ● ●

KEYL San Antonio interviewed leading officials of Southwest Regional Division of American Chemical Society on nightly news telecast. Bob Whitten, station newsman, also interviewed Dr. Rodger J. Williams of U. of Texas and winner of anual award given by ACS. Station reports it scored clean beat on local newspapers and radio stations with announcement of award winner.

EMERGENCY WARNINGS ●

WCDL Carbondale, Pa., has installed amplifier and microphone equipment in Carbondale Police Headquarters so police officials can give emergency warnings to audience along with regular weather reports during newscasts. Each broadcast is concluded with reminder to motorist to be careful while driving, particularly during winter months.

★ ★ ★ ★ ★ ★ ★ ★ ★

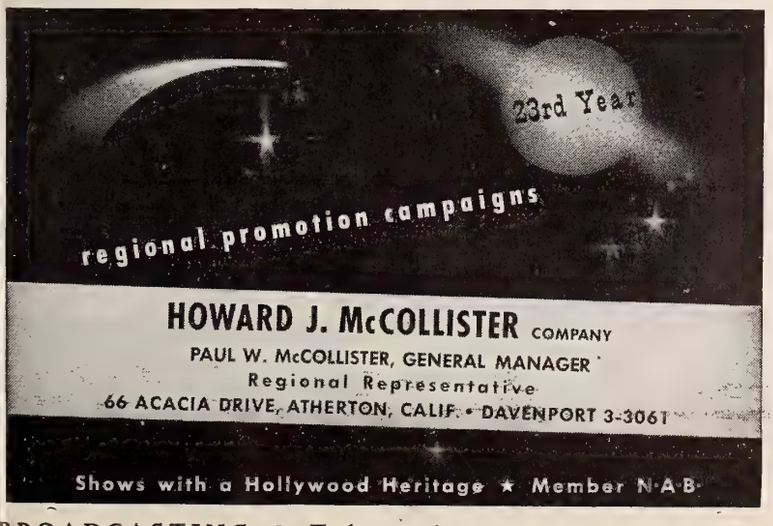
WLS 'FAMILY ALBUM'

WLS Chicago's "Family Album," 48-page hard-cover brochure with pictures and stories of staff members at station, is being released for 21st consecutive year. Pages of pictures show entertainment stars and operating personnel in their homes and on duty. Since 1930, when first album was published, listeners have bought average of 40,000 albums yearly at 50c each. This year, because of advance orders, printing was increase to 45,000. Management of WLS believes practice one of station's "most effective audience-promotion efforts." It has always been self-liquidating.

★ ★ ★ ★ ★ ★ ★ ★ ★

GETS 20,000 RESPONSES ● ●

NBC received more than 20,000 requests for free booklet on selection and preparation of meats which was offered once on one-time telecast of International Livestock Exposition in Chicago Dec. 6 under sponsorship of Allis-Chalmers Mfg. Co. Offer, made by sponsor and National Livestock & Meat Board, was spotted during meat demonstration in hour-long telecast of final judging of grand champion steer. Show was telecast from Chicago on 44 NBC stations.



THREE-YEAR CALENDAR ●

WAYS Charlotte, N. C., and WCOG Greensboro sending three-year calendar to agency time buyers. Two-color plastic card gives date from 1950 to 1953. One side is year 1951 flanked by 1950 and 1952 and on the other side is the year 1952 flanked by 1951 and 1953. Top of card gives call letters of both stations, printed in red on black background.

STEALS SHOW ● ● ●

WXGI Richmond, Va., had only radio entertainer appearing in annual Tobacco Festival. Antonio, station's morning personality man, rode on one of floats during parade through city. Station reports that Antonio's appearance and float stole show.

FINNISH SHOW ● ● ●

WEAT Lake Worth, Fla., *The Halls of Finland*, 12:30-1 p.m., Sun. Program catering to large Finnish audience during winter months broadcasting music and commentary in both English and Finnish. Commercials used are also broadcast in both languages.

SEEING DOUBLE ● ● ●

WDTV(TV) Pittsburgh, *Wilken's Amateur Hour*, 6-7 p.m., Sun. Cast of Dec. 17 show consisted of twins and triplets who performed before audience made up of twins and triplets. Show had been on the radio 12 years prior to TV debut. Jack Logan acted as master of ceremonies for 11 acts in special pre-holiday show.

GOOD GUEST RELATIONS ●

WGH Newport News, Va., taking snapshots of visiting celebrities and local citizens who take part in station programs. Pictures are taken in studio with station personality taking part in broadcast. Printed pictures are mounted in black folder with silver WGH seal on cover and hand written greeting in white on inside. Folders are sent to guests to promote good guest relations. Station reports that almost all recipients of folders have written friendly thank-you notes to station.

GIANT POSTCARD ● ● ●

KLRA Little Rock, Ark., sending giant post cards to trade and advertisers. Postcard headed "What's Happening at KLRA?" in large red letters on front. On back, copy tells of station change in management, programming and promotion and also gives lists of correct mailing addresses of department heads.

NBC ANNOUNCEMENT ● ●

NBC sending booklet to trade announcing new series "The People Act" on its *Living 1950* show. Piece done in red, white and blue, lists subjects being used. Programs, 13 in all, are dedicated to different cities and towns throughout country that have acted together to solve some economic or social problem.

McNEILL'S 'YEARBOOK' ● ●

DON McNEILL's *Breakfast Club*, daily on ABC, announces publication of its *1950 Yearbook*, priced at $1 and sent postpaid to listeners. Book contains photographs of Mr. McNeill and his family on their recent trip to Europe as well as pictures of show's cast. Two sections of 64-page, spiral bound book are devoted to "Memory Time" and "Sam's Almanac" selections. This year *Breakfast Club Yearbook* will be sent to approximately 100,000 listeners.

FREEDOM SPOTS ● ● ●

WNBT (TV) New York Dec. 17 started public service spot campaign with theme "Freedom Is Everybody's Job." Lincoln's Gettysburg address, "Star Spangled Banner" and Tom Paine's *The American Crisis* among original American documents reproduced on film for saturation campaign. Clarity and legibility of papers reproduced on TV effected by blowing up and reshaping them for TV screen.

EXPLOSION PICTURES ● ●

WCPO-TV Cincinnati telecast action pictures of American Waterproofing Co. explosion in that city few hours after it happened Dec. 9. Sidney Barger, chief cameraman for station, got movies of exploding building, then rushed them to laboratory for developing. Explosion occurred at 10 a.m. and WCPO-TV had five-minute film presentation ready by 2:30 p.m.



FCC actions



DECEMBER 14 TO DECEMBER 19

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis.-visual	unl.-unlimited hours

STA-special temporary authorization CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

December 14 Applications . . .

ACCEPTED FOR FILING

AM—580 kc

WKSR Pulaski, Tenn.—CP AM station to change from 730 kc 250 w D to 580 kc 1 kw-D 500 w-N DA-2.

Modification of CP

WKYB Paducah, Ky.—Mod. CP to change frequency etc. for extension of completion date.

License for CP

KVOL-FM Lafayette, La. — License for CP to change FM station.

WLAV-FM Grand Rapids, Mich.—Mod. CP FM station for extension of completion date.

WISC-FM Madison, Wis.—Mod. CP new FM station to change ERP from 52 kw to 1.08 kw and change ant. to 104 ft.

December 15 Decisions . . .

ACTIONS ON MOTIONS

By Commissioner Paul A. Walker

WMAW Milwaukee, Wis.—Pursuant to Section 1.701 of the Rules and Regulations granted waiver of the ten-day limitation of Section 1.854(e) and granted motion as supplemented for correction of transcript of oral argument of September 15, 1950 in proceeding upon its application.

By Commissioner E. M. Webster

KVOL Lafayette, La.—On the Commission's own motion scheduled hearing for Jan. 10, 1951, in Washington, D. C. re application of KVOL.

FCC General Counsel—Granted petition for an extension of time to file exceptions in proceeding upon application of Wooster Republican Printing Co. WWST Wooster, Ohio; time extended to Jan. 11, 1951.

By Examiner H. B. Hutchison

Chief Common Carrier Bureau — Granted motion for continuance of hearing from Dec. 18, to Jan. 15, 1951, at Washington, D. C. in proceeding re allocation of usage of intercity video transmission facilities.

By Examiner Fanney N. Litvin

Charles L. Cain, Grand Prairie, Tex.—Granted leave to amend his application so as to change the type of trans.

By Examiner Leo Resnick

WOOK Silver Spring, Md.—Granted continuance of hearing from Dec. 18 to April 18, 1951, in Washington, D. C., in proceeding upon application of WOOK.

By Examiner Jack P. Blume

Charles H. Chamberlain, Bellefontaine, Ohio—On Commission's own motion continued hearing this proceeding from Dec. 18 to Dec. 19 at Washington, D. C.

By Examiner Basil P. Cooper

WCEM Cambridge, Md.—Granted petition for continuance of hearing in proceeding upon application from Dec. 14, to Jan. 29, 1951, at Washington, D. C.

December 18 Decisions . . .

ACTION ON MOTIONS

By Commissioner E. M. Webster

WQAN Scranton, Pa.—Granted continuance of hearing presently scheduled for Jan. 2, 1951, to Jan. 22, 1951, at Washington, D. C. in proceeding upon application.

KLIK Escondido, Calif.—Granted extension of time to Jan. 15, 1951, in which to file reply to exceptions to initial decision issued in proceeding upon application.

KGAR Garden City, Kan.—Granted leave to amend application to specify nighttime operation 500 w power, employing DA, and show revised financial and program data, and application as amended, is retained on hearing docket.

H. C. Young Jr., Nashville, Tenn.—Granted leave to amend his application to change name of applicant from individual to corp.—Nashville Bcstg. Co. Inc., and to show new information on legal and financial qualifications of corporation and stockholders.

KMPC Los Angeles, Calif.—Dismissed as moot petition requesting extension of time to complete CP until after final decision has been made in Docket 9402.

Benlee Bcstg. Co., Patchogue, N. Y.—Dismissed as moot petition of April 15, 1949, requesting review by Commission, en banc, of April 8, action of the motions commissioner denying petition filed March 28, 1949, seeking dismissal of petitioner's application without prejudice, and, on Commission's own motion, dismissing application with prejudice.

United Radio Communications, San Diego, Calif.—Granted leave to amend application so as to change type of equipment for base station trans.

By Examiner J. D. Bond

Midwest Bcstg. Corp., Montevideo, Minn.—Granted leave to amend application so as to specify operating power of 100 w instead of 250 w dismissed as moot that part of petition which seeks to quash Commission order of April 21 making Times Pub. Co. KFAM party to proceedings; application, as amended, is removed from hearing docket.

December 18 Applications . . .

ACCEPTED FOR FILING

License Renewal

Request for license renewal AM station: WHMA Anniston, Ala.; KAMD Camden, Ark.; WFUN Huntsville, Ala.; KMYC Marysville, Calif.; KYOU Greeley, Col.; WWPB Miami, Fla.; WBHF Cartersville, Ga.; WKEU Griffin, Ga.; WATZ Alpena, Mich.; KATE Albert Lea, Minn.; WTOK Meridian, Miss.; KIRX Kirksville, Mo.; KXLQ Bozeman, Mont.; KXLL Missoula, Mont.; WKXL Concord, N. H.; KSVP Artesia, N. M.; WKIP Poughkeepsie, N. Y.; WHKP Henderson, N. C.; WBUY Lexington, N. C.; KGFF Shawnee, Okla.; KFLW Klamath Falls, Ore.; KRIC Beaumont, Tex.; KCTI Gonzales, Tex.; KNEU Provo, Utah; WMVA Martinsville, W. Va.; KONP Port Angeles, Wash.

AM—950 kc

KDSX Denison, Tex.—CP AM station to change from 1220 kc 1 kw-D to 950 kc 500 w unl. DA-2.

AM—1340 kc

WEXL Royal Oak, Mich.—Acquisition of control of licensee corp., by Jacob B. Sparks through purchase of 500 sh. common stock from George B. Hartrick and Bernice B. Hartrick AMENDED to change from 500 sh. to 220 sh.

License for CP

WMOX-FM Meridian, Miss.—License for CP new FM station.

Modification of License

KCMO Kansas City, Mo.—Mod. license FM station to change from 54 kw to 55.8 kw.

License Renewal

WMVA-FM Martinsville, Va.—Request for license renewal FM station.

December 19 Decisions . . .

BY THE SECRETARY

WMOD Moundsville, W. Va.—Granted license new AM station; 1470 kc 1 kw D.

WNOE New Orleans, La.—Granted license change frequency, power, install new trans. and DA-2 and change trans. location; 1060 kc 5 kw-N 50 kw-D, DA-2.

WBKV West Bend, Wis.—Granted license for new AM station; 1470 kc 500 w D.

KTER Terrell, Tex.—Granted license for new station; 1570 kc, 250 watts, daytime.

WCCM Lawrence, Mass.—Granted license install new trans.

KIKI Honolulu, T. H.—Granted consent to voluntary assignment of CP to KIKI Ltd.

KFIR North Bend, Ore.—Granted mod. CP for approval of ant. trans. and studio locations, and for change of trans.

KPLT Paris, Tex.—Granted mod. license to change main studio location to south of city limits.

WSUI Iowa City, Ia.—Granted authority to reduce operating hours from unl. to minimum of 6¼ hours daily from Dec. 18 thru Jan. 1, 1951, in order to observe Christmas and New Year vacation.

WKYB Paducah, Ky.—Granted mod. CP for extension of completion date to 3-15-51; cond.

KBPS Portland, Ore.—Granted license change hours of operation, increase in power, install new ant. system and make changes in transmitting equipment; 1450 kc 250 w SH.

WPIK Alexandria, Va.—Granted consent to voluntary acquisition of control of licensee corporation by Carl L. Lindberg thru purchase of 81 shares of common stock from Howard B. Hayes, for a consideration of $22,275.

New Orleans—Granted CP for new STL KKB-52.

Ida Murray, Martha Murray, Executrixes of the Estate of James J. Murray, Lewisburg, Tenn.—Granted mod. CP KA-5776 for extension of completion date to 3-9-51.

WHLA Madison, Wis.—Granted mod. CP to change operating power of noncommercial educational FM station from 5 kw to 7.5 kw; on freq. (90.3 mc) Ch. 212; ERP 29 kw; 840 ft. ant.

K X O A - F M Sacramento, Calif.—Granted mod. license to change studio location of FM station.

KMAR Bakersfield, Calif.—Granted mod. CP to make changes in ant.

Asheboro Bcstg. Co., Asheboro, N. C.—Granted CP to replace expired permit which authorized a new remote pickup KA-6096 which expired 11-17-50.

KSRT Los Angeles, Calif.—Granted mod. CP for extension of completion date to 3-12-51.

WAZL-FM Hazleton, Pa.—Granted mod. CP for extension of completion date to 7-12-51.

KNEW Spokane, Wash.—Granted consent to assignment of license to Inland Empire Bcstg. Co.

WPLH Huntington, W. Va.—Granted cancellation of standard station license for aux. trans.

WJZ-TV New York—Granted mod. CP for extension of completion date to 6-30-51.

WARA Attleboro, Mass.—Granted license AM station; specify studio location; 1320 kc, 1 kw unl. DA-2.

WCKY Cincinnati—Granted license install new main trans.

James A. Noe, New Orleans, La.—Granted CP's for new remote pickup KKD-392, KA-8059.

The A. S. Abell Co., Baltimore, Md.—Granted CP and license for new remote pickup KA-8060.

WASL Annapolis, Md.—Granted consent to voluntary acquisition of negative control of corp. by Robert Blalock thru purchase of 70 shares common stock from Harry E. Layman.

WJBO and WBRL Baton Rouge, La.—Granted consent to involuntary transfer of control of licensee corp. from Leora D. Manship, deceased, to Charles P. Manship, Jr. and Douglas L. Manship, co-executors of the estate of Leora D. Manship, deceased.

KVLH Pauls Valley, Okla.—Granted consent to voluntary assignment license from partnership composed 4 partners to new partnership composed of 5 partners, four of whom are partners in assignor, one new partner Evert E. Hill purchased 8 percent partnership for a consideration $6,000.

The Fort Industry Co., Detroit, Mich.—Granted CP to change from TV pickup KQB-96 to TV STL and change trans.

Haven & Martin, Inc., Richmond, Va.—Granted CP to change type of station from TV pickup KID-35 to TV STL station and to change transmitter location.

KAGH Crossett, Ark.—Granted mod. CP for approval of ant. and trans. and main studio location; condition.

WMMI Meridian, Miss.—Granted CP to replace CP for new noncommercial educational FM station.

Following granted extensions of completion dates as shown:

KPOO San Francisco, to 6-21-51; WLAV-TV Grand Rapids, Mich., 7-15-51; WHMA-FM Anniston, Ala., 2-1-51; WACE-FM Chicopee, Mass., 7-1-51; WRGA-FM Rome, Ga., to 15-51.

WCBM Baltimore, Md.—Granted license change frequency increase power install new trans. and DA and change trans. location; 680 kc, 10 kw-D, 5 kw-DA-2.

Correction Issued by FCC

Dec. 14 Decisions, grant of new station to Victor J. Tedesco, Sparta, Wis. should have shown daytime only, instead of unlimited on 990 kc, 250 w.

December 19 Applications . . .

ACCEPTED FOR FILING

CP to Replace Expired CP

KOKX Keokuk, Ia.—CP AM station to replace expired CP to increase power, change frequency etc. and change trans. location.

License for CP

KGAL Lebanon, Ore.—License for CP new AM station.

License for Renewal

Request for license renewal AM station: WLAY Muscle Shoals City, Ala.; KSAN San Francisco; WBSR Pensacola, Fla.; WGPC Albany, Ga.; WIBM Jackson, Mich.; KOBE Las Cruces, N. M.; KWRO Coquille, Ore.; WJPA Washington, Pa.; WILK Wilkes-Barre, Pa.; KVOU Uvalde, Tex.; WFTR Front Royal, Va.; WNVA Norton, W. Va.; WWNR Beckley, W. Va.

WCAE-FM Pittsburgh, Pa.—Request for license renewal FM station.

Modification of CP

Mod. CP new FM station for extension of completion date: KOA-FM Denver, Col.; KOMA-FM Oklahoma City, Okla.; WJMC-FM Rice Lake, Wis.

Mod. CP new commercial TV station for extension of completion date: WATV Newark, N. J. to 7-9-51; KO

(Continued on page 83)

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SET SHIPMENTS *RTMA Reports 5,661,000 For 10-Month Period*

MANUFACTURERS of television receivers shipped 5,661,000 sets to dealers in 36 states and District of Columbia during the first 10 months of 1950, according to Radio-Television Mfrs. Assn. Figures cover both RTMA member and non-member companies. Figures for October and 10 months follow:

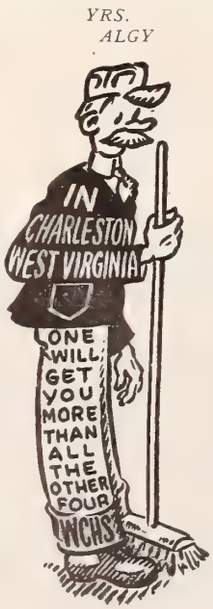
State and County	Sets Shipped Month	Year to Date
ALABAMA		
Jefferson	3,825	17,716
ARIZONA		
Maricopa	1,575	6,041
CALIFORNIA		
Alameda	5,378	35,944
Contra Costa	1,114	6,038
Los Angeles	44,653	377,543
Orange	1,184	17,407
Sacramento	405	2,079
San Bernardino	1,520	12,733
San Diego	4,002	32,790
San Francisco	7,173	37,631
San Joaquin	374	2,650
San Mateo	1,692	8,679
Santa Clara	1,930	11,905
Solano	504	3,148
CONNECTICUT		
Fairfield	4,956	30,628
Hartford	3,575	23,821
New Haven	6,990	39,513
New London	140	1,645
DELAWARE		
New Castle	2,290	18,939
DISTRICT OF COLUMBIA	9,882	83,261
FLORIDA		
Dade	2,972	16,528
Duval	1,908	7,805
Hillsborough	166	1,175
Pinellas	8	19
GEORGIA		
DeKalb	497	5,855
Fulton	5,073	45,412
ILLINOIS		
Cook	44,075	385,329
Fulton	115	398
Knox	254	984
Madison	764	7,517
McLean	15	332
Peoria	142	1,344
Rock Island	1,091	5,652
St. Clair	1,063	7,985
Tazewell	34	207
INDIANA		
Delaware	414	2,032
Lake	4,521	24,151
Madison	898	4,782
Marion	6,147	42,961
IOWA		
Clinton	318	1,073
Polk	1,584	7,369
Pottawattamie	521	2,642
Scott	1,279	5,828
KANSAS		
Wyandotte	1,515	8,203
KENTUCKY		
Campbell	543	5,301
Jefferson	5,095	29,337
Kenton	302	10,504
LOUISIANA		
Orleans	3,361	28,114
MARYLAND		
Baltimore City	1,283	73,395
Baltimore County	5,169	31,086
Montgomery	1,384	7,769
Prince Georges	147	1,960
MASSACHUSETTS		
Berkshire	575	5,315
Bristol	3,182	23,952
Essex	3,805	40,901
Hampden	989	4,397
Middlesex	5,563	63,158
Norfolk	1,711	21,236
Plymouth	711	8,812
Suffolk	16,456	127,520
Worcester	3,343	24,134
MICHIGAN		
Calhoun	407	3,359
Genesee	1,541	6,791
Ingham	994	7,089
Jackson	211	2,754
Kalamazoo	878	7,292
Kent	2,336	16,154
Macomb	818	6,702
Muskegon	405	2,923
Oakland	2,571	21,871
Saginaw	527	1,729
Washtenaw	597	5,432
Wayne	35,207	200,000
MINNESOTA		
Hennepin	7,164	40,156
Ramsey	3,763	24,852
MISSOURI		
Buchanan	643	1,751
Jackson	4,934	27,813
Madison	261	1,196
St. Louis	16,230	101,081
NEBRASKA		
Douglas	4,599	18,791
Lancaster	541	1,768
NEW JERSEY		
Atlantic	1,034	7,686
Bergen	3,919	29,399
Camden	1,576	18,194
Essex	12,685	89,705
Hudson	6,287	48,992
Mercer	1,821	16,321
Middlesex	2,656	18,459
Monmouth	1,763	15,485
Morris	919	8,234
Passaic	4,770	27,800
Union	3,836	28,827
NEW MEXICO		
Bernalillo	973	3,628
NEW YORK		
Albany	2,351	16,772
Bronx	8,197	39,337
Broome	1,489	7,009
Chautauqua	433	4,005
Erie	10,269	81,915
Kings	27,974	208,963
Monroe	7,122	50,319
Nassau	8,029	44,356
New York	36,090	237,487
Niagara	1,970	11,770
Onondaga	5,385	35,995
Oneida	2,311	17,419
Orange	672	6,194
Queens	14,838	93,729
Rensselaer	1,957	15,857
Richmond	667	9,945
Schenectady	854	9,593
Westchester	4,049	33,310
NORTH CAROLINA		
Alamance	284	1,281
Cabarrus	168	1,469
Durham	131	320
Forsyth	463	1,685
Gaston	300	2,117
Guilford	560	3,561
Mecklenburg	933	5,116
Rowan	258	1,033
OHIO		
Butler	543	12,254
Clark	784	7,724
Cuyahoga	20,331	137,209
Franklin	7,326	54,343
Hamilton	8,588	87,432
Lucas	4,345	31,888
Montgomery	5,724	48,825
Scioto	259	1,234
Summit	4,717	29,504
OKLAHOMA		
Muskogee	98	453
Oklahoma	1,312	9,750
Tulsa	1,594	7,464
OREGON		
Marion	....	....
Multnomah	6	2
PENNSYLVANIA		
Allegheny	16,473	105,171
Berks	2,683	17,944
Beaver	1,621	8,963
Blair	464	2,187
Cambria	1,877	10,176
Dauphin	942	6,073
Delaware	2,038	21,509
Erie	1,828	17,779
Fayette	760	6,552
Lackawanna	201	999
Lancaster	1,400	13,651
Lebanon	170	3,944
Lehigh	1,229	12,085
Montgomery	2,369	21,499
Northampton	1,124	8,497
Philadelphia	22,222	207,058
Washington	1,220	8,014
Westmoreland	2,292	12,527
York	236	7,820
RHODE ISLAND		
Providence	4,728	46,551
SOUTH CAROLINA		
York	125	851
TENNESSEE		
Davidson	2,484	10,900
Shelby	4,081	28,755
TEXAS		
Bexar	3,973	19,773
Dallas	4,072	37,104
Galveston	163	1,125
Harris	5,203	30,197
Tarrant	2,212	19,949
UTAH		
Salt Lake	2,732	14,958
Weber	97	393
VIRGINIA		
Arlington	1,399	8,745
Henrico	1,626	16,166
Norfolk	3,246	21,511
Pittsylvania	62	110
Warwick	785	3,537
WASHINGTON		
Clarke	-20	323
King	2,334	13,819
Pierce	418	3,747
WEST VIRGINIA		
Cabell	834	6,810
Kanawha	564	2,597
WISCONSIN		
Milwaukee	7,621	67,178
Sub-Total	659,729	4,892,389
AREAS UNLISTED	121,271	768,611
GRAND TOTAL	781,000	5,661,000

NOTE: Figures for the month reflect adjustments resulting from corrections of year to da figures as previously reported by members and the inclusion of year to date figures for o member reporting in October for the first time.

All th' Guys at CBS
All th' Guys at Branham
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WCHS
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Milestones



► A. R. Moler, chief engineer for KMBC-KFRM Kansas City, celebrated 30 years of service with the company last month.

► Twenty-fifth anniversary was celebrated by KWKH Shreveport, La., recently. "Anniversary Souvenir" pamphlet was sent to listeners.

► Father James R. Fox of Old St. Patrick Church, Pittsburgh, has observed 25 years of continuous broadcasting over WJAS that city.

► Corey Thomson, m.c. of CFCF Montreal's *Uncle Troy* program, marked 5,000 broadcasts for the same sponsor last month. Show has been sponsored by Troy Laundries of Montreal for 19 years.

► Lee Kelton Orchestra has started its seventh year as staff band for WJAS Pittsburgh.

► Wes Izzard broadcast his 6,666th consecutive news program on KGNC Amarillo, Tex., Dec. 1 for Phillips 66 petroleum products.

► WBLJ Dalton, Ga., marked 10th anniversary last month.

► WWDC-AM-FM Washington's Carl Berger has completed 13 years as conductor of government employes' news program, *Your Government and Mine.*

► Bill Kitay marked the fourth birthday of his story telling and philosophical program over WBRC Birmingham, Ala. One hundred and twenty Birmingham floris started sponsorship of the sho Dec. 17.

► WLAW Lawrence, Mas marked its 13th anniversary th month.

► WRVA Richmond, Va., recent commemorated its 25th year.



WSAM Saginaw, Mich., observ 1,000th broadcast of its 11 p.r newscast under the same sponsc William C. Wiechmann Co., Sagina department store. Checking prom tion copy are (l to r): William Kesse co-owner of the store; Oscar Huf WSAM newscaster who aired the fir newscast as well as the anniversa program, and William Wiechman president of the William C. Wiec mann Co.

* * *

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REVOKES WTNJ

FCC Cites Control Transfer

CHARGING WTNJ Trenton, N. J., has reverted to practices condemned in an earlier license renewal proceeding and alleging that control has been transferred without approval, FCC last week ordered revocation of the station's license effective Jan. 10.

The action against the 22-year old station is subject to hearing, if requested by Jan. 5. WTNJ is licensed to WOAX Inc. and is assigned 250 w daytime on 1300 kc.

FCC's order contended that Erling C. Olsen has assumed "unauthorized control of the licensee without the prior consent of the Commission" in violation of the Communications Act. FCC said it learned this through independent investigation and in part from information contained in a pending transfer application in which Mr. Olsen would become trustee for WTNJ's principal stockholders.

The application seeks transfer of control through switch of 65 shares from Charles E. Loew, 78 years old, and Julie V. Loew, 81 years, to Mr. Olsen as trustee [BROADCASTING • TELECASTING, Aug. 14]. The application said Mr. and Mrs. Loew wish continuous and careful supervision over their affairs and operation of WTNJ and at the same time are desirous of conserving their health.

FCC Charge

FCC charged Mr. Olsen "has hired and fired personnel, obtained control over the bank account or accounts of the licensee, assumed full supervision over the day-to-day operation of the station and complete dominion over the formulation of over-all station policy."

The Commission further contended that "despite the statements by the Commission in its decision renewing the license of . . . WTNJ, the licensee and its agents have reverted to the type of practices condemned by the Commission in that decision and that, in addition, Charles E. and Julie V. Loew have abdicated all responsibility in connection with the operation and control of the station in complete derogation of their responsibilities as the controlling stockholders of a broadcast licensee and have done so in such fashion as to warrant the conclusion that their violations of the Communications Act have been wilful in nature."

The order related that in May 1948 FCC renewed WTNJ's license, finding in the decision that Franklyn J. Wolff, vice president, general manager and treasurer, "who had been delegated full responsibility for the operation of that station, had engaged in conduct which cast grave doubt upon his ability to administer satisfactorily a license under the Communications Act." Renewal was granted, however, the order recited, with warning against reversion to alleged practices considered inappropriate by FCC.

The Commission's order also related aspects of the 1949 hearing on WTNJ's bid for change in facilities, contending Mr. Wolff's testimony under cross examination did not support certain claims made in exhibits on public service programs and other matters.

SERVICE DEALS

Clemente Asks Official Probe

CRACKDOWN on dealers who allegedly "victimize purchasers or owners of television sets" by means of "false, fraudulent or deceitful prepaid" TV service contracts has been urged by Rep. L. G. Clemente (D-N. Y.).

Charging that such activities have reached "proportions beyond the abilities of local authorities, agencies or organizations to control or remedy," Rep. Clemente introduced a resolution (H Res 881) in the House Dec. 13 which would request the Attorney General and the Postmaster General to explore the matter and recommend remedial action.

Rep. Clemente said the activity on the part of certain dealers "is not only harmful to . . . victims but also tends to hamper and harm ethical businessmen and to reflect discredit on the entire television industry . . ." The Congressman said there should be some form of supervision or regulation, such as licensing of dealers, to assure redress by TV set owners.

WINDOW DRESSING

WKRC Applies Local Touch to Promotion

DEPARTMENT store clients of WKRC-AM-FM-TV Cincinnati are reaping rewards, thanks to local level cooperation between the two facilities, according to Frederic Gregg, the station's promotion director.

The "mutually beneficial" approach has been used successfully with McAlpin's, one of the city's leading department stores, which needed a traffic builder for its cafeteria on Monday evenings. WKRC-TV came up with a 15-minute interview type program, starring Frazier Thomas, its popular m.c.

Officials at McAlpin's, at Robert Ascomb Inc., agency handling the store's radio and television accounts, and at WKRC-TV consulted and decided to film the show on Monday but telecast it the following Sunday. Called *Express to Five* (the restaurant is on the 5th floor), the show received Mr. Gregg's "point-of-sale" touch.

All windows at McAlpin's were dressed with the *Express to Five* theme, which also was taken up in the store's and WKRC's newspaper advertising. The two-way promotion clicked. R. Nelson Shaw, president-general manager of McAlpin's, is quoted: "*Express to Five* has overflowed our dining room on three consecutive Mondays. The response and acclaim is more than we expected."

Another store, Bond's, also joined in the double promotion approach. Sponsoring two newscasts daily on the station's AM facility, Bond's agreed to Mr. Gregg's suggestion of having a simulated newsroom set up in its window at a strategic downtown corner. News broadcasts were made daily every hour from noon to 6 p.m. to passerbys, keeping them informed of the latest world news.

Bond's theme was "late news on WKRC—late fashion news at Bond's." The newscasts had commercials, with live models showing their wares as Roy Gilligan, station's newscaster, read copy. The



WKRC-TV's display points up show in McAlpin's window.

* * *

store's manager, Don Jacob, estimated the newscasts stopped some 150,000 people in a week.

The local level touch is applied for the national advertiser as well. American Flyer trains has sponsored a 15-minute weekly show for the Christmas season on the TV station. Five of Cincinnati's major department stores were contacted to handle a WKRC-TV display in their windows.

Mr. Gregg's display ideas spread to the inside of the store, adding a double impact for the advertiser and the station. The promotion director's plans call for eventual arrangements with nearly every big window holder in the city to promote not only the advertiser but also the stations themselves.

SPINGARN TERM

Senate Confirms to FTC

SENATE last Thursday confirmed Stephen J. Spingarn as member of the Federal Trade Commission for a term to expire in 1953. His nomination had been reported favorably by the Senate Interstate & Foreign Commerce Committee, and was the subject of a one-day committee hearing Dec. 13 during which no opposition was expressed.

The Senate, meanwhile, also has confirmed Holmes Baldridge, chief of the General Litigation Section of the Justice Dept.'s Anti-trust Division and formerly an FCC attorney, who was nominated by President Truman [BROADCASTING • TELECASTING, Dec. 11] to become Assistant Attorney General in charge of the Claims Division.

Available!

The Happy Kitchen, one of the Midwest's oldest and best liked women's programs, is conducted by Nancy Goode.



Nancy Goode

This 9:15 a. m. week-day feature has been on the air for almost 15 years. The program is deftly handled by Nancy Goode, homemaker, mother and active clubwoman. Her recipes, food and household hints are of great interest to KMBC-KFRM listeners. Nancy also conducts a weekly demonstration before an audience.

Fleischmann's Yeast and K. C. Power & Light are current sponsors, but additional participations are now available!

Promotion and merchandising aids are also a part of the participation. Contact us, or any Free & Peters "Colonel" for details!

KMBC of Kansas City

KFRM for Rural Kansas

FOR DEPENDABLE SERVICE look to ALLIED for your station supplies



ALL STATION SUPPLIES
Our great in-stock resources (largest in the country) and close contacts with all manufacturers, guarantee the fastest, most complete equipment supply service for the BC and TV engineer.

SERVICE EVERYWHERE. Over 600 stations—coast to coast and border to border—look to dependable ALLIED for their station supplies and accessories.

PERSONAL EXPERT HANDLING. You get exactly what you want—when you want it! All station orders, large or small, get preferred speedy handling. Our Broadcast Division is headed by commercially licensed operators who cooperate intelligently to keep your station running at top efficiency at all times.



GET THIS CATALOG
Send for ALLIED'S 212-page Buying Guide, listing broadcast equipment and supplies ready for *immediate* shipment. Ask to be put on our "Broadcast Bulletin" mailing list.
Write to BROADCAST DIVISION

ALLIED RADIO
833 W. JACKSON BLVD., CHICAGO 7
Call: HAymarket 1-6800

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted, 10¢ per word—*$1.00 minimum* • Help Wanted, 20¢ per word—*$2.00 minimum*
All other classifications 25¢ per word—*$4.00 minimum* • Display ads. $12.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING, 870 National Press Bldg., Washington 4, D. C.

All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Commercial manager for successful network station in excellent Iowa market. Salary plus commission. Send complete qualifications, references, picture. Immediate opening. Reply Box 303H, BROADCASTING.

Salesmen

Topnotch salesman. If you would like a small western town and can sell aggressively and smoothly to small town people and still meet agency men, maybe we can use you. Interested in a married man willing to settle here and organize his time and efforts to do a real selling and servicing job. If you have additional abilities such as first class ticket, sports announcing experience, etc., they would be of value. Send us complete details about yourself and we'll tell you more about our opening. Position open immediately. Contact KRPL, Moscow, Idaho.

Salesman: Experienced announcer-producer with sales knowhow. Car required. $75.00 guarantee, commissions. WIBU, Poynette, Wisconsin.

We have an opening for an aggressive, experienced, radio salesman. Our station is growing fast and is the best radio buy in the Tidewater area. You must have a car and be a hard worker. We pay 15% commission against a livable drawing account. Send complete information, or telephone, Earl Harper, WNOR, Norfolk, Virginia.

I need at once good, clean, hard working salesman for Minneapolis regional independent, 14 months old, growing fast. Excellent opportunity right man. Future. Bill Stewart, WPBC, Minneapolis.

Announcers

Wanted, mature, experienced, forceful announcer, strong on sports, news, interviews, commercials. Write full details and expected salary. Box 98H, BROADCASTING.

Experienced sports and staff announcer. Send qualifications, references and disc or tape. Midwest. Box 238H, BROADCASTING.

Announcer: Beginner if good voice and willing to work. Send full information. Box 285H, BROADCASTING.

Announcer. Reliable, experienced. Some control work. Immediate opportunity at central New York network affiliate. Upstater preferred. Good starting salary plus increases over two-year spread. Some talent opportunities. Must have pleasing voice and personality. Capable of handling news and shows. Congenial working and living conditions. Live audition preferred but disc will do. Character and work references required. Give details in first letter. Box 290H, BROADCASTING.

We can use one or two good announcers with first class tickets. Interested in married men with accent on top announcing. Opportunity to work into programming job. Good western town. Contact KRPL, Moscow, Idaho, give complete details, including picture, audition, salary expected and references.

Need two good announcers with first class ticket. Good pay with opportunity for advancement. Paid vacation. Top small market Mutual station. Excellent working conditions. Send complete story including audition. KXEO, Mexico, Missouri.

Announcer-engineer for fulltime Mutual affiliate. Send full information immediately. WPNF, Brevard, N. C.

Need two good announcing voices. Must be experienced. Good money to right men. Wire or call Mr. Davidson, Manager, WRAY, Princeton, Indiana.

Help Wanted (Cont'd)

Wanted: Hard hitting able negro disc jockey, wild, frantic, strictly hep style, jive talk, bouncy lingo, mass appeal, promotion conscious. Ability to sell self on air and in person important. Ad-lib ability to punch commercial necessary. Neat appearance, educated background, ability to work smoothly in south important. Pay based on ability, guarantee, talent, commission, plus bonus. New 1000 watt station in New Orleans starting January 15. Give complete details first letter and include picture. Send audition disc. WBOK, 505 Baronne St., New Orleans, La.

Immediate opening for one staff announcer. And, one announcer with first phone. Will train if short on experience but good potentials. Full details first letter please. Replacing men going in service. WRCS, Ahoskie, N. C.

Wanted: Announcer immediately. Send disc, photo, salary required. WVOT, Wilson, N. C.

Technical

Men with at least 8 years combined electrician and radio experience to install and maintain custom built audio devices. Must want to travel throughout any area in the United States continually. Excellent salary plus expenses. Transportation provided. Must have automobile drivers license. Send personal snapshot with record of experiences and references. Box 764D, BROADCASTING.

Combination engineer-announcer wanted to be chief on 250 watter, plus announcing work. Must have four years experience in both announcing and engineering and must have excellent announcing qualifications. Box 239H, BROADCASTING.

We have openings for two first phone operators. Experience preferred. Give full details first letter. Box 296H, BROADCASTING.

Small market network affiliate interested in application from first class licensed non union engineer capable running turntables and studio controls. No applications from outside New England wanted. Salary $75, forty-hour week. Box 297H, BROADCASTING.

Engineer wanted 5000 watt station, south Atlantic coast, must have automobile. Salary open, replies confidential. Box 302H, BROADCASTING.

Wanted: First class engineer-announcer for combination job at KCOW, Alliance, Nebraska. $52.00 per week. Send audition.

Engineer with announcing capabilities, not necessarily experienced, needed immediately by CBS affiliate. Contact Jim Duncan at KSIL, Silver City, New Mexico.

1st class phone transmitter operator. Experience not necessary. Write, WAND, Canton, Ohio.

Engineers, prefer men experienced 5 kw transmitter. Chief's job open to hard worker who can accept responsibility. Should know directional antenna array. State full data in full confidence. Howard Stanley, WEAM, Arlington, Virginia.

Network affiliate needs combination engineer-announcer. Send full details first letter, Lester L. Gould, WJNC, Jacksonville, North Carolina.

WTOC, Savannah, Georgia has opening for engineer. If interested write Reeve Owen, Chief Engineer, giving data on background, references and photograph.

First class engineer-announcer, Mutual affiliate station, eastern Montana, 45 hour week. Good working conditions, permanent position. Write or wire Post Office Box 1015, Miles City, Montana.

Help Wanted (Cont'd)

Wanted: Two transmitter operators for 250 watt CBS affiliate. Start at $40.00 per week, time and half overtime, paid vacations, insurance benefits. Write Box 730, Indiana, Pa.

Production-Programming, others

Program director, good ad-lib, special events man for only station in city of 50,000. Excellent opportunity for man with ideas and ability. Write at once, giving information on qualifications, draft status and salary requirements. Box 246H, BROADCASTING.

Program director-engineer-announcer, name your salary if you have good selling voice, first phone and want a chance at programming in top rural market in south, efficient but congenial operation, excellent living. Rush disc, background details; WKUL, Cullman, Alabama.

Television

Technical

Experienced TV broadcasting technician for midwestern television station. Experienced AM engineers will be considered in lieu of actual TV experience. Box 309H, BROADCASTING • *TELECASTING.*

Situations Wanted

ATLC graduates now employed in leading positions in radio and television broadcasting field. Alumni employment list furnished upon request. More men with 15 months profound training and experience available. American Television Laboratories of California, 5606 Sunset Blvd., Hollywood 28, Calif.

Managerial

Can you use the services of a mature, creative, hard working, commercially minded radio man, with all-round experience as an announcer, program, production and continuity manager outside of the big city, plus a thorough background in show business and advertising. This man can produce in more than one sense of the word. Desires opportunity with radio station or agency in or near New York City. Box 226H, BROADCASTING.

Manager with $5000.00 to invest desires change because of station sale. Twenty years radio, ten in management and sales. Strong on sales. Can operate at minimum. Box 245H, BROADCASTING.

Twenty years of constructive radio background. I defy anyone to show a better record or better reference than I can give. Seeks job as manager or sales manager of substantial station. 43 years of age, married, will go any place. Box 264H, BROADCASTING.

Salesmen

Salesman experienced large and small markets. Network and independent. Currently employed major market. Saleable program ideas. Box 300H, BROADCASTING.

Announcers

Basketball, play-by-play. One of nation's best. $150 weekly. Box 755G, BROADCASTING.

Sportscaster. Exciting play-by-play for topnotch sports area. Experienced in basketball, football, baseball, boxing and wrestling. University graduate. Favorable draft status. Married. Veteran. Authoritative newscasting and announcing of high caliber. Box 3H, BROADCASTING.

Newscaster, 2½ years, including 2 years 5000 watt CBS affiliate. Journalism university graduate. Draft exempt. Box 293H, BROADCASTING.

Situations Wanted (Cont'd)

Baseball man. Available now or spring. Experienced all sports-staff. Box 227H, BROADCASTING.

Windy City announcer seeks hot station to defrost in. 26, two years experience. Station north of 38th parallel need not answer. Box 263H, BROADCASTING.

Girl announcer, first class ticket. Looking for job with money. Box 281H, BROADCASTING.

Early bird, bass voice, 5 years. $55 minimum. Available now. Box 288H, BROADCASTING.

Morning man, thoroughly experienced in all phases of radio and television broadcasting, plenty of lively chatter, humor and friends, would like a job with a live station in Pennsylvania, New York, New Jersey or Connecticut. Write Box 299H, BROADCASTING.

Announcer, no accent except on news, music. Draft exempt veteran. Anywhere. Some experience, disc. Box 305H, BROADCASTING.

Announcer, control board operator, married, draft exempt, 6 months experience, will settle community. References, disc available. Box 306H, BROADCASTING.

Announcer. 14 months experience independent station. 7 months experience in network affiliate. Young, ambitious. Now employed. News, DJ, remotes, general staff. Draft exempt. Prefer midwest, consider good offer anywhere. Box 307H, BROADCASTING.

Draft exempt college grad, wants start as announcer, will travel. Box 312H, BROADCASTING.

Experienced, versatile announcer. Staff announcing, newswriting and newscasting, play-by-play baseball, classical music to hillbilly, special events, dramatics. Know control board. College graduate. Now employed, seek advance. Ray Moore, 107 W. Unaka, Johnson City, Tenn.

Announcer, two years experience, draft exempt. Harold Oyler, 1222-A Oak Street, Kansas City, Missouri.

Experienced announcer-engineer. Age 28 (1st class license). Desires employment in northeastern U.S. Contact Bob Peters. 8 Upland Road, Brookline 46, Mass., Beacon 2-1855.

Technical

Engineer, experience includes 5 years consulting engineering, highly skilled in directional antenna design and performance. Previous experience includes several years as chief engineer. Draft exempt. Box 813G, BROADCASTING.

Chief engineer, 17 years experience. Seeks change to progressive station. Salary secondary to opportunity. Best references. Box 842G, BROADCASTING.

Engineer. Experienced studio, phasing and directional equipment, maintenance and remotes. Box 952G, BROADCASTING.

Engineer, phone first, complete offer first contact. Box 974G, BROADCASTING.

First phone, ham, complete station experience. Presently employed but seeking employment with a progressing station having opportunities for my future. Box 267H, BROADCASTING.

Engineer experienced on console, tape recorders, remotes, etc. Available immediately. Veteran. Box 286H, BROADCASTING.

Chief engineer, good announcer. Ten years experience, construction. $85 minimum. Box 289H, BROADCASTING.

Chief engineer, presently employed, experienced in all phases, looking for tough job with progressive station which expects top flight performance from its engineering department. Box 292H, BROADCASTING.

Engineer, G.I., first class phone. Extensive radio-television training. Seeking small AM station employment. Box 301H, BROADCASTING.

First phone, veteran, worked 1 kw, opportunity to learn, east coast. Box 308H, BROADCASTING.

Situations Wanted (Cont'd)

ngineer, 1st phone, one year experience xmitter, control room and remotes. References, veteran. Box 313H, BROADCASTING.

echnician, 1st license, 1¼ years experience, trans., control board, turn tables, remotes, tape recorder. Box 11H, BROADCASTING.

ngineer, 1st phone, no experience, married, young, ambitious, prefer southern great plains region, available 3 January. Waldene Meyer, Gaylord, Kansas.

echnician, first license, five years broadcast radio, wide experience associated fields, wants transmitter job. 2, single. Available quickly. Please state requirements. Lewis Sherlock, Box 51, Plainview, Texas.

Production-Programming, others

5 year old vet, no reserve, good draft status. Still single with 8 years experience. Can handle all phases of radio production with accent on special events. Can sell, handle sports and have had success with disc shows. No floater. Am employed but would like to settle. Good references, sober, dependable, experienced in programming and willing to work. Box 268H, BROADCASTING.

opywriter, young lady, twelve months extensive experience with network affiliate and agency. Congenial, hard worker, capable of snappy, readable commercial copy that sells. Now seeking position with progressive station in New England. Excellent references. Box 295H, BROADCASTING.

ocal news, wire re-write, special events. Three years experience 250 w. Presently employed. Six net news shots past year. Want to join news staff on larger station. B. J., A. B., veteran, 27, married, references. Box 304H, BROADCASTING.

Established radio-television producer wishes to recommend former associate. Experienced in all phases of production, with excellent background in announcing, continuity writing, directing, etc. Adaptable for any size station operation. Young, draft exempt, university graduate. Salary open. Top references. Available January first. Box 310H, BROADCASTING.

Television

Managerial

Young radio station manager desires opportunity to learn television production, announcing from bottom. No TV experience; 28, married. Box 294H, BROADCASTING • *TELECASTING.*

Announcers

Television position wanted by experienced radio announcer trained in all phases of TV, graduate of a New York television school and seven years experience in radio. Photo, disc, details or personal interview upon request. Write Box 298H, BROADCASTING • *TELECASTING.*

Production-Programming, others

Los Angeles TV director just returned from European filming trip. Seeking TV production position. Age 28. Excellent references. Background of theatre, radio, film. Specialist in imaginative treatment of department store shows. Will consider creative opportunity in any area. Box 266H, BROADCASTING • *TELECASTING.*

For Sale

Equipment, etc.

16-A General Radio frequency bridge for sale used by consulting engineer. Good condition. $300. Box 235H, BROADCASTING.

Available immediately! Brand new Federal studio console 105A and power supply 124A. Includes special cueing facilities and amplifier. Special price! Box 284H, BROADCASTING.

For sale from Ohio storage, one or two new 250 foot self supporting towers with insulators. **Ideal for TV or AM.** Available west coast storage, complete lighting equipment for two towers and 10,000 feet #8 ground wire. All at less than market prices. Contact KROW, Oakland, California.

Gates dynamote three channel remote amplifier, complete with carrying case. Like new. $150. WKAM, Warsaw, Ind.

For Sale (Cont'd)

One RCA 69C distortion analyzer used very little and in excellent condition. Real bargain at $250.00. WMVA, Martinsville, Virginia.

1200 feet on reel brand new recording tape at a bargain price of $2.00. Each, each individually packed. Quantity users write for discount price list. Send cash, or money order for as many tapes as you want. Syrena Recording Company, 33 Parker Ave., Passaic, N. J. Prescott 7-7013. Hurry, stock of 5000 is going fast.

Have several used guyed Wincharger towers will sell erected. Tower Construction Co., 107 Fourth St., Sioux City, Iowa. Phone 5-6761.

Wanted to Buy

Stations

Experienced manager considering purchase small market fulltime local station or half of regional, preferably south. References. Box 283H, BROADCASTING.

Equipment, etc.

Equipment wanted. 1000 watt station. Must be bargain. No hurry. Box 208H, BROADCASTING.

FM 250 or 1 kw transmitter with monitors, radiators. No supporting structure needed. All information, lowest cash price air mail. Box 287H, BROADCASTING.

Wanted: Recording equipment, state condition and price. Quote lowest price first letter. G. Monaco, WRAC, Racine, Wisconsin.

Wanted: Equipment for 250 watter including transmitter, monitors, console, antenna. Kelly Bell, Crawford Hotel, Midland, Texas.

Miscellaneous

Attention investors: Would you be interested in promoting a gadget to fit every TV set in America? Box 291H, BROADCASTING.

Note: New or replacement broadcast crystals for Western Electric, RCA, Bliley and other holders; fastest service. Also monitor and frequency measuring service. Eidson Electronic Co., Temple, Texas, phone 3901.

Help Wanted

Announcers

MAJOR MIDWEST MARKET

is ripe for top-grade disk jockey—entertainer. Progressive AM-TV network affiliate promises unlimited future to reliable, promotion-minded personality with proven record of sales success. Preference given to man who can combine live vocal or instrumental talent with platter patter. Send disc or tape with photo and details to

BOX 280H, BROADCASTING

Television

Announcers

TV EMCEE

Live-wire Master of Ceremonies for TV audience participation show wanted by midwest station. Real opportunity. Send background, picture and disc to Box 282H, BROADCASTING • *TELECASTING.*

For Sale

Equipment etc.

For Sale—Complete Gates 1 kw installation excellent condition. Wincharger tower, A-3 lighting. 1000 record library. Office furniture. Philco air conditioner. Now operating. Three years old. Selling pencil sharpeners to transmitter. Best offer. Wire for inventory list. WEEB, Southern Pines, North Carolina.

WGAY PETITION

Seeks Night Operation

WGAY Silver Spring, Md., metropolitan Washington daytimer on 1050 kc with 1 kw, has petitioned FCC for night operation with 500 w. WGAY cited Mexico's failure to participate in the new North American Regional Broadcasting Agreement and expiration of the U. S.-Mexican "gentlemen's agreement" giving that country fulltime use of 1050 kc.

The station explained Silver Spring is now the second largest concentration of population in Maryland and requires a fulltime local outlet since neighboring Washington stations do not fill this need. WGAY petitioned the Commission to amend Sec. 3.25(a) of its rules to permit the operation.

WGAY noted WMGM New York already is using 1050 kc fulltime with 50 kw power and its proposed nighttime operation would not interfere with WMGM.

"At present there is no treaty in force or in effect with Mexico regarding use of radio frequencies," WGAY said, "and petitioner believes that the public interest would now be served by an amendment of the official policy of the U. S. with regard to the gentlemen's agreement."

In May 1949 WGAY filed a similar petition which FCC dismissed last July "in view of pendency of negotiations" for a new NARBA "with several signatories, including Mexico." WGAY noted in its petition that Mexico is not in the new agreement.

RADIO IN CRISIS

Coleson Cites Ad Council Use

RADIO is the first medium of Advertising Council public service efforts because it is quick and flexible and because it permits saturation impressions, Robert C. Coleson, Pacific Coast representative of the Ad Council, told the Seattle Advertising and Sales Club fortnight ago.

With the national organization gearing for war emergency programs, Mr. Coleson noted that network radio can be utilized in a crisis on an hour's notice, and is therefore the first point of contact for quick action. Although the Advertising Council's program allocation schedule calls for weekly network sponsored shows to use a public service plug once every six weeks, some are doing so every week, because of the public relations value, he said.

WTNB CASE

Johnston Appeal Dismissed

JOHNSTON Broadcasting Co.'s second appeal against FCC action in the highly contested WTNB Birmingham, Ala., case has been dismissed by the U. S. Court of Appeals for D. C. as premature since FCC has not yet taken final action on the Johnston bid [BROADCASTING • TELECASTING, Oct. 2, March 6, Jan. 30].

Johnston Broadcasting, licensee of WJLD Bessemer, Ala., and losing applicant for a new outlet at Birmingham on 850 kc, had contended FCC erred in permitting Thomas N. Beach, original WTNB licensee, to correct by amendment the defective verification of his application to switch WTNB from 250 w on 1490 kc to 1 kw night, 5 kw day on 850 kc. It was the final grant of this bid which Johnston appealed in 1949 and which the court remanded to FCC for further proceeding.

Johnston also contended FCC acted illegally to accept the Beach amendment when he is no longer a party to the proceeding and attacked FCC's conclusion that Pilot Broadcasting Corp., new WTNB licensee, could file a substitute amendment to show it as applicant for the change in dispute. Since this matter is still pending further hearing before the Commission, the court indicated it does not have jurisdiction at this time.

Pilot Broadcasting is owned 51% by Mr. Beach and 49% by Roy Hofheinz, Texas broadcaster. Johnston contended before the court that Pilot is a "stranger" to the case. FCC, however, argued Pilot is the legally authorized successor to the original applicant.

WHIZ COVERS FIRE

Nickel Goes Long Way

LONGEST nickel phone call probably ever made around Zanesville, Ohio, was conducted the night of Dec. 9 when WHIZ Zanesville broadcast on the spot reports from the worst fire in the city's history.

The fire burned for several hours in the downtown business district with equipment being sent from as far away as Columbus to fight the blaze. WHIZ had reporters at the scene within five minutes after arrival of the first fire-fighting apparatus.

Before remote broadcasting equipment arrived at the fire, telephone reports from the station's personnel, stationed at a pay phone across the street, were tape recorded at the station and immediately broadcast, interrupting *Dennis Day Show, Grand Ole Opry* and other NBC programs scheduled. Even after remote reports became available, the station continued using the tape recorded telephone commentaries, keeping the phone open from 9:50 p.m. Saturday to 3 a.m. Sunday morning.

NATIONAL NIELSEN-RATINGS* TOP RADIO PROGRAMS

(TOTAL U. S. AREA, INCLUDING SMALL-TOWN, FARM AND URBAN HOMES—and including TELEPHONE and NON-TELEPHONE HOMES)
REGULAR WEEK NOV. 5-11, 1950

Current Rank	Previous Rank	Programs	Current Rating Homes %
EVENING, ONCE-A-WEEK (Average For All Programs)			(8.7)
1	1	Lux Radio Theatre (CBS)	20.8
2	2	Jack Benny Show (CBS)	18.9
3	6	Amos 'n' Andy (CBS)	17.6
4	4	Charlie McCarthy Show (CBS)	16.8
5	12	Fibber McGee and Molly (NBC)	14.8
6	5	Godfrey's Talent Scouts (CBS)	13.8
7	11	Mr. Chameleon (CBS)	13.6
8	39	Our Miss Brooks (CBS)	13.4
9	3	My Friend Irma (CBS)	13.3
10	22	Red Skelton (CBS)	13.2
EVENING, MULTI-WEEKLY (Average For All Programs)			(5.0)
1	1	Beulah (CBS)	9.5
2	3	Oxydol Show (CBS)	8.7
3	6	Lowell Thomas (CBS)	8.2
WEEKDAY (Average For All Programs)			(5.2)
1	3	Arthur Godfrey (Ligg. & Myers) (CBS)	9.5
2	1	Romance of Helen Trent (CBS)	8.2
3	6	Ma Perkins (CBS)	8.0
4	7	Wendy Warren and the News (CBS)	8.0
5	2	Our Gal, Sunday (CBS)	7.8
6	14	Arthur Godfrey (Nabisco) (CBS)	7.7
7	11	Challenge of the Yukon (CBS)	7.5
8	22	Arthur Godfrey (Gold Seal) (CBS)	7.4
9	10	Big Sister (CBS)	7.3
10		Arthur Godfrey (Toni) (CBS)	7.1
DAY, SUNDAY (Average For All Programs)			(3.1)
1	1	True Detective Mysteries (MBS)	7.9
2	2	Shadow (MBS)	7.8
3	3	Martin Kane, Private Eye (MBS)	6.7
DAY, SATURDAY (Average For All Programs)			(5.2)
1	1	Armstrong Theatre (CBS)	10.2
2	3	Stars Over Hollywood (CBS)	9.2
3	2	Grand Central Station (CBS)	9.0

Copyright 1950 by A. C. NIELSEN CO.

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 40,700,000—the 1950 estimate of Total United States Radio Homes.

(*) Homes reached during all or any part of the program, except for home listening only 1 to 5 minutes.

RADIO INSTITUTE

Georgia Group To Meet

FEATURING subjects of practical interest to Georgia broadcasters and radio students, the Georgia Radio Institute will hold its sixth annual session in the Henry W. Grady School of Journalism, U. of Georgia, Athens, April 5-7, 1951.

The Radio Institute is sponsored jointly by the Grady School and the Georgia Assn. of Broadcasters. Date for the session was announced by "Red" Cross of WMAZ Macon, chairman of the Institute Committee, and Dean John E. Drewry of the Grady School, following a meeting between the committee and the GAB in Macon.

Ray Ringson, WRDW Augusta, GAB president, announced that the Institute Committee, in addition to Mr. Cross, would include former Gov. Ed Rivers, WGOV Valdosta; L. H. Christian. WRFC Athens; A. D. (Jess) Willard, WGAC Augusta; and Billy Woodall, WDWD Dawson.

Two advisory committees also have been formed. One of these is made up of radio instructors from those Georgia colleges offering broadcasting majors to their students. It consists of Worth McDougald and A. Mell Lunceford Jr., Grady School, U. of Ga.; Raymond B. Nixon and Bradford Ansley, Emory U.; and Miss Joyce Miller and Mrs. Anne Griffin, Wesleyan College.

The other advisory committee is composed of former Institute chairmen, among whom are Wilton Cobb, WMAZ Macon; Dwight Bruce, WTOC Savannah; Marcus Bartlett, WSB Atlanta; Allen M. Woodall, WDAK Columbus; and Lewis Doster, WGAU Athens.

Proposed subjects for the Institute meeting include religious broadcasting, news, television, sales, advertising, promotion, policy, and women in broadcasting.

J. C. Cites WJR

WITH the presentation of a resolution citing WJR Detroit for outstanding public service the Detroit Junior Board of Commerce urged the FCC to grant the G. A. (Dick) Richards' station a license renewal. The presentation, approved by the executive committee, was made by Carl Z. Millen, president of the Jaycees, to Worth Kramer, vice president and general manager of WJR, at the December luncheon meeting of the organization. The resolution pointed out that Mr. Richards has been a leader in the community. Copies of the resolution are being sent to the FCC and to President Truman.

Radio Station and Newspaper Appraisals

Tax, estate and many other personal problems create the need for an independent appraisal. Extensive experience and a national organization enable Blackburn-Hamilton Company to make accurate, authoritative appraisals in minimum time.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Harold R. Murphy	Ray V. Hamilton
Washington Bldg.	360 N. Mich. Ave.	235 Montgomery St.
Sterling 4341-2	Randolph 6-4550	Exbrook 2-5672

GUYANT NAMED

To Head Conlan & Assoc.

JOHN GUYANT, a vice president of Robert S. Conlan & Assoc., Inc., Kansas City, Mo., last Tuesday was elected president of the radio and television research firm, succeeding Robert S. Conlan, founder, who died Dec. 12. [BROADCASTING • TELECASTING, Dec. 18].

At an emergency session of directors, Gladys G. Conlan also was named secretary-treasurer to succeed Mr. Guyant. Erwin Stern will remain as director of sales and public relations.

Expressing appreciation for sympathy messages received from clients, who confirmed continued support of company policies, Mr. Guyant pledged that no changes of any kind were contemplated in the near future.

Mr. Guyant, originally a partner with Mr. Conlan, became vice president when the business was incorporated in 1946. He has been actively managing the company since Mr. Conlan suffered a heart attack two years ago.

Utilities' Role

PANEL discussion on the role of the nation's utilities in the event of enemy attack will highlight the winter meeting of the American Institute of Electrical Engineers, slated for the Statler Hotel, New York, Jan. 22-26. The discussions will delve into the "operation of power, communication, and transportation utilities under military attack," with the country's leading engineers and scientists scheduled to attend. Sessions will be sponsored by communications and other institute committees. Functions of utilities will be aired in an all-day panel meeting Jan. 23, according to H. H. Henline, institute secretary.

PERRY WOLFF, writer for WBBM Chicago, received award from Mayor Martin H. Kennelly for his work in human relation by writing *The Quiet Answer*. Program dealt with minority groups of area.

Feature of Week

(Continued from page 16)

May 17, 1948. A truck hove into sight along a Maryland highway piled high with an assortment of pipes. Mr. Lewis pulled up the truck in front of the Community church and some 700 pipes were quickly disgorged, Mr. LeSourd relates. "Kids swarmed in from every direction, armed with brushes buckets of water and glass wax . . . The youngsters bathed and polished pipes, handling delicate parts with a tenderness reserved for a precious possession."

The project then was transferred to the Lewis basement for sandpapering of pipes, cutting of leather diaphragms for pneumatics and twisting of wires around contact pins. The total of 15,000 needed electrical connections seemed staggering, Mr. LeSourd narrates.

At that time, according to Mr. LeSourd, Joe Whitefield, a Washington lawyer, stepped into the picture and he and Mr. Lewis "voiced over 1,000 pipes, separating them into various ranks, testing them again and again for just the right sound."

In November the process of moving the parts from the Lewis basement to the church began. It was soon discovered that that part of the church would have to be redesigned before the organ would fit. Walls were knocked down, choir pews were respaced.

Final Adjustments

On Dec. 23, the organ, now installed, needed endless adjustments, Mr. LeSourd recounts. Mr. Lewis worked far into the night and all the next day with the organ tuner. But on Christmas Eve, Mr. Lewis took his place at the organ and nodded to Mervill Dean, local merchant stationed inside the organ loft to manipulate the swell shades that regulate the sounds. At 7 p.m. the New York radio technician nodded to Choirmaster Lewis.

That was the picture on Dec. 24, 1948, as the strains of "Adeste Fidelis" floated majestically through the small church and the junior choir marched down the aisle garbed in maroon and white gowns, big black collars and white windsor ties. Recalling the nostalgia of the broadcast Mr. LeSourd wrote:

"Tonight their singing was reaching out across the country victoriously because this was music with love and heart and soul. And parents looked upon their youngsters with new respect. That Christmas Eve a little bit of heaven itself crept into the church by the side of the road."

CBC Meeting

JANUARY meeting of the board of governors of Canadian Broadcasting Corp. will be held at Montreal, Jan. 11 and 12. Agenda for the meeting has not been announced, but main public business is expected to be on application for new AM stations and share transfers of a number of stations

FCC Actions

(Continued from page 76)

Applications Cont.:

TV Albuquerque, N. M. to 4-1-51; WPIX New York to 7-8-51; WHAM-TV Rochester, N. Y. to 8-4-51.

License for CP

WNAC-TV Boston, Mass.—License for CP new commercial TV station.

December 20 Decisions . . .

BY COMMISSION EN BANC

Hearing Designated

KTBI Tacoma, Wash.—Designated for hearing application to change facilities of KTBI from 810 kc 1 kw-D to 850 kc 500 w-N, 1 kw-D, change trans. location and install DA-N, in a consolidated proceeding with application of KOA for CP to replace vertical ant. of station KOA Denver, and to mount FM ant. on AM tower; said hearing to be held in Washington on Feb. 14, 1951, and ordered that all party respondents and party intervenors to proceeding on application of KOA shall be parties only with reference to application of KBC.

WLCK Campbellsville, Ky.; Clark-Montgomery Bcstg. Co. Inc., Winchester, Ky.—On petition of WLCK designated for consolidated hearing at Washington on Feb. 19, 1951, application of Clark-Montgomery Bcstg. Co. Inc., for new station on 1450 kc 250 w unl., with application of WLCK for mod. CP to specify trans. site, studio site and ant. system filed to satisfy condition of original grant for new station on 1450 kc 250 w unl.; made WMOH Hamilton, Ohio, party to proceeding.

KIWW Good Neighbor Bcstg. Co. Inc., San Antonio, Tex.; Winter Garden Bcstg. Co., Crystal City, Tex.—Designated for hearing in consolidated proceeding to be held in Washington on Feb. 19, 1951, application of KIWW to change facilities from 1570 kc 250 w. limited time to 1240 kc, 250 w. unl., with application of Winter Garden for new station on 1240 kc 250 w unl. made KORA Bryan, Tex., party to proceeding.

Action Set Aside

KCHC El Paso, Tex.—By order set aside Commission action of Nov. 14, denying application for extension of completion date from Nov. 28, 1950 to Jan. 28, 1951, to complete construction for new station on 860 kc 500 w-D, authorized by, and designated for hearing in Washington on Jan. 22, 1951 said application for extension of completion date.

Application Granted

KSD St. Louis, Mo.—On petition reconsidered, removed from hearing docket, and granted application, as amended, for CP to permit use of old trans. for aux. purposes with 5 kw-D, 1 kw-N.

Modification of CP

WBUD Trenton, N. J.—Granted mod. CP to make technical changes to reduce interference to WFBM Indianapolis; engineering conditions include provision to guard against mutually objectionable radiation problems with WTTM Trenton, N. J.

KTHT Houston, Tex.—Granted mod. CP to make changes in DA, subject to condition that properly designed phase monitor be installed in trans. room as means of continuously and correctly indicating amplitude and phase of currents in several elements of DA system.

December 20 Applications . . .

ACCEPTED FOR FILING

License for CP

KVOL Lafayette, La.—License for CP FM station to change frequency, increase power etc.

AM—730 kc

KWRE Warrenton, Mo.—CP AM station to change from 730 kc 250 w D to 730 kc 500 w D.

AM—920 kc

KJSK Columbus, Neb.—CP AM station to change from 900 kc 1 kw D, 500 w N to 920 kc 1 kw unl.

Modification of CP

KOOS Coos Bay, Ore.—Mod. CP change frequency, increase power etc. for extension of completion date.

License Renewal

Request for license renewal AM station: WKLA Ludington, Mich.; KBMW Breckenridge, Minn.; KSGM St. Genevieve, Mo.; WCRK Morristown, Tenn.

Modification of CP

Mod. CP FM station for extension of completion date; WRBI Blue Island, Ill.; KCBC-FM Des Moines; KTSA-FM San Antonio, Tex.

WWJ-TV Detroit—Mod. CP commercial TV station for extension of completion date to 3-1-51.

TENDERED FOR FILING

AM—1420 kc

KTOE Mankato, Minn.—CP AM station to change from 1420 kc 1 kw unl. to 1420 kc 5 kw unl. DA-N.

FCC roundup

New Grants, Transfers, Changes, Applications



Box Score

SUMMARY TO DECEMBER 21

Summary of Authorizations, Stations On the Air, Applications

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM stations	2,230	2,196	123		258	135
FM stations	676	526	153	1*	150	6
TV stations	107	53	56		374	171

* On the air.

* * *

Docket Actions . . .

FINAL DECISIONS

WMAW Milwaukee—Adopted final decision application for license to cover CP and afforded applicant not more than 90 days to wind up affairs. See story this issue. Decision Dec. 20.

KEYY Pocatello, Ida.—Adopted final decision granting license renewal. Story this issue. Decision Dec. 20.

KWTO Springfield, Mo.—Adopted final decision to grant power increase from 5 kw day, 1 kw night to 5 kw fulltime with directional antenna, operating on 560 kc. Decision Dec. 20.

INITIAL DECISION

Lakeland Bcstg. Corp., and John R. Tomek, Wausau, Wis.—Announced initial decision by examiner Basil P. Cooper to grant application of Lakeland Bcstg. Corp., for new station on 1230 kc, 250 w fulltime at Wausau and to deny application of John R. Tomek for same facilities. Decision Dec. 15.

ORDERS

KOB Albuquerque, N. M.—By order granted further extension of time to and including Feb. 1, 1951, in which to modify contract with New Mexico College of Agriculture and Mechanics Arts, to comply with rules pertaining to reservation of time upon sale of station. Order Dec. 20.

WTNJ Trenton, N. J.—Adopted an order looking to revoking license of WTNJ effective Jan. 10, 1951. If licensee makes written application on or before Jan. 5 order will stand suspended until conclusion of hearing. Application for transfer of control from Charles E. and Julie V. Leow to Erling C. Olsen, trustee, placed in pending file. See story this issue. Order Dec. 20.

Non-Docket Actions . . .

AM GRANTS

Columbia, Ky.—Tricounty Radio Bcstg. Corp., 1270 kc, 1 kw day. Estimated construction cost $15,827. Principals in corporation include: Owen Guy Wooten, Wooten's Recreation Hall and restaurant, 11% plus; Shiley Clayton Bybee, owner Bybee's grocery store, 11% plus; there are twenty-eight minor stockholders, all local residents. Granted Dec. 20.

Walnut Ridge, Ark.—Southern Baptist College, 1320 kc, 1 kw day. Estimated construction cost $9,300. Applicant is a non-profit incorporated educational institution. Principals include: president of the board Fred Carter, engaged in banking, cotton ginning and farming; H. E. Williams, president Southern Baptist College and Ben Lincoln, teacher, secretary. Granted Dec. 20.

TWO AM and two FM authorizations reported deleted last week by FCC. Total withdrawals to date since Jan. 1: AM 35; FM 104; TV 3.

WOPT Scriba, N. Y.—Palladium-Times Inc. License Dec. 12. Request of licensee.

WEEB Southern Pines, N. C.—Sandhill Community Bcstrs. Inc. License Dec. 12.

WOPT-FM Scriba, N.Y.—Palladium-Times Inc. License Dec. 12.

KOCY-FM Oklahoma City, Okla.—Plaza Court Bcstg. Co. CP Dec. 11. Lack of interest in FM in area.

TRANSFER GRANTS

WBYS-AM-FM Canton, Ill.—Granted acquisition of control of Fulton County Bcstg. Co., licensee, by Harold R. Winsor through purchase of 9 sh. of stock from Cyril L. Fetterer, reducing Mr. Fetterer's holdings from 2½% to less than 1%, thereby increasing Mr. Winsor's holdings to 99% plus. Consideration is $900. WBYS is assigned 1560 kc, 250 w day. Granted Dec. 14.

WCBA Corning, N. Y.—Granted transfer of control in Wellsboro Corning Bcstg. Advertisers Inc., licensee from Lawrence A. Woodin to Paul I. Carpenter for consideration of $45,000. Mr. Woodin retires to devote his time to his theatre enterprises. Mr. Carpenter prior to transfer was 50% owner WCBA. WCBA is assigned 1 kw day on 1350 kc. Granted Oct. 14.

KLWN Lawrence, Kan.—Granted assignment of CP from Loula Mae Harrison, executrix of estate of L. C. Harrison tr/as Lawrence Bcstg. Co., for $3,000 to Lawrence Bcstrs. Inc., new firm. Lawrence Bcstrs. Inc., includes: Edwin A. Abels, owner-publisher Lawrence Outlook, president, 15.15%; A. P. (Duke) D'Ambra, commercial photographer, vice president, 18.18%; Arden Booth, former general manager KDAN Oroville, Calif., and program director WREN Topeka, Kan., general manager-secretary, 9.09%; John Skie Jr., treasurer, 3.03%; H. M. Booth, director 15.15%. There are seven minor stockholders. KLWN is assigned 500 w day on 1320 kc. Granted Oct. 14.

KVAS Astoria, Ore.—Granted assignment of license of Clatsop Video Bcstrs., to new partnership of same name with change in partners and partnership interests. Leroy E. Parsons, 80% owner sells 29% to Elmer W. Littlehales and James W. Spencer for $6,955. Richard Denbo, 20% owner disposes of his interest to other three for $3,750. Mr. Spencer is a salesman-announcer and Mr. Littlehales is production manager. KVAS is assigned 250 w day on 1050 kc. Granted Dec. 19.

KFPW-AM-FM Fort Smith, Ark.—Granted assignment of license from Southwestern Hotel Co., licensee, to Tulsa Bcstg. Co., for consideration of $50,000. Transfer effective Dec. 31. Tulsa Bcstg. Co., is licensee KTUL Tulsa, Okla. KFPW is assigned 1400 kc, 250 w fulltime. Granted Dec. 20.

WEVE Eveleth, Minn.—Granted assignment of license of Ridson Inc., licensee, to Carl Bloomquist for consideration of $30,000. Mr. Bloomquist is general manager of the station. WEVE is assigned 1340 kc, 250 w fulltime. Granted Dec. 20.

KGON Oregon City, Ore.—Granted acquisition of negative control in Clackamas Bcstrs. Inc., licensee, by John A. Fitzgibbon and wife and Irwin S. Adams and wife through purchase of 33⅓% interest of E. Roy Jarman for $11,560. KGON is assigned 250 w fulltime on 1230 kc. Granted Dec. 14.

WKID-AM-FM Urbana, Ill.—Granted assignment of license from James M. Strand, trustee in bankruptcy to Kemper-Fabert Inc. Assets of station were purchased at auction sale from trustee for $9,700. Granted Dec. 14.

WXNJ (FM) Plainfield, N. J.—Granted transfer of control in WXNJ Inc., licensee from Stavid Engineering Inc., Harold O. Bishop, W. T. Wright and George B. Morgan to Buel Inc., Lucien M. Merle, Marie B. Merle, W. Frank Howard, E. M. Schirrippa and Salvador Diana for $3,999. WXNJ is assigned Chan. 280 (103.9 mc). Granted Dec. 14.

New Applications . . .

TV APPLICATIONS

Wichita, Kan.—E. V. Yingling, Virgil S. Browne Jr., Willis L. Hartman and Nestor R. Weigand d/b as Sunflower Television Co., Ch. 3 (60-66 mc), ERP 16.3 kw vis., 8.15 kw aur., 455 ft. ant. Filed Dec. 21.

Cheyenne, Wyo.—Bill Tomberlin, Ch. 11 (198-204 mc), ERP 2.49 kw vis., 1.245 kw aur., 318.6 ft. ant.; estimated cost of construction $163,000, first year operating cost $85,000, revenue $70,000. Applicant is oil investor, has TV bid pending at Casper, Wyo. Filed Dec. 21.

TV Station Outlook

(Continued from page 63)

needs and industry in California generally is absorbing this supply. Material shortage and credit control will have the effect of giving strength to the production of the essentials and, in any event, conditions reflect a steady business gain for San Francisco and its environs for the coming year."



Mr. Dumm



Mr. Hoag

Robert B. Hoag, sales manager, KTSL (TV) Hollywood, looks for a substantial revenue year for television—possibly a 30% increase—but feels that "in view of present labor negotiations it is not possible at this time to estimate the percentage of increased operational expenses."

Anticipating greater TV activity from dry goods, food, petroleum and soap firms, especially in the national network and national spot fields, Mr. Hoag expresses belief that "radio and television both should enjoy a very healthy increase in billing in the Southern California area."

The slant of one college TV station operator is given by Richard B. Hull, radio-TV director of the Iowa State College outlet, WOI-TV Ames, Iowa, who foresees a duplication of the 1941-42 pattern in broadcasting and in general business. He terms prospects "good" for Iowa, an agriculture area primarily and manufacturing center secondarily.

"TV stations will do even better (than bigger, well-managed AM stations) but the 'freeze' situation—and the prospect of a merely nominal 'freeze-lifting' in view of war emergency—make clear-cut predictions difficult," Mr. Hull believes.



LIMIT METALS USE

NPA Blueprints Cuts

FLAT limitations on the use of three strategic materials—copper, aluminum and steel—in certain auxiliary electronic products were blueprinted by the government last week, with manufacturers facing further curtailment of civilian set production after Jan. 1.

It was learned that the National Production Authority is preparing "conservation" or control orders which would outlaw use of these scarce metals in such specific items as indoor-outdoor TV antennae and aerials, steel towers, and possibly others.

NPA has drawn up a classified list of about 350 items on which it will crack down by prohibiting use of the materials after a specified date.

It was understood, however, that the limitations would not apply to radio and television receivers to the component parts, such as tubes, condensers and resistors, which are contained in the final end products.

It was felt that, inasmuch as civilian output of radio-TV towers and transmitters already has fallen off in favor of defense orders, limitations governing their manufacture would be largely academic.

NPA also disclosed last week that some 100 electronics firms—makers of tubes, resistors, capacitors, etc.—have applied to the government for "adjustment" of previous orders cutting back aluminum, copper and cobalt. With availability of satisfactory substitutes already scarce, set and parts manufacturers thus are confronted with a virtual impasse [BROADCASTING • TELECASTING, Dec. 18].

In another move along the government front, NPA last week indicated that it will bear down on agreements governing use of copper scrap which, when processed through smelting, serves to fill the purpose of the basic metal.

Stringent Cutbacks

The proposed conservation orders —which in effect amount to 100% cutbacks in makeup of some electronic products — will represent the first such stringent action NPA has taken its allocation program. Heretofore, the agency has simply required producers and others to fill certain military needs, with industry permitted to channel the remaining supply into uses it had deemed best. No restrictions had been placed on certain items.

The manufacturing industry also faces the prospect of being hard pressed to meet defense requirements when orders finally come through on a large scale. Radio-Television Mfrs. Assn. already has urged NPA to ease restrictions on raw materials where the defense effort would not be impaired to permit the industry to function on an operating basis.

The imminent conservation orders would have the effect of allocating both military and civilian electronics orders for war use. Gen. Harrison had assured the communications-electronics fields they would receive all available materials to at least sustain maintenance functions.

Meanwhile, NPA also ordered a 20% cut in the civilian use of tin during next February and March. Conservation orders on that material also will be issued shortly, officials announced, adding that the supply is not sufficient to last in 1951.

Officially NPA last week said only that the "growing needs for copper, aluminum, steel and other vital materials will affect the manufacture" of radio and television sets, and other household appliances.

Officials conceded that an order affecting the use of copper in the manufacture of household appliances is "now being prepared." They gave no other details. Announcement was made following a meeting of NPA officials with the Radio, Television and Household Appliance Wholesale Advisory Committee (see separate story) during which radio-TV and other shortages were discussed.

Another order, governing distribution of certain electrical components for defense and the nation's communications system, was issued by NPA last Tuesday. The directive seeks to equalize the distribution of defense orders among electric component and parts manufacturers.

Each manufacturer would be required to divert for defense up to 50% of all electronic tubes (if it is the sole producer). Ceiling of 25% on tubes (not including power tubes) for military use was set when produced by two or more companies. Military requirements also would command 25% of fix composition resistors.

Current production of receivi tubes is running at the annual ra of about 400 million while annu output of resistors currently a proximates 1¼ billion, NPA o cials noted.

Meanwhile, the U. S. producti effort was moving ahead on t government level, with the appoir ment of Charles E. Wilson, form president of General Electric C spearheading the revitalized r armament program. Mr. Wils was sworn in last Thursday director of the Office of Defen Mobilization and then announc the appointment of Gen. Luci Clay, New York civil defense chi and Sidney Weinberg, former vi chairman of the old War Produ tion Board, as special assistants.

As mobilization director, M Wilson, who headed the Wor War II production agency, w have responsibility for coordina ing activities dealing with produ tion, allocation, selective servi manpower, wage stabilization, e

CIVIL DEFENSE

Radio-TV's Role Outline

AMID sentiment for fast passage of President Truman's Civil Defense program, the nation's lawmakers last week heard a graphic description of the role radio-TV broadcast stations are expected to play in the event of an attack on the Continental U. S.

The subject was pursued during House discussion last week on the President's request for authority to back up his newly-established Federal Civil Defense Administration.

The outline was given by Rep. Carl Durham (D-N. C.), chairman of the House Armed Services subcommittee which reported the Administration plan and sped it to the House where it won overwhelming approval, 247-1.

Against the backdrop of renewed interest in "radio silence" and the question of electronic emissions which could serve as "homing" devices for enemy aircraft—and the Defense Dept.'s proposal to control radio-TV beams (see separate story)—Rep. Durham told House colleagues that CD planning would "make full use of the broadcasting stations of the country—in backstopping the nation's alerting system."

Washington was rife last week with speculation over the "radiation" issue touching on such facets as directional finders, guided missiles, and homing possibilities inherent in AM, FM and TV transmission. And while Congress debated legislation (the Senate was slated to bring the bill up Friday), Civil Defense Administration officials were hard-pressed to explain the apparent contradiction between the President's designation of communications as the "nerve system" of defense and the Defense Dept.'s far-reaching plan to control radio beams in any crisis, not limited solely to formal declaration of war.

Civil Defense officials reminded that the President already has power to seize radio-TV stations under the Communications Act, and also were concerned lest the President, or his top-level communications advisors, usurp functions within the immediate domain of the CD Administrator.

Electronic emissions problems also arose on another front last week. It was learned that officials of WMAL-AM-TV-FM Washington had conferred with FCC on technical matters relating to broadcast transmissions.

On Capitol Hill the House reported out a bill which tightened up language relating to the powers of the Civil Defense Administrator on grounds that his authority was "too far-reaching" in the original version.

Similarity Cited

Both the House version (HR 9798) and the measure (S 4268) reported by the Senate Armed Services Committee, similar in content, call for a $3.1 billion program over a three-year span, with the federal government providing about half (54%) of the outlay. A sum of $32 million was set aside for communications equipment [BROADCASTING • TELECASTING, Dec. 18, 11].

With the government bearing most of the share for communications, the Administrator would be authorized to establish such systems as required and make use of existing ones, including government installations and commercial systems.

Rep. Durham's reference to broadcast stations' role in emergency situations came on the he of the announcement by CD A ministrator Millard Caldwell s ting a basic code of public a raid warning signals to be used states and cities in the event enemy attack.

Rep. Durham explained on t House floor:

"Inasmuch as it is desired to m tain the confidential aspect of t yellow alert, some device must employed to make the broadca ing stations activate special rece ers owned by key civil defen officials but, at the same time, prevent the receivers in gene use by the public from picking the information."

This can "easily be done," added, by transmitting sub-audi tones over broadcasting stations tones not detected by listeners b only apparent to key civil defe personnel manning special alert r ceivers [BROADCASTING • TEL CASTING, Nov. 21, 1949].

A Red alert is the public wa ing indicating "imminent dang of air attack, it was explain with key warning stations operat by the Continental Air Command

Furthermore broadcast static would be utilized after air ra have passed as a means of disse inating advice to citizens and uniting members of families.

"In this way the full possibilit of our present broadcasting syst can be utilized to the best a vantage, and at the same time tw way mobile and portable ra equipment which can be taken rectly to the scene of the disas will be used when needed," R Durham asserted.

The Civil Defense Administ tion stressed, however, that t basic code for public use enco passes only the "red" alert and t "all clear" signal.

RCA, CBS

(Continued from page 21)

ry generally, I am interested in our reactions to the complaints made by these broadcasters.

When you can find the time, I would appreciate your frank comments on the problem.

With warm personal regards.

arnoff Reply

Thank you for your letter of Aug. 17 in which you quote from a letter you have received from a broadcaster on the subject of the efforts of the Assn. of National Advertisers to obtain a reduction in sound broadcasting network rates. In July, ANA advised NBC that it had prepared a study on the subject of network radio rates and invited NBC to attend a meeting on July 26 to discuss the study. Representatives of other networks were also invited. Naturally, NBC declined to attend a meeting at which rates would be discussed with its competitors. The other networks took the same position and the meeting was not held. On July 28, the ANA sent to NBC a copy of the study which was to have been the subject of discussion at the meeting. I feel sure you have received a copy from the broadcasters who have written you, since I understand the study was widely circulated to broadcasters.

The facts do not justify a reduction in network rates. An advertiser today is paying the same network radio rates he paid in 1940, although the number of radio families has increased from 28 million to 40 million, and the number of sets from 45 million to 86 million. Under normal circumstances a rate increase for network radio would have been clearly justified by this larger circulation alone, to say nothing of the increase in operating costs. During this same period, advertising rates in competitive media have gone up steadily. Within the past month, for example, rate increases have been announced by many leading national magazines including the *Saturday Evening Post*, the *Ladies Home Journal* and *Time*. Network radio today is the lowest in cost of all national advertising media and no reduction is called for.

Television rates, on the other hand, have been substantially increased during the last two years as the number of sets has grown. While many television stations are in or nearly in the black, the television networks are still operating at substantial losses because it is the network, not the station, that pays most of the enormous new costs of television program production. These include greatly increased amounts for studios, special studio equipment, facilities for scenery and stage properties and inter-city connections. Television rates will have to be increased further if television network broadcasting is to operate on a sound and profitable basis.

As you know from the discussions we have had since you assumed the Chairmanship of the Committee, I feel deeply that this is a public interest question of the greatest importance. The indispensable role which television is destined to play in public education and morale and civilian defense activities in the stressful times ahead, is a newly recognized factor which should cause all of us to give serious thought to this problem. That is one reason I suggested a National Radio Highway which would reduce inter-connection charges in my letter of July 26 to Sen. McFarland, a copy of which I sent you. There may be other ways in which the government can help, such as providing means for a sharing of the cost of public service network programs.

I do not mean to imply that the independent broadcaster is less important than the networks. Indeed, I agree with your correspondent that he is the backbone of the broadcasting business. Any solution of broadcasting problems which did not fulfill his needs would be no solution at all.

I am grateful for this opportunity you have given me to comment on the subject covered by your letter. As always, it is a pleasure and privilege to explore with you these questions which are of such importance to every citizen.

With cordial personal regards.

Stanton Reply

In response to your letter of Aug. 17 regarding rumors of proposed reductions in AM broadcast advertising rates, I want to report that insofar as CBS is concerned, there is nothing to such rumors.

Over the course of many months, we have been approached by a number of advertisers and advertising agencies requesting AM rate adjustments and the reason given in each instance has been the inroads of television. We have not acceded to any of these requests. In July, the Radio & Television Committee of the Assn. of National Advertisers formulated a report on the effect of television on AM listening habits and requested meetings with the nationwide networks to discuss the situation as it affected the values of AM advertising. (Copies of the ANA report and the letter inviting CBS to participate in a meeting with the ANA committee are enclosed.)

We declined to attend the meeting and no meeting was held.

As I am sure you are aware, CBS is almost entirely dependent upon its revenues from AM broadcasting as our television operations are still substantially in the red and our income from the manufacture of phonograph records is not significant to our overall picture. It would be foolhardy for us to do anything which might jeopardize or diminish the value of aural broadcasting.

Our record indicates our determination to enhance and preserve AM broadcasting as the widest and most effective mass circulation advertising medium known to date. For example:

(1) We have invested very heavily in AM programs, both in the acquisition of outstanding popular personalities such as Jack Benny, and in the far more numerous radio programs developed by CBS itself. This policy stems from our belief in the future of radio. CBS has invested more money in the development of programs than any other network. We have not pulled in our horns or sold AM short.

(2) May 12 this year we held a clinic in New York City attended by the managers of our AM affiliates located in cities which had television stations for the express purpose of outlining program, sales and promotion technique which would enable those stations to compete most effectively with television in their own markets. I am enclosing a copy of the agenda of that meeting. It was the unanimous opinion of all who attended that it was one of the most effective meetings we had ever held.

Item 4 on this agenda, "What CBS is Doing to Sell Radio," featured a presentation, "Radio's Extra Profit Margin." A copy is enclosed. Fifteen hundred copies of this were made available to our affiliates, their sales representatives, or network advertisers and their agencies.

(3) We have analyzed for clients the values of AM network broadcasting and have kept our affiliated stations informed. An example is the enclosed copy of a letter dated May 23, 1950, which I sent to all our affiliates and which enclosed an analysis made for an advertiser on May 12.

From this you will see that our program ratings are up. The number of families reached is up and CBS enjoys the lowest cost per thousand of any network and the greatest margin of economy over any printed medium.

(4) The result of our continuing all-out belief in aural broadcasting and the steps which we are constantly taking in order to enhance its values have, as you might expect, resulted in favorable circulation and sales pictures for us.

Every month for the past 18 months, Columbia's nationwide AM audiences—averaged for day and night—have run 20% ahead of the second network. These ratings are based on the Nielsen Radio Index, the only nationwide measurement service subscribed to by all four networks. CBS' AM network is enjoying an increase of sales over 1949 of approximately 7% and it is the only AM network which is showing an increase over last year.

I would be happy to give you any additional information which you may desire.

I would like to emphasize that Columbia's growth and position of leadership has been possible only because of income from aural broadcasting. Without the income which flows from doing an outstanding job in that area, we would not have been able, for example, to make the efforts we have to bring color television to the public. We, at least, cannot afford to operate AM at a loss.

upcoming



ec. 27-30: Mid Centuary Conference of the Speech Assn. of America, Hotels Commodore and Roosevelt, New York.

an. 19: NAB TV Convention, Hotel Stevens, Chicago.

an. 23: Academy of Television Arts and Sciences annual dinner, Ambassador Hotel, Los Angeles.

an. 26-27: South Carolina Broadcasters Assn., Columbia, S. C.

an. 31-Feb. 2: NAB Board Meeting, Bellevue-Biltmore Hotel, Bellaire, Fla.

eb. 16-17: First Annual Regional Television Seminar, WAAM (TV) Baltimore.

pril 11: Brand Names Day 1951, Hotel Commodore, New York.

pril 15-19: NAB Convention, Hotel Stevens, Chicago.

pril 20-21: Southwestern IRE Conference, Southern Methodist U., Dallas.

Richards Named

ROBERT K. Richards, director of public affairs for the NAB, has been appointed NAB staff representative on the Broadcast Advisory Council by Justin Miller, president of NAB and BAC chairman. Next meeting of the council is slated for shortly after Jan. 1. Mr. Richards and Ralph W. Hardy, NAB government relations director, will formulate plans for the meeting. The council held its first meeting in Washington Dec. 14, when the 19 members met with President Truman and other government leaders to discuss radio-TV's role in the nation's economy and the preparedness program [BROADCASTING • TELECASTING, Dec. 18].



Mr. Richards

AF EQUIPMENT

$600 Million Earmarked

NEARLY $600 million worth of electronics, communications and other major procurement equipment was earmarked for the U. S. Air Force last week in a supplemental defense funds bill reported out by the Senate Appropriations Committee for action by the upper chamber.

The committee approved a sum of $583,900,000 for that equipment, as well as over $2 billion covering electronics-communications equipment and detection-warning systems for aircraft and related procurement. The group also set aside $470,000 for "operation, maintenance and improvement" of the Army Dept.'s Alaska Communication System.

RENEWAL PROCEDURE

Simplification Propose

CHANGES in license renewal procedure were proposed by FCC last week to simplify paperwork and administration for stations and the Commission itself. In principle, FCC would:

● Require filing of license renewal applications for all stations (AM, FM, TV) 90 days prior to expiration of the license sought to be renewed, in lieu of the present 60-day provision.

● Determine expiration dates on a geographical basis so that licenses of stations in a contiguous area would expire at the same time, eliminating much duplication where ownership of FM or TV outlets is involved along with AM.

● Extend the initial license period of FM stations up to three years instead of the present one-year provision.

TV licenses presently are for one year only and FCC indicated no change is contemplated at the present.

AM and FM stations are divided into 18 groups of contiguous states, according to the proposal, while TV stations are divided into six groups of states.

Deadline for comments on the new rules was set for Feb. 15 with replies due March 1.

Expiration dates for all three services presently expire on a schedule determined by assigned frequency. Under a system based on geographical location the work load would be more evenly distributed through the year, the Commission explained.

Many AM Affiliates

FCC's notice stated about 85% of all FM stations are owned and operated by licensees which also own AM stations while many of the TV licensees also are AM and FM operators. The notice explained that since all inquiries directed to the qualifications of a licensee are equally applicable to AM, FM or TV, "the proposal would eliminate unnecessary duplication resulting from the existing procedure of considering these applications at different times."

"The proposed plan would also facilitate the consideration of common problems sometimes presented by stations located in contiguous areas," the Commission said.

Additional advantages to the industry by simultaneous filings of applications, FCC said, would be that yearly equipment performance measurements which must be made during the four-month period preceding the date of filing applications for renewal of licenses could be made simultaneously for a licensee's AM and FM facilities. Similarly, program data would be filed at the same time and, since a licensee is required to file with the renewal application a balance sheet dated within 90 days of the execution of the renewal application, only one balance sheet would have to be prepared by the licensee, FCC noted.

The proposed new rules and expiration schedules, based on assumption of Feb. 1, 1951, adoption (further revision would be made for different base date), follow:

Proposed Rules

1. Sec. 1.320(a) of the Commission's Rules is proposed to be amended as follows:

(a) Unless otherwise directed by the Commission, each application for renewal of license of a broadcast station shall be filed at least 90 days prior to the expiration date of the license sought to be renewed; and each application for renewal of license of a non broadcast station shall be filed at least 60 [4] days prior to the expiration date of the license sought to be renewed. No application for renewal of license of a broadcast station will be considered unless there is on file with the Commission the information currently required by Secs. 1.341 to 1.344, reference to which by date and file number shall be included in the application.

2. Sec. 3.220(a) of the Commission's Rules is proposed to be amended as follows:

(a) Unless otherwise directed by the Commission, each application for renewal of an FM broadcast station license shall be filed at least 90 days prior to the expiration date of the license sought to be renewed (Form FCC No. 303). No application for renewal of license of an FM broadcast station will be considered unless there is on file with the Commission, the information currently required by Secs. 1.341-1.344 of this chapter, reference to which by date and file number shall be included in the application.

3. Sec. 3.620(a) is proposed to be amended as follows:

(a) Unless otherwise directed by the Commission, each application for renewal of a television station license shall be filed at least 90 days prior to the expiration date of the license sought to be renewed (Form FCC No. 303). No application for renewal of license of a television broadcast station will be considered unless there is on filed with the Commission the information currently required by Secs. 1.341-1.344 of this section, reference to which by date and file number shall be included in the application.

4. Sec. 3.34(a) of the Commission's Rules is proposed to be amended as follows:

(a) All standard broadcast station licenses will be issued for a normal license period of three years. Licenses will be issued to expire at the hour of 3 a.m., EST in accordance with the following schedule† and at three-year intervals thereafter: [1]

5. Sec. 3.218(a) of the Commission's Rules is proposed to be amended and Sec. 3.218(b) is proposed to be deleted as follows:

(a) All FM broadcast station licenses will be issued for a normal license period of three years. Licenses will be issued to expire at the hour of 3 a.m., EST in accordance with the following schedule‡ and at three-year intervals thereafter: [1]

6. Sec. 3.618 of the Commission's Rules is proposed to be amended as follows:

All television broadcast station licenses will be issued for a normal license period of one year. Licenses will be issued to expire at the hour of 3 A.M., EST in accordance with the following schedule* and at one year intervals thereafter: [2]

† See Schedule A.
‡ See Schedule B.

[1] Renewals of licenses will be granted for the period specified in the rule; *Provided, However,* that if as a result of the transition from the present schedule to the proposed schedule the period for which a license is renewed is 6 months or less the licensee may within 30 days of the expiration date of such renewed license file, in lieu of renewal application (FCC Form 303), a written application under oath for the next renewal of license which shall consist of (1) a request that its license be renewed and (2) a statement that no substantial changes have been made in its operations or in its plans for future operations since its last renewal application; or if changes have been made or proposed a statement specifying such changes. Upon review of such statement the Commission may grant a renewal of license for the ful period provided for in the rule; or if the Commission requires additional information it may require the filing of renewal application (FCC Form 303).

[2] Renewals of licenses will be granted for the period specified in the rule; *Provided, However,* that if as a result of the transition from the present schedule to the proposed schedule the period for which a license is renewed is 4 months or less the licensee may within 30 days of the expiration date of such renewed license file, in lieu of renewal application (FCC Form 303), a written application under oath for the next renewal of license which shall consist of (1) a request that its license be renewed and (2) a statement that no substantial changes have been made in its operations or in its plans for future operations since its last renewal application; or if changes have been made or proposed a statement specifying such changes. Upon review of such statement the Commission may grant a renewal of license for the full period provided for in the rule; or if the Commission requires additional information it may require the filing of renewal application (FCC Form 303).

[4] The 60-day requirement does not apply to amateurs.

* * *

SCHEDULE A
AM and FM Stations

Expiration Date** Month Year		Number of AM & FM Broadcast Authorizations* AM	FM	Total
April 1951	1. Del.	5	3	8
	2. Pa.	111	63	174
		116	66	182
June 1951	3. Md.	22	18	40
	3(a). D. C.	7	8	15
	4. Va.	57	20	77
	5. W. Va.	58	15	53
		124	61	185
Aug. 1951	6. N. C.	93	42	135
	7. S. C.	42	11	53
		135	53	188
Oct. 1951	8. Fla.	75	21	96
	8(a). P. R.	25	0	25
	8(b). V. Is.	3	0	3
		103	21	124
Dec. 1951	9. Ala.	71	14	85
	10. Ga.	76	22	98
		147	36	183
Feb. 1952	11. Ark.	34	7	41
	12. La.	42	16	58
	13. Miss.	43	5	48
		119	28	147
April 1952	14. Tenn.	57	13	70
	15. Ky.	43	12	55
	16. Ind.	45	20	65
		145	45	190
June 1952	17. Ohio	69	45	114
	18. Mich.	63	25	88
		132	70	202
Aug. 1952	19. Ill.	74	46	120
	20. Wis.	55	18	73
		129	64	193
Oct. 1952	21. Iowa	52	20	72
	22. Miss.	51	15	66
		103	35	138
Dec. 1952	23. Minn.	49	10	59
	24. N. Dak.	14	0	14
	25. S. Dak.	14	1	15
	26. Mont.	25	0	25
	27. Colo.	35	3	38
		137	14	151
Feb. 1953	28. Kans.	39	6	45
	29. Okla.	46	10	56
	30. Neb.	22	3	25
		107	19	126
April 1953	31. Tex.	183	29	212
June 1953	32. Wyo.	13	0	13
	33. Nev.	10	1	11
	34. Ariz.	25	0	25
	35. Utah	18	3	
	36. N. Mex.	25	0	
	37. Ida.	22	3	
		113	7	
Aug. 1953	38. Calif.	143	58	
Oct. 1953	39. Wash.	53	7	
	40. Oregon	43	8	
	40(a). Alaska	10	0	
	40(b). Hawaii	12	0	
		118	15	
Dec. 1953	41. Conn.	27	11	
	42. Maine	16	2	
	43. Mass.	51	28	
	44. N. Hamp.	12	4	
	45. R. I.	11	5	
	46. Vt.	9	0	
		126	50	
Feb. 1954	47. N. J.	20	13	
	48. N. Y.	95	56	
		115	69	
	Total	2295 [1]	740 [2]	

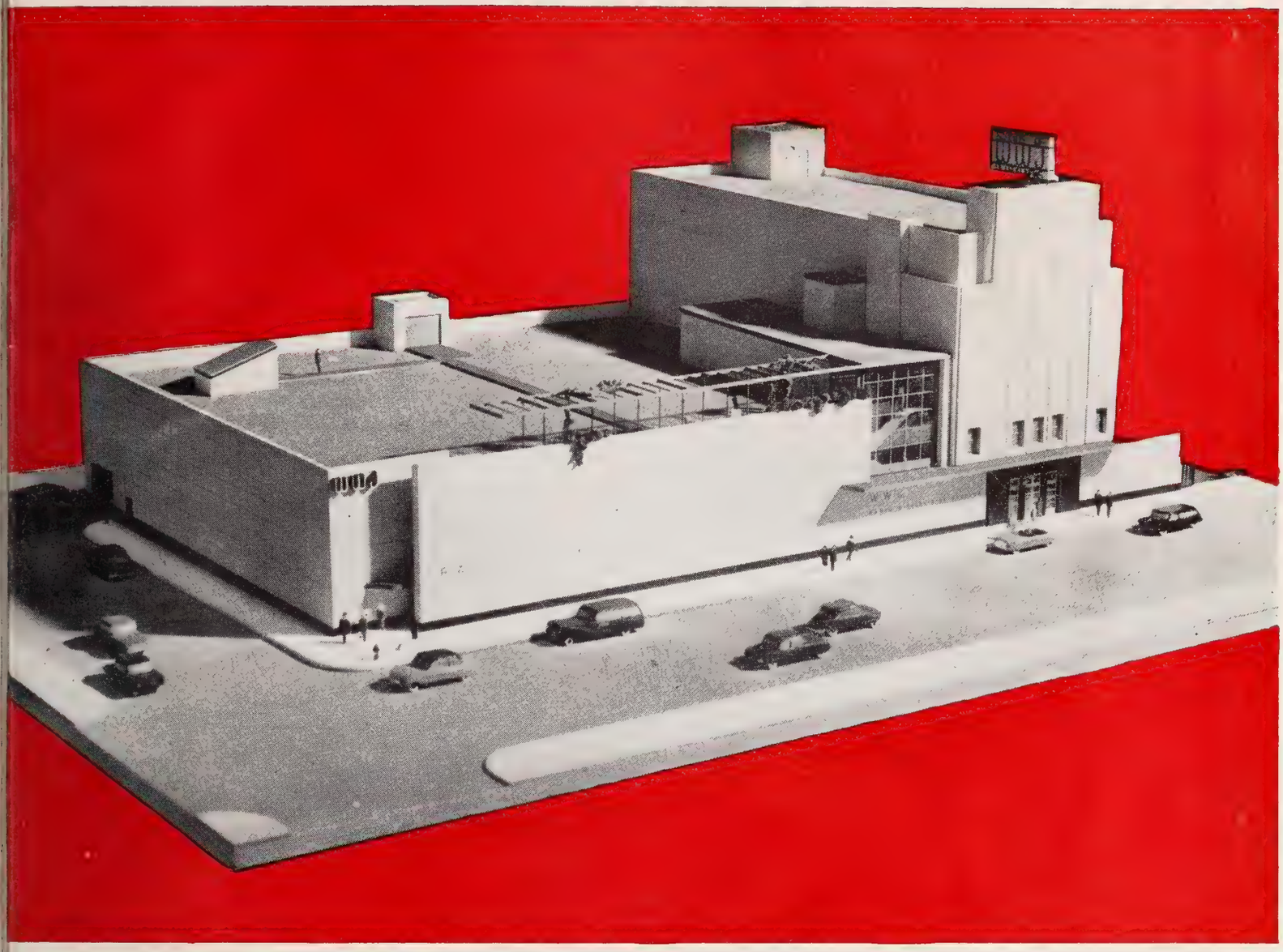
SCHEDULE B
TV STATIONS

Expiration Date Month Year**		Number of TV Broadcast Authorizations*
April 1951	1. Dela.	1
	2. Pa.	7
	3. Tenn.	2
	4. Ky.	2
	5. Ind.	2
	6. Tex.	6
		20
June	7. Md.	3
	7(a). D. C.	4
	8. Va.	2
	9. W. Va.	1
	10. Ohio	12
	11. Mich.	6
	12. Wyo.	0
	13. Nev.	0
	14. Ariz.	1
	15. Utah	2
	16. N. Mex.	1
	17. Ida.	0
		32
August	18. N. C.	2
	19. S. C.	0
	20. Ill.	5
	21. Wis.	1
	22. Calif.	11
		19
October	23. Fla.	3
	23(a). P. R.	0
	23(b). Virgin Is.	0
	24. Iowa	2
	25. Miss.	2
	26. Wash.	1
	27. Ore.	0
	27(a). Alaska	0
	27(b). Hawaii	0
		8
December	28. Ala.	2
	29. Ga.	3
	30. Minn.	2
	31. N. Dak.	0
	32. S. Dak.	0
	33. Mont.	0
	34. Colo.	0
		7
	35. Conn.	1
	36. Maine	0
	43. Mass.	2
	44. N. Hamp.	0
	45. R. I.	1
	46. Vt.	0
		4
Feb. 1952	47. Ark.	0
	48. La.	1
	49. Miss.	0
	50. Kans.	0
	51. Okla.	2
	52. Neb.	2
	53. N. J.	1
	54. N. Y.	13
		19

NOTE: Foregoing schedules dates are ba on assumption of final adoption of propo rules on or before Feb. 1, 1951. In ev proposed rules are finally adopted after t date schedules will be revised accordin

[1] 2,118 Licenses
177 CPs.
[2] 493 Licenses
247 CPs.

* Broadcast authorizations (as of June 1950) set forth to show application proposed rule.
** All licenses expire on first day of mo specified.



TV takes more giant strides upward in Detroit . . .

Ground has been broken for WWJ-TV's beautiful new television studio building, adjoining present WWJ studios. Scheduled for completion in the spring, the combined buildings will give Detroit a great Radio Center.

The facilities housed in this new building will be in keeping with the importance of television as a selling medium in the Detroit market and WWJ-TV's position as the Number One television station.

Because WWJ-TV is 2 years ahead, and always 2 steps ahead, Detroiters tune to WWJ-TV first just as advertisers turn to WWJ-TV first for results.

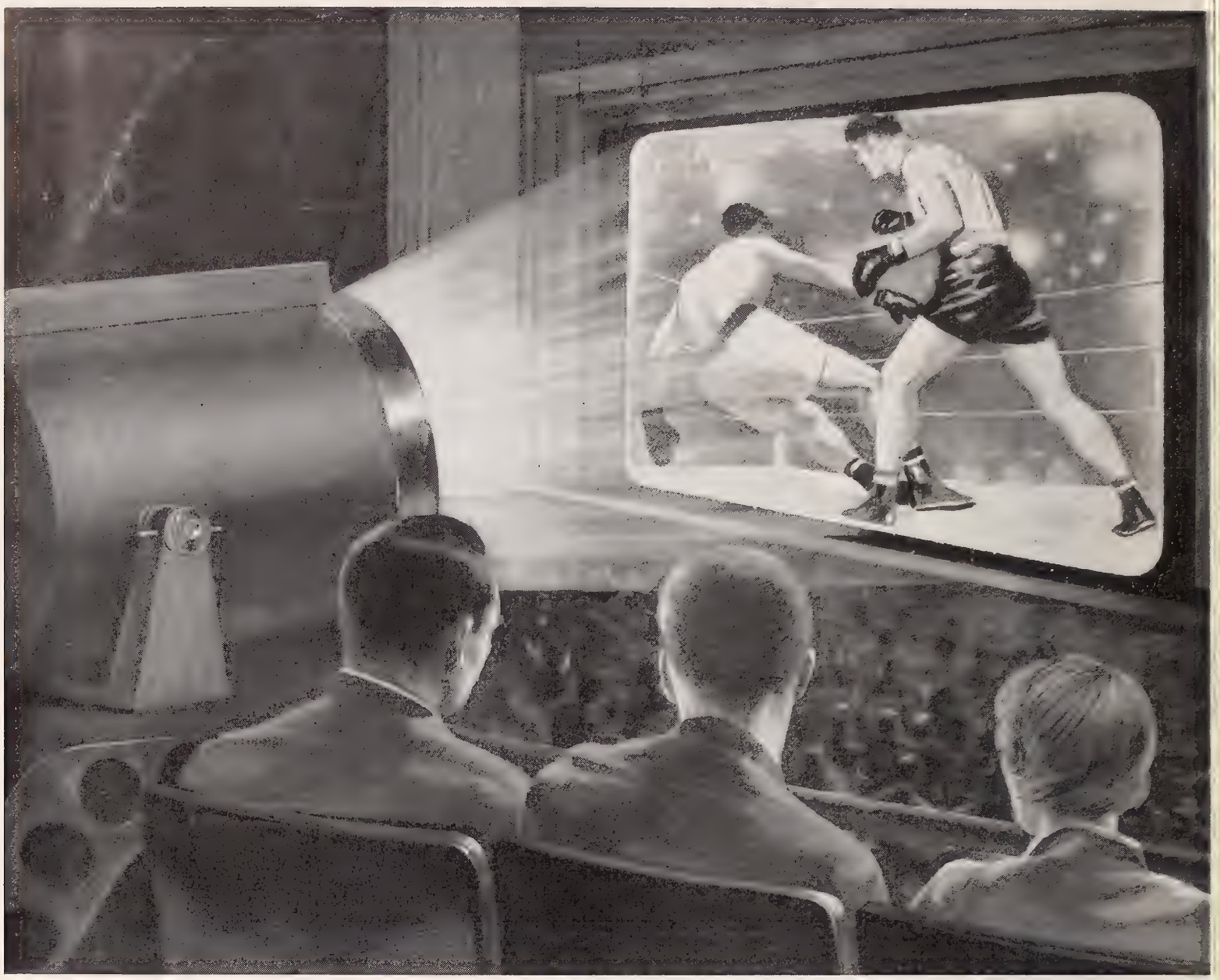
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WWJ-TV

NBC Television Network

Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY
ASSOCIATE AM-FM STATION WWJ



New RCA Theatre Television System projects 15 x 20 foot pictures of television prograr

Giant size Television—"shot from a Barrel!"

You've seen television. Now you'll see it in its finest form—giant projections of special events, transmitted *only* to theatres on private wires or radio beams to make movie-going *better than ever!*

Success of the system comes from a remarkable RCA kinescope, and something new in projection lenses. The kinescope, developed at RCA Laboratories, is in principle the same as the one on which you see regular telecasts. But it is *small*—only a few inches in diameter—and produces images of high brilliance. These are magnified to 15 x 20 feet by a lens system like those used in fine astronomical telescopes.

Because of its size and shape, the new projector is referred to by engineers as the "barrel." It's already going into theatres, where you'll be seeing giant television—shot from a barrel.

* * *

See the latest wonders of radio, television and electronics at RCA Exhibition Hall, 36 West 49th Street, N. Y. Admission is free. Radio Corporation of America, RCA Building, Radio City, New York 20, New York.



The same research which develope RCA's new theatre television syste also gives you big, brilliant pictures 1951 RCA Victor home receivers.

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